PROCEEDINGS

International Conference on Management, Hospitality & Tourism, and Accounting (IMHA) BINUS 2010
Knowledge Management, Corporate Sustainability & Services In Global Competition

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Warmest greetings!

The 2nd International Conference on Management, Hospitality & Tourism and Accounting is a significant contribution towards our commitment for quality research in Management, Hospitality & Tourism and Accounting and related areas. The theme of the conference is on Knowledge Management, Corporate Sustainability & Services in Global Competition addressed all the problems and issues that challenge the modern world of management, economics, psychology, sociology and social sciences.

Participants, researchers and speakers from across the globe joined us on this auspicious occasion. This gathering of international researchers, academicians and management practitioners provided an exclusive opportunity for sharing the innovative ideas, practices and research findings for the development of humanity. The conference is also intended to encourage international participation and contribution to not only Indonesian academies and research practitioners but as well as to our overseas colleagues.

The augmentation of Research Scholars was another destined outcome which the organizers looked forward to. I think this conference has been a vital contribution to our dedication for quality research in various field of business studies. Therefore, I hope every participant would enjoy and get the benefit from this occasion.

At last, I would like to congratulate all members of the seminar committee for their hard work, support and effort in making the event successful.

Dr. Engkos Achmad Kuncoro SE., MM
Dean of Faculty of Economics and Business
Warm Greetings!

First and foremost, I would like to welcome the delegates, speakers and participants to this 2010 International Conference on Management, Hospitality & Tourism and Accounting (IMHA). The Asian Academy of Management (AAM), through its Indonesian Chapter, is honored to be associated with this conference. I would like to take this opportunity to thank Binus University for their invitation to AAM to be part of this important gathering of academicians, business practitioners and policy makers.

Asian Academy of Management was established in June 1994 through the initiatives of a group of Asian academics from various institutions. AAM, which is currently based at Universiti Sains Malaysia, provides an avenue for the academicians to disseminate and share ideas on the latest business and management related areas through various activities like its organization of biennial conference and publications of journals. The Association seeks opportunities for collaboration among members to promote awareness and interest in the field of management. In 2008, AAM has established its Indonesian Chapter in order to better promote itself in Indonesia.

This 2010 IMHA conference is definitely in line with AAM’s objective and aspiration to promote the management field. With the theme “Knowledge Management, Corporate Sustainability and Services in Global Competition”, this Conference should provide a good opportunity to policy makers, business practitioners and academicians to come together and exchange their thoughts and views in addressing global competition. As the world has seen, globalization has brought about many changes in the way business organizations and even governments orientate their operation. Issues related to knowledge management and sustainability in the globalized world are gaining more and more importance, which are indispensable to the businesses and governments. The organization of this conference is thus very timely.

With that I sincerely wish to congratulate Binus University for organizing this conference. I hope the findings and resolutions from this event would be beneficial to all.

Thank you

Assoc. Professor Zamri Ahmad
President Asian Academy of Management,
Penang, Malaysia
Preface!

Not an easy work to to string up word per word so that become beautiful sentence to be read, not also easy work to to string up sentence so that become a masterpiece of competent research to be presented in international forum.

IMHA Event - 2010, this time trying to put and combine artistic and science aspect. aspect of Science can be seen from theme carried that is: Knowledge Management, Corporate Sustainability & Services In Global Competition, while the artistic aspect from this conference is peeping out of immeasurable source seminar speaker which invited and immeasurable paper from writer. aspect Artistic also can be seen from peeped out from immeasurable format per session, from monologue format from keynote speaker, limited discussion format in presentation paper, seminar format, and also talk show format.

From words above, comitee hope all invitation, all resource person, writer, and this competitor Conference may feel existence process knowledge addition and knowledge with beautiful way.

I sincerely hope that this endeavor by IMHA – 2010 will benefit all participants by utilizing the knowledge and networking therein to address business challenges facing the world to make this world a better place to live. God bless you!

