STRATEGI PT. SUMBER ARTA GONDOLA UNTUK MENINGKATKAN KEPUASAN PELANGGAN GONDOLA DI INDUSTRI PEMBANGUNAN DAN KONTRAKTOR DI INDONESIA

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The purpose of this study is to determine the condition of internal and external sources PT Sumter Arta Gondolas which are used for preparing the company's strategy in the face of competition in the industry development and contractors in Indonesia.

The data collection method using reviewing the literature, through observation and interviews during the January to December 2016. The data is collected to the Input Stage using External Factor Evaluation (EFE) Matrix, Internal Factor Evaluation (IFE) Matrix, and the Competitive Profile (CP) Matrix. Continue to Matching Stage, using Strength-Weakness-Opportunities-Theats (SWOT) Matrix analysis and Strategic Position and Action Evaluation (SPACE) Matrix. Generating the good strategy in decision stage using Quantitative Strategic Planning Matrix (QSPM). In addition, the research also measure customer satisfaction levels by using simple tabulation to see the level of customer satisfaction.

The Results of QSPM found that strategies to improve With market development strategy with the highest Total Attractive Score (TAS) 6,90. The second strategy is market penetration strategy with (TAS) 6,40. The last strategy is product development with (TAS) 5,90.

Keywords: strategic management, analysis formulation framework, input stage, matching' stage, and decision stage, customer satisfaction