

ANALIZA SATISFASAUN KLIENTE NIAN KONABA KUALIDADE HO ATENDIMENTU CUSTOMER SERVICE OFFICER (CSO)

(Estudu Kazu Empreza Telkomcel, Timor-Leste)

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ABSTRATU

Atendimentu hanesan prosesu ida ne'ebe persiza garante kualidade atendimento Customer Service Officer (CSO) hodi bele fo Satisfasaun ba Kliente. Kompanha produsaun telkomnikasaun ne'ebé mak hola parte iha Timor-Leste ne'e mak Telkomcel Timor - Leste. Tamba ne'e impreza Telkomcel Persiza garantia qualidade atendimento hodi responde klinte nia preokupasaun. Funksaun, kualidade no benefesiu husi Customer Services Officer ne'ebé mak husi kliente sira nia hare'e no sente bele sai sasukat no idenkator ba perfoma atendimento nian. Nune'e objetivu husi peskiza ne'e mak atu buka hatene satisfasaun husi kliente nian ba servisu atendimentu ne'ebé empreza Telkomcel oferese. Peskiza ne'e hanesan peskiza kuantitativu deskretivu ne'ebé uza kuestionariu hanesan instrumentu ba rekolla dadus. Populasaun ba peskiza ne'e mak kliente sira ne'ebé vizita direita ba edifisiu Telkomcel no Amostra ba peskiza ne'e hamutuk nain 40 ne'ebé foti bazeia tekniku Accidental Sampling. Metodu analiza dadus mak analiza importansia no performansia. Rezultadu husi peskiza ne'e hatudu katak nivel performansia nia valor 0.34 no ba nivel importansia hetan valor 0.36. No bazeia ba valor iha diagrama kartesius hatudu pontu kordenador iha kuadrante B (Mantein Prestasaun)

Liafuan Save: Atendimentu, Satisfasaun kualidade (CSO) Metode IPA

ABSTRACT

ANALYSIS OF CUSTOMER SATISFACTION ON SERVICE QUALITY WITH CUSTOMER SERVICE OFFICER (CSO)

(Study Case in Telkomcel, Timor-Leste)

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ABSTRACT

Service as a process that requires a quality assurance for the presence of customer service officers to satisfy customers. Telecommunication Production Company that processes all regions in Timor-Leste, therefore, Telkomcel Company needs quality assurance for services that can respond to customer attention. Functions, quality and benefits of customer service officers who come from customers to see and feel in order to measure and indicators to display services, with that the aim of the research is to find out the satisfaction of the customer service work at the Telkomcel company that offers. This research is a descriptive is a descriptive qualitative research that uses a questionnaire as an instrument to collect data population from the study to customers and can meet directly in the Telkomcel building and the sample for the study a total of 40 people, it took according with the sampling technique accidentally. Method of data analysis and analysis of importance and performance. The results of the study show a value of 0.34. and interest level of 0.36. Measurement the coordinator points in the square of B (maintain performance).

Keyword: service, satisfaction Quality (CSO) and IPA Method

KAPITULU I INTRODUSAUN

Teknologia modernu bele halo ema hotu-hotu atu hetan informasaun ne'ebé mak lalais liu no klean iha area globalizasaun. Kompanha produsaun telkomnikasaun ne'ebé mak hola parte iha Timor-Leste ne'e mak Telkomcel Timor - Leste. Tamba nee impreza Telkomcel Persiza garantia qualidade atendimento hodi responde kliente nia priokupasaun. Telkomcel mos unika alternatif atu hamoris, dezenvolve atu fo motivu, ka fo potensi ba Kliente atu bele sai nafatin diak no fo kritivus no modelu oi-oin, atu nune'e bele renova nafatin no mos fo atitudo ne'ebé ke unida no bele halo avansa nafatin ho qualidade ne'ebé ke diak. Funsau, qualidade no benefesiu husi *Customer Services Officer* ne'ebé mak husi kliente sira nia hare'e no sente bele sai sasukat no idikator ba perfoma atendimento nian.

