IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) TO MEASURE SATISFACTION AGAINST CUSTOMERS SERVICE IN PT DUTA TRANSFORMASI INSANI

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ABSTRACT

Companies PT Duta Transformasi Insani is a result of the merger of the two institutions in the training environment that is Daarut Tauhid Tauhid Daarut Traning Center (DTTC) and LP2ES Learning Center. Human PT Duta Transformasi Insani engaged in services for training HR (Human Resources), and event organizer services. PT Duta Transformasi Insani seeks to provide the best services and satisfaction to customers. With the good quality services in a company, will create satisfaction for its customers. From the results of customer satisfaction surveys conducted there were customer complaints regarding services such complaints timeliness of training events, maintenance of facilities still lack clean, the lack of preparation of accommodation, etc.

Efforts to maintain and improve the quality of services by the company using customer satisfaction survey indicators were deemed unsatisfactory for the quality of services that have been received by customers. However, the customer satisfaction survey conducted companies today are still based on the results of the performance of services received by customers, while expectations of customers is not an assessment of each indicator survey of customer satisfaction on service quality training programs and services event organizer.

Based on test results Blackbox and Beta testing has been done it can be concluded that the functional whole process on the implementation of customer relationship management (CRM) to measure customer satisfaction with the service at PT Duta Transformasi Insani been as expected and could help the company manage survey customer satisfaction, enabling employees to know the quality of services in PT Duta Transformation Insani.

Keywords : Information Systems, Customer Satisfaction, Servqual Method, Quality Care, Reliability, Responsiveness, Assurance, Empathy, and Tangible.

1. PREMILINARY

Companies PT Duta Transformation Insani is a result of the merger of the two institutions in the training environment that is Daarut Tauhid Tauhid Daarut Traning Center (DTTC) and LP2ES Learning Center. Human Transformation PT.DUTA engaged in services for training HR (Human Resources), and management consultants. Services for the training of which seven (7) Development Program Personal namely (education and training of basic character, training internalization of the company, the training work ethic, spiritual training qolbu management, training of excellent service, leadership training, training pension preparation), 3 (three) program development team are (refresher program team, training team building effective team training prima), 2 (two) program Inspiring Entrepreneurship ie (workshops entrepreneurship, training entrepreneurship younger) 4 (four) program Child and Adolescent (pesantren flash, training MQ Super Camp, basic training of young leadership, travel wisdom), two (2) family Inspiration Program are (MQ family training, training of Muslim spiritual MQ) and Services Event Organizer.

PT Duta Transformation Insani have customers from various institutions and companies such as educational institutions, namely (SD Al Irham Bandung, SMP Al-Azhar Bandung, SMA IT Raudhatul Jannah, National Institute of Technology Bandung, etc.), a government agency that is (the city government, local government Solok , the municipal government Banjarmasin, Ministry of Religious Affairs, etc.), the Company Negri namely (PT Pertamina, Peruri, PT Pindad, etc), Private Companies namely (PT Bank BNI Syariah, PT Adra Finance, PT Sarihusada, etc.), the public is (Events pengajians, boarding school, etc.). As a service industry company, PT Duta Transformation Insani professionally run business and focus on the needs and expectations of customers.

Based on the results of data processing of customer satisfaction surveys (Appendix D-3) there are grains of indicator means, accommodation, and training devices. From the data processing can be discovered at the customer satisfaction service quality of each indicator. The Company conducted a survey of

customer satisfaction with the use of indicators to determine the level of customer satisfaction for services received by customers. Efforts to maintain and improve the quality of services by the company using customer satisfaction survey indicators were deemed unsatisfactory for the quality of services that have been received by customers. However, the customer satisfaction survey conducted companies today are still based on the results of the performance of services received by customers, while expectations of customers is not an assessment of each indicator survey of customer satisfaction on service quality training programs and services event organizer. Customer satisfaction is very dependent on the result of the perception and expectations of the customers themselves, so as to note the effort to revamp the quality of services the company to maintain and improve the quality of services are rated less than satisfactory on service quality training programs and services event organizer to customer satisfaction.

With the implementation of Customer Relationship Management (CRM), which required the company to determine the strategy relating to the customer and the company to remain mutual. Therefore, it is necessary to make a system that can assist the Board of Directors in determining the strategic decisions relating to maintaining and improving service quality training programs and services event organizer to customer satisfaction.

Based on the description of the problems noted earlier, it needed an information system to measure customer satisfaction on the improvement of the quality of services at PT Duta Transformation Insani use Customer Relationship Management (CRM) with the aim of assisting the Board of Directors to make a proposal for revamping the service quality as expected customer.

2. RESEARCH CONTENTS

2.1. Information Systems

The word "system" means a collection of components that have a link between one another. While the "Information" can be interpreted as data. From both definitions of information systems can be defined as "a system created by humans which consists of components within the organization to achieve a goal that is present information." There are various definitions of information systems, as listed in Table 1 Definition of Information Systems. From various that definition, it can be concluded that the information system encompasses a number of components (people, technology, information, work procedures), something that is processed (data into information) and is intended to achieve a goal on purpose [1].

