

INDONESIAN SERVICE SATISFACTION INDEX 2009

AFTER SALES SERVICE

AUTOMOTIVE 4W AFTER SALES SERVICES *)

No	Brand	Service Center Accessibility	Service Process	People	Service Complaint Handling	Quality of Repair Result	PSQ	PSV	ISSI
1	Bengkel resmi Honda	4.0040	3.9458	3.9546	4.0189	4.0840	4.0017	3.9811	3.9948
2	Auto 2000	4.0324	3.9904	3.9738	4.0217	4.0079	3.9993	3.9674	3.9886
3	Bengkel resmi BMW	3.9976	3.9505	3.9976	3.9667	3.9454	3.9665	3.9667	3.9665
4	Bengkel resmi Daihatsu	3.9045	3.9213	4.0059	3.9474	3.9880	3.9608	3.9474	3.9563
5	Bengkel resmi Suzuki	3.9189	3.9369	3.9191	3.9737	3.8899	3.9202	3.8947	3.9116
6	Bengkel resmi Mercedes Benz	3.9083	3.8707	3.8943	3.9333	3.9121	3.8981	3.8667	3.8875
7	Lainnya	3.7653	3.9112	3.9059	3.9000	3.8500	3.8745	3.7500	3.8326
Rata-rata Industri		3.9633	3.9459	3.9575	3.9834	3.9776	3.9632	3.9336	3.9532

*) Sampel random dan booster, Bengkel Resmi Automotive R4 lainnya dengan total respons setiap Bengkel Resmi kurang dari 30 respons

AUTOMOTIVE 2W AFTER SALES SERVICES *)

No	Brand	Service Center Accessibility	Service Process	People	Service Complaint Handling	Quality of Repair Result	PSQ	PSV	ISSI
1	Bengkel Resmi Yamaha	3.9108	3.7830	3.9226	3.9429	3.9714	3.9121	3.8714	3.9027
2	Authorized Honda Service Station	3.9112	3.8257	3.8596	3.8667	3.9905	3.9007	3.8190	3.8818
3	Bengkel Resmi Suzuki	3.9511	3.8274	3.7990	3.7949	3.8077	3.8223	3.9231	3.8456
4	Lainnya	3.7977	3.6094	3.7878	3.7500	3.7500	3.7264	3.6250	3.7029
Rata-rata Industri		3.9140	3.8047	3.8662	3.8739	3.9437	3.8842	3.8468	3.8756

*) Sampel random dan booster, Bengkel Resmi Automotive R2 lainnya dengan total respons setiap Bengkel Resmi kurang dari 30 respons

HANDPHONE AFTER SALES SERVICES *)

No	Brand	Service Center Accessibility	Service Process	People	Service Complaint Handling	Quality of Repair Result	PSQ	PSV	ISSI
1	Sony Ericsson Service Center	3.8135	3.8231	3.8696	3.9355	3.9032	3.8846	3.8710	3.8756
2	Nokia Care Center	3.8307	3.8998	3.8606	3.8029	3.8973	3.8643	3.8029	3.8236
3	Samsung Service Center	3.5587	3.6785	3.7159	3.6111	3.7252	3.6693	3.6667	3.6676
4	Service Center Motorola	3.6969	3.7190	3.7372	3.5556	3.7366	3.6864	3.5556	3.5997
5	Lainnya	3.6016	3.8089	3.5940	3.8000	3.6518	3.7000	3.7000	3.7000
Rata-rata Industri		3.7610	3.8287	3.8125	3.7560	3.8403	3.8065	3.7520	3.7704

*) Sampel random dan booster, Service Center Resmi lainnya dengan total respons setiap Service Center kurang dari 30 respons

SERVICE POINTS (WALK IN CENTER)

