

INDONESIAN SERVICE SATISFACTION INDEX™ 2007

AFTER SALES SERVICES

AUTOMOTIVE 4W AFTER SALES SERVICES *)

No	Brands	Satisfaction Towards							ISSI
		Service Center Accessibility	Service Process	People	Service Complaint Handling	Quality of Repair Result	PSQ	PSV	
1	Auto 2000	4.1062	3.9242	4.0948	4.1184	4.1248	4.0748	4.0263	4.0630
2	Bengkel Resmi Honda	4.1562	3.9998	4.0132	4.0789	4.0659	4.0638	4.0263	4.0546
3	Bengkel Resmi Suzuki	4.0115	4.0043	4.0751	4.0714	4.1310	4.0596	4.0238	4.0508
4	Bengkel Resmi Daihatsu	4.0139	3.8938	4.1152	3.9355	4.0805	4.0121	4.0645	4.0249
5	Bengkel Resmi Isuzu	3.7467	3.7407	3.7913	3.6970	3.7879	3.7549	3.6970	3.7408
6	Lainnya	3.9363	3.9364	3.9889	3.8800	4.0604	3.9645	3.9600	3.9634
Total rata-rata industri		4.0203	3.9223	4.0297	4.0000	4.0592	4.0082	3.9796	4.0012

*Bengkel Resmi Lainnya (13 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

AUTOMOTIVE 2W AFTER SALES SERVICES

No	Brands	Satisfaction Towards							ISSI
		Service Center Accessibility	Service Process	People	Service Complaint Handling	Quality of Repair Result	PSQ	PSV	
1	Authorized Honda Service Station	4.0104	3.7739	3.9613	3.9231	4.0112	3.9423	3.9462	3.9437
2	Bengkel Resmi Yamaha	3.9726	3.7590	3.9081	3.8036	3.9453	3.8882	3.8750	3.8834
3	Bengkel Resmi Suzuki	3.7276	3.4922	3.7725	3.6129	3.7544	3.6823	3.7419	3.7037
4	Lainnya	3.0326	3.3555	3.6526	3.7778	3.7204	3.4926	3.6667	3.5550
Total rata-rata industri		3.9233	3.7149	3.9099	3.8451	3.9480	3.8753	3.8894	3.8804

*Bengkel Resmi Lainnya (4 merek) dengan total respon setiap merek kurang dari 30 respon

HANDPHONE AFTER SALES SERVICES

No	Brands	Satisfaction Towards							ISSI
		Service Center Accessibility	Service Process	People	Service Complaint Handling	Quality of Repair Result	PSQ	PSV	
1	Sony Ericsson Service Center	3.9514	4.0477	3.9128	4.1212	4.0961	4.0277	4.0303	4.0283
2	Nokia Care Center	3.8855	3.7682	3.8339	3.7712	3.8947	3.8379	3.8301	3.8361
3	Samsung Service Center	3.5702	3.4396	3.6977	3.3333	3.9138	3.6497	3.8000	3.6830
4	Service Center Motorola	3.1739	3.2730	3.6363	3.2667	3.9314	3.5472	3.2667	3.4852
5	Lainnya	3.6043	3.8266	3.9056	3.6923	3.9275	3.8315	3.7692	3.8177
Total rata-rata industri		3.7609	3.7113	3.8089	3.7027	3.9285	3.8063	3.7838	3.8013

*Service Center Resmi Lainnya (3 merek) dengan total respon setiap merek kurang dari 30 respon

Keterangan :

1) Untuk kategori After Sales Services, kriteria responden adalah responden yang memiliki produk dan pernah melakukan perbaikan dalam 3 bulan terakhir di service center resmi/bengkel resmi

Keterangan :
PSQ : Perceived Service Quality
PSV : Perceived Service Value
ISSI : Indonesian Service Satisfaction Index

disurvei oleh:



SERVICES INDUSTRY

PRIORITY BANKING SERVICES - ALL MULTINATIONAL AND DOMESTIC*)

No	Brands	Satisfaction Towards					ISSI	
		Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Citigold	3.9579	4.1148	4.1576	4.1333	4.1117	4.1667	4.1219
2	Niaga Preferred Circle	4.0062	4.1984	4.1384	4.1290	4.1125	4.1613	4.1216
3	Danamon Prima Gold	3.9416	4.0590	4.1341	4.0968	4.0864	4.0645	4.0823
4	HSBC Premier	3.9906	4.0650	4.0354	4.1000	4.0374	4.0000	4.0305
5	Mandiri Prioritas	4.0231	3.9418	4.0286	3.9744	4.0157	3.8974	3.9936
6	ABN-AMRO Van Gogh	3.8021	4.0344	4.0491	3.9667	3.9857	3.9667	3.9821
7	Permata Kencana	3.9844	4.0318	4.0502	3.9000	4.0129	3.8333	3.9794
8	BCA Prioritas	3.9388	3.8715	3.9482	3.9310	3.9406	4.0000	3.9517
9	Lainnya	3.7083	3.7853	3.8206	3.8333	3.7984	3.8333	3.8049
Total rata-rata industri		3.9366	4.0016	4.0364	4.0033	4.0096	3.9934	4.0066

