

ABSTRACT

This research aims to improve the PT.Thomas Expres Bandung freight forwarding by increasing customer satisfaction thus, it will put up the amount of freight forwarding customer. Accordingly, PT.Thomas Expres Bandung can increase their revenue without adding a new customer. The proposed variables that have associated with customer satisfaction are responsiveness, assurance, tangible, empathy, reliability, corporate image, and price. In addition, this research also measures the relationship between customer satisfaction and customer loyalty.

Based on the calculation of the value of significance and correlation of several hypotheses, it is known that all the hypotheses are decided to be accepted. Responsiveness, assurance, tangible, empathy, reliability, corporate image and price have a relationship with customer satisfaction. It also proved that customer satisfaction has a relationship with customer loyalty with value correlation 0,242. Reliability has high value correlation with 0,670 and value of significance is 0,000.

Due to formulate the recommendations, it has conducted an analysis to determine improvement priorities based on the position of certain variables in the diagram of actual performance and importance level. The sequence of variables that have the highest improvement priority to the lowest are reliability, responsiveness, and price. Recommendations are formulated based on the complaint, suggestion of customer PT. Thomas Expres Bandung and benchmark programs with freight forwarding others such as TIKI, JNE and LTH (Elteha). The superior programs of this research are Confirm Customer, Received Data Complement, and Service Package.

Keywords: freight forwarding, customer satisfaction, customer loyalty