ANALYSIS STUDY ABOUT SERVICE QUALITY IMPROVEMENT OF PT. PUTRA INDONOSA GARMENT KONVEKSI

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Abstract

Growth of industrial garment is advancing rapidly at this time. The stability of economic and political make many new companies springing up. As a company in the field of garment manufacturing services, PT. Putra Indonosa Garment Konveksi should be able to read customer characteristics and analyze customer satisfaction level based on quality of service This research assesses the response of sample visitors with 130 respondents from their business partner through analysis of customer satisfaction of the attributes of the gap between perceptions and expectations of our customers and using importance-performance analysis. This study how measure how far the difference between expectation and perception of customers in PT. Putra Indonosa Garment Konveksi. This process is analyzed by descriptive analysis. The conclusion of this research is most of customer was not satisfied with the performance of PT. Putra Indonosa Garment Konveksi and its performance does not match with customer's expectations. Service quality attributes that are not in accordance with customer expectation is reliability, responsiveness, empathy and tangible. In reliability dimension, the customer did not get the promised service, then in responsiveness dimension, the company doesn't have willingness to help customers, and last in empathy dimension the company doesn't have the customer's best interest at heart.this research recommends that PT. Putra Indonosa Garment Konveksi need to hire experienced employees, provided service as promises, provides a solution if there is a complaint, deliver product according costumer order, willingness to help costumer problem, gives the best service.

Keywords: Service Quality, Gap Analysis between Perception and Expectation, Importance – Performance Analysis

Introduction

PT. Putra Indonosa Garment Konveksi had loses the costumers because it has not had the good service of quality standards. Most of them complained that there was lack of good response from the company in addressing their concerns about poor product quality, especially T-shirt sector and Screen Printing. The company which has ever complained about products and service was PT. TrakindoUtama.. Delays in product delivery to the consumer often happen in this company. The causes are lack of staff at the sewing and also many of overwhelming order. Because of that, quality of service is forgotten because of all employees just focus on production to be done punctually.

PT. Putra Indonosa Garment Konveksi needs to be managed efficiently and effectively to improve its service quality.To measure the buyer satisfaction on PT. Putra Indonosa Garment Konveksi, SERVQUAL is needed, which measures the quality of service based on five dimensions: Tangibles, Reliability, Responsiveness, Assurance and empthy

Research Objective

The author aim toAnalyzing the customer perception about PT. Putra Indonosa Garment Konveksi. Evaluate the relation between customer's perception and the real internal situation in PT. Putra Indonosa Garment Konveksi.Know how to improve customer perception on the quality of PT. Putra Indonosa Garment Konveksi. Giving recommendation to PT. Putra Indonosa Garment Konveksi

concerning their services based on the findings in the research.The information of service quality in PT. Putra Indonosa Garment Konveksi can be a new strategy for company to increase their sales by aiming a good service to costumers, so customer can be loyal tot the company.

Research Question

The main research question discussed in this paper is: "How are the customer's perceptions on service quality in PT. Putra Indonosa Garment Konveksi?What are the gaps in term of service quality between the perception and expectation in PT. Putra Indonosa Garment Konveksi? Which attribute of service quality in PT. Putra Indonosa that needs to be improved? What recommendations are most appropriate for PT. Putra Indonosa Garment Konveksi in order to improve their service quality?

Literature Review

Service quality is most often conceptualized as the comparison of service expectations with actual performance perceptions (Zeithaml&Bitner: 2003; Parasuraman*et al*: 1998). Expectations of the buyer believed to play a role in determining the quality of service and buyer satisfaction. Because of the expectations of the buyer of a company will try to provide different services than other companies. In order to satisfy the buyer, Parasuraman*et al* (1998) defines expectations as the consumer desires or demands that should be filled with service providers. Expected services are divided into two services, namely desired service and adequate service. Desired service is a service that should be accepted by the buyers, while the adequate service is a minimum service that will be received by the buyer. Desired areas of service and adequate service are called as the zone of tolerance. The magnitude of this tolerance region different for each person and is more influenced by the level of fluctuating adequate service (Parasuraman, *et al*, 1994)

Parasuraman defines the service quality as the difference between expected service and perceived service, Service Quality (Q) = Perceived Service (P) – Expected Service (E). Parasuraman imply 10 factors that should be considered in assessing service quality:

reliability, responsiveness, competence, access, tangible, courtesy, security, understanding, credibility and communication. These ten dimensions were later simplifying into five majors dimensions (SERVQUAL) which are reliability, responsiveness, assurance, tangibles and empathy.

