

ENHANCING CUSTOMER SATISFACTION AT JAYA PRINT: A COMPREHENSIVE EVALUATION USING SERVQUAL, IPA, AND QFD METHODS

UNDERGRADUATE FINAL PROJECT

Submitted as one of the requirements to obtain Sarjana Teknik (S.T.)

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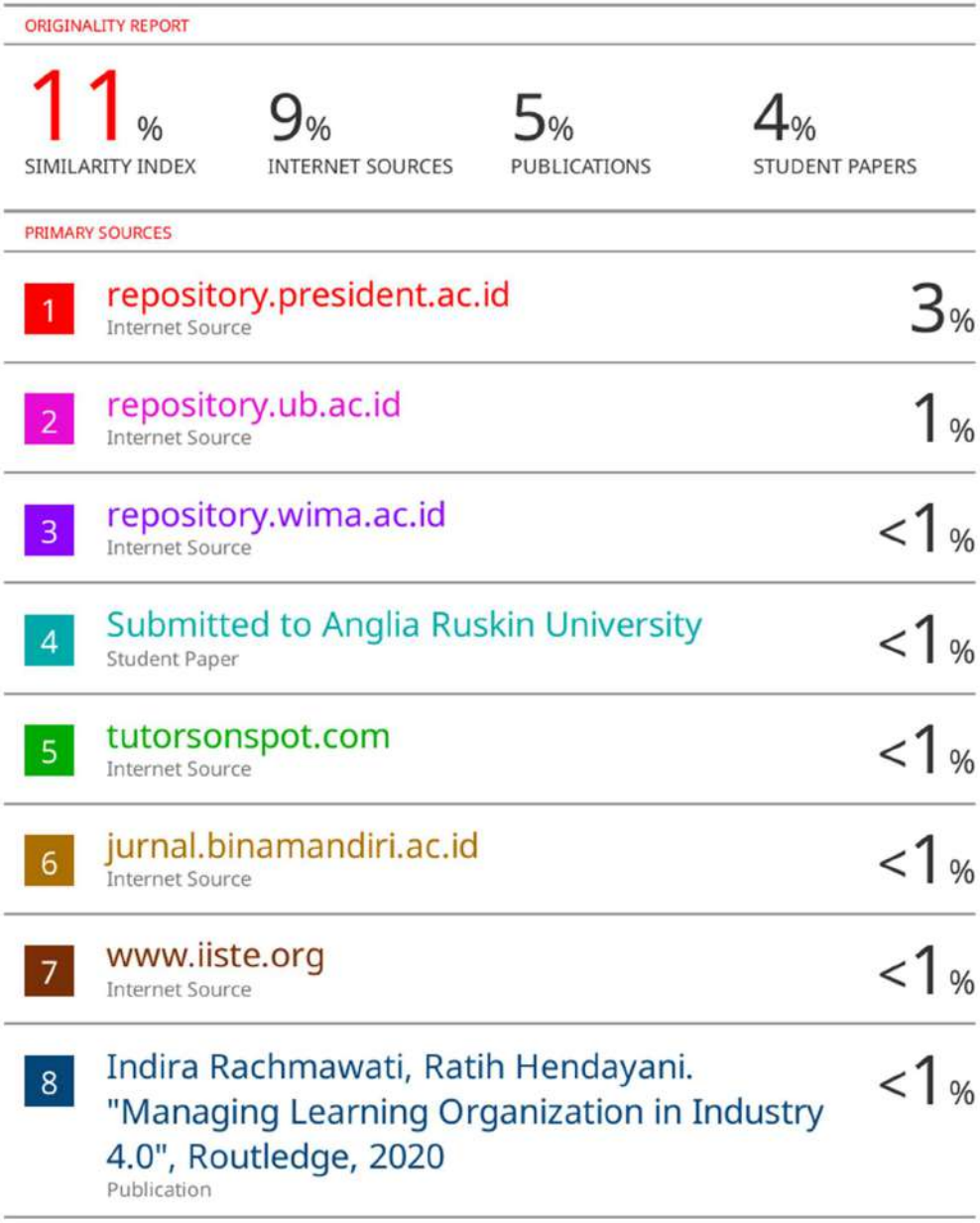
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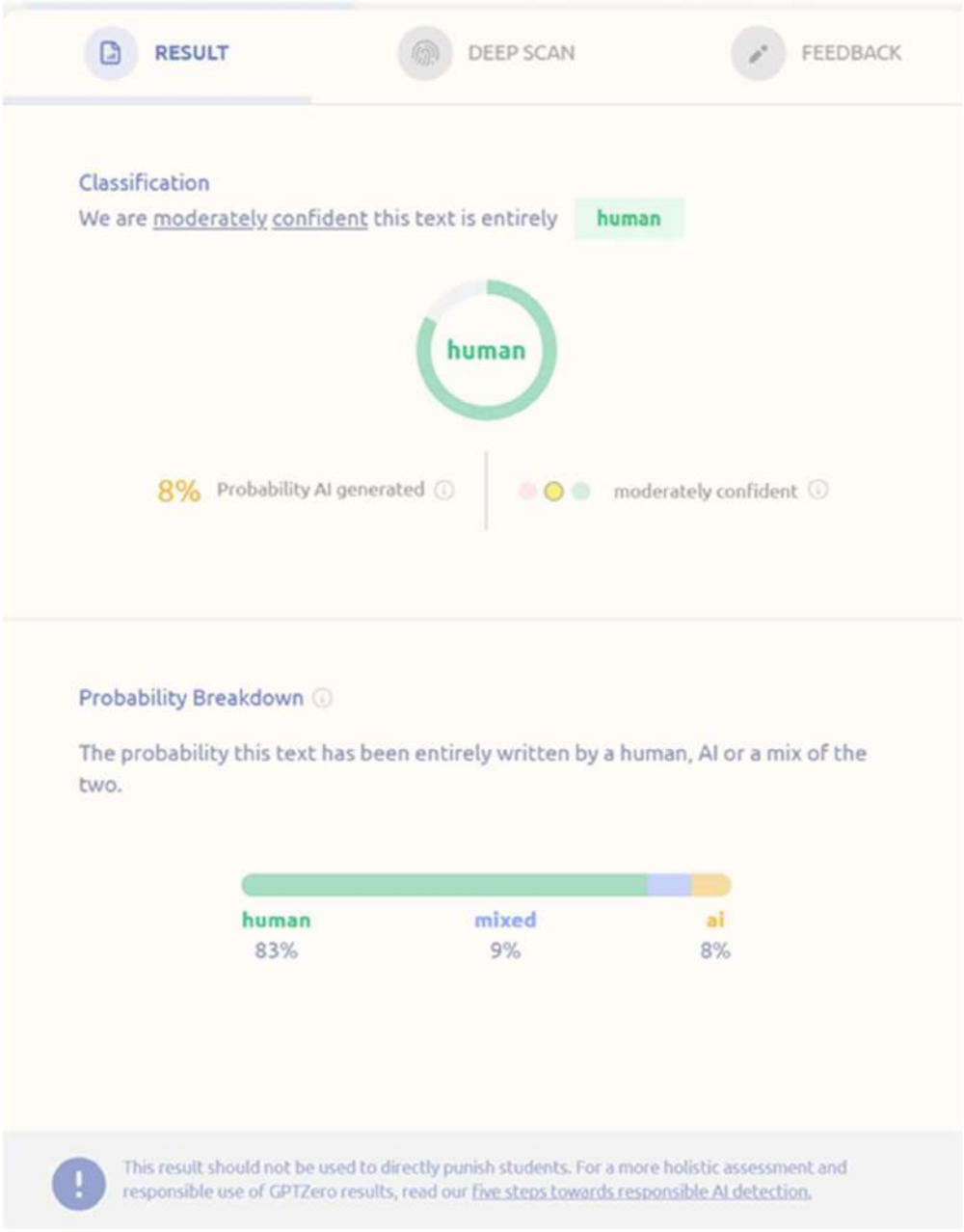
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ABSTRACT

