

ABSTRACT

This research objective is to identify affect of after sales service against heavy equipment company sales. More specifically, to determine which variables that most influence on selling machines models of S500LCV and NHL50 at PT. Kobexindo Tractors. Authors has used type of research design explanation descriptive Models. Research was conducted using multiple linear regression processed with SPSS version 21.00. As a result of unit testing model found that combination variables of machine availability, Parts response, redo job, quicks response and customer solution fulfillment were affect to the machines sales with coefficients of determination 86,90%, while remaining the rest 13,10 influenced by external factors. One independent variable of parts Availability affect positively and significantly on dependent variable that is Machine sales. As Result of testing on NHL50 Found that combination variable of Machine availability, MTBF, Parts Availability, parts response and customer solution fulfillment affect the machine sales with determination coefficient at 92,80%, while the rest 7,20 affected by external factors. Two Variables of machine availability and parts availability affect positively and significant on machine Sales. Keywords: Machine Availability, MTBF, Parts Availability, Parts response, Repetitive work (redo), Quick response, Customer solution fulfillment, Sales.

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ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor layanan purna jual yang mempengaruhi penjualan pada perusahaan distribusi alat berat. Lebih spesifik lagi untuk mengetahui variable manakah yang paling berpengaruh terhadap penjualan alat berat unit model S500 LCV dan NHL50 di PT. Kobexindo Tractors, Tbk. Dalam hal ini jenis desain penelitian yang dilakukan penulis adalah dengan model eksplanatif deskriptif. Penelitian dilakukan dengan menggunakan regresi linier berganda diolah dengan SPSS Versi 21.00. Hasil pengujian unit model S500 LCV ditemukan bahwa variable *Machine Availability*, *MTBF*, *Parts Availability*, *Parts response*, Pekerjaan berulang (*Redo*), *Quick response* dan *customer solution Fulfillment* secara gabungan berpengaruh terhadap penjualan dengan koefisien determinasi 86,90%, sedangkan sisanya 13,10% dipengaruhi oleh faktor luar. Satu variable Independen yaitu *Parts Availability* berpengaruh positif dan signifikan terhadap variable dependen yaitu penjualan. Hasil pengujian pada unit model NHL50 ditemukan bahwa variable *Machine Availability*, *MTBF*, *Parts Availability*, *Parts response*, Pekerjaan berulang (*Redo*), *Quick response* dan *customer solution Fulfillment* secara gabungan berpengaruh terhadap penjualan dengan koefisien determinasi 92,80% sedangkan sisanya 7,20% dipengaruhi oleh faktor luar. Dua variable Independen *Machine Availability* dan *Parts Availability*, mempunyai pengaruh positif dan signifikan terhadap penjualan.

Kata Kunci : *Machine Availability*, *MTBF*, *Parts Availability*, *Parts response*, Pekerjaan berulang (*Redo*), *Quick response*, *customer solution Fulfillment*, Penjualan.

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