

Penerapan Logistic Service Quality pada PT Sinar Indo Pratama Surabaya

Michelle Elisha Fulbertus

Manajemen Jejaring Bisnis

Prita Ayu Kusumawardhany

Erna Andajani

ABSTRAK

Penulisan laporan ini bertujuan untuk mengamati bagaimana komplain pelayanan yang diberikan terhadap kepuasan pelanggan pada departemen pengiriman di PT. Sinar Indo Pratama Surabaya. Analisa komplain yang terjadi dilakukan pada teori *logistic service quality* yang digunakan untuk dalam menangani komplain. Laporan kerja lapangan disusun berdasarkan pengalaman Pratik kerja lapangan yang dilakukan selama 3 bulan di PT. Sinar Indo Pratama Surabaya dengan secara khusus pada departemen pengiriman barang. Pengamatan komplain selama melakukan aktivitas magang akan dilampirkan dengan jelas untuk membahas lebih detail mengenai penereapan *logistic service quality* dan *customer satisfaction* yang terjadi pada tempat magang yang diketahui bahwa di departemen pengiriman telah memenuhi kondisi terhadap teori *logistic service quality* dan *customer satisfaction*, namun tetap masih masalah-masalah sehingga masih perlu melakukan perbaikan pada perusahaan.

Kata Kunci: *Logistic Service Quality, Customer Satisfaction, Transportation.*

Implementation of Logistic Service Quality at PT Sinar Indo Pramata Surabaya

Michelle Elisha Fulbertus

Business Network Management

Prita Ayu Kusumawardhany

Erna Andajani

ABSTRACT

Writing this report aims to observe how the service complaints provided to customer satisfaction in the shipping department at PT. Sinar Indo Pratama Surabaya. Analysis of complaints that occur is carried out on the logistics service quality theory which is used to handle complaints. The fieldwork report was prepared based on the practical experience of fieldwork carried out for 3 months at PT. Sinar Indo Pratama Surabaya specifically for the freight forwarding department. Observations of complaints during internship activities will be attached to discuss in more detail the implementation of logistics service quality and customer satisfaction that occurs at the internship site where it is known that the shipping department has fulfilled the conditions for the logistics service quality theory and customer satisfaction, but there are still problems problem so that it still needs to make improvements to the company.

Keywords: *Logistic Service Quality, Customer Satisfaction, Transportation.*