

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui penilaian kualitas jasa berdasarkan kepuasan, loyalitas dan tingkat keterikatan mitra bisnis di Nasional Re. Penelitian ini digunakan untuk mengukur kualitas layanan jasa yang telah diberikan oleh Nasional Re dengan menggunakan metode SERVQUAL. Metode yang digunakan yaitu metode SERVQUAL untuk mengevaluasi kinerja kualitas layanan jasa yang diberikan Nasional Re kepada mitra bisnis dan mengetahui ekspektasi mitra bisnis akan jasa dari suatu perusahaan reasuransi yang diharapkannya. Hasil perhitungan SERVQUAL dan Gap Divisi Facultative didapat hasil sebesar -0.94, Divisi Treaty didapat hasil sebesar -0.616 dan Divisi Keuangan didapat hasil sebesar -0.45. Hasil perhitungan SERVQUAL dan Gap dengan keseluruhan memberikan hasil yang negative maka dapat dikatakan kinerja kualitas jasa NasionalRE belum memuaskan. Hasil loyalitas mitra bisnis Divisi Facultative didapat indeks rata-rata sebesar 76.70, Divisi Treaty didapat indeks rata-rata sebesar 84.57 dan Divisi Keuangan didapat indeks rata-rata sebesar 85.24. Hasil keterikatan mitra bisnis Divisi Facultative didapat indeks rata-rata sebesar 76.64, Divisi Treaty didapat indeks rata-rata sebesar 85.14 dan Divisi Keuangan didapat indeks rata-rata sebesar 82.57. Hasil perhitungan loyalitas mitra bisnis dan keterikatan mitra bisnis dengan keseluruhan memberikan hasil dengan kategori baik.

Kata Kunci: GAP Servqual , Loyalitas mitra bisnis, Keterikatan mitra bisnis

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ABSTRACT

The purpose of this study was to determine the assessment of service quality based on customer satisfaction, business partner loyalty and the level of engagement of business partners in Nasional Re. This research is used to measure the quality of services that have been provided by Nasional Re by using the SERVQUAL method. The method used is the SERVQUAL method to evaluate the performance of the quality of services provided by Nasional Re to business partners and to find out the expectations of business partners for the services they expect from a reinsurance company. The results of the SERVQUAL calculation and the Facultative Division Gap obtained a result of -0.94, the Treaty Division obtained a result of -0.616 and the Finance Division obtained a result of -0.45. The results of the SERVQUAL and Gap calculations as a whole give negative results, so it can be said that the performance of NasionalRE's service quality has not been satisfactory. The results of customer loyalty in the Facultative Division obtained an average index of 76.70, the Treaty Division obtained an average index of 84.57 and the Finance Division obtained an average index of 85.24. The results of customer engagement in the Facultative Division obtained an average index of 76.64, the Treaty Division obtained an average index of 85.14 and the Finance Division obtained an average index of 82.57. The results of the calculation of business partner loyalty and business partner engagement overall give good category results.

Keywords: Gap Servqual, Customer Loyalty, Customer Engagement

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