Parasuraman, (1990) has identified five dimensions of service quality, namely:
1. Tangibles: Appearance of physical facilities, equipment, personnel, and communication materials.
2. Reliability: Ability to perform the promised service dependably and accurately.
3. Responsiveness: Willingness to help customers and provide prompt service.
4. Assurance: Knowledge and courtesy of employees and their ability to convey trust and confidence.
5. Empathy: Caring, individualized attention the firm provides its customers.

Parasuraman (2004) revised the SERVQUAL model items into 21-item scale that are covered in 5 dimensions that customers can receive from specific servicing company. The 5 dimensions were:

Reliability:
1. Providing services as promised
2. Dependability in handling customer's service problems
3. Performing services right the first time
4. Providing services at the promised time
5. Keeping customers informed about when services will be performed

Responsiveness
6. Prompt service to customers
7. Willingness to help customers
8. Readiness to respond to customer's requests

Assurance
9. Employees who instill confidence in customers
10. Making customers feel safe in their transactions
11. Employees who are consistently courteous

12. Employees who have the knowledge to answer customer questions

Empathy
13. Giving customers individual attention
14. Employees who deal with customers in a caring fashion
15. Having the customer's best interest at heart
16. Employees who understand the needs of their customers

Tangibles
17. Modern equipment
18. Visually appealing facilities
19. Employees who have a neat, professional appearance
20. Visually appealing materials associated with the service
21. Convenient business hours

The gaps model of service quality positions key concepts in services marketing that commences with the consumer and builds the organization's tasks around requirements to close the gap between costumer expectations and perceptions (Zeithaml&Bitner: 2003).

Importance-performance analysis (IPA) was introduced to study a customer satisfaction as function of both expectations related to importance and performance (Martilla and James, 1977). IPA analyzes two dimensions of product/service attributes:performance and importance. Performance ratings gauge whether an organization is better than, the same as or worse than competitors for each specific product or service attribute. Importance ratings assess how important each specific product or service attribute is. For example, some attributes may provide a critical advantage while others only need to meet industry standards or are not considered at all. As a result, attributes with varying levels of importance have a varying level of impact on meeting customer expectations.

According to the result of importance analysis and performance analysis, it will generate a calculation about the importance scale and performance scale from the product and service. The weight of the company's performance and the weight of the customer's importance will be average and will be formulating to Cartesian Diagram. According by J. Supranto (1997) Each attribute will be positioned in a diagram, where the average of performance score ( ) that is a position on line X, while the attribute on line Y is the average score of Importance Scale by customer to the attribute (?).

$$\bar{?} \; ? \; \frac{? \; ?_?}{?} \; \text{and} \; \bar{?} \; ? \; \frac{? \; ?_?}{?}$$

$\bar{?}$ = Weight average rate of assessment of the company performance
$\bar{?}$ = Weight average rate of assessment of the company importance
? = Number of respondent

Cartesian Diagram that used is a wake that is divided into four sections bounded by two perpendicular lines that intersect at the point ($\bar{?}$, $\bar{?}$).

$$\bar{?} \; ? \; \frac{? \; ?_?}{?} \; \text{and} \; \bar{?} \; ? \; \frac{? \; ?_?}{?}$$

$\bar{?}$ = The average of the weight average rate of assesment of the company performance.
$\bar{?}$ = The average of the weight average rate of important assesment that influence the customer satisfaction in all factor.

Research Methodology

The method consists of literature study, interview, questionnaire spreading, focus groups discussion and observation. By using this method, the author would combine all of the steps to create data collection and eventually draw the conclusion of this research. The steps used in exploratory research method may be referred to as key variables. It helps the author to delve more deeply the problem statement andhelp the author to achieve the main objective of this research.

The author obtained the variables from the theories in service quality. The author acquired the literature study from several books which described the service qualitytheories. In this research, theories used to define which characteristics of service quality that can affect to the gap between expectation and perceptionat PT Putra Indonosa Garment

Konveksi. This study helped the author to comprehend the basic principles of service quality. It is very important for the author to comprehend the theory since by comprehending the theory; the author would be able to recognize the factors which may affect the customer's gap analysis between expectation and perception.