* Bank Prioritas Lainnya (3 merek) dengan total respon setiap merek kurang dari 30 respon
*) sampel random dan booster

REGULAR BANKING SERVICES - MULTINATIONAL BANKING*)

No	Brands	Satisfaction Towards					ISSI	
		Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Citibank	4.0125	4.0151	4.0853	3.9333	4.0236	3.9667	4.0053
2	HSBC	3.8509	3.9972	4.0178	3.8387	3.9481	3.9032	3.9337
3	ABN-AMRO	3.7861	4.0115	3.9354	3.8438	3.9128	3.7813	3.8706
4	Standard Chartered Bank	3.7384	3.8265	3.8117	3.7000	3.7815	3.8000	3.7875
Total rata-rata industri		3.8460	3.9637	3.9626	3.8293	3.9167	3.8618	3.8991

*) sampel random dan booster

REGULAR BANKING SERVICES - DOMESTIC BANKING

No	Brands	Satisfaction Towards					ISSI	
		Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Bank Niaga	3.9385	4.0699	4.1681	3.9688	4.1068	4.0781	4.1018
2	Bank Mandiri	4.0670	4.0265	4.0382	3.9362	4.0355	4.0142	4.0318
3	Bank Danamon	3.9123	4.1499	4.0261	3.7813	4.0116	4.0000	4.0096
4	Bank BNI	3.9287	3.9998	3.9522	3.8912	3.9517	3.9456	3.9506
5	Bank BCA	4.0317	3.8790	3.9501	3.8932	3.9500	3.9303	3.9466
6	Bank Permata	3.7593	3.8999	3.9706	3.8261	3.9191	3.8043	3.8991
7	Bank Lippo	3.7832	3.8208	3.8976	3.8395	3.8655	3.9383	3.8782
8	Bank BRI	3.7576	3.7651	3.8792	3.7939	3.8392	3.8779	3.8460
9	Lainnya	3.6443	3.8321	3.8981	3.8917	3.8481	3.8417	3.8470
Total rata-rata industri		3.9362	3.9201	3.9668	3.8877	3.9510	3.9413	3.9493

* Bank Domestik Regular lainnya (17 merek) dengan total respon setiap merek kurang dari 30 respon

Keterangan :
PSQ : Perceived Service Quality
PSV : Perceived Service Value
ISSI : Indonesian Service Satisfaction Index

disurvei oleh:



Keterangan :
 PSQ : Perceived Service Quality
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 ISSI : Indonesian Service Satisfaction Index

disurvei oleh:



INTERNATIONAL AIRLINES SERVICES*)

No	Brands	Satisfaction Towards					ISSI	
		Ticketing Services Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Singapore Airlines	4.2057	4.3356	4.2869	4.1765	4.2617	4.2647	4.2625
2	Garuda Indonesia	4.0252	4.0888	4.0858	4.0943	4.0878	3.9811	4.0615
3	Air Asia	4.0226	3.9402	3.9779	3.8000	3.9168	3.9667	3.9291
4	Lainnya	4.0000	4.0486	4.0023	3.9565	3.9980	3.9565	3.9878
Total rata-rata industri		4.0643	4.1103	4.0978	4.0286	4.0786	4.0429	4.0698

*Penerbangan Internasional lainnya (13 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

DOMESTIC AIRLINES SERVICES*)

No	Brands	Satisfaction Towards					ISSI	
		Ticketing Services Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Garuda Indonesia	4.1866	4.2199	4.1891	4.1000	4.1885	4.1667	4.1811
2	Batavia Air	4.0453	3.9089	3.9989	3.9565	3.9834	3.8913	3.9520
3	Merpati Nusantara	3.9450	3.8191	3.9591	3.8710	3.9236	3.8387	3.8947
4	Adam air	3.8938	3.7505	3.8793	3.7302	3.8449	3.8413	3.8437
5	Lion Air	3.9215	3.7386	3.8625	3.8041	3.8406	3.8311	3.8373
6	Air Asia	3.7431	3.7618	3.8219	3.6250	3.7871	3.8750	3.8171
7	Mandala Airlines	3.7115	3.6234	3.8126	3.6333	3.7511	3.7000	3.7337
8	Lainnya	3.8070	3.6638	3.7996	3.7097	3.7673	3.7419	3.7586
Total rata-rata industri		3.9598	3.8643	3.9498	3.8527	3.9272	3.9077	3.9205

