ABSTRACT

Customer Satisfaction Analysis of PT Wy Randya Utama’s Services in Makassar

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The aims of this research study are to assess the customer satisfaction towards freight forwarder services of PT. Wy Randya Utama and to determine factors that influence customer’s satisfaction. Questionnaire and depth interview were used to collect data from 39 companies of PT. Wy Randya Utama’s customers that located in Makassar and Tangerang. Quadrant analysis was used to determine the level of importance and satisfaction of attributes. Whereas CHAID analysis used to determine the specification of customers satisfaction attributes. Results of the research shows that 18 companies or 52% of customers feel satisfy with the services. Customer’s satisfaction attributes that have above average level of importance and satisfaction is company’s responsibility and safety in handling customer’s goods. Whereas the main focus to increase customer’s satisfaction is in handling customer’s complaint, on time delivery system and customer’s supervise. The research also shows that 12 companies or 31% were considered as loyal.