ABSTRACT

Analysis of Preferences of Heavy Equipment Salesman in Recommending Finance Company (Case Study in PT. X)

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The purpose of this study is to analyze the attributes that influence heavy equipment salesman in recommending finance company to customer, to analyze the segmentation of heavy equipment salesman based on service attribute, and to formulate the strategy of heavy equipment salesman approach. Thurstone Analysis, Gap Analysis, and Cluster Analysis are used to analyze the data with descriptive method. Customer perception of service quality is measured by Servqual along the 5 keys dimension: reliability, assurance, tangibility, responsiveness and empathy. The result of this study demonstrates that speed of approval process is the attribute that is mostly expected by salesman based on Thurstone Analysis. Gap Analysis shows that regular entertainment is the attribute with largest gap between perceived and expectation of salesman. Meanwhile the results of Cluster Analysis with Non-hyarchical Method are 1 cluster dominated almost all of service attribute, 1 cluster with no domination and 1 cluster dominated only by several service attribute.

Keywords: service quality, thurstone analysis, gap analysis, cluster analysis, segmentation, heavy equipment salesman