

ABSTRACT

This study is titled "Strategies for Developing Service and Product Quality in the Mold Engineering Department: Implementation of the Theory of Reasoned Action (TRA) and Technological Acceptance Model (TAM) Case Study at PT. Hartono Istana Teknologi (POLYTRON)." The background of this research focuses on the importance of service and product quality in a highly competitive industrial era. PT. Hartono Istana Teknolog, as a leading electronics manufacturer in Indonesia, needs to enhance innovation and efficiency in its production processes to meet customer expectations.

The aim of this research is to analyze strategies for developing service and product quality in the Mold Engineering Department, as well as to evaluate the impact of quality strategy variables, technology investment, employee training, and product differentiation strategies on customer satisfaction. This study uses a quantitative method, collecting data through questionnaires distributed to 383 customer respondents who utilize the services of the Mold Engineering Department.

The results reveal that the implementation of product quality strategies, technology investments, and employee training significantly influences service quality. Specifically, the critical ratio (C.R) for product quality strategy is 2.642 ($p = 0.008$), for technology investment is 4.045 ($p < 0.001$), and for employee training is 5.643 ($p < 0.001$). However, the product differentiation strategy does not show a significant effect on service quality (C.R = 0.343, $p = 0.732$). Additionally, service quality positively influences customer satisfaction with a C.R of 6.059 ($p < 0.001$).

In conclusion, enhancing service quality in the Mold Engineering Department can be achieved through the effective implementation of product quality strategies, investment in technology, and ongoing employee training. This research provides recommendations for management to continuously improve service and product quality to align with customer expectations.

Keywords: *Service quality, product, technology investment, employee training, customer satisfaction, Theory of Reasoned Action (TRA), Technological Acceptance Model (TAM)*