*Penerbangan Domestik lainnya (7 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

CELLULAR SERVICE POINTS*)

No	Brands	Satisfaction Towards					ISSI	
		Service Points Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	XL Center	3.9027	3.9523	3.9825	3.9130	3.9507	3.9913	3.9690
2	Grpari Telkomsel	3.9496	3.9532	3.9382	3.9792	3.9506	3.9427	3.9471
3	Plaza Telkom	3.8961	3.9369	3.9324	3.8919	3.9207	3.9730	3.9442
4	Indosat One Gallery	3.9237	3.9627	3.9434	3.9055	3.9383	3.9502	3.9437
5	Gerai Esia	3.6543	3.8391	3.7583	3.7000	3.7508	3.8333	3.7879
6	Lainnya	3.5289	3.9180	3.9753	4.0000	3.8949	4.0000	3.9421
Total rata-rata industri		3.9083	3.9484	3.9390	3.9190	3.9329	3.9530	3.9419

*Service Points lainnya (1 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

AUTOMOTIVE FINANCING 4W SERVICES*)

No	Brands	Satisfaction Towards					ISSI	
		Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	ACC	3.9326	3.9513	3.9787	3.9318	3.9540	4.0000	3.9656
2	Tunas Financindo Sarana	3.9617	3.9522	3.9339	3.9333	3.9380	3.9667	3.9453
3	Oto Multiartha	3.7872	3.8953	3.8218	3.7353	3.8036	3.9706	3.8459
4	Lainnya	3.7429	3.7494	3.8197	3.7826	3.7890	3.7391	3.7764
Total rata-rata industri		3.8683	3.9015	3.8998	3.8550	3.8823	3.9389	3.8967

*Finance R4 Otomotif lainnya (6 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

AUTOMOTIVE FINANCING 2W SERVICES

No	Brands	Satisfaction Towards					ISSI	
		Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Federal International Finance	3.8039	3.8489	3.8489	3.8500	3.8430	3.9000	3.8570
2	Adira Finance	3.7519	3.9023	3.9023	3.8000	3.8412	3.8000	3.8311
3	WOM Finance	3.7638	3.6641	3.6641	3.8182	3.7382	3.7273	3.7355
4	Lainnya	3.5495	3.7753	3.7753	3.7188	3.7213	3.7813	3.7361
Total rata-rata industri		3.7233	3.8019	3.8019	3.8000	3.7900	3.8071	3.7942

*Finance R2 Otomotif lainnya (6 merek) dengan total respon setiap merek kurang dari 30 respon

CAR INSURANCE SERVICES*)

No	Brands	Satisfaction Towards					ISSI	
		Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Garda Oto	4.0012	4.0029	4.0452	4.0787	4.0482	4.0674	4.0578
2	Simas Mobil	3.8631	3.9667	3.9915	4.0476	4.0042	4.0000	4.0021
3	Autocilin Care	3.9371	3.9576	3.9820	3.8485	3.9100	3.9394	3.9247
4	Jasindo oto	3.8276	3.8332	3.8747	3.8387	3.8448	3.8065	3.8256
5	Lainnya	3.7926	3.8167	3.9507	3.7857	3.8305	3.8571	3.8439
Total rata-rata industri		3.9081	3.9350	3.9879	3.9578	3.9560	3.9662	3.9611

*Asuransi Mobil lainnya (9 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

LIFE INSURANCE SERVICES*)

No	Brands	Satisfaction Towards					ISSI	
		Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Allianz Life	3.8705	4.0069	4.0826	4.1250	4.0024	4.0000	4.0019
2	AIIG Life	3.9249	3.9777	3.9755	3.8571	3.9473	4.0000	3.9577
3	Jasindo	3.9119	3.9451	3.9022	3.8333	3.9047	3.9333	3.9104
4	AJB Bumiputera 1912	3.8994	3.9008	3.9259	3.8953	3.9107	3.9070	3.9100
5	Asuransi Jiwa Manulife Indonesia	3.8929	3.9069	3.9551	4.0000	3.9313	3.8049	3.9063
6	Prudential Life Assurance	3.7580	3.8397	3.8552	3.9318	3.8259	3.8864	3.8379
7	Lainnya	3.7849	3.8236	3.9295	3.9231	3.8650	3.9231	3.8765
Total rata-rata industri		3.8675	3.9103	3.9414	3.9283	3.9103	3.9190	3.9120