The research addresses the critical need for businesses to maintain service quality to ensure customer satisfaction and competitive advantage, particularly in the digital printing industry. Jaya Print experienced a 9.62% decrease in turnover from Q2 2023 to Q2 2024, prompting the need for an in-depth analysis of service quality as a potential factor and Jaya Print is also planning to set up two new branches, requiring an immediate service quality evaluation before implementing the existing service quality into the new branches. The Servqual method was utilized to identify the gap between customer expectations and perceptions of service quality, while IPA was applied to prioritize attributes for improvement, and the QFD method was used to determine the priority of nine improvement programs. This research focuses on implementing four out of nine technical responses to improve the servqual score of attribute The company environment is clean and tidy (X03), including Enhanced Cleaning Protocols with 5S, Documentation and SOP Development, Punishment and Reward Program, and Cleaning Audits. As a result, there two attributes are showed a significant improvement in its servqual score; initially, attribute The company environment is clean and tidy (X03) it had a negative gap of -1.04, after implement the strategies, it changed to a positive gap of 0.34. and attribute Comfortable tables and chairs for customer (X02) it had a negative gap of -0.80, after implement the strategies, it changed to a positive gap of 0.17. This research provides actionable insights for Jaya Print to optimize service quality before expanding to new branches, ultimately aiming to restore and increase company turnover.

Keywords: *Service Quality, Servqual, IPA, QFD, Turnover, Customer Satisfaction*

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LIST OF TERMINOLOGIES

1. Attribute	: Characteristics or properties of a dimension in service quality.
2. Coordinate	: Numerical values that specify the position of a point in a matrix or graph.
3. Correlation Coefficient	: A statistical measure that describes the degree to which two variables move in relation to each other. It ranges from -1 to 1, where 1 implies a perfect positive relationship, -1 a perfect negative relationship, and 0 no relationship.
4. Degrees of Freedom (df)	: The number of independent values or quantities that can be assigned to a statistical distribution. It is often used in tests like chi-square or t-tests to determine significance.
5. Expectation	: The anticipated or predicted outcome from customer.
6. Frequency Score	: The count or number of occurrences of a questionnaire response within a dataset
7. Gap	: The difference between customer expectation and perception.

8. Margin of Error	: The range within which the true value of a population parameter is expected to fall, with a certain level of confidence. It reflects the precision of survey results.
9. Matrix	: A rectangular array of data, numbers, or symbols arranged in rows and columns, used to organize and analyze data in research.
10. Perception	: The way individuals interpret and understand information or stimuli, often studied to assess how attitudes or opinions are formed.
11. Significance Level	: The probability of rejecting the null hypothesis when it is true. It's denoted by alpha (α).
12. Technical Responses	: Specific actions or solutions identified during the House of Quality (HoQ) process, designed to address and fulfill customer needs and requirements effectively.