Jakarta, 12-13th November 2010

Haryadi Sarjono ST., MM., ME  
Chairman of International Conference Committee
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DETERMINING LEVEL OF CUSTOMER SATISFACTION FOR PRIORITY REPAIR COMPANY PERFORMANCE

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ABSTRACT

The research is intended to measure how the customers satisfaction level of services PT. Firna Protechnik and to know which factors that must be major priority dealing with that satisfaction level. The main theory using in that users' satisfaction dimension, gap analysis, and cartesius diagram model. The research method which is used is analysis descriptive with questionnaire as main instrument. The data analysis uses gap analysis between performance and importance, and cartesius diagram to decide the priorities. The results obtained indicate that the customer service PT.Firna Protechnik quite satisfied. The recommendation can be give to PT. Firna Protechnik is to improve factors (major priority) which cause dissatisfaction for the user

Keywords: customer satisfaction, gap analysis, cartesius diagram.
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The research is intended to measure how the customers satisfaction level of services PT. Firma Protechnik and to know which factors that must be major priority dealing with that satisfaction level. The main theory using in that users' satisfaction dimension, gap analysis, and case diagram model. The research method which is used is analysis descriptive with questionnaire as main instrument. The data analysis uses gap analysis between performance and importance, and case diagram to decide the priorities. The results obtained indicate that the customer service PT. Firma Protechnik quite satisfied. The recommendation can be give to PT. Firma Protechnik is to improve factors (major priority) which cause dissatisfaction for the user.

Keywords: customer satisfaction, gap analysis, case diagram.

INTRODUCTION

Development of automotive technology and the number of users, especially passenger vehicles to encourage the rapid service business that supports the existence of these passenger vehicles. One of the business services that are closely related is the field of repair and maintenance services, especially repair and maintenance of passenger vehicles. Total demand for passenger cars in Indonesia has a tendency that continues to increase every year. The fast growing population and increasing purchasing power also increases the demand for passenger vehicles. The number of vehicles that more and more certainly needs the support of service providers, especially repair and maintenance services.

Customer performance is one important dimension in measuring company performance. One way to measure the performance of its customers is to measure customer satisfaction. Meeting the needs and customer satisfaction is a priority in running the business minded marketing. The productivity of many service companies is affected by the performance of the company relating to the service providers (labor) in service to its customers. The performance itself is a lot of customers depend on how the customer satisfaction towards the services provided. The ultimate goal of a marketing-minded business is profit through fulfillment and customer satisfaction. Customer satisfaction is a measure of how far the company can meet customer expectations related to various aspects of service quality. Customer satisfaction can be used also as an indirect measure of a company's success in meeting the needs and satisfaction of its customers.

Analysis of customer satisfaction can be used to evaluate the existing service system so that it will provide benefits for the company. Another benefit for the company's customer satisfaction measurement, among others, reduce costs, increase revenue, provide better management information, increase productivity and better staff morale, and various other benefits. Although maintenance and repair services company official (ATPM garage) already available, but the number was not proportional to the number of vehicles available. This is evident with the rise of business development services and maintenance of these improvements, especially in Jakarta as a city which has the largest population. PT. Firma Protechnik is one company providing services in maintenance and repair of passenger vehicles rather than the manufacturer who helped to enliven the competitive landscape maintenance services and repairs passenger vehicle. In connection with the demands and tastes change in space in the midst of market competition is very competitive, customer satisfaction measurement should be held to determine whether services provided are still appropriate for the company or to be renewed again. A very satisfied customer will remain loyal in the long term, and buy more when the company introduced new products and updating existing products. A very satisfied customer will also discuss the good things about the company and its products and offer ideas about products or services to the company. Customer satisfaction ultimately help determine the level of productivity that will impact the company profitability.

Based on that brief description has been presented, the authors are interested to measure and analyze customer satisfaction levels, particularly the maintenance and repair services provided in the PT. Firma
Protechnik to its customers. In addition to measuring the level of satisfaction would also like to know what are the factors that should be a priority improvement in addressing issues such satisfaction.

RESEARCH METHODOLOGY

This type of research used in this research is descriptive analysis with the aim to determine the independent variables (one variable) that is related to customer satisfaction with maintenance service and repair passenger vehicles. Descriptive in this study the intention is to try to describe the results of customer satisfaction measurement variables that come to the conclusion of determining the level of customer satisfaction. Analysis of the results of the exposure means it tries to analyze and determine which variables could be the main priority for the company's improvements related to the level of satisfaction or dissatisfaction derived.

