ABSTRACT

Consumer Satisfaction Analysis Quality of the Corporate Services (Case Study at PT Sang Hyang Seri (Persero) Regional Office I Sukamandi, Subang, West Java)

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The purpose of this study were to analyze customer satisfaction with the company’s service quality, to identify and to analyze the attributes that influence customer satisfaction with the service company, and to formulate the managerial implications for the development of customer satisfaction towards the company’s service. Data was obtained from 150 respondents (farmers) in the working area of PT Sang Hyang Seri I Sukamandi Regional Office, Subang, West Java. Data analysis included Penalty Reward Analysis aiming categorizing the attributes according to the level associated with the contribution of attributes to overall satisfaction, Importance-Performance Analysis to identify the extent of consumer satisfaction on firm performance. Analysis and Structural Equation Modeling and Customer Satisfaction Index. There 28 attributes that have been analyzed and be classified into five Service Quality (SERVQUAL) dimensions. The SERVQUAL is a tangible, Reliability, Responsiveness, Assurance and Empathy dimensions. The results based on the Penalty and Reward Analysis showed that nearly every attribute that has been calculated including Performance Performance category. Results-Performance Analysis Importance analysis may indicate the attributes are at kuadaran B (Maintain), some attributes in kuadaran C (Low Priority), and some attributes in quadrant D (Overact). Based on analysis of Structural Model (SEM), showed that all variables have a relationship significant indicator of its latent variables, whereas the dimension of satisfaction only tangible and exogenous latent variables reability related to satisfaction, whereas exogenous variables responsiveness, assurance and empathy were not significant.

Keyword : PT. SHS, Structural Equation Modeling (SEM), Linear Structural Relationship (LISREL), Penalty Reward Analysis, Importance Performance Analysis (IPA), Service Quality.