


ANALISIS PENERAPAN *SERVICE EXCELLENCE* MENURUT KONSUMEN PADA PLASA TELKOM YOGYAKARTA

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Abstrak

Penelitian ini dilakukan untuk mengetahui Analisis Penerapan Service Excellence Menurut Konsumen Pada Plasa Telkom Yogyakarta. Metode yang digunakan dalam pengambilan data adalah dengan mengumpulkan data kuesioner yang telah disebarakan pada *customer* Plasa Telkom Yogyakarta pada bulan Juli 2023. Sampel yang digunakan dalam penelitian ini sebanyak 85 responden yang diperoleh selama melakukan kegiatan magang. Teknik pengambilan sampel menggunakan *probability sampling*. Pengujian statistik yang digunakan adalah uji validitas, uji reliabilitas dan *arithmetic mean*. Hasil analisis penelitian ini menunjukkan bahwa secara keseluruhan penerapan *service excellence* berdasarkan dimensi *ability, attitude, appearance, attention, action* dan *accountability* dikatakan valid dan reliabel. Nilai rata-rata keseluruhan dimensi memperoleh hasil sebesar 4,17 yang artinya responden menyatakan setuju bahwa implementasi *service excellence* sesuai dengan yang *customer* membutuhkan saat melakukan pembelian jasa di Plasa Telkom Yogyakarta.

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

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***ANALYSIS OF THE IMPLEMENTATION OF SERVICE EXCELLENCE
ACCORDING TO CONSUMERS AT PLASA TELKOM YOGYAKARTA***

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Abstract

This research was conducted to determine the analysis of the implementation of Service Excellence according to consumers at Plasa Telkom Yogyakarta. The method used in collecting data was by collecting questionnaire data which was distributed to Plasa Telkom Yogyakarta customers in July 2023. The sample used in this research was 85 respondents who were obtained during internship activities. The sampling technique uses probability sampling. The statistical tests used are validity tests, reliability tests and arithmetic mean. The results of this research analysis show that overall the application of service excellence based on the dimensions of ability, attitude, appearance, attention, action and accountability is said to be valid and reliable. The average value for all dimensions was 4.17, which means that respondents agreed that the implementation of service excellence was in accordance with what customers needed when purchasing services at Plasa Telkom Yogyakarta.

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