

Analisis kepuasan pelanggan bimbingan belajar 3 SMU BKB Nurul Fikri dengan analisis multivariat = Analyzing customer satisfaction of Nurul Fikri course for 3rd Grade of Senior High School students using multivariate analysis

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Abstrak

Industri bimbingan belajar di Jakarta mengalami perkembangan yang cukup pesat. Tingginya persaingan dalam Seleksi Penerimaan Mahasiswa Baru (SPMB) dan naiknya standar nilai kelulusan membuat program bimbingan belajar semakin diminati oleh siswa kelas 3 SMU. Kondisi ini membuat setiap bimbingan belajar berlomba memberikan pelayanan terbaik untuk merebut pangsa pasar dan mempertahankan pelanggan mereka. Untuk mencapai hal ini diperlukan identifikasi keinginan pelanggan terhadap aspek pelayanan bimbingan belajar.

Penelitian ini dilakukan untuk mengetahui karakteristik dan keinginan pelanggan pelanggan Nurul Fikri, bimbingan belajar yang sudah beroperasi lebih dari 20 tahun di Jakarta. Pengidentifikasi ini dapat dilakukan dengan survey kepuasan pelanggan menggunakan metode analisis multivariat dan Importance-Performance Analysis.

Dengan metode ini, dapat diketahui performa pelayanan saat ini, serta memperlihatkan atribut-atribut pelayanan yang perlu ditingkatkan. Dalam penelitian ini, berdasarkan hasil analisis faktor, didapatkan 5 faktor pelayanan BKB Nurul Fikri, yaitu sistem dan metode pengajaran, materi, kondisi ruang belajar, fasilitas pendukung dan pelayanan administrasi. Berdasarkan Importance Performance Analysis, faktor pelayanan yang perlu ditingkatkan adalah Kondisi Ruang Belajar.

Rapid growth at course for senior high school students industry has increased the competition between course industries in Jakarta. High competition for university entrance examination and increasing of passing grade made more 3rd students of Senior High School feel that go to a course is a need. This condition has also grown the need of many enterprises to improve their overall performance. Some enterprises have realized that the identification of customer need is essential in gaining market share and customer satisfaction.

This research objective is to identify customer characteristic and customer need of Nurul Fikri course, a course that have been operating for more than 20 years in Jakarta. Identification of customer needs in service performance can be conducted by measuring customer satisfaction of service performance using multivariate analysis and Importance Performance Analysis.

This method will show service performance and service attributes that need to be improved. In this research, based on factor analysis, there are 5 service dimensions of Nurul Fikri course: system and teaching method, material, classroom condition, supporting facilities and administration service. Based on Importance-Performance Analysis, service dimension that have to be improved is classroom condition.