

ABSTRAK

Tri Nata. 16416261201316. Analisis Kepuasan Konsumen Perusahaan Penyedia Jasa Pekerja (survey pada konsumen PT. HRPRO).

Penelitian ini bertujuan untuk mengetahui tingkat Kepuasan PT Pindo Deli Pulps And Paper Mills Karawang terhadap kualitas pelayanan yang diberikan PT Human Resource Provider dalam mengelola karyawan harian alih daya, berdasarkan tingkat kepentingan dan kinerja pelayanan. Penelitian menggunakan metoda deskriptif kuantitatif dan analisis data menggunakan analisis *Importance Performance Analysis*. Dari hasil penelitian, diperoleh kesimpulan sebagai berikut:

1. Tingkat Kepentingan dan Kinerja PT. HRPRO dalam bukti langsung menunjukkan tingkat kepuasan mitra terhadap penggunaan seragam di lokasi bekerja dan karyawan menggunakan kartu tanda pengenal sesuai area kerja adalah rendah (kuadran III), sedangkan indikator karyawan mempunyai inisiatif dalam bekerja terdapat pada kuadran I.
2. Tingkat Kepentingan dan Kinerja berdasarkan Dimensi Keandalan menunjukkan bahwa faktor – faktor yang mempengaruhi kepuasan pelanggan PT. HRPRO dinilai masih dianggap kurang penting bagi pelanggan dan kualitas pelayanannya biasa. Indikator pembayaran gaji serta proses penerimaan karyawan baru berada dalam kuadran II.
3. Tingkat Kepentingan dan Kinerja kualitas pelayanan berdasarkan Dimensi Daya Tanggap tergolong berlebih (Kuadran II). Indikator dokumen data karyawan diserahkan kepada pihak Pertama secara cepat dan Proses penggantian karyawan baru telah memenuhi tenggat Waktu
4. Tingkat Kepentingan dan Kinerja PT HRPRO berdasarkan Dimensi Jaminan tergolong sangat tinggi karena tingkat harapan dan tingkat kinerjanya tinggi, dengan demikian atribut kualitas layanan dalam menyediakan dana talangan upah karyawan apabila terjadi selisih hitung, menyediakan stok seragam bagi karyawan baru, dan mendaftarkan karyawan ke dalam asuransi kesehatan harus selalu dipertahankan.
5. Tingkat Kepentingan dan Kinerja PT HRPRO berdasarkan Analisis *Importance Performance Analysis* Dimensi Empati hasilnya baik untuk atribut (Kuadran II).

Kata Kunci: Kepuasan Pelanggan, Kualitas Pelayanan, Unit Kerja.

ABSTRACT

Tri Nata. 16416261201316. *COSTUMER SATISFACTION ANALYSIS OF OUTSOURCING WORKER PROVIDER COMPANY (SURVEY TO PT HRPRO COSTUMER)*

This study aims to determine the level of satisfaction of PT Pindo Deli Pulps And Paper Mills Karawang with the quality of service provided by PT Human Resource Provider in managing outsourced daily employees, based on the level of importance and service performance. The research uses a quantitative descriptive method and data analysis uses Importance Performance Analysis. From the results of the study, the following conclusions were obtained:

- 1. Level of Importance and Performance of PT. HRPRO in direct evidence shows that the level of partner satisfaction with the use of uniforms at work locations and employees using ID cards according to the work area is low (quadrant III), while the indicator of employees having initiative in work is in quadrant I.*
- 2. The level of importance and performance based on the dimension of reliability shows that the factors that influence customer satisfaction at PT. HRPRO is considered to be considered less important to customers and the quality of service is normal. Indicators of payment of salaries and the process of recruiting new employees are in quadrant II.*
- 3. The level of importance and service quality performance based on the Responsiveness Dimension is classified as excessive (Quadrant II). Indicators of employee data documents submitted to the first party quickly and the process of replacing new employees has met the deadline*
- 4. The level of interest and performance of PT HRPRO based on the Guarantee Dimension is classified as very high because the level of expectation and performance level is high, thus the service quality attributes in providing employee wage bailouts in the event of a calculation difference, providing uniform stock for new employees, and enrolling employees into the Health insurance must always be maintained.*

5. *Level of Importance and Performance of PT HRPRO based on Importance Performance Analysis Dimensions of Empathy, the results are good for attributes (Quadrant II).*

Keywords: Customer Satisfaction, Service Quality, Work Unit.

