

SUMMARY

PERBANDINGAN KEPUASAN PELANGGAN, KUALITAS PELAYANAN, DAN KUALITAS PRODUK PT. TRIMATRA TATAGRAHA DENGAN KOMPETITORNYA

The Comparison of The Customer Satisfaction, The Service and The Product Quality of PT. Trimatra Tatagraha with Its Competitors

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- Subject** : PERBANDINGAN KEPUASAN PELANGGAN, KUALITAS PELAYANAN, DAN KUALITAS PRODUK PT. TRIMATRA TATAGRAHA DENGAN KOMPETITORNYA
- Subject Alt** : The Comparison of The Customer Satisfaction, The Service and The Product Quality of PT. Trimatra Tatagraha with Its Competitors
- Keyword** : KEPUASAN PELANGGAN; KUALITAS PELAYANAN; KUALITAS PRODUK

Description :

PT. Trimatra Tatagraha adalah perusahaan jasa konstruksi yang bergerak dibidang kontraktor aluminium dan kaca. Berdiri sejak tahun 1990 yang telah menyelesaikan sejumlah proyek baik didalam maupun diluar Jakarta. Persaingan yang semakin ketat mengharuskan PT. Trimatra Tatagraha untuk meningkatkan daya saing agar dapat memenuhi kepuasan pelanggan baik dari kualitas pelayanan maupun kualitas produk dan pada akhirnya dapat meningkatkan pendapatan proyek.

Studi ini bertujuan untuk mengetahui penilaian pelanggan terhadap kualitas pelayanan dan kualitas produk PT. Trimatra Tatagraha, keunggulan, kelemahan dan perbedaannya di bandingkan dengan kompetitor serta faktor-faktor yang mempengaruhi kepuasan pelanggan.

Metode analisis yang digunakan untuk menjawab masalah perbedaan kualitas pelayanan dan kualitas produksi PT. Trimatra Tatagraha dengan kompetitornya adalah dengan menggunakan analisa t-test 2 sampel dan untuk mengetahui faktor -faktor yang mempengaruhi kepuasan pelanggan menggunakan analisa regresi ganda.

Hasilnya menunjukkan bahwa penilaian pelanggan terhadap kualitas pelayanan dan kualitas produk PT. Trimatra Tatagraha adalah baik serta faktor-faktor yang mempengaruhi kepuasan pelanggan adalah dimensi credibility & access pada kualitas pelayanan dan dimensi performance, reliability, durability dan aesthetics pada kualitas produk.

Description Alt:

PT. Trimatra Tatagraha is a construction company with specialize in the aluminium and glass contractor. Established since 1990, with have done many project in and out of Jakarta. The tight competition to consider necessary by PT. Trimatra Tatagraha increase the competitive advantage in order to meet the customer satisfaction and earning gain.

This objective of this study is to evaluate the customer appraiser to the service and product quality of PT. Trimatra Tatagraha, to examine advantages,

weaknesses, and the differences as compared to the competitors, and to determine factors influencing the customer satisfaction.

The analysis method to examine the difference service and product quality between the competitors are using t-test 2 sample analysis method and to determine the satisfaction factors are using the regression analysis method.

The result shows that the customer appraiser to the service and product quality is good enough, and the customers satisfaction factors are credibility and access for the service quality and the product quality are influences by performance, reliability , durability and aesthetics dimension.

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