

ABSTRACT

STRATEGY DEVELOPMENT FOR TRUCKING SERVICE QUALITY IMPROVEMENT AT PT SAMUDERA PERDANA FOR 2020 - 2023

Service quality is one of the most important factors to achieve customer satisfaction. Some studies revealed that customer satisfaction leads to more customer retention and acquisition, especially in the competitive logistics industry. A preliminary survey at PT Samudera Perdana showed that only about 71% of customers are satisfied with the company's service, lower than the management target with 90% of customer satisfaction. This study aimed at analyzing the trucking service quality gap, determining the most critical service quality, and developing strategies for service quality improvement through integration of Gap Analysis, Importance-Performance Analysis (IPA), and Quality Function Deployment (QFD). Gap analysis showed that the all 18 service quality attributes had significant negative gaps. Then, IPA showed that a number of 9 attributes should be prioritized, with 4 attributes in "concentrate here" quadrant and 5 attributes in "keep up the good work" quadrant. Through QFD, the 9 attributes were then translated into five strategic responses that need to be followed up accordingly by the company, namely "develop an independent QHSE division", "develop partnerships with on-demand trucking platform", develop an integrated transport management system", "develop a training program for truck drivers", and "develop a preventive maintenance system".

Keywords: Service Quality, Gap Analysis, Importance-Performance Analysis, Quality Function Deployment, Trucking

ABSTRAK

RANCANGAN STRATEGI PENINGKATAN KUALITAS JASA TRUCKING DI PT SAMUDERA PERDANA PERIODE 2020 – 2023

Kualitas jasa merupakan salah satu faktor penting untuk mencapai kepuasan pelanggan. Beberapa studi mengungkapkan bahwa kepuasan pelanggan dapat mempertahankan pelanggan lama dan mendorong akuisisi pelanggan, terutama pada industri logistik yang memiliki persaingan ketat. Survei pendahuluan di PT Samudera Perdana menunjukkan bahwa tingkat kepuasan pelanggan masih sekitar 71%, lebih rendah daripada target manajemen sebesar 90%. Penelitian ini bertujuan untuk menganalisis kesenjangan (*gap*) kualitas jasa *trucking* dari persepsi dan ekspektasi pelanggan, menentukan atribut kualitas jasa prioritas, serta mengembangkan strategi untuk meningkatkan kualitas jasa *trucking* di PT Samudera Perdana melalui integrasi *Gap Analysis*, *Importance-Performance Analysis* (IPA), dan *Quality Function Deployment* (QFD). *Gap Analysis* menunjukkan bahwa keseluruhan 18 atribut kualitas jasa memiliki kesenjangan negatif secara signifikan. *Importance-Performance Analysis* (IPA) menunjukkan bahwa terdapat 9 atribut kualitas jasa *trucking* yang menjadi prioritas, yakni 4 atribut pada kuadran *Concentrate here* dan 5 atribut pada kuadran *Keep up the good work*. Melalui pendekatan QFD, sembilan atribut prioritas tersebut kemudian diterjemahkan ke dalam respons-respons strategis. Terdapat lima strategi yang dapat diimplementasikan perusahaan untuk meningkatkan kualitas jasa *trucking*, yakni "Pengembangan divisi QHSE independen", "Pengembangan kemitraan dengan platform *on-demand trucking*", "Pengembangan sistem manajemen transportasi terintegrasi", "Pengembangan sekolah mitra pengemudi", serta "Pengembangan *preventive maintenance system*".

Kata kunci: Kualitas Jasa, *Gap Analysis*, *Importance-Performance Analysis*, *Quality Function Deployment*, *Trucking*