2.2. Value Chain Analisys

In the Customer Relationship Management (CRM) is the core business strategy that memeadukan processes and internal functions, external network to create and deliver value to customers for profit. Customer Relationship Management (CRM) based on customer data quality and possible with the information technology. From the definition, we need a model as a starting point. This model provides a comprehensive insight that explores the landscape of Customer Relationship Management (CRM). Value chain or value chain CRM is a model for developing and implementing CRM strategies, in the model establishes a five- step process to develop and implement a CRM strategy [5]. The concept of value chain analysis (value chain) Francis Buttle can be seen in Figure 1.



Figure 1 Rantai Nilai Value Chain (Buttle, F) [5]

1. Primary Stage
   This model identifies important stage in the development and implementation of CRM strategies. Secarasingkat, the stages are as follows:
   a. Customer Portfolio Analysis
      This stage involves analyzing the actual customer base and potential to identify which customers want to be served in the future.
   b. Customer intimacy
      At this stage recognizable identity, history, demands, expectations and customer choice.
   c. Network development
      To identify, describe, and managing relationships within the enterprise network dengananggota.
   d. Proportion of Value Development
      This stage involves identifying sources of value for customers and the creation of a proposition and experience to meet the needs, expectations and their options.
   e. Manage Customer Lifecycle
      Life cycle management requires attention to the processes and structures. The process of how the company began working on the important steps of the acquisition, maintenance, and customer development, as well as how the company

will measure the performance of a CRM strategy - its.

2. Supporting Conditions

   This section will focus on four conditions that support the development and implementation of CRM strategies. Briefly, the conditions are as follows:

   a. Leadership and Organizational Culture

      At the level of strategic CRM, leadership is needed to establish whether the orientation (market) customers, product sales, or production orientation will guide the company in the future. Organizational culture pervading the whole pattern of behavior of members of the organization and become a handbook for each individual to interact, both within the scope of the internal as well as interacting with the external environment.

   b. Data and Information Technology

      The second main conditions that support the implementation of CRM is data danteknologi information. The definition for CRM emphasize the importance of quality customer data. Mastery storage, enhancement, maintenance, distribution, and use of customer information is a very important element for the CRM strategy. The data requirements for a CRM strategy is determined by the decisions and activities designed and conducted in the five major stages of the value chain CRM

   c. Human Resources

      Skills, knowledge and attitudes necessary for successful performance of CRM may need to be re-examined and improved. The knowledge and skills required include skills for customer service, expertise about products and services, know-how about the system, and cooperation skills. HR firms may need to be trained in this competency as well as other competencies.

   d. Process

The process is the way in which everything is done by the company. From the perspective of CRM, the process needs to be designed and operated so that they contribute to the creation of value, or at least do not undermine the value that has been created for customers. That condition implies efficiency (low cost) and effectiveness (delivery of desired results).

2.3. Method Servqual (Service Quality)

Servqual method is a method often used to measure the quality of service. In the method Servqual there are ten major factor or dimension Servqual most defining quality of service [4], namely:

1. Tangibles, the facility / equipment and includes personal appearances include physical facilities (buildings and others), technology (equipment and supplies used), as well as personal appearances include performances every employee dressed in PT Duta Transformation Insani.
2. Reliability, namely the reliability of any employees of PT Duta Transformation Insani provide services in accordance with the expectations of participants means timely performance, service without fault, sympathetic attitude and with high accuracy.
3. Responsiveness, ie every employee responsiveness Insani PT Duta Transformation to assist and provide fast service (responsiveness) and right to the customer, with the delivery of clear information. Let trainees waiting for no apparent reason causing a negative perception in the quality of service.
4. Assurance, which guarantees and kepastianmeliputi knowledge, kesopan compensation, and the ability of the employees of PT Duta Transformation Insani to foster trust trainees to the company.
5. Empathy, that every employee of PT Duta Transfomasi Insani has a genuine concern and a private individual or given to trainees by trying tounderstand the desire of participants, understanding the specific needs of trainees, as well as having the operating time that is convenient for trainees. Recognize regular customers.

In connecting all five determinants with Hope (expected service) and service performance (perceived service), the three create the analysis model below:

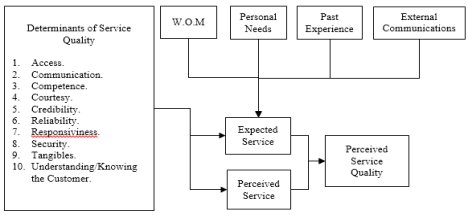


Figure 2 Customer Assessment of Service Quality [4].

In the model above analysis, it appears that the Expected Service (Expected) rely on WOM (Word of Mouth), Personal Needs and Past Experience. Word of mouth, personal needs, as well as past experience is the three independent variables that trigger appear Expected performance (expected service). On the other hand, Perceived Service (Received) depends on variables Determinants of Quality of Service (determinants of service quality). Diteririma quality service is what is often referred to as a measurement of Service Quality and Customer Satisfaction [4].