The study population is a customer service repair and maintenance at PT. Firma Protechnik. The sampling technique used is not random (non-random sampling), namely purposive sampling. The main data source of this research is the primary data (respondent / customer service repair and maintenance) with the main instrument questionnaire. Data were analyzed using gap analysis, and Cartesius diagrams. Validity and reliability testing conducted on 30 respondents (excluding the sample), by using the Product Moment test validity and Cronbach Alpha reliability test. Place the research is PT. Firma Protechnik engaged in the automotive field, especially passenger vehicles located in Jakarta. The focus of research attention is the customer's maintenance and repair services, especially passenger vehicles. When the study took place from 31 January to 30 March 2010.

The main theory used to analyze customer satisfaction is the five dimensions of satisfaction from Irawan (2001, p37-40), satisfaction / gap analysis of Kotler (2003, p61), and cartesius diagrams of Supranto (2004, p72). Guidelines in determining the question items used to measure customer satisfaction used five dimensions of satisfaction (quality of product, price, service quality, emotional factors, and convenience). Gap analysis in this study starting point of the definition of satisfaction (Kotler), which in essence is a gap between performance and expectations. Because using gap analysis in measuring satisfaction, then the beads of these questions categorized into two groups: the group performance and group expectations (importance) that ultimately resulted in a score value of the gap (negative or positive). Value of negative gap indicates dissatisfaction, and positive values indicate satisfaction gap. If we grouped into the level of satisfaction (using the formula of the class interval \( i = \frac{R}{k} \)), it will generate some level of satisfaction. The symbol \( i \) indicates the number of intervals from one level of satisfaction to another level of satisfaction, \( R \) is the range which in this case shows the difference between the largest gap (4) and the smallest gap (-4), the difference is 0.8. The symbol \( k \) represents the number of class intervals we want, in this study there are 5 (the level of satisfaction). From the values of performance and expectations can also be mapped into a diagram called a Cartesian diagram. From this diagram the in the end in mind the factors that a priority that must be corrected variables associated with satisfaction. In summary determination of satisfaction in this research can be described within the theoretical framework of thought in figure 1.

![Figure 1. Theoretical Framework](image-url)
RESULTS AND DISCUSSION

Processing Data
The research data were obtained from questionnaires on a sample of customers on the PT. Firma Protechnik (50 respondents) of the 50 questionnaires distributed, data showed that as many as 50 valid questionnaires (100%) who all returned and deemed fit for use as research data for all respondents filled out completely and in accordance with charging guidance. The questionnaire consists of two main parts to measure customer satisfaction with the services provided, namely the first part of PT service performance. Firma Protechnik, the second part of the customer's expectations related to the service (maintenance and repairs) provided by PT. Firma Protechnik. The core indicators in the form of grains of questions that represent 5 dimensions of satisfaction are as shown in table 2. To determine the validity of questionnaire items, the question was examined by using the product moment method. While to know the reliability of the items tested questionnaire questions using Cronbach Alpha. Those calculations used SPSS version 13.0 for windows. Testing validity and reliability of instruments is done by distributing questionnaires to 30 respondents. Validity test results with significance level of 5%, n = 5, with r value table 0.7, obtained all the questions (r-values above the table) are valid. The overall grain question / statement is valid as shown in table 2. The test results of reliability (Cronbach Alpha) obtained an alpha value of 0.917. After doing the calculations and obtained the questionnaire that has been valid and reliable, then the questionnaire were distributed to 30 respondents to measure customer satisfaction with the service especially at PT. Firma Protechnik.

Gap Analysis
In gap analysis, there are two possible outcomes of value, the negative, and positive. Negative results indicate that customer expectation is greater than the performance information system, while it shows dissatisfaction with positive results indicate that the performance information system is greater than customer expectations, where it shows satisfaction. Furthermore, if classified by level of satisfaction (consisting of 5 levels: very dissatisfied, dissatisfied, quite satisfied, satisfied, and very satisfied). Gap analysis results per question, as a whole can be seen from table 1. Based on the table can be seen that the average performance and expectations mean yield gap of -0.61 (3.81 to 4.48). If we associate with the level of satisfaction (5 levels of satisfaction), it shows that customers of PT. Firma Protechnik feel quite satisfied (Figure 2). Furthermore, to look at the factors that a top priority for improvement related to dissatisfaction were analyzed by using the Cartesius diagram.

