ANALYSIS OF MAINTENANCE SERVICE
SATISFACTION AND HONDA POSITIONING
MAINTENANCE SERVICE

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Service by motorcycle authorized begin from first
time costumer buy motorcycle until after sales services,
motorcycle maintenance service become attention of
motorcycle authorized within Honda and Yamaha, because
services become important factor to judge the costumer
satisfaction. In this project will exam about costumer
satisfaction index at maintenance service dan will comparing
costumer satisfaction between services at Honda maintenance
service and Yamaha maintenance service. This project will
use primary data that taken from directly survey to
respondent which pass the screening test, respondent must
have Honda motorcycle and have or ever have Yamaha
motorcycle, respondent must had motorcycle maintenance at
Honda official workshop and ever had maintenance at
Yamaha official workshop. Statistic deskriptif will show
characteristic of respondent, from cluster analysis known data
split into 3 cluster to analyze the characteristic form each
cluster, biplot analysis shown positioning between Honda and
Yamaha at maintenance service, where Yamaha workshop
better than Honda at 3 dimention there are Assurance,
Reliabilty and Responsiviness.

Key Word : Cluster, biplot, Satisfaction