

Analisis kualitas layanan sistem tender online pada perusahaan Conocophillips Indonesia Inc.Ltd

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Abstrak

Tender Online System on procurement process has entered to a new era of industrial field in Indonesia especially for oil and gas industry. ConocoPhillips as the first company has implementing the system in Indonesia. Further, the author would like to describe basic issue of research as the follows:

1. How big qualities of tender on-line system service quality observed from the following dimensions: reliability, responsiveness, assurance, empathy and tangible?
2. How to know the position of such dimensions based on interest (expectation) level and performance achievement of procurement department?
3. What different of customer expectation against five service quality dimensions?

In other side, the purpose of this research is to know the following aspects:

1. To know quality level of tender on-line services observed from service quality dimensions of reliability, responsiveness, assurance, empathy and tangible.
2. To analysis conformity level between customer expectation of service quality dimensions with performance achieved by procurement department.
3. To explain different gap level of customer expectation against five service quality dimensions.

Research method that used is survey method (quantitative) included into descriptive research and performed to the whole population. The number of population is not too big which is 200 and also as respondents.

Technique of data analysis that used is descriptive quantitative, it describes how to appraise the performance and expectation level against service quality dimensions and how high its conformity level by utilizing importance-Performance Analysis.

In this research, the author found that even though there is no different or only little gap exists in customer expectation against service quality dimensions, and majority of customers (respondents) are satisfied, it does not mean all customers agree with the service quality level represented through five service quality dimensions. For customers who felt unsatisfied, the respective department must pay attention to fulfill their needs and maintain with better relationship.

The procurement department is responsible for development and increasing of their service performance level and have to achieve it in future in framework of fully customer satisfaction. The key words: "Don't ever to feel satisfy to what had been achieved, but it should drive for better performance results in the future".