

ABSTRAK

ANALISIS KEPUASAN PELANGGAN TERHADAP KINERJA PELAYANAN PT DS SOLUTIONS INTERNATIONAL DENGAN MENGGUNAKAN METODE *SERVICE QUALITY* DAN *QUALITY FUNCTION DEPLOYMENT*

Oleh :

Deden Mahdar (41616120093)

PT DS Solutions International merupakan Distributor resmi produk dental merek Zhermack, Formula Saint Gobain, Dentex dan Dr. Fresh. Dimana perusahaan ini bergerak di bidang bahan dan peralatan dental. Ada sebanyak 25 kali komplain selama 8 bulan terakhir dengan komplain terbanyak pada Bulan Februari sebanyak 5 kali dan terendah pada bulan Maret, Juni dan Juli masing-masing sebanyak 2 kali. Tujuan dari penelitian ini yaitu Mengukur persepsi pelanggan terhadap mutu pelayanan, dan Memberikan rekomendasi perbaikan terhadap pelayanan perusahaan. Metode yang digunakan Service Quality, dan *Quality Function Deployment Level 1*. Pada Tahap QFD atau rekomendasi perbaikan ada dilakukan wawancara dengan Direktur PT DS Solutions International MR. Gari Gunadi dan General Manajer Bapak Billy Ivanko, ST, MM. Penelitian ini dilakukan dengan cara menyebarkan kuesioner kepada 28 konsumen PT DS Solutions International pada bulan Oktober-November 2018. Hasil menunjukkan Berdasarkan analisis tabel distribusi dan persentase kepuasan pelanggan diperoleh bahwa 0.77% pelanggan merasa sangat tidak puas, 1.79% pelanggan merasa tidak puas, 20.15% pelanggan merasa cukup puas, 36.48% pelanggan merasa puas dan 40.82% Pelanggan merasa sangat puas terhadap pelayanan PT DS Solutions International. Rekomendasi perbaikan yang harus dilakukan oleh PT DS Solutions International (a) Menerapkan SOP Penerimaan Pemesanan (PO) secara baik dan dilakukan onitoring oleh manajer (b). Melakukan Pelatihan *Customer Service* secara berkala bagi karyawan. (c). Memberikan informasi secara rinci dan transparan. (d). Melakukan pencatatan, mengirim, dan Melakukan penagihan sesuai yang iminta dan dijanjikan. (e). Melakukan inventarisasi kendaraan untuk operasional Perusahaan. (f). Melakukan evaluasi harga secara berkala dan memberikan diskon. (g). Melakukan Pengecekan dan perawatan secara berkala

Kata Kunci : *Kepuasan Pelanggan, Kualitas Pelayanan, Servqual, QFD, HOQ*

ABSTRACT
ANALYSIS OF CUSTOMER SATISFACTION ON PERFORMANCE OF PT DS SOLUTIONS INTERNATIONAL SERVICES USING SERVICE QUALITY AND QUALITY FUNCTION DEPLOYMENT METHODS

By:
Deden Mahdar (41616120093)

PT DS Solutions International is the official Distributor of Zhermack brand dental products, Saint Gobain Formula, Dentex and Dr. Fresh. Where the company is engaged in dental materials and equipment. There are 25 complaints over the last 8 months with the most complaints in February as many as 5 times and the lowest in March, June and July respectively 2 times. The purpose of this study is to measure customer perceptions of service quality, and appreciate support for company services. The method used is Quality of Service, and Function of Distribution of Quality Functions 1. In the QFD stage or improvement of repairs carried out with the Director of PT DS Solutions International MR. Gari Gunadi and General Manager Mr. Billy Ivanko, ST, MM. This research was conducted by submitting a questionnaire to 28 consumers of PT DS Solutions International in October-November 2018. The results showed based on the distribution table and the percentage of customer satisfaction obtained 0.77% of customers very dissatisfied, 1.79% of customers not satisfied, 20, 15% of satisfied customers are quite satisfied, 36.48% of customers are satisfied and 40.82% of customers are satisfied with the services of PT DS Solutions International. Recommendations for improvements that must be made by PT DS Solutions International (a) Applying the Order Receipt SOP (PO) properly and carried out by the auditor (b). Conducting Customer Service Training for employees. (c). Provide complete and transparent information. (d). Record, send, and make billing as requested and promised. (e). Conduct an inventory of vehicles for the Company's operations. (f). Periodically evaluate prices and give discounts. (g). Check and maintain regularly

Keywords: Customer Satisfaction, Service Quality, Servqual, QFD, HOQ