Positioning on customer perception of service quality on the continuum depends on the nature of the gap between Expected Service (ES) with Perceived Service (PS), which are summarized in the proposition to-8, which reads:

Proposition 8:

a. **Kala ES> PS, smaller than the acceptable quality satisfaction and will bring in quality can not be accepted in total, by increasing the gap between the ES and PS.**
b. **Kala ES = PS, acceptable quality is satisfactory.**
c. **Kala ES <PS, received quality is more than expected and will take on the quality of the ideal, with the increasing gap between the ES and PS.**

Based on the proposition of the 8th and the research they do, Parasuraman, Zeithaml, and Berry compose Customer Satisfaction following formula:

Q = P - E Formula (2.1)

Where:

Q = Quality Customer Service

E = Customer Expectations on Quality of Service

P = Services actually received Interpretation of the results of the calculation as follows:

Table 1 Results Servqual

Result SERVQUAL (Q = x̄PS – x̄ES)	Perceptions of Customer Satisfaction
> 0	Ideal
= 0	Baik
< 0	Buruk

Q = XPS - XES Formula (2.2)

XES = Score Expected Services (ES)

XPS = Average Score perceived Services (PS)

XPS - XES = The gap between the expectations of the perceived (Q)

Calculation Method ServqualCalculation of customer expectations against the services providedCompanies based on the attributes of quality of services provided statements for the three groups of researchers study program in accordance with the formula expectation [10].

$$\sum xi = (\sum STS \times 1) + (\sum TS \times 2) + (\sum CS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

Formula (2,3)

Information:

Σxi = Total weight of expectation answer questions.

ΣSTS = The number of people who chose the answer Strongly Disagree.

ΣTS = The number of people who chose the answer Disagree.

ΣCS = The number of people who chose the answer, please Agree.

ΣS = The number of people who choose the answer Agree.

ΣSS = The number of people who chose the answer Strongly Agree.

For the average dimension of hope the statement can be calculated by the formula:

$$\overline{X_i} = \frac{\sum yi}{n}$$ Formula (2,4)

Information:

$\overline{X_i}$ = average respondents to attribute to – i

$\sum yi$ = the amount of weight to attribute questions-i

n = the number of respondents

For the average dimension of reality ministry statement can be calculated by:

$$XDi = \frac{\sum \overline{XV_i}}{n}$$ Formula (2,5)

Information:

$\overline{XD_i}$ = The average dimensions of the i-th attribute to expectations.

$\sum \overline{XV_i}$ = The amount of the average value of a statement attribute per dimension i hope.

n = The number of statements per dimension.

2.4. Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is the core strategy in integrating business processes and internal functions with all external networks to create and realize value for the target consumer is profitable. Customer Relationship Management (CRM) powered by consumer data quality and information technology.

In general it can be said that the purpose of Customer Relationship Management (CRM) is to develop a profitable relationship with customers. Customer Relationship Management (CRM) is categorized into three (3) types [5]:

1. CRM strategy focuses on efforts to develop a culture of customer-oriented business or customer-centric. This culture is intended to win over consumers and maintain their loyalty by creating and delivering value to customers outperform competitors. This culture is reflected in the behavior of the top leaders of the company, the formal system design within the company and the various myths and stories that circulate within the company.
2. Operational CRM is more focused on the automation of the ways the company in touch with its customers. A variety of CRM software applications enable the functions of marketing, sales and service can be run automatically. Some of the most important types of applications that can be applied in the operational CRM are:
   a. Marketing automation-Marketing Automation.
   b. Sales force automation.
   c. Service automation.

Analytical CRM is used to exploit customer data in order to enhance their value (and the value of the company). This system was developed based on information about consumers. Customer data can be obtained from the information centers or data banks owned by each company's relevant, namely sales data (payment history or credit score), marketing data (consumer response to

advertising campaigns, loyalty scale data products), and data services. Furthermore, the internal data can be supplemented with external data, such data is geodemografis and data on consumer lifestyle provided by business intelligence organizations. By using the excavator of data (data mining tools), the company can mengintograsikan data. Intograsi intelligence can reveal information to the questions, such as who our most valuable customers? Where consumers who have the highest propensity to move to a competitor? Which customers will respond to specific offers in a positive way?

2.5 Systems Analysis

Systems analysis is to assess how the system is running by observing the process input and output data processing and process information, so that can know the problems and the design of the new system to be built.

