ABSTRACT

Customer Satisfaction Analysis of Call Center at PT Garuda Indonesia

Rika Mustika Dewi

The purposes of this research were to analyze the customer satisfaction of call center services provided by Garuda Indonesia, to identify and analyze attributes influencing to customer satisfaction toward call center service. The research method was a survey. The data was collected through questionnaires with a Likert Scale and interviews. The data analysis involved Importance-Performance Analysis, Penalty Reward Analysis, Structural Equation Modelling and Customer Satisfaction Index. There were 18 attributes that have been analyzed which are classified into five Service Quality (servqual) dimensions.

The results of this research based on Importance-Performance Analysis, were attributes that need to be considered are attributes that located in Underact area, which mean the call center management hasn’t work it well but the attributes are still important. These attributes include: The guarantee to got the seat, understood the wants and need of the customer, knowledge and professionalism of the official. Based on Penalty Reward analysis, the result showed that nearly every attribute that has been calculated are included to performance category. Meanwhile, the Basic attribute according to customer point view is the possibility to be contacted 24 hours. Causal relationships among attribute of satisfaction were processed structural equation modelling used Linear structural relationship (LISREL). The results of this research showed all of the attributes have significant correlation. The accessibility dimension had the biggest value of the contribution in influencing satisfaction, with the possibility to be contacted 24 hours was the most biggest valued attribute. This research also indicated that customer loyalty was the most important measurement indicator of customer satisfaction. Total of customer satisfaction index toward Garuda Call center services was 70.42%. The percentage showed that from one hundred customer of Call center, 70% customer were satisfied, and the other 30% were dissatisfied.