

ABSTRACT

The existence of tight competition going on between the freight company, JNE need to pay attention to the quality of services that exist today. JNE is not the only company in the field of freight forwarding services. The success of a freight forwarder is not only seen from the number of people who use these services, but also the quality of services provided by the company. Good service quality will certainly have an impact on the attitude of customers who will continue to use the services of related companies.

Servqual as a measuring tool to determine the level of customer satisfaction on services provided. Customer satisfaction is not directly proportional to the fulfillment of customer needs. With the Kano Model, can be harmony between the understanding of customer satisfaction with efforts to meet the needs of customers through the categorization of the canoe. Quality Function Deployment (QFD) provides a solution for the occurrence of customer dissatisfaction on the quality of services provided by the company.

The results showed that there are 30 attributes in the need for freight service. By using servqual, can be identified 15 attributes that need to be at a low level of satisfaction. By using the Kano model, can be identified that there is an attractive attribute categorized services, 10 service attributes are categorized one-dimensional, three service attributes that must-be categorized, and an indifferent categorized attributes. Results of the integration between servqual with Kano model into QFD HOQ to produce seven service attributes that need to be repaired by the company, ie, the timeliness of delivery, ease of contacting customer service, confidentiality of documents or packages during delivery, cleanliness seat, timeliness of the goods until the purpose, employees care about customer needs, and not easily damaged / defective upon delivery.

Keywords : Delivery of goods, Servqual, Kano Model, QFD