ABSTRACT

PT. Malindo Irfan (MI) is a manufacturing company in the field of Packaging, with its main business in producing corrugated carton sheets and boxes. MI believes that customers will always return because of good quality products and good services. However, they have never conducted a research to determine the level of their customer satisfaction and loyalty.

For the GFP, there are two strategic problems that will be discussed and they are MI Product Quality and Service Quality.

The data will be collected through sampling the customers and distributing the questionnaire to the sampled customers to figure out their responses about the products and services quality.

Overall, the respondents value MI’s product quality as thus far unsatisfying. This means that MI has not been able to be consistent with the quality of the product that they produce. The same thing also happened with customer respond to services. The highest negative percentage is given towards the replacement delivery for defect products. From this result, the GFP team give recommendations regarding Acquiring a new truck, Exhaust Fan Modification, Implementing LAN, and Changing the Speed of Corrugator Machine.

Keywords: Product, Service, Quality