

Analisis Pengelolaan dan Perbaikan Proses Warranty: Studi Kasus di Jaringan Diler PT. XYZ = Analysis of Warranty Process Management and Improvements: Case Study in Dealer Network of PT. XYZ

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis proses warranty dan mencari solusi atas banyaknya klaim warranty yang penyelesaian klaimnya lebih dari lima hari di jaringan diler PT. XYZ dan memberikan usulan perbaikan atas prosedur warranty. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Hasil penelitian menunjukkan adanya kelemahan dalam proses warranty di diler PT. XYZ terutama pada pengelolaan kontrol internal di masing-masing diler tersebut. Hasil dari penelitian ini menyarankan perbaikan standar operasi baku atas proses warranty di diler yaitu dari proses membuat klaim warranty, proses klaim dan pengiriman warranty sampai dengan menerima jawaban klaim warranty.

.....The purpose of this study is to analyze the process of warranty and to find the solutions of why there are so many claims of warranty that settled more than five days in the dealer network of PT. XYZ and to provide the proposal of improvements over warranty procedures. This research uses qualitative method with case study approach. In this research presents the facts on the warranty process in the dealer network of PT. XYZ from the process of creating warranty claims, claims and delivered warranty claim process until the receiving of warranty claims. The result of the research shows the weakness in the warranty process in the dealer of PT. XYZ mainly on the management of internal controls in each dealers. The results of this study suggest the improvement of standard operating procedures on the warranty process in the dealership of the process of making warranty claims, claims process and warranty delivery until receive warranty claim answers.