CUSTOMER SATISFACTION ANALYSIS ON SHIPS REPAIR WORK WITH QUALITY FUNCTION DEPLOYMENT (QFD) METHOD

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ABSTRACT

Customer satisfaction is the difference between expectations and perceived performance or results of the customer. Customer satisfaction occurs when a service or product (outcome) is received and perceived by the customer in accordance with what is expected by the customer or even exceed customer expectations. When a customer of a company is satisfied with the performance of the company, the public opinion that is formed will benefit the company.

At this final project, author analyze customer satisfaction on PT. X. Respondents in this study is the customers who use the services of maintenance and repair of ships owned by PT. X. Once the level of customer satisfaction on PT.X’s boats repair services is known, then the author do a comparison with the benchmarking of PT.X namely PT. Y. The comparison is done to determine the extent to which the company's position if it compared with competitors and to determine targets to be achieved so that companies can match and even exceed the comparison companies.

There are several methods used in the analysis of customer satisfaction repair service at PT. X. One is the method of service quality (SERVQUAL) which showed that customers are not satisfied with the performance of repair services PT. X. Also used method of Quality Function Deployment (QFD) to convert customer voice directly to the technical requirements or technical specifications of the service. QFD method produces an analysis of the importance of an attribute for customers and to set targets for the future of the PT. X.

Key words: Customer Satisfaction, Service Quality (SERVQUAL), Quality Function Deployment (QFD)