

ABSTRACT

BSI Product Certification Body should aware and understand the main priority over the needs and expectation of certification customer services. Furthermore its need to identify and clearly define such aspects become attributes of services based on customer requirements. One of the method for enhancement of quality of service to measure of customer requirements is Servqual method (Service Quality). To achieve this purpose, the authors conducted a study of scientific research related to the quality of product certification services and the result also provides significance impact to product certification body BSI as quality improvement of its services. In principle, its have been obtained some conclusion as a result of research studies-which are described as follows : Research result is able to determine the classification attributes certification services on the basis of the relationship between the level of customer satisfaction and the level of compliance of Certification Institution and it is able to assign priority measures that need to be done by BSI institution and it is able to find out kind of attributes needs to be developed further as innovative process organization.

Key Words : *Certifications service attribute ; Customers satisfaction level*



ABSTRAK

Lembaga Sertifikasi Produk BSI harus mengetahui dan memahami prioritas utama kebutuhan dan keinginan pengguna jasa layanan sertifikasi. Untuk itu perlu dilakukan identifikasi dan pengkajian hal-hal menjadi atribut-atribut pelayanan mengacu pada persyaratan pelanggan. Salah satu metoda perbaikan peningkatan kualitas layanan untuk pengukuran persyaratan pelanggan adalah metode Servqual (Service Quality). Untuk maksud tersebut, penulis melakukan kajian ilmiah terkait kualitas pelayanan sertifikasi produk, dimana hasilnya juga dapat bermanfaat bagi lembaga sertifikasi produk BSI dalam meningkatkan mutu pelayanannya. Secara prinsip diperoleh hasil kajian penelitian sebagaimana dijelaskan pada kesimpulan, yaitu bahwa : Hasil kajian mampu mengetahui klasifikasi atribut-atribut pelayanan Sertifikasi atas dasar hubungan antara tingkat kepuasan pelanggan dan tingkat pemenuhan Balai Sertifikasi dan hasil kajian mampu menetapkan langkah-langkah prioritas yang perlu dilakukan oleh lembaga BSI serta mampu mengetahui lebih lanjut atribut apa saja yang perlu dikembangkan sebagai proses inovasi organisasi.

Kata kunci : Atribut pelayanan sertifikasi ; Tingkat kepuasan pelanggan

