

ABSTRAK

ANALISIS KUALITAS LAYANAN PENGIRIMAN BARANG MENGGUNAKAN PENDEKATAN *SIX SIGMA* DI PT TIKI JNE KOTA BANDAR LAMPUNG

Oleh:

Galih Prasetyo

Keluhan-keluhan dalam perusahaan sering dijumpai dalam perusahaan jasa karena begitu kompleksnya kegiatan di perusahaan jasa. Kecepatan dan ketepatan menjadi suatu hal yang penting bagi perusahaan jasa pengiriman barang. Tujuan pengendalian kualitas adalah mengurangi keluhan (*defect*) bahkan mencapai *zero defect*. Fokus pada penelitian ini adalah untuk menganalisis atribut-atribut pelayanan yang perlu dikembangkan oleh PT TIKI JNE Kota Bandar Lampung dengan metode *Six Sigma*. Hasil penelitian ini menunjukkan bahwa kualitas pelayanan belum maksimal yang mana masih jauh mendekati level 6 sigma dengan DPMO 3,4 untuk itu perlu dilakukan perbaikan layanan. Hal ini ditunjukkan dari hasil pengukuran dengan metode *six sigma* menunjukkan rata-rata skor kinerja 4,3; skor harapan 4,73; *gap* -0,43; tingkat kepuasan sebesar 91%, nilai *DPMO* 140250, dan *level sigma* 2,4. Hasil perhitungan *six sigma* menunjukkan atribut kritis dominan adalah Rel2 (ketepatan waktu pengiriman barang) menjadi atribut dominan penyebab ketidakpuasan pelanggan.

Kata Kunci: Kualitas, Kepuasan konsumen, *Six Sigma*, TIKI JNE

ABSTRACT

ANALYSIS OF THE QUALITY OF SERVICE DELIVERY USING THE SIX SIGMA APPROACH PT TIKI JNE CITY BANDAR LAMPUNG

By:

Galih Prasetyo

Complaints within the company were often finding in the company's service because it was so completely activities in service companies. Speed and accuracy became a thing that were important for shipping services company. The purpose of quality control was reduce the complaint (defects) in fact achieve zero defects. The focus of this research was analyze the service attributes that need to be developed by PT TIKI JNE City Bandar Lampung with the method of Six Sigma. The results of this study showed that the quality of service had not been fullest which was far approached sigma level 6 with 3.4 DPMO that needs to be done to repair the service. This was showing from measurement results with six sigma methods showed an average score of 4.3 performance; score hope 4.73; gap-0.43; satisfaction rate of 91%, the value of the DPMO 140250 sigma level, and 2.4. The results of the calculation of the six sigma demonstrate the critical of dominant attributes is Rel2 (timeliness of delivery of the goods) became the dominant attributes the cause of dissatisfaction of the customer.

Keywords: quality, customer satisfaction, Six Sigma, TIKI JNE