

PENERAPAN *SERVICE EXCELLENCE* PADA PELAYANAN PLASA TELKOM WITEL YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana Penerapan *Service Excellence* pada Pelayanan Plasa Telkom Yogyakarta. *Service excellence* adalah suatu bentuk pelayanan terbaik yang dapat memenuhi segala harapan pelanggan dan kebutuhan pelanggan. Penelitian ini menggunakan kuesioner untuk memperoleh data yang relevan untuk mengetahui bagaimana penerapan *service excellence* pada pelayanan Plasa Telkom Yogyakarta. Penerapan *service excellence* pada pelayanan Plasa Telkom Yogyakarta dilakukan dengan membagi 3 jenis pelanggan yang meliputi, pelanggan red, pelanggan blue, pelanggan green, hal ini dilakukan agar petugas dapat dengan maksimal dalam melayani pelanggan sesuai 6 konsep dasar *service excellence* yang meliputi, *Ability* (Kemampuan), *Attention* (Perhatian), *Action* (Tindakan), *Appearance* (Penampilan), *Attitude* (Sikap), *Dan Accountability* (Tanggung Jawab). Penelitian ini menggunakan metode penelitian kuantitatif dan metode analisis data dengan menggunakan metode deskriptif. Berdasarkan penelitian, diperoleh hasil bahwa penerapan *service excellence* pada pelayanan Plasa Telkom Yogyakarta berhasil akan tetapi terdapat satu variabel yang belum maksimal oleh karena itu PT Telekomunikasi Indonesia akan selalu berusaha memaksimalkan keenam konsep tersebut dalam penerapan *Service Excellence*. Hal ini dikarenakan terdapat beberapa pelanggan yang merasa akan lebih terpenuhi segala kebutuhannya jika datang langsung ke plasa Telkom atau *face to face* dengan petugas. Sehingga plasa Telkom menyediakan ruang bagi pelanggan yang merasa akan lebih terpenuhi segala harapannya jika pelanggan datang langsung ke plasa Telkom.

Kata Kunci: *Pelayanan Terbaik, Harapan Pelanggan*

PENERAPAN SERVICE EXCELLENCE APPLICATION ON THE SERVICE OF PLASA TELKOM WITEL YOGYAKARTA

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Abstract

This study aims to find out how the Implementation of Service Excellence in the Telkom Plaza Service in Yogyakarta. Service excellence is a form of best service that can meet all customer expectations and customer needs. This study uses a questionnaire to obtain relevant data to find out how service excellence is applied to the services of Plaza Telkom Yogyakarta. The application of service excellence in the Plaza Telkom Yogyakarta service is done by dividing customers into 3 types of customers which include, red customers, blue customers, green customers, this is done so that officers can optimally serve customers according to the 6 basic concepts of service excellence which include, Ability, Attention, Action, Appearance, Attitude, and Accountability. This study uses quantitative research methods and data analysis methods using descriptive methods. Based on the research, it was obtained the results that the implementation of service excellence in the services of Telkom Plaza was successful, but there was one variable that was not maximized therefore PT Telekomunikasi Indonesia would always try to maximize the six concepts in the implementation of Service Excellence. This is because there are several customers who feel that their needs will be more fulfilled if they come directly to Telkom Plaza or have face to face communication with the officers. Hence Telkom's plaza provides space for customers who feel that their expectations will be fulfilled if customers come directly to Telkom Plaza.

Keywords: Best Service, Customer Expectations