

Analisis kepuasan konsumen terhadap pelayanan penyelenggara pameran studi Kasus : PT. Dyandra Promosindo = Analysis of customer satisfaction of an exhibition organizer : case study PT. Dyandra Promosindo

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Abstrak

Tanpa adanya pedoman serta standar baku yang pasti dalam industri pameran saat ini, masing-masing pelaku industri pameran (termasuk di dalamnya penyelenggara pameran) berupaya memenuhi kepuasan para konsumennya dengan caranya masing-masing. Hal inilah yang menjadi dasar dari penelitian ini, yakni mencari atribut-atribut apa saja yang kiranya dianggap penting dan dituntut pemenuhannya oleh konsumen dari penyelenggara pameran tempat penulis bekerja. Konsumen pada penelitian ini dibagi menjadi peserta dan pengunjung pameran. Penelitian dilakukan pada pameran Mega Bazar Computer Jakarta pada tanggal 9 - 13 Maret 2011 dengan melibatkan 86 responden peserta dan 480 responden pengunjung. Atribut-atribut yang didapatkan meliputi atribut-atribut tentang produk, jaringan, informasi serta reputasi. Hasil dari penelitian yang dilakukan menyatakan bahwa atribut-atribut diatas telah berhasil dipenuhi dengan tingkat kepuasan yang cukup optimal. Ditemukan pula atribut penting lain yang harus mampu dilayani secara optimal yakni kenyamanan konsumen selama berada di area pameran.

.....In the absence of guidelines and standards that must be present within the exhibition industry, each industry exhibition's parties (including exhibition organizer) seeks to meet its customer's satisfaction with their own way. This is the basis of this study, which is to search for any attributes that would be considered important and required compliance by the consumer of the organizers of the exhibition where the author works. Consumers in this study were divided into participants and visitors of the exhibition. Research conducted at the Mega Bazaar Computer exhibition Jakarta on March 9 - 13, 2011 which involving 86 respondents from exhibitors and 480 respondents of visitors. Acquired attributes include the attributes of the product, network, information and reputation. Results of research conducted stating that these attributes above have been optimally delivered by the organizer. The research also found another important attribute that should be able to be served well which is consumer comfortness during the exhibition hours.