

Faktor-faktor yang membentuk kepuasan pada perusahaan jasa konstruksi PT Waskita Karya Persero = Factors influencing customer satisfaction on construction services company of PT Waskita Karya Pesero

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Abstrak

[ABSTRAK

Perkembangan bisnis konstruksi yang cepat dan dinamis, saat ini menuntut perusahaan untuk mampu bersaing dalam ketatnya kompetisi bisnis. Pendekatan strategi pemasaran dalam industri konstruksi di Indonesia, saat ini tidak sebatas bermain pada alat-alat promosi, tetapi lebih ditekankan pada pemberian nilai tambah pada produk yang dihasilkan dan menciptakan kualitas dari hubungan bisnis antara klien dan perusahaan sebagai strategi promosi perusahaan. Selain itu salah satu tujuan strategi pemasaran dari suatu perusahaan pada umumnya ditekankan pada kepuasan pelanggan, dari kepuasan pelanggan tersebut akan tercipta loyalitas konsumen, kemudian market share akan semakin meningkat, serta berakhir pada tingkat profitabilitas yang tinggi. Penelitian ini akan lebih jauh membahas mengenai faktor-faktor yang membentuk kepuasan pada perusahaan jasa konstruksi PT. Waskita Karya dan analisis kinerja perusahaan ditinjau dari kepuasan pelanggan dengan menggunakan pendekatan metode Importance Performance Analysis (IPA). Output dari penelitian ini adalah mendapatkan faktor-faktor yang membentuk kepuasan dan data tingkat kepuasan pelanggan dari pelayanan yang diberikan oleh PT Waskita Karya, yang dapat dijadikan tolak ukur keberhasilan pelayanan pada perusahaan tersebut serta mendapatkan faktor utama yang perlu diperbaiki untuk tetap memiliki keunggulan bersaing.

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ABSTRACT

Rapid and dynamic developments in the construction business currently require companies to be able to compete in a tight business competition. Approach to marketing strategy in the construction industry in Indonesia, is not currently playing in limited promotional tools, but with more emphasis on providing added value to the products and creating quality of the business relationship between the client and the company as a promotional strategy of the company. Moreover one of the goals of the marketing strategy of a company is generally focused on customer satisfaction, customer satisfaction will create customer loyalty, and market share will increase rapidly, and end on a high level of profitability. This research will further discuss the factors influencing customer satisfaction in construction company PT.Waskita Karya, and analysis of company performance in terms of customer satisfaction by using the method of approach Importance Performance Analysis (IPA). The output of this research is to get the factors influencing customer satisfaction and customer satisfaction level data on services provided by PT Waskita Karya, which can be used as a benchmark of success in the service of the company and get the key factors that need to be improved to retain competitive advantage. Rapid and dynamic developments in the construction business currently require companies to be able to compete in a tight business competition. Approach to marketing strategy in the construction industry in Indonesia, is not currently playing in limited promotional tools, but with more emphasis on providing added value to the products and creating quality of the business

relationship between the client and the company as a promotional strategy of the company. Moreover one of the goals of the marketing strategy of a company is generally focused on customer satisfaction, customer satisfaction will create customer loyalty, and market share will increase rapidly, and end on a high level of profitability. This research will further discuss the factors influencing customer satisfaction in construction company PT.Waskita Karya, and analysis of company performance in terms of customer satisfaction by using the method of approach Importance Performance Analysis (IPA). The output of this research is to get the factors influencing customer satisfaction and customer satisfaction level data on services provided by PT Waskita Karya, which can be used as a benchmark of success in the service of the company and get the key factors that need to be improved to retain competitive advantage., Rapid and dynamic developments in the construction business currently require companies to be able to compete in a tight business competition. Approach to marketing strategy in the construction industry in Indonesia, is not currently playing in limited promotional tools, but with more emphasis on providing added value to the products and creating quality of the business relationship between the client and the company as a promotional strategy of the company. Moreover one of the goals of the marketing strategy of a company is generally focused on customer satisfaction, customer satisfaction will create customer loyalty, and market share will increase rapidly, and end on a high level of profitability. This research will further discuss the factors influencing customer satisfaction in construction company PT.Waskita Karya, and analysis of company performance in terms of customer satisfaction by using the method of approach Importance Performance Analysis (IPA). The output of this research is to get the factors influencing customer satisfaction and customer satisfaction level data on services provided by PT Waskita Karya, which can be used as a benchmark of success in the service of the company and get the key factors that need to be improved to retain competitive advantage.]