ABSTRAK

ANALISIS PROSES SISTEM PEMBATALAN PEMBELIAN DI AUTO2000 RADEN INTAN LAMPUNG

Oleh
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Penelitian ini bertujuan untuk menganalisis pengelolaan sistem pembatalan pembelian di Auto2000 Raden Intan Lampung. Latar belakang penelitian ini didasarkan pada fenomena tingginya tingkat pembatalan pembelian pada tahun 2021-2022 yang berpotensi menimbulkan kerugian bagi perusahaan. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap enam informan yang terdiri atas Sales, Administrasi, Kasir dan calon pembeli. yang pernah melakukan pembatalan. Analisis data menggunakan model Miles dan Huberman melalui tahapan reduksi data, penyajian data, dan verifikasi kesimpulan. Hasil penelitian menunjukkan bahwa sistem pembatalan telah dilaksanakan sesuai prosedur, mulai dari pengajuan pembatalan, hingga proses pengembalian dana. Faktor penyebab pembatalan meliputi kendala finansial, penolakan pengajuan kredit oleh *leasing*, dan perubahan kebutuhan calon pembeli. Penggunaan *Toyota Dealer Management System* (TDMS) terbukti efektif dalam memperbarui status SPK, mengoordinasikan distribusi stok unit secara nasional, serta menyimpan dokumen pendukung calon pembeli. Pelayanan prima diwujudkan melalui upaya retensi Sales, verifikasi dokumen yang akurat, jaminan pengembalian dana tepat waktu dan penyampaian informasi prosedur pembatalan secara jelas guna meminimalkan kesalahpahaman dan meningkatkan pemahaman calon pembeli selama proses pembatalan.

Kata Kunci: Pembatalan Pembelian, Sistem TDMS, Auto2000, Pelayanan Prima, *Dealer* resmi

ABSTRACT

ANALYSIS OF THE PURCHASE CANCELLATION PROCESS SYSTEM AT AUTO2000 RADEN INTAN LAMPUNG

By

Amanda Trihapsari

This study aims to analyze the management of the purchase cancellation system at Auto2000 Raden Intan Lampung. The background of this research is based on the phenomenon of the high rate of purchase cancellations during 2021–2022, which has the potential to cause significant losses to the company. This study employed a qualitative approach using a descriptive method. Data were collected through interviews, observations, and documentation involving six informants consisting of Sales personnel, Administrative staff, Cashiers, and customers who had previously canceled their purchases. Data analysis was conducted using the Miles and Huberman model through the stages of data reduction, data display, and conclusion verification. The results indicate that the purchase cancellation system has been implemented in accordance with established procedures, starting from the submission of cancellation requests to the refund process. Factors contributing to purchase cancellations include financial constraints, *reject*ion of credit applications by *leasing* companies, and changes in customers' needs. The use of the *Toyota Dealer Management System* (TDMS) has proven effective in updating Vehicle Order Letter (SPK) statuses, coordinating national vehicle stock distribution, and storing customers' supporting documents. Excellent service is demonstrated through sales retention efforts, accurate document verification, timely refund guarantees, and the clear communication of cancellation procedures to minimize misunderstandings and improve customers understanding throughout the cancellation process.

Keywords: Purchase Cancellation, *Toyota Dealer Management System* (TDMS), Auto2000, Excellent Service, Authorized *Dealer*.