PRIORITY BANKING SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Permata Kencana	4.1026	4.2527	4.1619	4.2500	4.2090	4.1667	4.1901
2	Mandiri Prioritas	4.0469	4.1751	4.2075	4.1837	4.1773	4.1429	4.1619
3	Niaga Prefered	4.1108	4.2570	4.1733	4.0333	4.1307	4.1667	4.1468
4	HSBC Premiere	3.9576	4.1341	4.1288	4.0625	4.0890	4.1250	4.1051
5	BCA Prioritas	4.1019	4.1434	4.1093	4.1020	4.1128	4.0612	4.0897
6	Danamon Prima Gold	4.0926	4.1036	4.1590	4.0625	4.1046	4.0313	4.0717
7	BNI Emerald	4.0907	4.0106	4.0888	4.0606	4.0622	4.0303	4.0479
8	Citigold	3.8996	4.0614	4.0652	3.9000	3.9859	4.0000	3.9922
9	BRI Prioritas	4.0980	3.9637	4.0429	3.9706	4.0038	3.9412	3.9758
10	Lainnya	3.6996	3.9771	4.0315	4.1333	4.03	3.9333	3.9867
Rata-rata Industri		4.0288	4.1135	4.1213	4.0845	4.0972	4.0648	4.0827

*) Sampel random dan booster, Bank Prioritas lainnya dengan total respons setiap Bank Prioritas kurang dari 30 respons

REGULAR BANKING SERVICES - MULTINATIONAL BANKING *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	HSBC	4.0671	4.1684	4.1621	4.1277	4.1426	4.0426	4.1308
2	Standard Chartered Bank	4.0206	4.1512	4.1436	4.0667	4.1107	4.1333	4.1134
3	Citibank N.A	4.1089	4.2003	4.1760	3.9032	4.1057	4.0968	4.1046
4	RBS Bank (ABN Amro Bank)	4.1050	4.1289	4.1204	4.0333	4.0988	4.0667	4.0950
5	Lainnya	3.9400	4.1400	4.1266	4.0556	4.0877	4.0556	4.0839
Rata-rata Industri		4.0673	4.1671	4.1536	4.0214	4.1129	4.0802	4.1091

*) Sampel random dan booster, Bank Multinasional lainnya dengan total respons setiap Bank Multinasional kurang dari 30 respons

REGULAR BANKING SERVICES - DOMESTIC BANKING *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Bank CIMB Niaga	3.9586	4.1411	4.1074	4.0303	4.0749	4.1818	4.1010
2	Bank Mandiri	3.9709	3.8884	3.9249	3.9330	3.9251	3.9091	3.9212
3	BCA	4.0552	3.8489	3.9415	3.9026	3.9244	3.9058	3.9199
4	BNI	3.9581	3.9523	3.9426	3.8507	3.9198	3.9104	3.9175
5	BII	3.9271	3.8943	3.9209	3.8667	3.9005	3.9333	3.9085
6	Bank Permata	3.8471	3.8581	3.8770	3.8710	3.8680	3.9032	3.8766
7	Bank Danamon	3.8052	3.9054	3.8615	3.8286	3.8545	3.9143	3.8691
8	BRI	3.8514	3.6852	3.7843	3.7162	3.7522	3.8108	3.7665
9	Lainnya	3.6829	3.8368	3.8868	3.7955	3.8269	3.6705	3.7887
Rata-rata Industri		3.9476	3.8663	3.9189	3.8789	3.8999	3.8869	3.8967

*) Sampel random dan booster, Bank Domestik lainnya dengan total respons setiap Bank Domestik kurang dari 30 respons

■ : Diamond
■ : Gold

INTERNATIONAL AIRLINE SERVICES *)

No	Brand	Ticketing Service Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Singapore Airlines	4.3594	4.4209	4.3115	4.2895	4.3273	4.2895	4.3174
2	Garuda Indonesia	4.1296	4.1929	4.1399	4.1558	4.1486	4.1688	4.1539
3	Malaysia Airlines	3.8752	4.0265	4.0051	3.9375	3.9728	4.1250	4.0128
4	Cathay Pacific Airways	3.9314	4.1082	4.0234	3.9118	3.9947	3.9412	3.9807
5	China Airlines	3.7428	3.9751	3.9284	3.7667	3.8695	3.9333	3.8863
6	Thai Airlines	3.8458	3.9937	3.9049	3.9000	3.9059	3.7333	3.8607
7	Air Asia	4.0531	3.6582	3.6985	3.7667	3.7623	3.8667	3.7897
8	Lainnya	3.9405	3.9983	3.9443	3.8088	3.9197	3.8529	3.9022
Rata-rata Industri		4.0074	4.0710	4.0169	3.9646	4.0103	4.0059	4.0092

