

ABSTRACT

After sales service in otomotive industry holds an important role to create customer retention, including in Nissan Cinere. As the strict competition in the field of otomotive industry today, Nissan Cinere has to anticipate by developing its current quality of after sales service. Based on Customer Satisfaction Index (CSI) survey, Nissan Cinere poin always below the company's target, 45%. Therefore the company wants to make an improvement for after sales service at Nissan Cinere to fulfilled customer needs.

The objective of this research is to determine the improvement recommendations for the quality of after sales service in Nissan Cinere according to customer needs and company's ability to conform that needs. Quality Function Deployment (QFD) method is used in this research. The research identified 21 attributes of Nissan Cinere's customer need which performances measured by customer's level of importance and satisfaction. After that, the attributes that need to be prioritized are set to improve the quality of after sales service in Nissan Cinere.

Regarding to the measurement results of 21 customer need attributes, there are five attributes after sales service that performances are below the competitor's performance. The five attributes are availability of customer complaints service, ability of Service Advisor to analyze customer's vehicle problems, mechanic's knowledge, ability of Service Advisor to explain strict informations, and ability of Service Advisor to give the best solutions for customer. So that, the improvement in quality of afters sales service in Nissan Cinere is required.

The determination of recommendations to improve the quality of after sales service are obtained by the results of data processing, analyzing, discussion with the company, and relevant benchmarking with company's competitor. The proposed recommendations in this research are routine training and sosialization for Service Advisor and mechanic, give reward for mechanic that achieve the target, and the making of exclusive website for Nissan Cinere that can be accessed easily by customer.

Keywords : QFD, Quality Function Deployment, after sales service