BENCHMARKING PRODUCT SERVICE SYSTEM OF GENERATOR SET DISTRIBUTORS

By

Venny Violetta Tiurindah
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SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Venny Violetta Tiurindah

_____

Student

Date

Approved by:

Dr. Tanika Dewi Sofianti, S.T, M.T.

_____

Thesis Advisor

Date

Dr. Ir. Gembong Baskoro, M. Sc.

Dean

Date

ABSTRACT

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Venny Violetta Tiurindah

Dr. Tanika Dewi Sofianti, S.T, M.T.

SWISS GERMAN UNIVERSITY

Power generation is an industry which is essential to sustain daily life. It makes a tight competition between generator set distributors. An improvement in product service system of the distributors is necessary to survive the competition. The purpose of this research is to develop tools to benchmark the Product Service System of generator set distributors. This benchmarking aims for identifying the gaps between one product with other competitors' products. The methodology of conducting this research is by using Product Service System Board to visualize the current Product Service System of a generator set distributor, adopting PPIAF framework for assessing product performance and SERVQUAL framework for assessing service quality, and using AHP as weighting method. The survey leads to the idea of the improvement of current Product Service System of a generator set distributor. This research needs further studies in more detailed measures weighting and the implementation of Product Service System Board in assessing service quality.

Keywords: Product Service System, Product Service System Board, Generator Set, Analytic Hierarchy Process.

DEDICATION

To my parents, Guntur and Susy, for their endless love and support

To my partner, Livano, for his support and companion

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