SUMMARY

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

Created by Nofi Erni

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 Indahand Pondok Pinang , one of freight forwarder and logistics service companies at Jakarta. Thepurpose of this research was to identify the factors that affect customer satisfaction and provideproposals to improve quality of service in PT JNE. The method used in this research usingSERVQUAL method to analyze problems related to quality of service , and TRIZ method forsolving the problems. The result of this research shows improvements done on the 5 attributesthat have the greatest value gap which that any gap between perception and expectationcostumers. Based on analysis result with TRIZ method, give an idea for the repair of servicequality that is put the queue numbers at a height of 1325mm in front of the enrance, 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 oninformation boards , provide regular training to staff and provide rewards to staff who providethe best service and the punishment to staff who provide bad service.

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