

ABSTRAK

STRATEGI PENINGKATAN KUALITAS PELAYANAN MELALUI PENERAPAN KONSEP *PREMIUM SHOP* PADA *DEALER* YAMAHA PT LAUTAN TEDUH INTERNIAGA TELUK BETUNG

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Penulisan ini bertujuan untuk menganalisis penerapan konsep *Premium Shop* sebagai bentuk implementasi *Corporate Identity* (CI) Yamaha dalam meningkatkan kualitas pelayanan pada PT Lautan Teduh Interniaga Teluk Betung. Penulisan ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Hasil penulisan menunjukkan bahwa penerapan *Premium Shop* membawa perubahan pada aspek *Sales*, *Service*, dan *Sparepart*. Pada aspek *sales*, *Showroom* menjadi lebih modern, nyaman, serta dilengkapi stage showcase dan barcode produk. Pada aspek *service*, jumlah pit, teknisi, dan *Service Advisor* bertambah sehingga pelayanan menjadi lebih cepat dan efisien. Pada aspek *sparepart*, ketersediaan suku cadang asli Yamaha menjadi lebih lengkap serta didukung display produk yang lebih modern. Berdasarkan analisis *SERVQUAL*, peningkatan pelayanan terlihat pada dimensi *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Empathy*. Sementara itu, berdasarkan analisis bauran pemasaran 7P, perubahan terlihat pada aspek *Product*, *Promotion*, *People*, *Process*, dan *Physical Evidence*.

Berdasarkan hasil penulisan dapat disimpulkan bahwa penerapan konsep *Premium Shop* sebagai implementasi *Corporate Identity* Yamaha efektif dalam meningkatkan kualitas pelayanan dan memberikan pengalaman yang lebih baik kepada konsumen.

Kata Kunci: *Premium Shop*, *Corporate Identity* Yamaha, Kualitas Pelayanan, *SERVQUAL*, Bauran Pemasaran 7P.

ABSTRACT

SERVICE QUALITY IMPROVEMENT STRATEGY THROUGH THE IMPLEMENTATION OF THE PREMIUM SHOP CONCEPT AT YAMAHA DEALER PT LAUTAN TEDUH INTERNIAGA TELUK BETUNG

By

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This study aims to analyze the implementation of the Premium Shop concept as a form of Yamaha's Corporate Identity (CI) implementation in improving service quality at PT Lautan Teduh Interniaga Teluk Betung. The study employed a descriptive qualitative method, with data collected through observation, interviews, and documentation. The results show that the implementation of the Premium Shop concept has brought significant improvements to the Sales, Service, and Spare Parts aspects. In the sales aspect, the showroom has become more modern and comfortable, equipped with a showcase stage and product barcodes. In the service aspect, the number of service bays, technicians, and Service Advisors has increased, resulting in faster and more efficient service. In the spare parts aspect, the availability of genuine Yamaha spare parts has become more comprehensive and is supported by a more modern product display. Based on the SERVQUAL analysis, improvements in service quality are reflected in the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Meanwhile, according to the 7P Marketing Mix analysis, changes are evident in the aspects of Product, Promotion, People, Process, and Physical Evidence. Based on the findings, it can be concluded that the implementation of the Premium Shop concept as part of Yamaha's Corporate Identity is effective in improving service quality and providing a better customer experience.

Keywords: *Premium Shop, Yamaha Corporate Identity, Service Quality, SERVQUAL, 7P Marketing Mix.*