Zeithamal (1990) fo sai ninia katak, dimensaun iha lima ne'ebé mak fo qualidade ne'ebé diak ba servisu ne'e atu kobre ona hanesan dimensaun atributo visivel real (*tangible*), konfiansa (*reliability*), kapasidade ba konfiansa (*assurance*), prekupasaun (*emphaty*), no kapasidade ba resposta (*responsiveness*). Ho ida ne'e mak dimensaun lima ne'ebé mak presija atu sukat atu ho objectivu atu hetan valor ne'ebé ho qualidade ho diak ba servisu iha Telin Telkomcel Timor-leste.

Ho hanoin ida ne'e servisu ho atributu ne'e sai hanesan importante atu bele fo kliente sira senti gusta ou satisfas ho servisu ne'be enpregu sira fornese ba sira, entau ho maneira sira ne'e peskiza nain sira iha interense atu hakerek trabalho ne'e ho **titulu "Analiza Satisfasaun kliente nian konaba qualidade ho atendimentu customer service officer (CSO) iha empresa Telkomcel, Timor-Leste"**.

KAPITULU II REVIZAUN LITERATURA

Kualidade ne'ebé determina iha 5 Atendimentu atu hetan i hanesan tuir (**Philip Kotler 1994**)

1. Konfiabilidade (*Reliability*); iha forsa atu halo Atendimentu ne'ebé mak konkorda no fiar ba nafatin.
2. Kapasidade ba resposta (*Responsiveness*); ho hakarak atu ajuda kliente sira no fornese Atendimentu ne'ebé ho lais ka kapasidade atu resposta.
3. Konfiansa (*Confidence*); komprende no iha attitudo ba funcionaria no iha abilidade ba sira atu hamosu konfiansa ou hakarak "*assurance*"
4. Simpatiku (*Empathy*); hanesan oinsa atu konkorda ou prekupa no fornese atensaun privadu entre kliente.

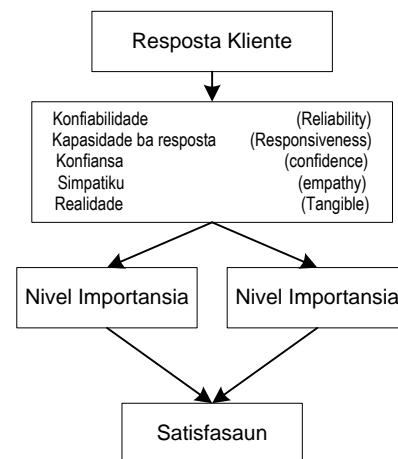
5. Tanjivel (*Tangible*); hanesan vestuario atu fasilita ho fisiku ba produtu no grupu i media telekomuikasaun.

Tuir **Mowen no Minor (2002)** hatudu hahalok konsumen tuir definisaun ne'ebé mak hanesan konaba oinsa atu hola/sosa nain (*buying units*) husi prosesu atu troka no troka ba malu no inklui konsumen no fa'an produtu, servisu ho esperensia no ideia ideia. Faktore ne'ebé fo kauza ba desizaun sosa nain tuir Baze, **Swasta no Irawan (2005)** hanesan; Kultura, Klase social ho ninia grupu (Grupus; Grupus intermediu; no Grupus kiik), Familia, Eksperensia, Privasidade, Jestu no kapasidade, no Konseiptu ba an

Hanesan kuantidade ho satisfasaun ne'ebé kliente sira senti, ho diferensa ne'ebé ema ida idak ba ninia resultadu ne'ebé sira senti ho hakarak (**Oliver 1980**) iha Livru **Supranto (2006)**.

Tuir **Philip Kotler (1994)** no **Tjiptono (1996)** fo sai katak iha metodu hira atu uza hodi sukat oinsa ho satisfasaun kliente nian.