*) Sampel random dan booster, Penerbangan Internasional lainnya dengan total respons setiap Penerbangan Internasional kurang dari 30 respons

DOMESTIC AIRLINE SERVICES *)

No	Brand	Ticketing Service Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Garuda Indonesia	4.1669	4.1707	4.0970	4.0731	4.1167	4.0731	4.1068
2	Lion Air	3.7886	3.5678	3.6732	3.5597	3.6130	3.5970	3.6093
3	Sriwijaya Air	3.8622	3.5815	3.6938	3.5472	3.6256	3.5472	3.6078
4	Air asia	3.8214	3.4441	3.6258	3.5875	3.6009	3.6125	3.6035
5	Batavia Air	3.8058	3.5443	3.6782	3.5753	3.6188	3.5479	3.6027
6	Mandala Airlines	3.6399	3.5963	3.6456	3.6098	3.6143	3.5122	3.5912
7	Lainnya	3.7398	3.9274	3.7924	3.6250	3.7302	3.5625	3.6922
Rata-rata Industri		3.9245	3.7757	3.8213	3.7516	3.7954	3.7516	3.7855

*) Sampel random dan booster, Penerbangan Domestik lainnya dengan total respons setiap Penerbangan Domestik kurang dari 30 respons

INTERNATIONAL AIRPORT SERVICES *)

No	Brand	Airport Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Changi Airport Singapore	4.4047	4.4201	4.3502	4.3125	4.3844	4.3500	4.3742
2	Narita International Airport	4.0553	4.2066	4.1601	4.0667	4.1599	4.1667	4.1619
3	Hong Kong International Airport	4.0729	4.1394	4.0900	3.9167	4.0714	4.1111	4.0831
4	King Abdulaziz International Airport	4.0105	4.0808	4.0518	4.1000	4.0823	4.0667	4.0777
5	Kuala Lumpur International Airport	3.9722	4.0464	3.9780	4.0526	4.0413	4.0789	4.0524
6	Suvarnabhumi International Airport	3.9504	3.9557	3.9957	3.8462	3.9275	4.0000	3.9490
7	Bandara Internasional Soekarno Hatta	3.9548	3.7635	3.8135	3.7630	3.7720	3.7514	3.7659
8	Bandara Internasional Juanda	3.8826	3.7209	3.6995	3.7705	3.7377	3.6393	3.7086
9	Lainnya	4.0652	4.0359	4.0153	4.0444	4.0376	3.9556	4.0133
Rata-rata Industri		4.0412	3.9830	3.9750	3.9436	3.9729	3.9530	3.9670

*) Sampel random dan booster, Bandara Internasional lainnya dengan total respons setiap Bandara Internasional kurang dari 30 respons

■ : Diamond
■ : Gold

INDONESIAN DOMESTIC AIRPORT SERVICES *)

No	Brand	Airport Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Bandara Soekarno Hatta	3.9406	3.8411	3.9332	3.8251	3.8118	3.8515	3.8491
2	Bandara Juanda	3.9200	3.8061	3.8762	3.7879	3.7652	3.8141	3.8111
3	Bandara I Gusti Ngurah Rai	3.8368	3.7260	3.8493	3.7333	3.7048	3.7450	3.7425
4	Bandara Sultan Hasanuddin	3.7514	3.5771	3.6100	3.6364	3.4545	3.5982	3.5894
5	Bandara Adi Sucipto	3.6197	3.5146	3.6201	3.4762	3.5000	3.5224	3.5210
6	Bandara Hang Nadim	3.6921	3.4707	3.6335	3.4474	3.5000	3.4917	3.4922
7	Bandara Polonia	3.4968	3.3006	3.3051	3.3125	3.2813	3.3099	3.3082
8	Lainnya	3.4913	3.3951	3.5686	3.4333	3.3933	3.4253	3.4233
Rata-rata Industri		3.8250	3.7107	3.8072	3.7054	3.6833	3.7243	3.7217

*) Sampel random dan booster, Bandara Domestik lainnya dengan total respons setiap Bandara Domestik kurang dari 30 respons

INTERNATIONAL AIRPORT IMMIGRATION SERVICES *)

