

**IMPACT OF CUSTOMER RELATION ENGAGEMENT TO INCREASE
SALES GROWTH OF PRODUCT SUPPORT AT PT MSG**

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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.

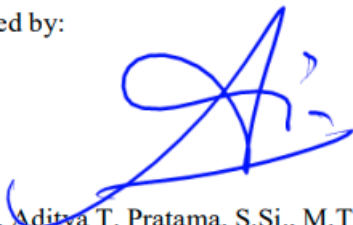


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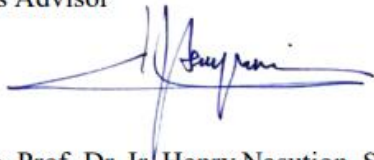
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ABSTRACT

IMPACT OF CUSTOMER RELATION ENGAGEMENT TO INCREASE SALES GROWTH OF PRODUCT SUPPORT AT PT MSG

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The rapid growth of the information technology business has significantly influenced operational aspects and economic growth in various industries, particularly in Business-to-Business (B2B) transactions involving heavy machinery. The study highlights the importance of service quality as a key factor in enhancing customer satisfaction, emphasizing that exceeding customer expectations is essential to prevent disappointment. Customer loyalty, a pivotal factor in business success, is explored in the context of changing customer dynamics. Loyal customers play a crucial role in enhancing profits and sustaining a company's existence. The SERVQUAL Parasuraman method was applied in this investigation. A sample of forty respondents from a mining industry client who had worked with United Tractors firms to satisfy all of their heavy equipment support product needs participated in the research utilizing a questionnaire. However, the field's planning, management, service, and procurement levels made up the respondents. Quantitative descriptive analysis, Likert scales were used to assess the dimensions of the variables on the questionnaires, cartecius and quadrant diagrams were used to calculate the gap size for each variable. This study applying the parasuraman method's dimensions directly affects customer happiness, which will increase customer loyalty and boost sales and product support. By taking a more

customer-facing approach, customers are satisfied with the mutually beneficial relationship between the two companies. So that the increase in sales will be felt by the author.

Keywords: Service Quality, Consumer Satisfaction, Parasuraman SERVQUAL Model, Product Support, Heavy Equipment Company

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DEDICATION

I dedicate this thesis to My Family, My Workplace PT. United Tractors Tbk, and to My Almamater Swiss German University and also as a requirement for completing the Undergraduate Program Magister Mechanical Engineering at Swiss German University. In the pursuit of knowledge, I am deeply indebted to the blessings and guidance bestowed upon me by Allah SWT.

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