

ABSTRACT

The Indonesian automotive industry sales for the past several years has increased significantly. Toyota is an automotive company that has the highest market share or become market leader in the class car cabin in Indonesia in 2014 until 2016, with the market share of 43,0%.

This research was supposed to know which Factors that cause unsatisfied customers, Identify main problem cause and need to be resolved, also how to handle unsatisfied customer on PT. Astra International Tbk. Toyota Auto 2000. The type of research is Qualitative Research with Descriptive Study. The research using an Interview technique with the internal. This research use Fishbone Analysis to analyze which factors that cause unsatisfied, and Pareto Chart to identify main problem factors and need to be resolved by PT. Astra International Tbk. Toyota Auto 2000 at Cibiru, Bandung.

As for the results of research based on observation and in-depth interview to the informant can note that factors cause discontent customers in PT Astra International Tbk. Toyota (Auto 2000) branch of the Cibiru Bandung is (Man) employee less obey the procedures, lack of discipline, negligence of the engineer, the lack of communication between employees, less knowledge product sharing. (Method) car union distribution, length of time of service. Capacity planning (Material) raw materials that have not been systematic, examination of the raw materials that are less strict. (Machine) the lack of maintenance of the machine, the limitations of the number of the machine. (Layout) Environmental pollution in space, the facilities are inadequate. Be aware that factors that become dominant and major problems need to be addressed by the company is (Man) negligence of the engineer, (Method) the length of time of service, capacity planning (Material) raw materials that have not been systematic, (Machine) the limitation of the number of the machine, (Layout) facilities are inadequate. Based on Pareto Diagrams in 2016 is knowable discontent 60.78%, service facilities 17.65%, service advisor 15.69%, 3.92% customer service service, and technicians 1.96%. The highest problem is the long-standing service in PT Astra International, Tbk. Toyota Auto 2000 Cibiru Bandung Branch.

Keyword : Customer Satisfaction, Fishbone, Pareto Chart