

## ABSTRAK

### IMPLEMENTASI PELAYANAN PRIMA PADA *FRONT DESK WORKSHOP* UNTUK MENINGKATKAN LOYALITAS PELANGGAN DI PT TUNAS DWIPA MATRA CABANG RADEN INTAN

Oleh

Lia Putri Wulandari

Penelitian ini bertujuan untuk mengetahui implementasi pelayanan prima pada *Front Desk Workshop* di PT. Tunas Dwipa Matra Cabang Raden Intan. Penelitian ini dilatarbelakangi oleh pentingnya pelayanan prima dalam menghadapi persaingan bisnis otomotif yang semakin kompetitif. *Front Desk* merupakan bagian yang berhubungan langsung dengan pelanggan sehingga memiliki peran penting dalam menciptakan pelayanan yang berkualitas sesuai standar perusahaan. Metode penelitian yang digunakan adalah deskriptif dengan pendekatan kualitatif. Penelitian dilaksanakan di PT. Tunas Dwipa Matra Cabang Raden Intan. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri dari *Front Desk* dan Kepala Bengkel. Teknik analisis data menggunakan reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa implementasi pelayanan prima pada *Front Desk Workshop* telah berjalan dengan baik dan sesuai Standar Operasional Prosedur (SOP) perusahaan. Pelayanan prima diterapkan melalui indikator kemampuan, sikap, penampilan, perhatian, tindakan, tanggung jawab, dan simpati. Selain itu, Kepala Bengkel berperan dalam melakukan pengawasan, pengarahan, serta evaluasi terhadap pelaksanaan pelayanan agar tetap konsisten sesuai standar perusahaan. Hal ini dapat disimpulkan bahwa implementasi pelayanan prima pada *Front Desk Workshop* di PT. Tunas Dwipa Matra Cabang Raden Intan telah berjalan efektif sesuai standar perusahaan dan mampu meningkatkan kualitas pelayanan.

**Kata Kunci:** Implementasi Pelayanan Prima, *Front Desk Workshop*, Kualitas Pelayanan, Kepala Bengkel.

## **ABSTRACT**

### ***IMPLEMENTATION OF EXCELLENT SERVICE AT THE FRONT DESK WORKSHOP TO IMPROVE CUSTOMER LOYALTY AT PT TUNAS DWIPA MATRA RADEN INTAN BRANCH***

*By*

Lia Putri Wulandari

*This study aims to determine the implementation of excellent service at the Front Desk Workshop at PT. Tunas Dwipa Matra, Raden Intan Branch. This research is motivated by the importance of excellent service in facing increasingly competitive automotive business. The Front Desk, as the department directly interacting with customers, plays a crucial role in providing quality service in accordance with company standards. The research method used was descriptive with a qualitative approach. The study was conducted at PT. Tunas Dwipa Matra, Raden Intan Branch. Data collection techniques included observation, interviews, and documentation. The research informants consisted of the Front Desk and the Workshop Manager. Data analysis techniques used data reduction, data presentation, and conclusion drawing, while data validity was tested through source triangulation. The results indicate that the implementation of excellent service at the Front Desk Workshop has been running well and in accordance with the company's Standard Operating Procedures (SOPs). Excellent service is demonstrated through indicators of ability, attitude, appearance, attention, actions, responsibility, and sympathy. Furthermore, the Workshop Manager plays a role in supervising, directing, and evaluating service implementation to ensure consistency with company standards. This concludes that the implementation of excellent service at the Front Desk Workshop at PT. Tunas Dwipa Matra's Raden Intan Branch has been effective, meeting company standards and improving service quality.*

***Keywords: Implementation of Excellent Service, Front Desk Workshop, Service Quality, Workshop Manager.***