No	Brand	Immigration Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	ICA Singapore	4.2756	4.3544	4.3047	4.3210	4.3216	4.3210	4.3215
2	Narita Immigration	3.9885	4.1493	4.1830	4.1333	4.1347	4.1333	4.1345
3	KLIA Immigration	4.0097	4.0539	4.0989	4.0278	4.0453	3.9722	4.0329
4	Hong Kong Immigration	4.0407	4.0668	4.0613	3.9697	4.0131	4.0909	4.0262
5	King Abdulaziz Immigration	3.9782	3.9433	3.9670	4.0323	3.9968	4.0000	3.9974
6	Suvarnabhumi Immigration	3.8856	3.9282	3.9064	3.8857	3.8986	3.9429	3.9061
7	Counter Imigrasi Soekarno Hatta	3.8834	3.7737	3.8097	3.8140	3.8100	3.8081	3.8097
8	Counter Imigrasi Juanda	3.7154	3.6428	3.7092	3.7869	3.7360	3.8033	3.7473
9	Lainnya	3.9314	3.9139	3.9150	3.8636	3.8893	3.8864	3.8888
Rata-rata Industri		3.9590	3.9399	3.9565	3.9541	3.9519	3.9618	3.9536

*) Sampel random dan booster, Kantor Imigrasi lainnya dengan total respons setiap Kantor Imigrasi kurang dari 30 respons

TAXI SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Blue Bird	4.1075	3.9752	3.9378	3.9187	3.9578	3.8984	3.9367
2	Orenz	3.9413	3.9790	3.9326	3.9444	3.9469	3.8056	3.8968
3	Express	3.9227	3.9146	3.7420	3.7174	3.7908	3.7826	3.7879
4	Silver Bird	3.8398	3.7619	3.7960	3.6744	3.7586	3.7907	3.7700
5	Putra	3.6701	3.6254	3.7567	3.6250	3.6820	3.5938	3.6508
6	Zebra	3.7809	3.4858	3.6089	3.6000	3.5972	3.5429	3.5780
7	Kosti	3.5591	3.3318	3.6854	3.5667	3.5622	3.4333	3.5166
8	Lainnya	3.7313	3.7349	3.7596	3.6774	3.7280	3.8065	3.7558
Rata-rata Industri		3.9481	3.8411	3.8462	3.8036	3.8434	3.7936	3.8258

*) Sampel random dan booster, Jasa Taksi lainnya dengan total respons setiap Jasa Taksi kurang dari 30 respons

■ : Diamond
■ : Gold

TOL ROADS PROVIDER *)

No	Brand	On Sign Info Services	Enjoying & Facility	Availability & Queuing System	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Jalantol Lingkarluar Jakarta (JLJ)	3.8460	3.7448	3.9167	3.6621	3.7083	3.7146	3.6250	3.6849
2	Jasa Marga	3.7902	3.6654	3.6986	3.6931	3.6356	3.6781	3.6658	3.6740
3	Margabumi Matraraya	3.7955	3.6619	3.7333	3.6535	3.6222	3.6596	3.6667	3.6620
4	Citra Marga Nusaphala Persada (CMNP)	3.7411	3.6319	3.6818	3.6999	3.5568	3.6464	3.6591	3.6506
Rata-rata Industri		3.7876	3.6667	3.7179	3.6882	3.6282	3.6746	3.6612	3.6702

*) Sampel random, Ruas Tol lainnya dengan total respons setiap Ruas Tol kurang dari 30 respons

CELLULAR (GSM) SERVICE POINTS *)

No	Brand	Service Points Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Grapari-Telkomsel	3.8960	3.9122	3.8954	3.8899	3.8968	3.9541	3.9055
2	Galeri Indosat	3.9105	3.8984	3.9094	3.8824	3.8984	3.8824	3.8960
3	XL Center	3.7655	3.8331	3.8578	3.7959	3.8202	3.7959	3.8165
4	Lainnya	3.4744	3.8349	3.7595	3.6000	3.6826	3.8000	3.7004
Rata-rata Industri		3.8635	3.8897	3.8886	3.8615	3.8764	3.8961	3.8794

*) Sampel random, Service Point GSM lainnya dengan total respons setiap Service Point GSM kurang dari 30 respons