*Asuransi Jiwa lainnya (16 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

MODERN MARKET SERVICES*)

No	Brands	Satisfaction Towards					ISSI	
		Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Carrefour	4.0847	4.1125	4.0089	3.9855	4.0462	4.0833	4.0590
2	Giant	3.9552	4.0076	3.9343	3.9327	3.9564	3.9712	3.9615
3	Makro	3.9675	3.8740	3.8259	3.7742	3.8577	4.0645	3.9288
4	Matahari	3.8130	3.8369	3.8697	3.8154	3.8486	3.7538	3.8160
5	Alfa Toko Rabat	3.8562	3.7822	3.8236	3.7965	3.8164	3.8053	3.8126
6	Hero	3.6669	3.8535	3.8468	3.8261	3.8181	3.7174	3.7835
7	Lainnya	3.6704	3.7551	3.8139	3.7308	3.7703	3.7692	3.7699
Total rata-rata industri		3.9477	3.9692	3.9243	3.8971	3.9378	3.9470	3.9410

*Pasar Modern lainnya (9 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

Keterangan :
PSQ : Perceived Service Quality
PSV : Perceived Service Value
ISSI : Indonesian Service Satisfaction Index

disurvei oleh:



DEPARTMENT STORE SERVICES*)

No	Brands	Satisfaction Towards					ISSI	
		Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Matahari	3.9725	4.0080	3.9880	3.9065	3.9718	3.9604	3.9672
2	Metro	3.8902	4.0852	3.9426	3.8235	3.9318	3.9706	3.9474
3	Sogo	3.8556	4.0111	3.9085	3.8947	3.9165	3.8684	3.8972
4	Pasaraya	3.8664	3.9267	3.8842	3.8545	3.8822	3.8909	3.8857
5	Ramayana	3.7739	3.7379	3.8159	3.7081	3.7816	3.8075	3.7920
6	Lainnya	3.7756	3.9012	3.9823	4.0476	3.9831	3.9524	3.9707
Total rata-rata industri		3.8887	3.9272	3.9231	3.8467	3.9057	3.9063	3.9060

*Department Store lainnya (6 merek) dengan total respon setiap merek kurang dari 30 respon

*) sampel random dan booster

FAST FOOD RESTAURANTS

No	Brands	Satisfaction Towards					ISSI	
		Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Mc Donalds	3.9983	3.9336	3.9626	3.8743	3.9492	3.9895	3.9621
2	Kentucky Fried Chicken	4.0036	3.9345	3.9436	3.9195	3.9420	3.9540	3.9458
3	Hoka-Hoka Bento	3.8463	3.8532	3.8453	3.8333	3.8441	3.9286	3.8710
4	Lainnya	3.7281	3.7467	3.7657	3.7069	3.7542	3.8276	3.7776
Total rata-rata industri		3.9529	3.9033	3.9203	3.8667	3.9127	3.9505	3.9248

*Restoran Fast Food lainnya (5 merek) dengan total respon setiap merek kurang dari 30 respon

INTERNATIONAL AIRPORT SERVICES

No	Brands	Satisfaction Towards					ISSI	
		Airport Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Bandara Soekarno Hatta	3.9852	3.8714	3.8674	3.8313	3.8880	3.9036	3.8920
2	Bandara Juanda	3.8428	3.8389	3.8472	3.8511	3.8455	3.8085	3.8359
3	Lainnya	4.1167	4.1077	4.1900	4.3000	4.1833	4.1000	4.1618
Total rata-rata industri		3.9468	3.8774	3.8837	3.8714	3.8948	3.8857	3.8924

Lainnya : Bandara I Gusti Ngurah Rai, Bandara Adi Sucipto, Jeddah Airport, Changhi Airport, Shanghai Airport, Bradley Airport

INDONESIAN DOMESTIC AIRPORT SERVICES

No	Brands	Satisfaction Towards					ISSI	
		Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ		PSV
1	Bandara Juanda	4.0556	3.9891	4.0205	3.9635	4.0002	3.9489	3.9851
2	Bandara Soekarno Hatta	4.0550	3.9268	3.9300	3.8693	3.9239	3.9739	3.9387
3	Lainnya	3.6213	3.6109	3.6565	3.5455	3.6051	3.6212	3.6099
Total rata-rata industri		3.9989	3.9026	3.9189	3.8527	3.9031	3.9214	3.9085

*Bandara Domestik Indonesia lainnya (17 merek) dengan total respon setiap merek kurang dari 30 respon

Keterangan :
PSQ : Perceived Service Quality
PSV : Perceived Service Value
ISSI : Indonesian Service Satisfaction Index

disurvei oleh:

