

RECOVERING KOMATSU PRODUCT IMAGE THROUGH COLLABORATION WITH
UT CALL AND UT PONTIANAK TO INCREASE CUSTOMER SATISFACTION IN
WEST KALIMANTAN AREA

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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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ABSTRACT**RECOVERING KOMATSU PRODUCT IMAGE THROUGH COLLABORATION WITH
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This study is conducted with the primary aim of evaluating and comprehensively understanding the level of customer satisfaction with the services provided by PT United Tractors Pontianak. In today's highly competitive market environment, gaining a nuanced understanding of customer satisfaction is essential for sustaining and enhancing customer loyalty and overall business performance. To achieve this, the research employs a structured survey methodology, involving the distribution of meticulously designed questionnaires to a representative sample of customers who have utilized PT United Tractors Pontianak's services. The survey encompasses a broad range of aspects, including product quality, customer service, pricing strategies, and the overall service experience.

The data collected through this survey are subjected to rigorous statistical analysis to identify both the strengths that contribute positively to customer satisfaction and the specific areas where improvements are needed. The analysis reveals that the current level of customer satisfaction at PT United Tractors Pontianak stands at [, with particular aspects of the service receiving commendations for their excellence while other areas are highlighted as requiring significant enhancement.

These insights offer valuable guidance for the company's management, facilitating the development of targeted strategies aimed at improving service quality and addressing the identified shortcomings. By implementing the recommended improvements, PT United Tractors Pontianak can enhance its service delivery, strengthen customer relationships, and reinforce its competitive position in the market.

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DEDICATION

Appreciatively, I dedicated this thesis to me, another part of myself that always eager for challenges in life. And especially for:

1. My beloved Parents Hairuddin and Maisarah who have given the time with me lost because of my work and college time
2. The dean of Faculty of Engineering Management Swiss German University Dr. Ir. Maulahikmah Galinium, S.Kom., M.Sc
3. The whole lecturers at Magister Mechanical Engineering Department of Faculty Engineering Management Swiss German University and the staffs.
4. All those who have helped the researcher to complete the thesis which may not be mentioned one by one

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