2.6 Customer Relationship Management (CRM) Analysis

Systems analysis is to assess how the system is running by observing the process input and output data processing and process information, as deep as the implementation of CRM using a strategy as a reference so CRM features can be built quickly and accurately. Value chain analysis is an analytical model activities that generate value, both from inside and outside the company. In order to develop and implement a CRM requires a model of the value chain (value chain) to five (5) main stage and four (4) The supporting conditions that affect each stage of the value chain (value chain) Value Chain The **mo**del can be seen in the figure 3

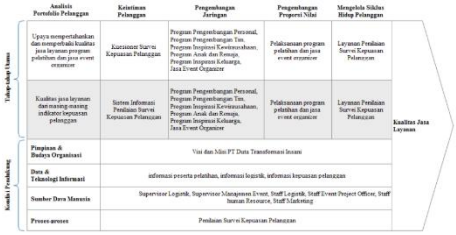


Figure 3 Model Value Chain (Buttle, F) PT Duta Tranformasi Insani

The results of the analysis of the value chain (value chain) of five main stages that PT Duta Transformation Insani make efforts to maintain and improve the quality of services are rated less than satisfactory by using a questionnaire survey of customer satisfaction 6 program services training programs and services event organizer. The core objective of the value chain (value chain), which is to preserve and improve the quality of services at PT Duta Transformation Insani.

By supporting the company's current condition according to the mission of the company is providing management consulting with the best service, satisfying, creative, innovative and sustainable.

The following illustration will be given based on the analysis of value chain analysis of the main stages and analysis supporting conditions.

2.7.1 Analysis of the main stages

Here is the explanation of five (5) major stages (primary stages) of a value chain model (value chain) CRM as follows:

1. **Analysis of the customer portfolio**
   PT Duta Transformation Insani priority value service indicators that have been identified to maintain quality of service. Efforts to maintain the value of the service indicator Insani PT Duta Transformation continue to evaluate the values of each indicator training services.
2. **Customer Intimacy**
   Participant satisfaction survey results conducted by PT Duta Transformation Insani by distributing questionnaires to the participants of the training event takes place every event aims to recognize the identity, demands, expectations and customer choice.
3. **Network Development**
   In developing services Insani PT Duta Transformation continues to provide services according to customers' expectations as an example Program Manager create a training program that is more interkatif, Marketing Manager The attempt to offer such a training program to convince customers to be able to provide satisfactory service. Preparations Operations Manager for the implementation of the training is to prepare the start of accommodation, transport, consumption, speaker assignment, the assignment of a facilitator and supplies the necessary equipment.
4. **Development of Proportion of Value**
   PT Duta Transformation Insani has 6 training programs, a program of personal development, team development program, inspiring entrepreneurship programs, children and youth programs, family inspiring program, and event organizer services. Among the training programs of the many interests of the customers of the training in terms of spiritual content.
5. **Manage Customer Lifecycle**
   PT Duta Transformation Insani manage associated with participants trying to continue to maintain a relationship with a way to provide direction after the training program and provide criticism and suggestions dilembar questionnaire. Objectives conducted to determine the development of the participants who have attended the training.

2.7.2 Analysis Supporting Condition

In addition, the following is an explanation supporting conditions (supporting conditions) of a value chain model (value chain) CRM are as follows:

1. **Leadership and Organizational Culture**
   In a company indispensable leadership to provide vision and direction to the destination that the organization and energizing for all employees at a time when trying various CRM strategy, addressing many failures, in an effort to build a formidable organization.
   Organizational culture is a pattern of behavior developed within an organization to address the internal and external problems kemudin taught as the correct way to perceive, think and feel. According to the mission at PT Duta Transformation Insani build institutions of blessing, a healthy, strong reliable, and highly competitive managed by human resources experts remembrance, of thought and endeavor.
2. **Data and Information Technology**
   PT Duta Transformation Insani has an information technology to process the data of the participants, including the use of software Ms. Office for storing participant data when this data is used Insani PT Duta Transformation. For the assessment of participant satisfaction Insani PT Duta Transformation using Ms. Excel for the assessment of training services as the value input for improvement of training services.
3. **Human Resources**
   PT Duta Tranformasi Insani have the human resources involved in it. Here is a human resources owned by PT Duta Transformation of providing services:
   a. Logistics Supervisor (booking of accommodation, transport, consumption).
   b. Event Management Supervisor (assignment presenters, facilitators assignment).
   c. Staff Logistics (preparation equipment supplies).
   d. Staff Event / Project Officer (budget / RAB, briefing the committee + sales, check and re-check).
   e. Human Resource Staff (contact presenters, contact the facilitator) .staff Marketing (Activity Report).
4. **Processes**

PT Duta Transformation Insani have a process in providing training services that process is the process of implementing a customer satisfaction survey. The implementation process is the customer satisfaction survey process to determine the level of satisfaction and customer requirements in accepting the implementation of training in PT Duta Transformation Insani.

2.8 Questionnaire Data Processing

The data shows that the calculation of the gap 5 customer expectations about services and event organizer training on customer perceived.