Another variable which helped the author to acquire important information was conducting the interview with Owner of PT. Putra Indonosa Garment Konveksi, Mrs. Endang Irawaty. The purpose of the interview was to find out the actual the service quality in Indononosa. Researcher also asked about Indonosa's image phenomenon and the aspects that influenced customer's buying decision and gap analysis. From the author's point of view, it is an important thing to know, since in business, it is not an easy task to maintain relationship with customers. PT. Putra Indonosa needs to find another information to specify more on their customer gap between expectation and reality in their company.

The authorconducted research for a week in order to recognize and to observe the target market routines. The researcher must know all about the customer of PT. Putra Indonosa Garment Konveksi. Firstly, reseacher observed the PT. Putra Indonosa Garment Konveksi office in Cibinong,Bogor.. The researcher looked closely at the sales activity and asked them their target market aim. Secondly, researcher asked PT. Putra Indonosa Garment Konveksi customers about themselves, such as: age, occupation and activity. Through those steps the researcher has the idea of how people can be the potential buyer of PT.Putra Indonosa Garment Konveksi. This information is to be used as the foundation for collecting data. However, the place where the questionnaires were spread would affect the final result.

The result would be the determining factor for the author to choose the exact sampling technique to use in this project. After the exploratory research had been conducted; the authorcontinues to collect data by doing conclusive research. As we already knew, the conclusive research is done to provide the information which would be very useful in order to reach the conclusion or for the decision-making process. The data which gathered from the conclusive research is in the form of numbers that could be quantified and summarized or also known as the quantitative form. The secondary data source is coming from the data which are obtained from the management of PT.Putra Indonosa Garment Konveksi and also from focus group discussion. Meanwhile, the primary data source is coming from the processed data which are obtained through the questionnaire. Researcher spread questionnaires in order to collect the main data and then finally get the conclusion of this research. All questions in the questionnaires were close-ended to avoid answers that do not have the relevancy with the context of the research. Researcher provided the questionnaire in Bahasa Indonesia to eliminate mistakes in understanding the questions. All of the questionsin the form of Likert Scale, a bipolar scaling method. The measurement is based on positive or negative response which answered by the respondents. The answerin the form of seven points scale (definitely dissatisfied – definitely satisfied)as a respond of each statement in the questionnaire. Researcher builds the questionnaire based on the theory of service quality from literature study by Parasuraman. In this questionnaire, researcherassociates the characteristics of service quality with the hypothesis which is made by the Parasuraman.

The researcher spread the questionnaires in order to acquire the sample elements that have been established in the previous sub chapter. The previous sub chapter, which is exploratory stage,used for discovering the area of sample elements where the questionnaires have to be spreaded by the researcher. The questionnaires were disseminated either in PT. Putra Indonosa Garmant Konveksi offices', or other places. The questionnaires that have been collected will be processed into a form of data by using SPSS software and Microsof Excel 2007.The next stepdata analysis. The data analyses whichconducted in this research aregap analysis and Importance-performance analysis This analysis compares the two aspects of performance aspects and aspects of the importance of consumer perception. The data obtained was processed and incorporated into the Cartesian diagram. The result can be seen attribute a gap between performance and expectation.

Finding and Analysis

By using the gap analysis, the researcher find there are 5 dimension characteristics that influence PT. Putra Indonosa Garment Konvesi's service quality to customers.

	Average of Customer Satisfaction
Reliability	-0,16
Responsiveness	-0,11
Assurance	0,01
Empathy	-0,14
Tangibles	-0,14

There are one most significant gaps with average of customer satisfaction gap that showed is in Reliability (-0,16). The point that affect significantly is in Realibility's question of Providing services as promised (-0,41), Responsiveness's question of Willingness to help customers (-0,30) and Empathy's question of Having the customer's best interest at heart (-0,29). This three gap is really important to be solve because people will not get attracted to PT. Putra Indonosa Garment Konveksi if costumer feels that lack of PT. Putra Indonosa Garment Konveksi's management, untrusted, employees do not always help the customer problem and employess wasn't serious in dealing with consumers.
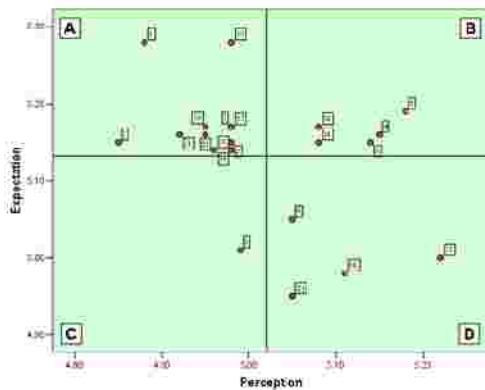
From the results of the mapping between the performances expectation shows that there is some point declaration is in quadrant A as follows:

1. Garment Indonosa provide services as promised. (statement1)

2. Garment Indonosa can providea solution if there is a complaint/problem. (statement2)
3. Indonosa Garment deliver product according to your order. (statement 3)
4. Employees Indonosa Garment has a willingness to help your problem. (statement7)
5. Employees Indonosa Garment of service and personal attention to your character. (statement 13)
6. Garment Indonosa Employees who deal withyour matter with the clothes he was wearing. (statement 14)
7. Garment Indonosa employees perform duties in providing services to you with all my heart.(statement 15)
8. Garment Indonosa have enough equipment to fulfill your ministry. (statement 17)
9. Garment Indonosa facilities are visually appealing.(statement 18)
10. Employees Indonosa Garment has a neat and professional appearance.(Butirpernyataan 19)
11. Products are supplied in accordance with the Garment Indonosa services provided to you. (statement 20)

That mean slow performance due to the given conditions has not been implemented in line with expectations, but itis a priority that is expected by the customer.

From the results ofthe mapping between perception and expectation suggests that there is somepoint declarationis in quadrant B as follows:

1. Garment Indonosa provide services at the promised time. (Statement 4)
2. Youtrust the information given about when the service will be performed. (Statement 5)
3. Garment Indonosa employees provide prompt service to you. (Statement 6)
4. Garment Indonosa provide a sense of security and comfort on every transaction made.(Statement 10)
5. Employees Indonosa Garment consistently polite to you. (Statement 11)

It shows that the performance has been successfully implemented as expected.

An element that is not expected and is not a customer priority and carried out with mediocrity by the company, by the matrixis in quadrant C, which is the following item:

1. Indonosa Garment Employees shows confidence in your service. (Statement 9)

From the results ofthe mapping between perception and expectation, it shows that there is somepoint declaration is in quadrant D as follows:

1. Garment Indonosa Employees have there a dinessto respond to your request. (Statement 8)
2. Garment Indonosa employees have the knowledge and ability to answer anyquestion that you provide. (Statement 12)
3. Garment Indonosa employees can understand the intent and your request.(Statement 16)
4. Garment Indonosa has business transaction hour that makes you feel safe and comfortable.(Statement 21)

This quadrant indicates that the statements above are the less expected aspects, but the achievement of corporate performance is carried over or has exceeded ustomer expectations.

Analysis for Quadrant A

Based on Importance-performance analysis in Indonosa Garment Service Quality, the attributes of service performance is lower than the perception of customer is in quadrant A which are:

1. Indonosa Garment provides services as promised. (statement1)
Based on questionnaire results and interviews with owners, companies are not able to maximize consumer demand for quality because sewing and cutting are less good. Demand of the product is one factor that can make the quality doesnt't become the priority of the company. For example: PT. TrakindoUtama complained about delay in delivery of uniform at an event. (EndangIrawaty, Managing director, 2012)

2. Indonosa Garment can providea solution if there is a complaint/problem. (statement2)
Lack of experience in garment industry make company confused when faced problem and so many difficult question from costumer that cannot be answered. The expected answer is not in accordance with costumer thinks. For example: The staffs are often not able to answer customer questions via phone or email about the products.

3. Indonosa Garment deliver product according to your order. (statement 3)
Delay in delivery product to costumers make their so unhappy. Complaints and threats from costumers make company feel uncomfortable at work. This delay is caused by the lack of a sewer and delay in the purchase of clothing materials. For example: Every customer wants their product quickly finished, this also resulted in the company is not focused on working on a project.

4. Indonosa Garment Employees has a willingness to help your problem. (statement7)
Caused by the number of orders and hectic atmosphere in office, Indonosa staff sometimes late in answering questions from email and short message from customers. Costumer will feel annoyed because their question is not answered immediately. Prospective customers with one that should be made in Indonosa garment has canceled because their answers are not answered quickly.

5. Employees Indonosa Garment of service and personal attention to your character. (statement 13)
Indifferent attitude and cannot handle costumer request made to the companies have negative image. This behavior and experience is caused by the lack of professionalism in work. For example: PT. Matahari complained Indonosa staffs were not polite to them and they could not answer the questions about the products.

6. Indonosa Garment employees who deal with your matter with the clothes he was wearing. (statement 14)
Indonosa employees have less sensitive in clothes and they also didn't dress neatly in the face of costumer. This resulted to costumer who don't feel served and made the company

have a bad image. For example: PT. Matahari see Indonosa employees badly dressed, wrinkled and dirty, the PT. Matahari complained to company that the company rebuked them.

