

SUMMARY

IMPLEMENTATION OF SERVQUAL AND TRIZ METHOD TO IMPROVE QUALITY SERVICE (Case Study : PT. JNE -Tiki Jalur Nugraha Ekakurir)

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Subject : KEPUASAN PELANGGAN, KUALITAS JASA
Subject Alt : SERVQUAL
Keyword : Quality of service , customer satisfaction , SERVQUAL , TRIZ

Description Alt:

This research was conducted in PT Tiki Jalur Nugraha Ekakurir (JNE) branch Pondok Indah and Pondok Pinang , one of freight forwarder and logistics service companies at Jakarta. The purpose of this research was to identify the factors that affect customer satisfaction and provide proposals to improve quality of service in PT JNE. The method used in this research using SERVQUAL method to analyze problems related to quality of service , and TRIZ method for solving the problems. The result of this research shows improvements done on the 5 attributes that have the greatest value gap which that any gap between perception and expectation of customers. Based on analysis result with TRIZ method, give an idea for the repair of service quality that is put the queue numbers at a height of 1325mm in front of the entrance, separating and classifying the items to be sent into several categories, change the HVS paper into the paper with good quality and thickness and using bright color such as blue as the background on information boards , provide regular training to staff and provide rewards to staff who provide the best service and the punishment to staff who provide bad service.

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