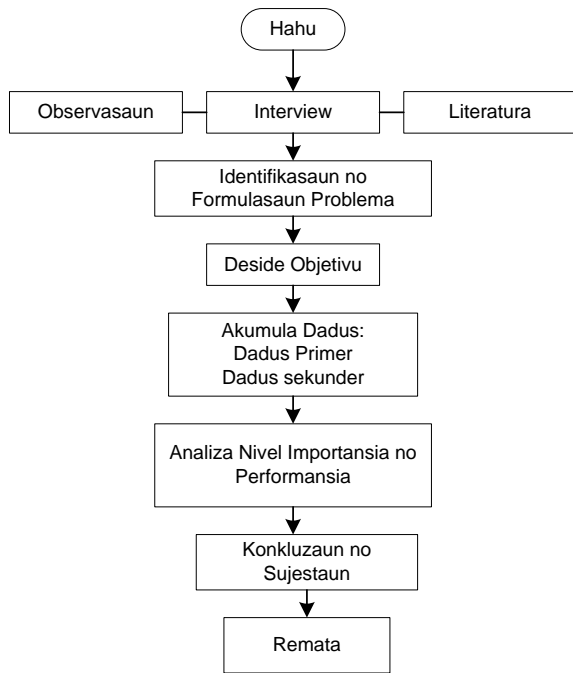
Diagrama Estrutura Peskiza.



KAPITULU III

METODULOJIA PESKIZA

3.1 Fluxu Diagrama Peskiza (Flow Chart)



Dezeñu 3.1 Fluxo Diagrama Peskiza

- a. Analiza Deskretivu Nivel Importansia Kliente esklaresa konabá importansia husi atributu servisu atendimentu ne'ebé espera husi kliente kada atributu representa dimensaun kualidade servisu ne'ebé uza apar ho esperansa kliente.
- b. Analiza Deskretivu Nivel Performansia katak empreza Telkomcel Dili husi persepsaun korespondente hodi kompara valor nivel importansia atendimentu ne'ebé espera husi kliente.

4.2 Analiza Importansia Performansia

Analiza ne'e uza hodi hatene nivel importansia no nivel performansia nia hanesan ba kualidade servisu atendimentu iha empreza Telkomcel. Nivel hanesan (*Kesesuaian*) mak komparasaun score performansia ou implementasaun ho score importansia tuir persepsaun kliente.

KAPTULU IV

ANALIZA NO INTERPRETA DADUS

4.1 Analiza Nivel Satisfasaun Kliente

Nú.	Atributu Dimensaun Nivel Importansia	X_i						Y_i						Nhi
		Valor Performansia						Valor Importansia						
		IT	I	IN	LI	L	Score	ST	S	N	LS	L	Score	
Reliability														
1	fo informasaun ne'ebe klaru	24	12	4	0	0	180	15	18	7	0	0	168	107.1%
2	Aksaun ne'ebe la iha kontinuaun tuir promesa ne'ebe iha	26	14	0	0	0	186	16	18	6	0	0	170	109.4%
Responsiveness														
3	Preparasaun staff iha aspekto atendimentu	11	29	0	0	0	171	14	15	10	1	0	162	105.6%
4	Abilidade toma konta ba kliente ne'ebe kompleten tebes	20	20	0	0	0	180	11	19	10	0	0	161	111.8%
Assurance														
5	Predisaun, atensaun, respeita staff	12	23	4	1	0	166	25	13	2	0	0	183	90.7%
6	Fasil no atendimentu ne'ebe lais	17	23	0	0	0	177	22	18	0	0	0	182	97.3%
Empathy														

7	Atensaun ba informasaun ne'ebe hato'o husik kliente sira	20	20	0	0	0	180	25	15	0	0	0	185	97.3%
8	Kapasidade staff halo komunikasaun ho kliente sira	23	17	0	0	0	183	26	14	0	0	0	186	98.4%
Tangible														
9	Oinsa fisikamente kona ba salaun	12	24	4	0	0	168	12	24	4	0	0	168	100%
10	Oferese fatin stasiun transporte nian	3	9	16	10	1	120	18	11	11	0	0	167	71.9%
11	progressu disciplina hatais,sala ne'ebe seguru	2	10	16	11	1	121	21	17	2	0	0	179	67.6%
12	Atetude staff ne'ebe diak no kapas	6	21	9	4	0	149	13	20	7	0	0	166	89.8%

importansia ho total korespondente ne'ebé partisipa iha peskiza ne'e. no entantu media husi media score nivel performansia atributu hotu (X) no media score nivel importansia atributu hotu (Y) hetan husi fahe score nivel importansia ho total perguntas.