CELLULAR (CDMA) SERVICE POINTS *)

No	Brand	Service Points Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Plasa Telkom	3.9999	3.9500	3.9713	3.9296	3.9578	4.0141	3.9659
2	Galeri Indosat	3.6801	3.8667	3.8324	3.8438	3.8204	3.9063	3.8327
3	Gerai Esia	3.6613	3.7441	3.7913	3.7073	3.7408	3.7561	3.7430
4	Lainnya	3.8294	3.7469	3.8998	3.7500	3.8247	3.7500	3.8140
Rata-rata Industri		3.8324	3.8695	3.8895	3.8514	3.8661	3.9189	3.8723

*) Sampel random dan booster, Service Point CDMA lainnya dengan total respons setiap Service Point CDMA kurang dari 30 respons

AUTOMOTIVE FINANCING 4W SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	ACC	3.8343	3.9676	3.9437	3.9286	3.9457	3.8036	3.8985
2	Adira Finance	3.7995	3.8948	3.8676	3.8065	3.8519	3.9032	3.8689
3	Oto Multiartha	3.7479	3.8641	3.8405	3.8000	3.8315	3.7714	3.8116
4	Lainnya	3.8109	3.9055	3.9465	3.8000	3.8594	3.8571	3.8587
Rata-rata Industri		3.8029	3.9163	3.9063	3.8471	3.8825	3.8280	3.8644

*) Sampel random dan booster, Perusahaan Pembiayaan Automotive R4 lainnya dengan total respons setiap Perusahaan Pembiayaan kurang dari 30 respons

■ : Diamond
■ : Gold

AUTOMOTIVE FINANCING 2W SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	FIF	3.7927	3.7696	3.7912	3.8387	3.8058	3.8710	3.8402
2	Adira Finance	3.7886	3.8359	3.9120	3.8824	3.8740	3.7647	3.8163
3	WOM Finance	3.5563	3.7351	3.7821	3.7143	3.7282	3.7714	3.7510
4	BAF	3.5924	3.6875	3.7495	3.6563	3.6864	3.7500	3.7199
5	Lainnya	3.6377	3.6854	3.6801	3.6944	3.6843	3.5556	3.6164
Rata-rata Industri		3.6713	3.7422	3.7820	3.7560	3.7547	3.7381	3.7459

*) Sampel random dan booster, Perusahaan Pembiayaan Automotive R2 lainnya dengan total respons setiap Perusahaan Pembiayaan kurang dari 30 respons

CAR INSURANCE SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Autocillin	3.9029	4.0029	3.9719	3.9556	3.9733	3.9778	3.9739
2	Garda Oto	3.8856	3.9167	3.9348	3.9828	3.9397	3.9310	3.9386
3	ACA	3.6882	3.9350	3.9621	3.8500	3.8846	3.8750	3.8833
4	Simas Mobil	3.6915	3.8400	3.8892	3.8387	3.8312	3.9355	3.8445
5	Lainnya	3.6441	3.7714	3.8048	3.9545	3.8296	3.8864	3.8369
Rata-rata Industri		3.7766	3.8976	3.9148	3.9266	3.8989	3.9220	3.9018

*) Sampel random dan booster, Perusahaan Asuransi Mobil lainnya dengan total respons setiap Perusahaan Asuransi kurang dari 30 respons

LIFE INSURANCE SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Prudential Life Insurance	3.8819	4.0267	4.0512	3.9828	3.9764	3.9655	3.9733
2	Asuransi Allianz Indonesia	3.8815	3.9183	3.9644	3.9143	3.9182	3.9429	3.9253
3	Asuransi Jiwasraya	3.8144	3.9084	3.9488	3.9375	3.9083	3.9375	3.9167
4	AJB Bumiputera 1912	3.8784	3.8324	3.9049	3.8378	3.8633	3.8919	3.8715
5	Asuransi Jiwa Manulife Indonesia	3.7788	3.7816	3.8683	3.8696	3.8421	3.8696	3.8500
6	AIG Life	3.7818	3.8230	3.8308	3.8000	3.8040	3.9429	3.8440
7	Lainnya	3.7829	3.8504	3.9760	3.7619	3.8222	3.8571	3.8322
Rata-rata Industri		3.8341	3.8870	3.9397	3.8864	3.8860	3.9205	3.8960

