

ABSTRACT

Objective of this research is to analyze dominant factor in service quality, product quality, price and time of project that will be influenced Interest of buying Bulk Conveyor System in Indonesia in case marketing between company to company (Business to Business). The research will be used non random sampling and convenience sampling method.

After known the dominant factor in services quality, product quality, price, and time of project, the research continued with descriptive statistic in order to analyst what is founded the different perception between department of responded with factor of service quality, product quality, price and time delivery for decision of buying Bulk Conveyor System in Indonesia.

The secure and assure of product factor is representation of dominant and important factor in service quality and not founded the different perception between department of respondent in service quality to decision for buying Bulk Conveyor System in Indonesia.

The quality of equipment that complies with contract specification and project final proposal is representation of dominant and important factor in product quality and not founded the different perception between departments of respondent in product quality to decision for buying Bulk Conveyor System in Indonesia.

The first price in proposal Bulk Conveyor System is representation of dominant and important factor in price factor and not founded the different perception between departments of respondent in price factor to decision for buying Bulk Conveyor System in Indonesia.

The project duration is important factor to decision for buying Bulk Conveyor System in Indonesia.