2.8.1 Questionnaire Data Processing Training

Calculation of gap 5 answers services are collected each of the 35 respondents. The following example uses a formula to calculate the customer's perceptions and expectations regarding training services:

1. Weight Value Calculation

The calculation of weight values by calculation using the formula (2.3) are listed in chapter 2.

$$\sum yi = (\sum STS \times 1) + (\sum TS \times 2) + (\sum CS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$\sum yi$ = (0 x 1) + (0 x 2) + (1 x 3) + (23 x 4) + (11 x 5)
= 0 + 0 + 3 + 92 + 55
= 150

Indikator1 weight value = 150

2. Calculation of Average Answer Respondents

The calculation of the average of respondents' answers with calculations using formula (2.4) are listed in bab 2.

$$\bar{X}_1 = \frac{\sum yi}{n}$$

$$\sum yi = \frac{150}{35}$$

= 4.29

The average value perception indikator1 = 4.29

3. The calculation of the value gap 5

The calculation of weight values by calculation using the formula (2.1) are listed in chapter 2.

P1 – E1
1.29 - 4.29 = 0
Value gap 5 indikator1 = 0

Here are the results of the average gap against the attributes of service quality indicators of training can be seen in Table 2

Table 2 Average Rating Gap Against Attributes Training Indicators

Atribut Indikator Pelayanan	Persepsi Pelayanan		Ekspektasi Pelayanan		Nilai Gap 5
	Nilai Pembobotan	Rata-rata Persepsi	Nilai Pembobotan	Rata-rata Ekspektasi	
Indikator1	150	4.29	150	4.29	0
Indikator2	144	4.11	144	4.11	0
Indikator3	150	4.29	144	4.11	0.17
Indikator4	142	4.06	147	4.2	-0.14
Indikator5	145	4.14	147	4.2	-0.06
Indikator6	139	3.97	139	3.97	0
Indikator7	138	3.94	144	4.11	-0.17
Indikator8	134	3.83	134	3.83	0
Indikator9	135	3.86	135	3.86	0
Indikator10	141	4.03	141	4.03	0
Indikator11	145	4.14	145	4.14	0
Indikator12	145	4.14	149	4.26	-0.11
Indikator13	138	3.94	140	4	-0.06
Indikator14	130	3.71	143	4.09	-0.37
Indikator15	137	3.91	137	3.91	0
Indikator16	130	3.71	133	3.8	-0.09
Indikator17	155	4.43	160	4.57	-0.14
Indikator18	148	4.23	151	4.31	-0.09
Indikator19	140	4	153	4.37	-0.37
Indikator20	142	4.06	150	4.29	-0.23
Indikator21	143	4.09	152	4.34	-0.26
Total		84.89		86.8	

From the results of the average value gap 5 table 2 it can be seen that the indicator has a negative gap indicators are on 4, 5, 7, 12, 13, 14, 16, 17, 18, 19, 20, 21.

Servqual result calculations using formula (2.2) are listed in chapter 2.

Q = x̄PS – x̄ES

= 84.89 - 86.8

= -1.91

Table 3 Result Servqual

Result SERVQUAL (Q = x̄PS – x̄ES)	Customer satisfaction
> 0	Ideal
= 0	Good
< 0	Bad

With servqual results show that service quality training program Insani PT Duta Transformation scored -1.91. The value of customer satisfaction expressed poorly.

2.8.2 Cartesian Diagram Analysis

Based on the results of 2 table attributes on the level of expectation and perception levels can be used to determine in detail the attributes that are most important and to compile the various attributes of the service quality dimensions into a Cartesian diagram which is divided into four quadrants. The following Cartesian diagram of service quality attributes of the training can be seen in Figure 4

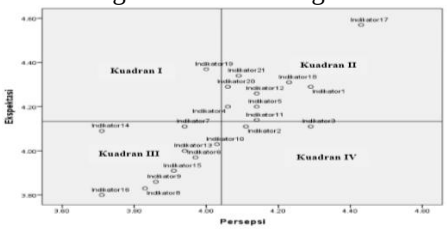


Figure 4 Diagram Cartesian

Here's an explanation of the image produced 4 Cartesian diagram will show the layout attributes of service quality training do enter into Quadrant I, Quadrant II, Quadrant III or Quadrant IV:

1. Quadrant I (Priority I)
   Attributes that are in the first quadrant shows the factors / attributes considered affect customer satisfaction and considered important. Attributes included in the first quadrant and the necessary improvement priorities that the Committee provide individual attention to all participants (indikator19).
2. Quadrant II (Priority II)
   The attributes are located in this quadrant are considered important and desirable as an additional factor for customer satisfaction so that the company is obliged to ensure that performance is managed can sustain the achievements. Attributes that are included in this quadrant and in accordance with the order of priority that needs to be done of equipment and facilities classroom work properly (indikator1), consumption is available in sufficient quantities (indikator4), Comfort rooms (the rooms are clean, air conditioning, room lighting) (indikator5), Timeliness in turn one event to another event (indikator11), Accuracy in delivering the service in accordance with the time promised. (Indikator12), Courtesy and friendliness of the committee in providing services (indikator17), Committee of the company has the knowledge to be able to always answer questions from participants (indikator18), the Committee was able to communicate well with participants (indikator20), the Committee shall provide the same services to participants regardless of status social (indikator21).
3. Quadrant III (Priority III)
   This quadrant has the actual performance level of achievement or low once considered too important or too expected by the customer so that companies do not need to prioritize or are paying attention to these attributes. Attributes that are in quadrant are welcome committee is able to raise participation (indikator6), facilitator presents the material clearly and accurately (indikator7), facilitator gives examples of relevant and up to date (indikator8), facilitator over matter (indikator9), Facilitator using language that is easily understood (indikator10), the Committee shall provide services to customers quickly (indikator13), the Committee is always willing to help the participants (indikator14), the Committee was never too busy to respond to the request of participants (indikator15), Security participants at the training room of well outdoors (indikator16).
4. Quadrant IV (Priority IV)
   Quadrant IV are not too important or too expected that the company needs to allocate resources associated with those attributes to other attributes that have a higher priority handling that still need improvement. Attributes are located in this quadrant are