*) Sampel random dan booster, Perusahaan Asuransi Jiwa lainnya dengan total respons setiap Perusahaan Asuransi kurang dari 30 respons

CAR RENTAL SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	TRAC-Astra Rent A Car	3.7099	4.0015	3.9539	3.9697	3.9667	4.0000	3.9794
2	Blue Bird	3.6551	3.9019	3.8515	3.8788	3.8742	3.9394	3.8990
3	Cipaganti Rent Car	3.7291	3.9200	3.8240	3.8667	3.8710	3.8667	3.8694
4	Lainnya	3.7585	3.9045	3.9097	3.7619	3.8062	3.7619	3.7893
Rata-rata Industri		3.7081	3.9351	3.8838	3.8803	3.8873	3.9060	3.8944

*) Sampel random dan booster, Perusahaan Asuransi Jiwa lainnya dengan total respons setiap Perusahaan Asuransi kurang dari 30 respons

NATIONAL SCHOOL PLUS SERVICES *)

No	Brand	Branch Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Pelita Harapan School	3.9611	4.0586	4.1536	4.0667	4.0435	4.0333	4.0403
2	al Azhar Internasional	3.6330	3.8866	4.0051	3.9688	3.8561	3.9375	3.8817
3	Ipeka International	3.3845	3.8816	4.0085	4.0000	3.7961	3.9032	3.8297
4	Jubilee School	3.6123	3.9258	4.0216	4.0667	3.8969	3.5333	3.7828
5	Lainnya	3.7750	3.8192	3.8674	3.9231	3.8484	3.7692	3.8235
Rata-rata Industri		3.6577	3.9256	4.0291	4.0147	3.8920	3.8456	3.8775

*) Sampel random dan booster, Sekolah Nasional Plus lainnya dengan total respons setiap Sekolah Nasional Plus kurang dari 30 respons

MALL SERVICES - JAKARTA A *)

No	Brand	Branch Visibility & Accessibility	Ambience Enjoying	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Plaza Senayan	4.0438	4.1409	3.9832	4.0000	4.0242	4.0732	4.0350
2	Taman Anggrek Mall	4.0944	4.0971	3.9848	4.0333	4.0363	3.8667	3.9988
3	Mall Kelapa Gading	4.0753	4.0201	3.8387	3.8158	3.8755	3.7368	3.8448
4	Lainnya	3.9136	3.8688	3.7613	3.6667	3.7437	3.7251	3.7396
Rata-rata Industri		3.9861	3.9616	3.8295	3.7799	3.8389	3.7862	3.8273

*) Sampel random, Mall lainnya dengan total respons setiap Mall kurang dari 30 respons

MALL SERVICES - JAKARTA B *)

No	Brand	Branch Visibility & Accessibility	Ambience Enjoying	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Plaza Semanggi	3.9973	4.0039	3.8931	4.0000	3.9729	4.0333	3.9863
2	Mall Metropolitan	4.0787	3.9271	3.7280	3.8182	3.8313	3.8182	3.8284
3	Blok M Plaza	3.9425	3.8641	3.7091	3.7021	3.7487	3.7447	3.7478
4	Mall Ciputra	3.8809	3.8146	3.6832	3.6000	3.6785	3.8000	3.7054
5	Lainnya	3.9182	3.8795	3.7710	3.6763	3.7532	3.7283	3.7477
Rata-rata Industri		3.9428	3.8879	3.7605	3.7188	3.7747	3.7764	3.7750

*) Sampel random, Mall lainnya dengan total respons setiap Mall kurang dari 30 respons

MALL SERVICES - SURABAYA *)

No	Brand	Branch Visibility & Accessibility	Ambience Enjoying	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Supermall Pakuwon Indah	4.0902	4.0275	4.0012	4.0333	4.0161	4.0000	4.0140
2	Galaxy Mall	3.9562	4.2013	3.9617	3.9333	4.0032	4.0333	4.0072
3	Tunjungan Plaza	3.9249	4.0129	3.9072	3.8592	3.9262	3.8873	3.9211
6	Lainnya	3.8313	3.8145	3.7887	3.7944	3.7979	3.8505	3.8049
Rata-rata Industri		3.9076	3.9493	3.8727	3.8613	3.8896	3.9034	3.8914

