SUMMARY

SEPTIANA LISTININGRUM. Analysis of Service Quality, Perceived Value, and Satisfaction of Marine Hull Insured Party of PT. Asuransi Jasa Indonesia in DKI Jakarta. Supervised by ARIEF DARYANTO dan KOES PRANOWO

As an archipelago country, maritime is one of the most significant sectors for Indonesia, that is why sea transportation is the most important things. As the maritime sector and sea transportation develop, the number of vessels operating in Indonesian water increase. On the other hand, regarding to vessel operation, the operator/ship owner face a big risk like accident, collision, sea pollution, fire, explosion, piracy, etc.

Marine hull insurance was specifically designed to insured vessel’s hull and machinery from navigational perils. Marine hull assured all risk such as bad weather, sinking vessel, and other sea peril such as fire, explosion, piracy, etc. PT. Asuransi Jasa Indonesia provide a marine hull insurance to cover all of this risk. As per company’s vision to be a resilient company in the global competition and become market leader in domestic market”, PT. Asuransi Jasa Indonesia should be capable of giving a high quality protection and also actively participating in domestic market. On the annual report of year 2013, PT. Asuransi Jasa Indonesia face a decrease in its premium income, which was due to many shipping company has decided to close their marine hull insurance on other insurance company rather on PT. Asuransi Jasa Indonesia. In regard to this matter, this research is focused on analyzing the consumer satisfaction to the service given by PT. Asuransi Jasa Indonesia and identified which service quality dimension and perceived value attributes need to be improved. In the past, PT. Asuransi Jasa Indonesia, especially Marine Hull Division, has not yet made a customer satisfaction analysis. This research hopefully could help PT. Asuransi Jasa Indonesia to evaluate and to improve its service towards its customer.

The research was held in Jabodetabek regarding most of the insured were located in this area. Descriptive and explanatory approach was used in this research to explain the satisfaction of the insured. Questionnaire were given to all the PT. Asuransi Jasa Indonesia insured in DKI Jakarta. Regarding to the number of PT. Asuransi Jasa Indonesia’s insured in DKI Jakarta are not more than 100 companies, so this research is a population research. To analyze the data, researcher using CSI to find customer satisfaction index, and then using gap analysis to see the gap of perceived service and performance service in the dimensions of tangible, reliability, responsiveness, assurance, empathy and perceived value. Then, to find the voice of customer in QFD, IPA was used to find the prioritized attributes to be improved. These attributes were all the attributes in 1st quadrant (low performance- high importance).

The result of this research shows that customer satisfaction index is on 66.61%, which can be categorized as ‘satisfied’. As per Gap Analysis, there are 2 biggest gap of service which are in reliability and responsiveness dimension. The result of Importance-Performance Analysis, there are 14 attributes of service quality dimensions and perceived value which is on high importance to be improved. These 14 attributes become voice of customer on Quality Function
Deployment. One example of action plan resulted by QFD is simplification of administrative procedures (claim and renewal).

Keywords: Hull and Machinery, Insurance, IPA, Service Quality, QFD