Cleanliness means of support (the mosque, toilets, dining room) (indikator2), dressed and groomed Committee (indikator3).

Based on the results of the Cartesian diagram in Figure 3.4 are indicators of the quality of training services, including those of the four quadrants. From the results can be known rectangular layout diagram repair of any indicators of quality of training services, namely indikator19 committee gave individual attention to all of the participants were in the first quadrant is a priority that must be repaired. The results of table 3:18 taken 12 attributes indicators that have a negative gap which needs to be improved on the quality of training services, namely indicators 4, 5, 7, 12, 13, 14, 16, 17, 18, 19, 20, 21.

2.8.3 Proposed Quality Repair Service Training Services

Here is the proposed improvement of service quality training services that would be made by the company based on the Cartesian diagram in quadrants I and indicators with a negative gap value obtained from table 4.

Table 4 Improvements Detailed For Every Indicators

Var	Atribut-Atribut Kualitas Pelayanan	Perbaikan Yang Sebaiknya Dilakukan
Indikator19	Panitia memberikan perhatian individual kepada semua peserta.	- Melakukan interaksi langsung dengan menggunakan *customer contact personel* mengenai kebutuhan pelanggan.
Indikator4	Konsumsi tersedia dalam jumlah yang cukup	- Menyediakan konsumsi sesuai jumlah para pelanggan pelatihan.
Indikator5	Kenyamanan ruangan (ruangan bersih, ber AC, pencahayaan ruangan).	- Meningkatkan kebersihan dan perawatan ruangan.
Indikator12	Ketepatan dalam menyampaikan jasanya sesuai dengan waktu yang dijanjikan.	- Evaluasi kinerja panitia dalam memberikan pelayanan.
Indikator17	Kesopanan dan keramahan panitia dalam memberikan pelayanan	- Evaluasi kinerja panitia dalam memberikan layanan.
Indikator18	Panitia perusahaan memiliki pengetahuan untuk dapat selalu menjawab pertanyaan peserta.	- Memberikan pelatihan khusus kepada panitia. - Melakukan evaluasi cara memberikan pelatihan secara berkala, sehingga materi yang disampaikan dapat dipahami oleh pelanggan dengan baik dan jelas.
Indikator20	Panitia mampu berkomunikasi dengan baik dengan peserta.	- Melakukan komunikasi langsung dengan peserta.
Indikator21	Panitia memberikan pelayanan yang sama ke peserta tanpa memandang status sosial.	- Meningkatkan interaksi langsung dengan peserta.
Indikator7	Fasilitator menyampaikan materi dengan jelas dan akurat.	- Evaluasi cara penyampaian materi oleh fasilitator.
Indikator13	Panitia memberikan layanan kepada pelanggan dengan cepat.	- Evaluasi kinerja panitia dalam membantu peserta.
Indikator14	Panitia selalu bersedia membantu para peserta.	- Evaluasi kinerja panitia dalam membantu peserta.
Indikator16	Kemanan peserta pada saat pelatihan diruangan maupun diluar ruangan.	- Meningkatkan keamanan panitia dalam membantu para peserta

Based on the results in Table 4 it can be seen that these indicators should be corrected, but in indikator19 "The committee gave individual attention to all participants" are top priorities should take precedence for the improvement of the quality of training services.

2.8.4 Data Processing Questionnaire Event Organizer

Calculation of gap 5 answers services are collected each of the 35 respondents. The following example uses a formula to calculate the customer's perceptions and expectations regarding services event organizer:

1. Weight Value Calculation
   The calculation of weight values by calculation using the formula (2.3) are listed in chapter 2.

$$\sum yi = (\sum STS \times 1) + (\sum TS \times 2) + (\sum CS \times 3) + (\sum S \times 4) + (\sum SS \times 5)$$

$\sum yi$ = (0 x 1) + (2 x 2) + (11 x 3) + (13 x 4) + (9 x 5)
= 0 + 4 + 33 + 52 + 45
= 134

Indikator1 weight value = 134

2. Calculation of Average Answer Respondents
   The calculation of the average of respondents' answers with calculations using formula (2.4) are listed in chapter 2.

$$\bar{X}_i = \frac{\sum yi}{n}$$

$$\sum yi = \frac{134}{35}$$

= 3.83

The average value perception indikator1 = 3.83

3. The calculation of the value gap 5
   The calculation of weight values by calculation using the formula (2.1) are listed in chapter 2.P1 – E1
   1.83 - 4.03 = - 0.2
   Value gap 5 indikator1 = - 0.2

Here are the results of the average gap against the attributes of service quality indicators event organizer can be seen in Table 5.

