



<b>TITLE:</b>  <b>CUSTOMER SATISFACTION</b>	PREPARED	APPROVED
	<i>Electronic Approval</i>  <b>Jefri D</b> <b>ORIGINATOR</b>	<i>Electronic Approval</i>  <b>Lita H</b> <b>MANAGER</b>
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## 1. SCOPE (*RUANG LINGKUP*)

1.1 This procedure is applies to UTAS Bandung to ensure customer satisfaction.

*Prosedur ini diterapkan di lingkungan UTAS Bandung untuk meyakinkan mengenai kepuasan pelanggan.*

## 2. PURPOSE (*TUJUAN*)

2.1 The purpose of this procedure is to *monitor customers' perceptions of the degree to which their needs and expectations have been fulfilled.*

2.1 Tujuan dari prosedur ini adalah untuk memantau persepsi pelanggan dari sejauh mana kebutuhan dan harapan mereka telah dipenuhi

2.2 identify customer satisfaction on quality, service and delivery goods with measured value.

*Tujuan dari prosedur ini adalah untuk mengidentifikasi kepuasan customer akan kualitas, pelayanan dan pengiriman barang sehingga dapat diukur nilainya.*

The organization shall monitor customers' perceptions of the degree to which their needs and expectations have been

fulfilled. The organization shall determine the methods for obtaining, monitoring, and reviewing this information

2.3 Able to know inputs from customer as one of improving on delivery performance.

*Dapat mengetahui masukan dari customer sebagai salah satu dasar untuk peningkatan kualitas pengiriman.*

## 3. REFERENCE & ASSOCIATED DOCUMENTS (*REFERENSI DAN DOKUMEN TERKAIT*)

3.1 BDG-QI-01-POL Quality Manual (Policy)

3.2 981-151-001 Supplier Quality Assurance Requirements

3.3 AS9100 Quality Management Systems - Requirements for Aviation, Space and Defense Organizations



3.4	BDG-QI-02-PRO	Control of Records
3.5	ASQR-01	Supplier Quality System Requirements

#### 4. DEFINITION (*DEFINISI*)

- 4.1 N/A  
*Tidak ada*

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## 6. PROCESS FLOWCHART (DIAGRAM ALIR PROSES)

Input	Process	Related Document Used	Output	PIC
N/A	START	N/A	N/A	N/A
Propose Customer Satisfaction Activity	9.1 Preparing Survey	BDG-CO-0201-FRM	Questionnaire, Survey Planning	Demand Management
Questionnaire	9.2 Conducting Survey	N/A	Survey Result	Demand Management
Survey Result	9.3 Input The Response	N/A	Response Report	Demand Management
Response Report	9.4 Measuring Performance	N/A	Customer Satisfaction Report	Demand Management
N/A	FINISH	N/A	N/A	N/A

## 7. RESPONSIBILITY (TANGGUNG JAWAB)

7.1 It is the responsibility of Demand management to maintain this procedure.

*Demand management bertanggung jawab untuk memelihara prosedur ini.*

7.2 It is the responsibility of the management representatives and the Management Review Team to direct administers the operational steps of this procedure.

*Ini adalah tanggung jawab manajemen perwakilan dan Manajemen tim review untuk mengelola langsung langkah-langkah operasional prosedur ini.*

## 8. CRITICAL REQUIREMENTS (PERSYARATAN KRITIS)

8.1 -EHS Requirements- N/A

*Tidak ada*



**8.2 -Quality Requirements-** All transaction record shall be retaining as long as needed in any kind of media (hard copy or soft copy), see procedure BDG-QI-02-PRO Control of Records.

*Semua rekaman transaksi harus disimpan sepanjang diperlukan baik dalam bentuk kertas ataupun scan dokumen atau disimpan sesuai persyaratan lihat prosedur BDG-QI-02-PRO Control of Records.*

**8.3 -Quality Requirements-** Customer shall be notified of changes in the certification / registration / accreditation / major audit findings within two (2) business days.

*Pelanggan harus diinformasikan terhadap perubahan-perubahan dalam sertifikasi/registrasi/akreditasi /temuan audit mayor dalam rentang waktu dua (2) hari kerja.*

## 9. REQUIREMENTS *(PERSYARATAN)*

### 9.1 Preparing Survey *(Menyiapkan Survei)*

9.1.1 The Demand management UTAS Bandung shall conduct a written customer satisfactory survey/questionnaire. The purpose of the survey is to identify major performance areas of concern to UTAS Bandung and its valued customers.

*Demand management UTAS Bandung harus melakukan survei tertulis mengenai kepuasan pelanggan/ kuesioner. Tujuan dari survei adalah untuk mengidentifikasi bidang kinerja utama UTAS Bandung dan bernilai untuk pelanggan.*

9.1.2 The Demand management UTAS Bandung shall identify and develop the list of key customers and customer representatives to participate in the measurement survey.