7. Indonosa Garment employees perform duties in providing services to you with a vengeance.(statement 15)

Less neat apprence, late responding to request and questions from customers and less professionalism in the works, make costumer who was worked with the company have think again to make clothes in Indonosa Garment. For example: Because the employee is not able to answer questions via email and phone of costumer, many distros that want to wark with PT. Putra Indonosa Garment Konveksi, think again to work with the company, some were not ordered.

8. Indonosa Garment has enough equipment to fulfill your ministry. (statement 17)

Sewing equipment of Indonosa garment has not had a full of completeness. So, some of production process must be done by other companies. Costumer usually picks the company that has completed in sewing equipment, because if the company threw the production process to another causing a costumer is not happy. For example: PT. Astra International is not ordered because the company could not make some item that require sewing machine that is not owned by company.

9. Garment Indonosa facilities are visually appealing.(statement 18)

Untidy environment Indonosa office and workshop, narrow room and the lack of an organized placement tool has scattered the stuff make the Costumer do not like to see the dirty place. They finaly decided to not make the clothes in Indonosa Garment. For example: PT. Astra International see the condition of PT. Putra Indonosa Garment Konveksi offices' is very messy because the company was very busy at the time with many request, and they rebuked and suggested that companies care about the conditions of hygiene office

10. Employees Indonosa Garment has a neat and professional appearance.(statement 19)

In mid of production, customer usually complain and suggest indonosa garment to clean up the appearance and confront the customer with professionals. Unprofessional attitude is due to the lack of education of the customer facing staff or salesman and the lack of experience in working. For example: PT. Putra International see that Indonosa employees wearing clothes that were wrinkled and dirty, at the time the company was busy, so the marketing staff helped into the factory.

11. Products are supplied in accordance with the Garment Indonosa services provided to you. (statement 20)

Errors in stitching, late delivery of products or the fault of the company make the costumer get upset. Disperepancies with services promise the company made the costumer to be disappointed and no longer to make some product in Indonosa Garment. For example: PT. TrakindoUtama complained to the company because the company delayed the delivery of the clothes they ordered, then they threatened to not pay the remaining payment.

Analysis For Quadrant B

Statements 4, 5, 6, 10 and 11 are shows that the performance has been successfully implemented as expected. Management of PT. Putra Indonosa Garment Konveksi must remain to providing services at the promised time, keeping customers informed about when services will be perfomed, prompt service to customers, making customers feel safe in their transactions and the employees who are consistently courteous. PT. Putra Indonosa Garment Konveksi should continue to make improvement in service quality dimension to get more number of loyal customers.

Reliability dimension of attributes in statement 4 and 5 indicates that performance has met expectations PT. Putra Indonosa Garment Konveksi from customer. Almost all the customer like the performance of company to provide services at the promised time and keep costumers informed about when services will be performed. Some customers request their clothes hurriedly resolved as deadline is close, then PT. Putra Indonosa Garment Konveksi was able to resolve their request.

Afterward responsiveness dimension of attributes in statement 6 indicates that performance has met expectation PT. Putra Indonosa Garment Konveksi from customer. Promp service from company is becoming the superior value for the company. Customer's happy if demand in making their uniforms quickly done. After the clothes finished, the company will deliver the clothes to the customer or customers can takes its clothes direcly to the company.

Performance of statements 10 and 11 which in assurance dimension of attributes , has met expectation of customer of PT. Putra Indonosa Garment Konveksi. Almost all the customers feel safe in their transaction because before the project has run, both parties must make a contract that protects them. Then, customer feel privileged because the employees are very polite to them.

Analysis for Quadrant C and D

Variable that exist in quadrant C shows the dimensions are not expected and is not a customer priority and carried out mediocre by the company. Variable that exist in quadrant D shows that there variables in quadrant are considerd less expected or important by customers but the achievement of corporate performance has exceeded customer expectations.

From Importance – performance Analysis, the rest of quadrant C and Quadran D currently do not require more attention because of an existing attribute in the quadrant is not considered important by customers for now. The company must concentrate to fix the attributes problem in Quadrant A to get more number of loyal customers.

