

ANALISIS *SERVICE EXCELLENCE* PT SUCOFINDO CIREBON

Fadhilah Rahmat Febrianto

Abstrak

Penelitian ini bertujuan untuk mengetahui analisis *service excellence* (PT. Sucofindo Cirebon). Pendekatan yang digunakan dalam penelitian ini yaitu analisis data kuantitatif dengan metode studi kasus. Teknik pengumpulan data yang digunakan adalah menyebarkan kuesioner yang dinilai menggunakan skala *likert* kepada konsumen PT. Sucofindo Cirebon. Sampel dalam penelitian ini sebanyak 34 responden yang didapatkan selama kegiatan magang berlangsung. Teknik pengambilan sampel adalah *nonprobability*. Pengujian statistik yang digunakan pada penelitian ini adalah uji validitas, reliabilitas, uji *arithmetic mean*. Hasil penelitian ini menunjukkan bahwa *service excellence* PT. Sucofindo Cirebon dalam setiap indikator yang diberikan kepada konsumen sudah dikategorikan sangat baik. Secara khusus indikator *attitude* (sikap) dengan nilai rata-rata indikator sebesar 4,42 dikategorikan sangat baik; indikator *ability* (kemampuan) dengan nilai rata-rata indikator sebesar 4,57 dikategorikan sangat baik; indikator *appearance* (penampilan) dengan nilai rata-rata indikator sebesar 4,40 dikategorikan sangat baik; indikator *accountability* (tanggung jawab) dengan nilai rata-rata indikator sebesar 4,51 dikategorikan sangat baik; indikator *action* (tindakan) dengan nilai rata-rata indikator sebesar 4,33 dikategorikan sangat baik; indikator *attention* (perhatian) dengan nilai rata-rata indikator sebesar 4,30 dikategorikan sangat baik.

Kata Kunci: *Service Excellence, Attitude, Ability, Appearance, Accountability, Action, Attention*

 13/10 '23

AN ANALYSIS OF SERVICE EXCELLENCE AT PT SUCOFINDO CIREBON

Fadhilah Rahmat Febrianto

Abstract

This research aims to determine the analysis of service excellence at PT. Sucofindo Cirebon. The approach used in this study is quantitative data analysis with a case study method. The data collection technique employed is distributing questionnaires assessed using Likert scale to PT. Sucofindo Cirebon's customers. The sample in this study consists of 34 respondents obtained during the internship period. The sampling technique used is nonprobability. The statistical tests used in this research are validity test, reliability test, and arithmetic mean test. The results of this study indicate that the service excellence of PT. Sucofindo Cirebon in each given indicator to customers has been categorized as very good. Specifically, the attitude indicator with average indicator score of 4.42 is categorized as very good; the ability indicator with average indicator score of 4.57 is categorized as very good; the appearance indicator with average indicator score of 4.40 is categorized as very good; the accountability indicator with average indicator score of 4.51 is categorized as very good; the action indicator with average indicator score of 4.33 is categorized as very good; the attention indicator with average indicator score of 4.30 is categorized as very good.

Keywords: *Service Excellence, Attitude, Ability, Appearance, Accountability, Action, Attention*