*Demand management UTAS Bandung harus mengidentifikasi dan mengembangkan daftar pelanggan dan perwakilan pelanggan untuk berpartisipasi dalam survei pengukuran.*

9.1.3 The Demand management shall provide questionnaire to customer once in a year using form BDG-CO-0201-FRM Voice of Customer

*Demand management harus memberikan kuesioner kepada customer sekali dalam setahun menggunakan formulir BDG-CO-0201-FRM Voice of Customer*

9.1.4 Customer satisfaction assessment shall include the following performance criteria.

- Quality of Product and Quality of Service
- Delivery Performance and Capacity
- Services

*Yang termasuk dalam penilaian kepuasan Customer ialah criteria performance dibawah ini :*

- *Kualitas produk dan kualitas pelayanan*
- *Pengiriman dan Kapasitas*
- *Pelayanan*

9.1.5 Customer contacts whose need to fill in the questionnaire is closely to the buyer for each parts.

*Nama-nama kontak customer yang ditunjuk untuk mengisi kuesioner adalah lebih kepada pembeli/purchasing dari komponen.*



## 9.2 Conducting Survey (*Melaksanakan Survei*)

- 9.2.1 The Demand management UTAS Bandung shall deliver the Customer Satisfaction Survey to the selected customers and obtain the completed survey for analysis and detect customer satisfaction.  
*Demand management UTAS Bandung harus menyampaikan Customer Satisfaction Survey ke pelanggan yang dipilih dan memperoleh hasil survey yang lengkap untuk analisis dan mendeteksi kepuasan pelanggan.*

## 9.3 Input Response (*Memasukkan Tanggapan*)

- 9.3.1 Information relating to customer perception is monitored and reviewed during the management review team meetings/PDM meetings. This process aids in determining of customer requirements are being met.  
*Informasi yang berkaitan dengan persepsi pelanggan dimonitor dan ditinjau selama pertemuan tim tinjauan manajemen/pertemuan PDM. Proses ini membantu dalam menentukan persyaratan pelanggan terpenuhi.*
- 9.3.2 At the discretion of the Quality Management Representative, certain matters arising from the review meeting and implement corrective/preventative actions to eliminate any reoccurrence. Corrective/Preventative actions implemented may vary depending upon the severity of the problem and/or resources available.  
*Pada kebijaksanaan Perwakilan Quality Manajemen, hal-hal tertentu yang timbul dari pertemuan kajian dan menerapkan perbaikan/preventif tindakan untuk menghilangkan terulangnya kejadian. Perbaikan/tindakan Preventif dilaksanakan dapat bervariasi, tergantung pada tingkat keparahan masalah dan/atau sumber daya yang tersedia.*
- 9.3.3 All corrective/preventative actions will be directed towards meeting customer requirements and/or improving processes and products UTAS Bandung. This shall include the effective handling of inputs, the investigation of their causes, the development of appropriate corrective/preventative actions, the recording of the changes on documented procedures, and the monitoring of the effectiveness of the implemented solutions.  
*Semua perbaikan/tindakan preventif akan diarahkan memenuhi persyaratan pelanggan dan/atau meningkatkan proses dan produk di UTAS Bandung. Hal ini harus mencakup penanganan efektif input, penyelidikan sebab-sebabnya, perkembangan koreksi yang tepat/tindakan preventif, pencatatan perubahan pada prosedur yang terdokumentasi, dan monitoring efektivitas solusi diimplementasikan.*

## 9.4 Measuring Performance (*Mengukur Kinerja*)

- 9.4.1 Information to be monitored and used for the evaluation of customer satisfaction shall include, but is not limited to, product and service conformity, on-time delivery performance, customer complaints, and corrective action requests. The organization shall develop and implement plans for customer satisfaction improvement that address deficiencies identified by these evaluations, and assess the effectiveness of the results.



*Informasi dipantau dan digunakan untuk evaluasi kepuasan pelanggan, namun tidak terbatas pada kesesuaian produk dan pelayanan, pencapaian pengiriman tepat waktu, keluhan pelanggan dan permintaan tindakan korektif. Demand management harus mengembangkan dan melaksanakan rencana peningkatan kepuasan pelanggan dan mengidentifikasi kekurangan dalam evaluasinya., dan menilai efektivitasnya.*

## 10. LIST OF FORM **(DAFTAR FORMULIR)**

### 10.1 BDG-CO-0201-FRM Voice of Customer

## 11. LIST OF APPENDIX **(DAFTAR APENDIKS)**

### 11.1 Appendix A Approval Sheet

## 12. REVISION RECORDS **(CATATAN REVISI)**

Rev. No.	Description
0	New format of document and superseded procedure of 23-02-09(B) Customer Satisfaction
1	<b>Delete:</b> Delete revision C in <b>para 3.3</b> <b>Addition:</b> Add 'related used document' in <b>para 6</b> , add critical requirement in <b>para 8.3</b> , add reference document in <b>para 3.5</b> <b>Change:</b> Change "Sales" to "Customer Service" due to organization change in <b>para 9.1.1, para 9.1.2, para 9.1.3, para 9.2.1, para 9.4.1</b>
2	<b>Change:</b> <b>para.8.3</b> (add requirement related to major audit finding)
3	<b>Change:</b> <b>para 3.1</b> (to delete old procedure reference); <b>para 6, 7.1 and para 9.4.1</b> (change customer service to Demand management)
4	<b>Change:</b> § 3.1, 3.3, 3.5