*) Sampel random, Mall lainnya dengan total respons setiap Mall kurang dari 30 respons

DEPARTMENT STORE SERVICES *)

No	Brand	Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Sogo	4.1035	4.1306	4.0141	4.0000	4.0193	3.9180	3.9904
2	Pasaraya	3.7631	3.9911	3.9546	3.8667	3.9090	3.8667	3.8969
3	Centro	3.7284	3.8986	3.8745	3.9032	3.8794	3.9032	3.8862
4	Matahari	3.9717	3.9258	3.8731	3.7949	3.8489	3.8269	3.8426
5	Metro	3.7095	3.8408	3.7847	3.8667	3.8174	3.8333	3.8219
6	Rimo	3.4056	3.6428	3.6788	3.5000	3.5871	3.5556	3.5781
7	Ramayana	3.7149	3.5577	3.5971	3.4968	3.5600	3.5419	3.5549
8	Lainnya	3.5303	3.6910	3.7052	3.7778	3.7247	3.6667	3.7082
Rata-rata Industri		3.8546	3.8380	3.8085	3.7395	3.7840	3.7575	3.7764

*) Sampel random dan booster, Department Store lainnya dengan total respons setiap Department Store kurang dari 30 respons

MODERN MARKET SERVICES *)

No	Brand	Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Carrefour	4.0478	4.0432	3.9413	3.9306	3.9729	3.9375	3.9628
2	Giant	3.9639	3.9494	3.8730	3.8621	3.8989	3.9310	3.9081
3	Makro	3.9021	3.8704	3.8004	3.8250	3.8411	3.9750	3.8793
4	Hypermart	3.8748	3.9118	3.8224	3.8049	3.8355	3.8537	3.8407
5	Lainnya	3.8424	3.6501	3.7273	3.7115	3.7522	3.7500	3.7516
Rata-rata Industri		3.9629	3.9308	3.8655	3.8571	3.8937	3.9038	3.8966

*) Sampel random dan booster, Modern Market lainnya dengan total respons setiap Modern Market kurang dari 30 respons

MODERN HOME BUILDER & FURNITURE RETAIL SERVICES *)

No	Brand	Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	ACE-Hardware	3.8653	3.9260	3.9027	3.8542	3.8814	3.8333	3.8578
2	MITRA 10	3.8133	3.9094	3.8277	3.8286	3.8388	3.8286	3.8338
3	Depo Bangunan	3.8038	3.9021	3.9068	3.7660	3.8348	3.7660	3.8011
4	Index	3.6059	3.8770	3.8272	3.8182	3.8121	3.6970	3.7557
5	Lainnya	3.6794	3.6623	3.5651	3.6667	3.6340	3.6667	3.6500
Rata-rata Industri		3.7802	3.8970	3.8616	3.8107	3.8373	3.7811	3.8098

*) Sampel random dan booster, Toko Ritel Furniture & bangunan lainnya dengan total respons setiap Toko kurang dari 30 respons

FAST FOOD RESTAURANT SERVICES *)

No	Brand	Outlet Accessibility	Service Process	People	Service Complaint Handling	PSQ	PSV	ISSI
1	Mc Donald's	3.9993	3.9380	3.9050	3.9351	3.9226	3.9740	3.9347
2	Hoka-hoka Bento	3.7988	3.9538	3.8423	3.8889	3.8545	3.8889	3.8626
3	Kentucky Fried Chicken	3.9255	3.8430	3.8255	3.8349	3.8374	3.8532	3.8411
4	A&W	3.8410	3.8303	3.7856	3.8000	3.7957	3.8000	3.7967
5	Lainnya	3.8305	3.7575	3.7971	3.7667	3.7905	3.7667	3.7849
Rata-rata Industri		3.9080	3.8712	3.8401	3.8562	3.8514	3.8733	3.8566

*) Sampel random dan booster, Fast Food Restaurant lainnya dengan total respons setiap Restaurant kurang dari 30 respons

Keterangan:

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

■ : Diamond
■ : Gold

Sumber: Survei oleh

