ABSTRACT

Analysis on the Satisfactory Level of Garda Oto Customers In Jakarta

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The aim of this study is to measuring the satisfactory level of Garda Oto customers. Data are obtained from 100 respondents through face to face interview. The analytical tools used are Cluster Analysis, CHAID Analysis, Thrustone Analysis, Diagonal Analysis and Penalty Reward Analysis.

The results of study showed that Garda Oto customer can be divided in three customer segments group that is: qualify concern, rational, and follower. From the Thrustone Analysis, known that at all of segment have attribute priority level which much the same to among others claim isn’t it swiftly, wide of workshop network, service of derek and existence of emergency service. Analysis Diagonal, indicating that though most under lines of efficient service but have come near line of efficient service. This matter indicate that Garda Oto have given service gratify to required attribute customer or at least have given service which almost fulfill all requirement of customer.

Meanwhile, from the Penalty Reward Analysis, Garda Oto customers divide service attribute into two faction that is attribute of performance and of excitement. Finally, for the satisfactory level of customers Garda Oto, 90 respondents stated that they were satisfied.