

Analisis kualitas layanan pricing team dengan metode e-servqual di perusahaan alat berat = The analysis of pricing team service quality with e-servqual method in heavy equipment company

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Abstrak

Industri penjualan alat berat merupakan salah satu industri yang berkembang pesat di tanah air, ini ditandai dengan banyak bermunculannya distributor alat berat baru. Tiap distributor alat berat saling bersaing untuk mendapatkan pelanggan dan memperebutkan market share terbesar, yang salah satu caranya dengan pelayanan dari front office. Pelayanan front office kepada pelanggan dipengaruhi oleh pelayanan pricing team di head office atas permintaan update harga dari front office. PT United Tractors adalah perusahaan yang perhatian terhadap kepuasan pelanggannya.

Untuk dapat mengetahui seberapa baik tingkat pelayanan pricing team PT United Tractors, dilakukan pengukuran terhadap kualitas pelayanan pricing team dengan menggunakan metode E-Servqual, yaitu mengukur persepsi dan ekspektasi front office disetiap dimensi kualitas pelayanan. Selanjutnya dihitung gap yang terjadi antara ekspektasi dan persepsi front office yang menggambarkan nilai kualitas pelayanan. Hasil penelitian menunjukkan bahwa pricing team PT United Tractors belum dapat memenuhi ekspektasi dari front office sehingga perlu memperbaiki kualitas pelayanannya.

.....Heavy equipment industries represent one of industries which is grow rapidly in Indonesian. The growth marked by many popping out new heavy equipment distribution. Every distribution Company competes to get passenger and fight over for biggest market share, services from front office is one of the exampe way. Front office services to customer affected by the pricing team services at head office based on price updated request from the front office. PT United Tractors as one of distribution company also concern to customer satisfactions.

To identify the level of service provided by pricing team of PT United Tractors, there is a need to measure their service quality which is conducted by using E-Servqual method, by measuring the front office perceptions and expectations in all service quality dimensions. Afterwards, the gap between front office perceptions and expectations is calculated. The gaps represent the value of service quality. The result from this research indicates that pricing team PT United Tractors needs to improve it service quality in each E-Servqual service dimensions because it has not yet fulfilled their front office expectations.