

Investigasi indikator service quality B2B airframe maintenance services = Investigation of indicators of service quality B2B airframe maintenance services / Siti Arina Safarina

Siti Arina Safarina, author

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Abstrak

[ABSTRAK

Industri perawatan pesawat terbang sedang berada pada momentum yang sangat penting untuk digarap. Prospek dan peluang bisnis industri ini terbuka lebar, contohnya dengan akan diberlakukannya ASEAN open sky. Namun, hal ini juga memberikan indikasi bahwa persaingan antara AMO akan semakin tajam dan head-to-head diantara AMO lintas negara bahkan regional. Untuk menangkap peluang tersebut, AMO harus mampu memahami kustomernya dan memberikan pelayanan berkualitas berdasarkan pemahaman tersebut. Perhatian manajemen AMO terhadap Perceived Value dan Service Quality diperlukan, mulai dari penawaran kepada kustomer hingga proses evaluasi oleh kustomer.

Penelitian ini berusaha untuk mengidentifikasi perceived value dan indikator indikator service quality yang ditawarkan oleh AMO kepada pemegang keputusan hingga ke perwakilan dari kustomer yang merasakan langsung pelayanan yang diberikan. Dari penelitian terhadap service quality tersebut, teridentifikasi gap lain yang perlu ditambahkan di dalam model service quality klasik. Gap tersebut adalah bahwa pada industri B2B, kemungkinan besar akan terjadi kesenjangan di dalam organisasi konsumen tersebut, yakni antara pengambil keputusan dengan yang langsung merasakan proses ataupun hasil dari pelayanan jasa tersebut.

Proses untuk mengidentifikasi indikator-indikator apa yang dianggap penting oleh kustomer cukup sulit. Sebagai bahan masukan untuk perancangan awal sistem service quality bagi AMO, penelitian ini berusaha menginvestigasi indikator-indikator yang memiliki kemungkinan dampak yang signifikan terhadap terjadinya gap pada layanan jasa yang diberikan dan relasinya dengan tingkat kepentingan dimensi dimensi service quality.

Satu set kuesioner disusun untuk membentuk manajemen pelayanan kualitas yang solid di dalam tubuh AMO. Kuesioner tersebut terdiri dari:

ٗ Kuesioner untuk mengidentifikasi kesenjangan yang terjadi diantara organisasi pembeli. Sekaligus, kuesioner untuk mengidentifikasi kesenjangan antara ekspektasi konsumen dengan persepsinya.

ٗ Kuesioner untuk mengidentifikasi kesenjangan antara persepsi manajemen AMO terhadap ekspektasi konsumen dibandingkan dengan apa ekspektasi kustomer sebenarnya.

ٗ Kuesioner untuk mengidentifikasi penyebab terjadinya perbedaan persepsi antara manajemen AMO dengan ekspektasi konsumen. Kuesioner untuk mengidentifikasi apakah

ada formalitas standard

pelayanan yang disusun oleh manajemen AMO.

• Kuesioner untuk mengidentifikasi formalitas standard pelayanan dijalankan oleh seluruh karyawan dalam organisasi AMO.

• Kuesioner untuk mengidentifikasi apakah terjadi kesenjangan antara pelayanan yang diberikan dengan janji yang dikomunikasikan.

• Kuesioner penunjang lain yang telah disusun oleh peneliti sebelumnya, yakni, untuk mengidentifikasi gap yang terjadi pada front-liner, contohnya gap pada employee empowerment.

Relationship quality sama pentingnya dengan service quality dalam memberikan dampak terhadap kepuasan konsumen pada industri yang membutuhkan trust. Kuesioner yang dirancang oleh Durvasula et.al dapat dimanfaatkan untuk melengkapi program peningkatan kepuasan konsumen.

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ABSTRACT

Aircraft maintenance industry is on the truth of moment to grap. Business prospects and opportunities of this industry is now widely opened, for example, ASEAN open sky policy which would be enacted this year. However, it also indicates that the competition among the AMO?s will be sharper and AMO?s might be faced head-to-head across country and regional. In order to capture these opportunities, AMO should understand the customers and be able to provide quality services consistently with their wants and needs. AMO management must be paid attention to service quality demanden by them, from the offering process to them until the evaluation process by them.

This aim of this study is to identify perceived quality and the indicators of service quality offered by AMO. These indicators are identified from the decision maker to the customer?s representatives of who directly evaluated the services provided. This study identified an additional gap to the classical model of service quality. There is a gap in B2B organization, which is between the decision makers and who directly evaluated the processes/results of the services.

Process for identifying indicators importantly considered by customers is quite difficult. In order to designed the tools for management of service quality (a aset of questionnaires), this study investigates the factors that significantly impacted on service qulity and its dimension. In order to form an integrated management of service quality of AMO, a set of questionnaires are developed, consisted of:

• Questionnaire to identify gaps in the buyer organization, among team of decision makers, or between the decision maker and the customer?s representatives who directly evaluated the services provided.

• Questionnaire to identify the gaps between consumer expectations and consumer perceptions.

• Questionnaire to identify gaps between management perceptions

against consumer expectations, if compared to what customers expected.

• Questionnaire to identify the causes of perception differences between management and consumer expectations.

• Questionnaire to identify if there are formalizations of service standards prepared by AMO management Questionnaire to identify if the service standards /procedures are executed by employees in AMO organization.

• Questionnaire to identify the gaps between the service delivery and the promises that has been communicated by AMO.

• Other supporting questionnaires that had been developed by previous researchers, to identify the gaps that occurs in the frontliner, for example is the gap of employee empowerment.

In industry requiring trustworthiness, relationship quality is the same important as service quality for customer satisfaction. Questionnaire of relationship quality that developed by Durvasula et.al. can be utilized as well to improve customer satisfaction, Aircraft maintenance industry is on the truth of moment to grasp. Business prospects and opportunities of this industry is now widely opened, for example, ASEAN open sky policy which would be enacted this year. However, it also indicates that the competition among the AMO's will be sharper and AMO's might be faced head-to-head across country and regional. In order to capture these opportunities, AMO should understand the customers and be able to provide quality services consistently with their wants and needs. AMO management must be paid attention to service quality demanden by them, from the offering process to them until the evaluation process by them.

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