Table 5 Average Score Against Gap Indicator Attributes Event Organizer

Atribut Indikator Pelayanan	Persepsi Pelayanan		Ekspektasi Pelayanan		Nilai Gap 5
	Nilai Pembobotan	Rata-rata Persepsi	Nilai Pembobotan	Rata-rata Ekspektasi	
Indikator1	134	3.83	141	4.03	-0.2
Indikator2	131	3.74	140	4	-0.26
Indikator3	140	4	138	3.94	0.06
Indikator4	131	3.74	134	3.83	-0.09
Indikator5	124	3.54	137	3.91	-0.37
Indikator6	138	3.94	150	4.29	-0.34
Indikator7	135	3.86	141	4.03	-0.17
Indikator8	126	3.6	141	4.03	-0.43
Indikator9	130	3.71	149	4.26	-0.54
Indikator10	125	3.57	137	3.91	-0.34
Indikator11	127	3.63	147	4.2	-0.57
Indikator12	136	3.89	148	4.23	-0.34
Total		45.06		48.66	

From the results of the average value gap 5 Table 5 it can be seen that the indicator has a negative gap indicators contained in 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12

Servqual result calculations using formula (2.2) are listed in chapter 2.

Q = x̄PS – x̄ES
= 45.06 – 48.66
= - 3.6

Table 6 Result Servqual

Result SERVQUAL (Q = x̄PS – x̄ES)	Customer satisfaction
> 0	Ideal
= 0	Good
< 0	Bad

With servqual results show that service quality training program Insani PT Duta Transformation gain value - 3.6. The value of customer satisfaction expressed poorly.

2.8.5 Cartesian Diagram Analysis

Based on the results of Table 8 attributes on the level of expectation and perception levels can be used to determine in detail the attributes that are most important and to compile the various attributes of the service quality dimensions into a Cartesian diagram which is divided into four quadrants. The following Cartesian diagram of service quality attributes of the training can be seen in Figure 5

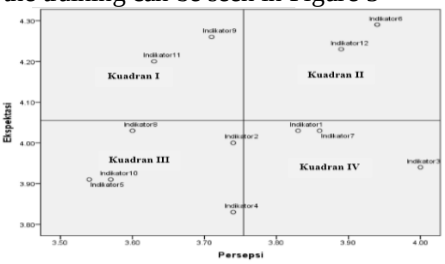


Figure 5 Cartesian Diagram

Here's an explanation of the image generated 5 Cartesian diagram will show the location of the training serv service quality attributes are entered into Quadrant I, Quadrant II, Quadrant III or Quadrant IV:

1. Quadrant I (Priority I)
   Attributes that are in the first quadrant shows the factors / attributes considered affect customer satisfaction and considered important. Attributes included in the first quadrant and the need to prioritize the improvement that is able to act swiftly in the works, causing a sense of security of consumers (availability of security forces such as security guards, bodyguards and police) (indikator9), organizers of the event giving individual attention to all its customers (indikator11).
2. Quadrant II (Priority II)
   The attributes are located in this quadrant are considered important and desirable as an additional factor for customer satisfaction so that the company is obliged to ensure that performance is managed can sustain the achievements. Attributes that are included in this quadrant and in accordance with the order of priority that needs to be done is the Operator deliver the service in accordance with the promised time (indikator6), organizers of the event always consider the interests of its customers (indikator12).
3. Quadrant III (Priority III)
   This quadrant has the actual performance level of achievement or low once considered too important or too expected by the customer so that companies do not need to prioritize or are paying attention to these attributes. Attributes that are in quadrant ie decor is interesting (in accordance with the theme of the event) (indikator2), Has the availability of lighting with a comfortable (some operators lighting or Lightman) (indikator4), organizers of the event gives the concept an interesting event (indikator5), Operator the show was never too busy to respond to customer requests (indikator8), organizers of the event have the knowledge to be able to always answer customer questions (indikator10).
4. Quadrant IV (Priority IV)
   Quadrant IV are not too important or too expected that the company needs to allocate resources associated with those attributes to other attributes that have a higher priority handling that still need improvement. Attributes are located in this quadrant are emcee neat and clean (always wear collared and shirt) (indikator1), Has the availability of sound system with good sound quality (some operators sound or Soundman) (indikator3), organizers of the event providing services to customers quickly (indikator7).

