

Kualitas pelayanan kalibrasi terhadap keunggulan daya saing : Pada Balai Kalibrasi Direktorat Pengawasan dan Pengendalian Mutu Baran

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Abstrak

Persaingan di antara industri jasa pelayanan kalibrasi saat ini semakin meningkat. Hal ini salah satu disebabkan adanya kebijakan pemerintah di bidang penerapan Sistem Standarisasi dan Pengawasan SNI, sehingga memberikan peluang kepada pihak lain di luar instansi pemerintah untuk lebih terlibat dalam penerapan Sistem Standarisasi tersebut. Pihak lain di luar instansi pemerintah misalnya Perusahaan-perusahaan milik pemerintah (BUMN) ataupun perusahaan swasta murni baik perusahaan dalam negeri ataupun luar negeri. Persaingan antar perusahaan-perusahaan tersebut ikut memperebutkan pasar yang sudah ada, sehingga produsen/pemberi jasa kalibrasi akan bersaing baik dalam harga maupun kualitas yang harus di berikan kepada pelanggan.

Di samping itu, makin meningkatnya pengetahuan dan tuntutan pembeli menyebabkan posisi penawaran pembeli menjadi lebih kuat dibanding produsen. Hal ini menuntut produsen untuk terus berusaha mencari cara agar pembeli tetap masih bisa dipengaruhi. Salah satu cara untuk mempengaruhi pembeli dapat dilakukan dengan menerapkan strategi mute, yaitu membuat mutu produk/jasa yang sesuai dengan harapan pembeli atau bahkan melebihi harapan pembeli, sehingga pembeli menjadi loyal dan tidak berpaling ke produsen lain.

Untuk dapat menghasilkan mutu produk/jasa yang memiliki daya saing, diperlukan suatu sistem untuk memenangkan persaingan. Perusahaan dituntut untuk memberikan kualitas pelayanan yang baik dan kepuasan kepada pembeli/pelanggan. Salah satu cara Balai Kalibrasi Dit. PPMB dalam memberikan pelayanan yang baik adalah dengan Sistem Manajemen Mutu yang saat ini banyak diadopsi adalah ISO 17025. Hal ini yang mendorong penulis untuk mengadakan penelitian mengetahui kualitas jasa pelayanan kalibrasi Balai Kalibrasi Dit. PPMB yang mengacu pada model SERVQUAL-nya Zeithaml, Parasuraman dan Berry meliputi dimensi : reliability, assurance, tangible, empathy serta responsiveness.

Adapun tujuan penelitian ini adalah untuk menjelaskan pengaruh kualitas pelayanan kalibrasi terhadap keunggulan daya saing. Penelitian dilakukan di Balai Kalibrasi Dit. PPMB Departemen Perdagangan Jakarta. Penelitian dilakukan dengan cara metode survey lapangan. Survey lapangan dilakukan untuk mengetahui persepsi pelanggan, yaitu dengan memberikan pertanyaan terstruktur (kuesioner) yang berkaitan dengan penilaian responden atas diterapkannya sistem pelayanan kalibrasi oleh Balai Kalibrasi Dit. PPMB yang berhubungan dengan penilaian terhadap kualitas pelayanan kalibrasi dan keunggulan daya saing.

Untuk mengetahui hubungan sebab akibat antara kualitas pelayanan kalibrasi, keunggulan daya saing, dilakukan penelitian yang bersifat ekplanatif yaitu dengan menguji sampai seberapa jauh pengaruh hubungan di antara variabel variabel tersebut. Pengujian pengaruh variabel kualitas pelayanan kalibrasi

terhadap keunggulan daya saing digunakan analisis korelasi yang langsung diolah dengan Program Statistical Package for Social Science (SPSS 12.0) yang sudah terintegrasi pada komputer sehingga diperoleh koefisien korelasi dan pengujian signifikansi statistik.

Dari hasil pengolahan data secara statistik melalui proses komputasi mengenai pengaruh kualitas pelayanan kalibrasi terhadap keunggulan daya saing menghasilkan koefisien korelasi (R) sebesar 0,920 menunjukkan adanya hubungan yang kuat antara kualitas pelayanan kalibrasi dengan keunggulan daya saing. Hal ini menunjukkan bahwa kualitas pelayanan kalibrasi berpengaruh secara signifikan terhadap terhadap keunggulan daya saing.

The competition among calibration service industries currently has increased. One of the reasons why it happens is the existence of the government policy in the implementation of SNI (Industrial National Standard) Standardization and Control System which makes it possible for other parties outside the government institutions to be more involved in the Standardization. System implementation. The examples of other parties outside the government institutions are state-owned companies (BUMN) or private companies, both domestic and international companies. The competition among companies has resulted in the struggle to penetrate the existing market; as a result, the producer/provider of calibration service will compete both in price and in quality which they offer to the customers.

In addition, the increasing buyer's knowledge and demand has caused their bargaining position to become stronger than the producer's. Consequently the producers have to do their best to find a way in order that the buyer can still be influenced. One way to influence buyer can be conducted by applying the quality strategy, that is to make the quality of the product/service match with or even exceeds the buyer's expectation; as a result the buyer becomes loyal and not switch to other producers.

To be able to produce competitive product/service quality, a system is required to win the competition. Companies are required to give good service quality and satisfaction to customers. One way that the Calibration Center - Directorate of Commodity Quality Supervision and Control can give good service is with Quality Management System, such as ISO 17025, which is currently adopted by many companies. It is for this reason that the writer conducts a research to discover the service quality of the Calibration Center - Directorate of Commodity Quality Supervision and Control, with reference to SERVQUAL model of Zeithaml, Parasuraman and Berry, which covers the dimensions of reliability, assurance, tangible, empathy and responsiveness.

The objective of this research is to explain the effects of the quality of calibration service on the competitive advantage. The research is conducted at the Calibration Center - Directorate of Commodity Quality Supervision and Control, the Ministry of Trade, Jakarta. The research is conducted by means of field survey method. The field survey is conducted to find out the customer's perception, by giving structured questions (questionnaire) related to the respondent's evaluation on the implementation of the calibration service system by the Calibration Center - Directorate of Commodity Quality Supervision and Control, which is connected with the evaluation on the quality of calibration service and the competitive advantage.

To find out about the cause and effect relation between the quality of calibration service and the competitive

advantage, a research is conducted which is explanative in nature. i.e. by testing the extent of the effect of the correlation between the variables. The testing of the effect of the variable of calibration service quality on the competitive advantage is conducted by means of the direct correlation analysis which is processed with the Program of Statistical Package for Social Science (SPSS 12.0) integrated with the computer so that the correlation coefficient is obtained and the statistical significance testing can be conducted.

From the result of the statistical data processing through the computation process on the effect of the quality of calibration service on the competitive advantage, the correlation coefficient (R) is obtained equal to 0.920 indicating the existence of strong correlation between the quality of calibration service and the competitive advantage. It shows that the quality of calibration service has a significant effect on the competitive advantage.