

Analyzing Service Quality of Pertamina Gas Station In Jabodetabek using Multivariate Analysis

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Abstrak

In recent years, crisis of oil and global competition have become big problems for industries. Rising of oil prices in global market may affect Pertamina as an Indonesian oil industry to escalate gasoline price for transportation. However, psychologically increment of gasoline price causes customer requesting more attractive and effective service quality at gas station. For improving service performance, customer needs and customer satisfaction is necessary to be identified by conducting a survey. This survey which will describe customer needs of gas station will be analyzed using Multivariate Analysis and importance Performance Analysis. Importance Performance Diagram as a result of Importance Performance Analysis displays the service attributes and service performance that required to be improved to fulfill customer needs. Afterwards, House of Quality as the basis of Quality Function Deployment is designed to verify that prominence customer needs have been prioritized and managed accurately. In this study, the 'House of Quality' is based on company strategy and ability. This study is hopefully able to help Pertamina to enhance its service performance and achieve its customer satisfaction.