

ABSTRAK

PENERAPAN *SERVICE EXCELLENT* PADA *GENERAL REPAIR* UNIT TERHADAP KEPUASAN PELANGGAN DI AUTO2000 WAYHALIM

Oleh

Putri Reza Afridasari

Tujuan penelitian ini untuk mengetahui penerapan *service excellent* unit GR (General Repair) terhadap kepuasan pelanggan di Auto2000 Wayhalim yang merupakan suatu kegiatan dilakukan oleh *staff MRA (Maintenance Reminder Appointment)* unit GR (*General Repair*) untuk meminimalisir adanya ketidakpuasan pelanggan dalam diberikan layanan. Metode yang digunakan dalam penelitian ini adalah metode kualitatif dan teknik pengumpulan data melalui wawancara, pengamatan, serta dokumentasi. Penerapan *service excellent* unit GR (*General Repair*) terhadap kepuasan pelanggan di Auto2000 Wayhalim yaitu berpenampilan rapi, mempersiapkan perlengkapan yang dibutuhkan, menyalakan peralatan yang dibutuhkan, pengecekan data, menghubungi *customer*, *follow up*, penarikan data dan penyimpanan hasil *follow up*. Hasil penelitian menyimpulkan *Service Excellent* unit GR (*General Repair*) terhadap kepuasan pelanggan di Auto2000 sudah dilakukan dengan baik.

Kata Kunci : *Service Excellent*, Kepuasan Pelanggan

ABSTRACT

IMPLEMENTATION OF SERVICE EXCELLENT IN GENERAL REPAIR UNITS ON CUSTOMER SATISFACTION AT AUTO2000 WAYHALIM

By

Putri Reza Afridasari

The purpose of this research is to determine the application of the GR (General Repair) unit's excellent service to customer satisfaction at Auto2000 Wayhalim, which is an activity carried out by the GR (General Repair) unit's MRA (Maintenance Reminder Appointment) staff to minimize customer dissatisfaction in providing services. The method used in this research is a qualitative method and data collection techniques through interviews, observation and documentation. The application of GR (General Repair) unit excellent service to customer satisfaction at Auto2000 Wayhalim is to look neat, prepare the required equipment, turn on the required equipment, check data, contact customers, follow up, retrieve data and store follow up results. The research results concluded that the GR (General Repair) unit's excellent service on customer satisfaction at Auto2000 Wayhalim had been carried out well.

Keywords: Service Excellent, Customer Satisfaction.