Conclusion

Based on the data analysis, researcher concluded this final project.From analysis results of customer satisfation and perceptions on service quality in PT. Putra Indonosa Garment konveksi assessed that the company was having problems. Four of five dimension of Service Quality – reliability, responsiveness, empathy and tangibles has negative score or not satisfied with service from company. According to Carr (Widyaningrum, 1997)

states that 95% of consumers are satisfied with the services of good or service will never again complain to the manufacturer and 90% dissatisfied consumers will no longer use the goods or service provided by the manufacturer.

According Gap Analysis Result Overall customers were not satisfied with the quality of services provided by PT. Putra Indonosa Garment Konveksi. This statement is proven by the calculation of Gap Analysis by each dimensions of SERVQUAL. First, The average gap value of realibility dimension is -0,16. Second,The average gap value of responsiveness dimension is -0,11. Third, the average gap value of assurance dimension is 0,01 . Fourth, the average gap value of empathy dimension is -0,14 and last, the average gap value of tangibles is -0,14.

According Importance performance analysis (Figure 4.3) as assessed that company needed improvement on SERVQUAL the attributes in quadrant A. Improvement of service quality than can done such as, provided service as promised, provide a solution if there is a complaint or problem, deliver product according customers order, willingness to help costumers problem., the employees give the best service and personal attention to the customer, the employees who deal with customers matter about the clothes he was wearing, the employees who perform duties in providing services to the customer with best interest at heart, provide the modern equipment, employees should gave a neat and professional appearance, and the company will visually appealing materials associated with the service.

Below are the recommendations for the object research from the authors after conducting overall analysis:

Hire more professional employee.
The lack of employee's knowledge it's because the company have a few employees who are experts in the field of service. Most workers in PT. Putra Indonosa Garments Konveksi do not have experience in the garment service. PT. Putra Indonosa Garment Konveksi lack of convection experienced tailors and marketing staff, so the company should seek new employees.

Provided service as promised

PT. Putra Indonosa Garment Konveksi should be able to perform the promised service dependably and accurately. Pt. Putra Indonosa Garment Konveksi sometimes is not timely in meeting the demand, because it conflicts with other request, so the company now began to make the production process timeline chart. Tables timeline is to show when the product out and into the material.

Provide a solution if there is a complaint or problem

Costumer of PT. Putra Indonosa Garment Konveksi is always complaining, because the staff sometimes can not answer questions from them, so PT. Putra Indonosa Garment konveksi should be able to give a solution of the problem from customer. Every costumer has different problems on their orders, so the companies must prepare standard operating procedures (SOP) that can answer these problems.

Deliver product according customers order

PT. Putra Indonosa Garment Konveksi should keep records of all orders from the customer. Before the order to be started, then the company must prepare a document containing the specifications of a customer orders, then it must be presented to the customer to be re-examined.

Willingness to help costumers problem

The employees who deal with costumer sometimes reluctant to help a customer problem, it is caused by fear and shame. Employeesof PT. Putra Indonosa Garment Konveksi should be familiarized to serve customer. Employees who can help the customer problem, should be appreciated and rewarded..

The employees give the best service and personal attention to the customer

The prospective costumer ever not is buying, because the employees of PT. Putra Indonosa Garment Konveksi did not serve him whole heartedly. So from now on, Employees must give them the best service. Good service to the customer will provide many benefits for the company, he and his cusomers. The company will have all the good image, the employee would be beneficial for the character development of themselves and for the customer, their will feel would be well served.

The employees who deal with customers matter about the clothes he was wearing

The staff sometimes untidy and not inappropriate to viewing, so Employees should not be ignored by the clothes they were wearing. Employees should look neat when meeting with customers, because employees who do not wear neat would bring a bad image of the company.

The employees who perform duties in providing services to the customer with best interest at heart

Employees must be taught and given the referrals for serve customers wholewheartdly. It is intended that the customer to be comfortable and confident in ordering the product to the company, so that the company that used to complain not to complain again.

Provide the modern equipment

Machines are now used by the company is still small and not to sophisticated, so Companies must constantly develop themselves to meet the customer's orders. One of the development is the setting up of modern equipment.

Employees should gave a neat and professional appearance

Companies need to make strict rules for the employees about neat appearance. This rule in order to customer do not restless when employees are talking to them. Any employees who violate the rules should be punished or not allowed to handle the customer.

The company will visually appealing materials associated with the service.

A condition of cleanliness and tidiness in the office of PT. Putra Indonosa Garment Konveksi is very bad. Then, the best company in the eyes of costumer is a company that has a clean office environment. So companies of today have started to clearing and maintain cleanliness of office. Companies also need to adjusst the layout of stuff.

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