Based on the results of the Cartesian diagram in Figure 5 are indicators of the quality of training services, including those of the four quadrants. From the results of Cartesian diagram can be seen layout improvements of any indicators of quality of services event organizer is indikator9 Capable of being eager to work, causing a sense of security of consumers (availability of security forces such as security guards, bodyguards and police) and indikator11 Organizers provide individual attention to all of its customers is in the first quadrant is a top priority that must be repaired. The results of table 3:21 taken 11 attributes indicators that have a negative gap which needs to be improved on the quality of services event organizer ie indicators 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12.

2.8.6 Proposed Quality Repair Services Event Organizer

Here is the proposed improvement in the quality of services event organizer that would be taken by the company based on the Cartesian diagram in quadrants I and indicators with a negative gap value obtained from the table 6.

Table 6 Improvements Detailed For Every Indicators

Var	Atribut-Atribut Kualitas Pelayanan	Perbaikan Yang Sebaiknya Dilakukan
Indikator9	Mampu bersikap sigap dalam bekerja sehingga menimbulkan rasa aman konsumen (tersadianya pihak keamanan seperti satpam, bodyguard,dan polisi)	- Melakukan pengawasan dilokasi acara secara intensif dengan cara berjaga dilokasi acara berlangsung.
Indikator11	Penyelenggara acara memberikan perhatian individual kepada semua pelanggannya	- Penyelenggara meningkatkan interaksi langsung dengan pelanggan.
Indikator6	Penyelenggara menyampaikan jasanya sesuai dengan waktu yang dijanjikan	- Penyelenggara meningkatkan interaksi langsung dengan pelanggan.
Indikator12	Penyelenggara acara selalu memperhatikan kepentingan pelanggannya	- Penyelenggara meningkatkan interaksi langsung dengan pelanggan.
Indikator2	Memiliki ketersedinan sound system dengan kualitas suara yang baik (terdapat operator sound atau soundman)	- Memberikan arahan secara berkala untuk operator sound atau soundman. - Meningkatkan kemampuan dan keterampilan pegawai dalam melaksanakan tugasnya.
Indikator4	Memiliki ketersedinan lighting dengan yang nyaman (terdapat operator lighting atau lightman)	- Memberikan arahan secara berkala untuk operator sound atau soundman. - Meningkatkan kemampuan dan keterampilan pegawai dalam melaksanakan tugasnya.
Indikator5	Penyelenggara acara memberikan konsep acara yang menarik	- Evaluasi terhadap konsep acara
Indikator8	Penyelenggara acara tidak pernah terlalu sibuk untuk merespon permintaan pelanggan	- Perusahaan harus tegas terhadap karyawan yang tidak menjalankan pelayanan dengan baik.
Indikator10	Penyelenggara acara memiliki pengetahuan untuk dapat selalu menjawab pertanyaan pelanggan	- Mengadakan arahan untuk panitia acara yang masih minim pengalaman.
Indikator1	Dekorasi yang menarik (sesuai dengan tema acara)	- Mengatur ulang dekorasi lebih menarik sesuai tema acara
Indikator7	Penyelenggara acara memberikan layanan kepada pelanggan dengan cepat	- Penyelenggara membuat agenda khusus untuk setiap periode waktu tertentu agar bisa berinteraksi langsung dengan pelanggan.

Based on the results in Table 6 it can be seen that these indicators should be corrected, but in indikator9 "Being able to be eager to work, causing a sense of security of consumers (availability of security forces such as security guards, bodyguards and police)" is a top priority that takes precedence for improvement service quality event organizer.

2.9 Examination

Beta testing is testing conducted directly on the Office of PT Duta Transformation Insani to determine the quality of a geographic information system that has been built, is already in line with the expected or not appropriate.

2.9.1 Black Box Testing Results

Based on the results of blackbox testing has been done it can be concluded that the Information Systems Customer Relationship Management (CRM) in PT Duta Transformation functionally Insani entire process on has been running as expected.

2.9.2 Beta Testing Results

Based on the beta testing has been described previously, it can be concluded that:

1. Application of Customer Relationship Management (CRM) to measure customer satisfaction with the service at PT Duta Transformation Insani, help operational managers manage customer satisfaction survey.
2. This system can assist the directors in monitoring the quality of services.
3. This information system is easy to use and learn at the time of use.
4. The system has a simple user interface and does not complicate the user.

3. CLOSING

This section will explain the research conclusions based on the results obtained after the analysis, design, and implementation of the system design were built and suggestions which will provide important records and possible improvements that need to be done for the development of the system.

3.1 Conclusion

After doing the analysis, design, and testing, it can be concluded that the adoption of Customer Relationship Management (CRM) to measure customer satisfaction with the service at PT Duta Transformation Insani can assist companies in managing survey of customer satisfaction, help in revamping the quality of services in PT Ambassador Transformation Insani.

3.2 Suggestion

Based on the conclusions that have been described previously, things are expected in the future is this system can be used to survey customer satisfaction at PT Duta Transformation Insani. This system is expected to be developed more widely, especially the functions of the system that has been built.

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