4.3 Kalkulasaun media score valor performansia no valor importansia

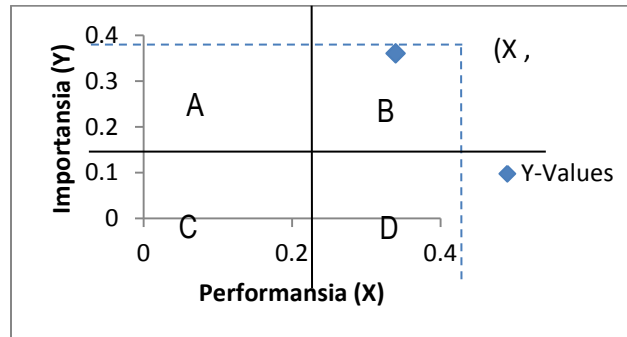
Media nivel performansia (\bar{X}) no media nivel importansia (\bar{Y}) hetan husi fahe score nivel performansia no score

Nú.	Atributu Dimensaun Nivel Importansia	Valor Performansia	Valor Importansia	\bar{X}	\bar{Y}	\bar{X}	\bar{Y}
Reliability							
1	Fo informasaun ne'ebe klaru	180	168	4.5	4.2	0.375	0.35
2	Aksaun ne'ebe la iha kontinuausaun tuir promesa ne'ebe iha	186	170	4.65	4.25	0.3875	0.354167
Responsiveness							
3	Preparasaun staff iha aspekto atendentu	171	162	4.275	4.05	0.35625	0.3375
4	Abilidade toma konta ba kliente ne'ebe kompleten tebes	180	161	4.5	4.025	0.375	0.335417
Assurance							
5	Predisaun, atensaun, respeita staff	166	183	4.15	4.575	0.345833	0.38125
6	Fasil no atendentu ne'ebe lais	177	182	4.425	4.55	0.36875	0.379167
Emphaty							
7	Atensaun ba informasaun ne'ebe hato'o husik kliente sira	180	185	4.5	4.625	0.375	0.385417
8	Kapasidade staff halo komunikasaun ho kliente sira	183	186	4.575	4.65	0.38125	0.3875
Tangible							
9	Oinsa fisikamente kona ba salaun	168	168	4.2	4.2	0.35	0.35
10	Oferese fatin stasiun transporte nian	120	167	3	4.175	0.25	0.347917
11	progressu disciplina hatais,sala ne'ebe seguru	121	179	3.025	4.475	0.252083	0.372917
12	Atetude staff ne'ebe diak no kapas	149	166	3.725	4.15	0.310417	0.345833

4.4 Diagrama Kartesius

Ho diagram kartesius bele hatene ona pozisaun husi dimensaun kualidade servisu atendimentu. Bazeia ba

tabela iha leten hatudu katak media husi score valor performansia ho 0.3439 no media husi score valor importansia ho 0.3606 husi fatores hotu.



KAPITULU V KONKLUSAUN NO SUJESTAUN

1.1 Konkluziun

Bazeia ba analiza no interpretasaun dadus iha kapitulu antes, maka rezultadu peskiza ne'e bele konklui hanesan tur mai;

- Valor ba nivel Importansia husi kliente sira ba empreza Telkomcel mak hetan valor 0.36 no ba valor nivel performansia mak hetan valor 0.34 ne'ebé hetan husi kliente Telkomcel nian
- Bazeia ba valor ne'ebé mak iha maka pozisaun kuadrante ba satisfasaun kliente nian ba empreza Telkomcel maka monu ba kuadrante B mantein Prestasaun, signifika katak dimensaun hirak ne'ebé influensia ba kualidade servisu atendimentu hatan ona hakarak ou importansia husi kliente nune'e hetan ona satisfasaun husi kliente ne tenke mantein.

1.2 Sujestaun

Husi konkluziun ne'ebé mak relata ona iha leten maka sujestaun ne'ebé bele sujere mak;

- Empreza susesu ona hetan satisfasaun husi kliente nune'e peskiza nain sujere atu nafati mantein no mellora ne'eb'e mak sei menus

Satisfasaun ne'ebé kliente sira hetan boot tebes nune'e empreza foti ida ne'e sai hanesan save atu mellora ou dezenvolve atendimentu diak liu hodi hatan ba ezijensia sira.

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