



Hak cipta dilindungi Undang-Undang

ABSTRACT

Evaluation of PT. Samudranayaka Grahaunggul's Management Building Services

Hasan Asy'ari

Economics globalization generates implication big different changes. The changes do not happen in the sort time, but it has been radical and rapid. It's also happen to the way of fulfilling costumer's satisfaction. Strategic planning to optimize company's performance in its effort to fulfill customer's satisfaction and survive in the business environment, should be applied precise and consistent to increase power of competition.

As a management building services company, PT. Samudranayaka Grahaunggul has a commitment to meet costumer's satisfaction. The best and professional services are only delivered to the costumers when management has high and focus commitment towards costumer's needs and implemented through quality management system.

Research of evaluation on costumer's service of PT. Samudranayaka Grahaunggul is conducted in three locations of business unit, Graha Unilever, Menara Jamsostek and Gedung Jamsostek. Research data analysis use replicated model of Service. Quality Gap developed by Valarie A and Zeithaml, et. al. Research object is evaluation on management building services using gap analysis namely by comparing expected quality service and received service related customers. Research subjects consist of costumer's or service user's sides, company's staffs as an execution of standard services, and management of PT. Samudranayaka Grahaunggul as standard service provider and supplier.

From research findings, there is final conclusion that services given by PT. Samudranayaka Grahaunggul is not appropriate with costumer's expectation. However, in dimensions of tangible. management has not interpreted its perception in the standar of quality service yet. According to management perception, responsiveness and assurance dimension of service quality are not fit in with company's standard specification. Average of customer's satisfaction levels are 90,24% at Graha Unilever, 80,68% at Menara Jamsostek and 77,53% at Gedung Jamsostek. To handle the gap, in order to improve company's quality service, management should demonstrate communication with customer, develop effective procedures in line with responsivity and assurance and socialize its capturing customer loyalty and satisfaction, so that PT. Samudranayaka Grahaunggul can achieve its vision through mission and customer value appropriate with its goals.



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