![Figure 2. Determining Satisfaction Level](image)

Cartesius Diagram Analysis for Each Item Question
Diagonal lines in the diagram states that customers' expectations with reality / performance information system (H = K). The points in the diagram shows the average respondent's answer to each question item. If the points are above the diagonal line (H = K), it means the customer's expectations is greater than the performance information system. Conversely, if the points below the diagonal (H = K), it means that performance information systems is greater than the customer's expectations. In the diagram shows that the whole point is above the diagonal line, it shows that the customer is not satisfied (higher customer expectations of performance information systems). From the points illustrated in the Cartesius diagram (Figure 3) can be seen that the grain instrument should be the top priority improvements associated with dissatisfaction results obtained, are the questions number 4, 5, 8 and 9. As for the priorities based on the average performance and average expectancy per item questions that are mapped to the Cartesius diagram as a whole, can be seen in table 1.

The priority information of each quadrant in the Cartesius diagram are as follows. Priority Description:
- Quadrant A (high priority): disappointing or not satisfied and the repairs should be a priority.
- Quadrant B (maintaining performance): very satisfactory and must be maintained.
- Quadrant C (low priority): less than satisfactory and is considered less important.
- Quadrant D (excessive): very satisfactory but it is considered less important.
Table 1. Determining Priorities Based on Average Performance and Importance per-item Question

<table>
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<tr>
<th>No.</th>
<th>Statement</th>
<th>Performance Rating</th>
<th>Importance Rating</th>
<th>Performance ( x )</th>
<th>Importance ( y )</th>
<th>Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Variations of spare parts being sold</td>
<td>225</td>
<td>226</td>
<td>4.50</td>
<td>4.52</td>
<td>B</td>
</tr>
<tr>
<td>2</td>
<td>The durability of the products sold / paired</td>
<td>196</td>
<td>223</td>
<td>3.92</td>
<td>4.46</td>
<td>B</td>
</tr>
<tr>
<td>3</td>
<td>Prices are cheaper than competitors</td>
<td>200</td>
<td>223</td>
<td>4.00</td>
<td>4.46</td>
<td>B</td>
</tr>
<tr>
<td>4</td>
<td>The adjustment between price and quality of products sold</td>
<td>176</td>
<td>228</td>
<td>3.52</td>
<td>4.68</td>
<td>A</td>
</tr>
<tr>
<td>5</td>
<td>Quality assurance as an experienced workforce in their fields</td>
<td>161</td>
<td>233</td>
<td>3.62</td>
<td>4.66</td>
<td>A</td>
</tr>
<tr>
<td>6</td>
<td>The use of sophisticated technology in performing job</td>
<td>225</td>
<td>220</td>
<td>4.50</td>
<td>4.40</td>
<td>D</td>
</tr>
<tr>
<td>7</td>
<td>Companies that are well known and it exists in their fields</td>
<td>192</td>
<td>225</td>
<td>3.84</td>
<td>4.50</td>
<td>B</td>
</tr>
<tr>
<td>8</td>
<td>Companies are always able to finish any work that is</td>
<td>168</td>
<td>223</td>
<td>3.36</td>
<td>4.46</td>
<td>A</td>
</tr>
<tr>
<td>9</td>
<td>Ease of contact this company</td>
<td>183</td>
<td>224</td>
<td>3.66</td>
<td>4.48</td>
<td>A</td>
</tr>
<tr>
<td>10</td>
<td>Ease of conducting transactions with the company</td>
<td>169</td>
<td>215</td>
<td>3.76</td>
<td>4.30</td>
<td>C</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,934</td>
<td>2,240</td>
<td>38.74</td>
<td>44.48</td>
<td>-</td>
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</table>

Based on the results of mapping in the Cartesiuss diagram per item instrument, the high priority service improvements that must be done by PT. Firma Protechnik is the following factors: the adjustment of price and product quality, guarantees quality workforce, companies able to finish the job, and ease of contacting a company.

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CONCLUSION

The results obtained showed that the level of customer satisfaction relating to the services provided by PT Firma Pro Technik are at Quite Satisfied. There are four priority improvements that should be done regarding the company repairs and maintenance services, which are as follows: the adjustment of price and product quality, guarantees quality workforce, companies able to finish the job, and ease of contacting a company.

REFERENCE


