

Analisa kepuasan pelanggan bengkel resmi Toyota area Jabodetabek = Analysis of customer satisfaction at the Toyota authorized workshops Jabodetabek area

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Abstrak

Penelitian mengenai kepuasan pelanggan pada bengkel sudah dilakukan sebelumnya tetapi tidak pernah secara detail hanya meneliti satu merk mobil, penelitian dan perhitungan indeks kepuasan pelanggan dilakukan pada semua pembeli mobil lalu menilai indeks kepuasan tersebut berdasarkan merk mobil. Oleh karena itu penelitian dilakukan ini secara detail hanya meneliti satu merk mobil yaitu Toyota pada area khusus Jabodetabek dengan metode perhitungan indeks dan perhitungan gap indeks kepuasan dengan harapan pelanggan serta analisa matrik performance importance. Dengan harapan agar menjadi indikator kepuasan pelanggan bengkel resmi Toyota dan acuan bagi perbaikan bengkel resmi itu sendiri. Penelitian ini pun membuat peringkat bengkel terbaik dan variabel unggulan Toyota.

.....Research on customer satisfaction in the automaker brand authorized workshops had been done before but never examined in detail in one brand of car, research and customer satisfaction index calculations performed on all car buyers and assess the satisfaction index is based on the brand of car. Therefore this study conducted a detailed study only one brand of Toyota cars in a special area Jabodetabek using customer satisfaction index (CSI) and gap calculation of the satisfaction index with customer expectations index and importance performance analysis matrix. This result are indicator of Toyota workshops customer satisfaction and Toyota service station reference for improve their own workshops. The study also ranked the best workshops and Toyota leading variables.