ABSTRACT

SATISFACTORY ANALYSIS ON THE SERVICES OF THE AGENCY FOR QUALITY TESTING AND FISHERY AND MARINE PRODUCTS PROCESSING (AQT-FMPP) DKI JAKARTA PROVINCE

Rizal Effendi

The aim of this study is to analyze the satisfactory level of customer toward the services of the Agency for Quality Testing and Fishery and Marine Products Processing (AQT-FMPP) of DKI Jakarta Province using Servqual method. The primary data about the customer satisfaction were then analyzed using the gap analysis, the interest level and satisfactory level analysis, the Cartesius diagram, and the Spearman Rank Correlation. The result of study showed that the gap between the expectation and perception of respondent and the services of AQT-FMPP of DKI Jakarta Province proved that the expectation of customer had not yet been fulfilled. The gap was in almost all attributes in each dimension. The value was negative, so it was necessary to conduct improvement. The testing through the Spearman Rank Correlation showed that there was a significant suitability between the perception of AQT-FMPP of DKI Jakarta Province and the customer in giving the evaluation toward 22 attributes of service quality questioned. Meanwhile, the highest expectation of respondent was related to the service quality, which was directly given by the officials at AQT-FMPP of DKI Jakarta Province. This showed that in conducting the business in service sector, the quality of human resources was an important factor and should get a special attention from the management. In order the satisfactory strategy to be successful, there should be commitment between the top management with the workers who directly connected to the customers. One thing that should get attention was that it was necessary to determine the service standard for the customers in order them to be satisfied.