

ABSTRAK

PERANAN BAGIAN ADMINISTRASI SERVICE DALAM PROSES PENARIKAN KENDARAAN DI UNIT *GENERAL REPAIR* AUTO2000 WAYHALIM

Oleh

Muhammad Ridho Rizqullah

Penelitian ini bertujuan untuk mengetahui peranan bagian administrasi servis dalam mendukung kelancaran proses penarikan kendaraan di Unit General Repair Auto2000 Wayhalim. Latar belakang penelitian ini didasari oleh pentingnya kelancaran proses administrasi dalam menunjang kualitas layanan purna jual di industri otomotif. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa observasi langsung, wawancara mendalam, dan dokumentasi. Hasil penelitian menunjukkan bahwa administrasi servis memiliki peranan penting dalam pencatatan data pelanggan, penyusunan perintah kerja bengkel, pengelolaan data layanan, penerbitan tagihan, dan penyusunan surat izin keluar kendaraan. Proses ini berjalan berdasarkan prosedur standar operasional perusahaan. Namun, masih terdapat hambatan yang memengaruhi kelancaran kerja, seperti keterlambatan penginputan data akibat lambatnya sistem informasi, serta kurangnya koordinasi antara bagian administrasi servis, petugas kasir, teknisi, dan petugas keamanan. Hambatan tersebut dapat menimbulkan keterlambatan dalam proses penarikan kendaraan dan berdampak pada kepuasan pelanggan. Berdasarkan temuan tersebut, simpulan dari penelitian ini adalah bahwa administrasi servis berperan strategis sebagai penghubung antar bagian dalam proses layanan kendaraan. Untuk meningkatkan efisiensi kerja, perlu dilakukan perbaikan terhadap sistem informasi serta peningkatan kualitas komunikasi dan koordinasi antar bagian yang terlibat dalam proses pelayanan kendaraan.

Kata Kunci: Peranan bagian administrasi servis, Proses penarikan kendaraan, Unit General Repair

ABSTRACT

THE ROLE OF THE SERVICE ADMINISTRATION DEPARTMENT IN THE VEHICLE WITHDRAWAL PROCESS AT THE AUTO2000 WAYHALIM GENERAL REPAIR UNIT

By:

Muhammad Ridho Rizqullah

This study aims to determine the role of the service administration department in supporting the smooth operation of the vehicle retrieval process at the Auto2000 Wayhalim General Repair Unit. The background of this study is based on the importance of smooth administrative processes in supporting the quality of after-sales service in the automotive industry. This study employs a qualitative approach with data collection techniques including direct observation, in-depth interviews, and documentation. The results indicate that the service administration department plays a crucial role in customer data recording, workshop work order preparation, service data management, invoice issuance, and vehicle release permit documentation. This process operates based on the company's standard operating procedures. However, there are still obstacles that affect the smoothness of work, such as delays in data entry due to slow information systems, as well as a lack of coordination between the service administration department, cashiers, technicians, and security officers. These obstacles can cause delays in the vehicle withdrawal process and impact customer satisfaction. Based on these findings, the conclusion of this study is that the service administration department plays a strategic role as a liaison between departments in the vehicle service process. To improve work efficiency, improvements need to be made to the information system, as well as enhancing communication and coordination quality among departments involved in the vehicle service process.

Keywords: *Role of the service administration department, Vehicle retrieval process, General Repair Unit*