

ABSTRACT

The competition in ordering goods service business that more strict make every enterprise to prepare their self as good as possible, if want to defend their existence in competition between the other homogen enterprises.

PT TIKI JNE or more familiar called JNE as one of ordering goods service enterprise in Indonesia must able to give or prepare service according to customer requirement , until able to attend the competition with other service enterprises, such as TIKI, DHL, Posindo, FedEx, and many others. One of effort to increase the quality services is by make Customer Service, is one of position which represent customer desires in enterprise. The Customer complaint not only about marketing strategy but also about Employee service and the place of that Customer service.

The result that, to know what the matter that must be improved by enterprise so will be executed the process of service quality improvement by Benchmarking process with service quality analysis method from Pasuraman, they are Assurance variable, reliability, responsiveness, tangible, and Emphaty. And than can make easy to determine the variable and what service attribute that will be improved.

Data collection has done with survey method by spreading out the questionnaire to JNE's and competitor's Customer to know about expectation and perception index about Employee service and the place of that Customer service. . Methods used in sampling is the Convenience Sampling. Beside the questionnaire, data has been collected by interview and from the others media (suchs as Internet and mass media). From those result can be known the variable and what service attribute that can be strong point of competitors and can be improved by JNE.

Based on output of data process and analyze, Benchmarking goes to TIKI and the best service that TIKI has is understand customer needs specifically belong to Emphaty vaiable. Eventhough for JNE, that service attribute is one of first priority that must be improved.

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