PENERAPAN DEFECTION MANAGEMENT PADA PT. ASIA ASSISTANCE INTERNATIONAL

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Abstrak

Penelitian ini bertujuan untuk mengetahui penerapan defection management sebagai upaya peningkatan kualitas layanan pada PT. Asia Assistance International. Pada hasil analisis penerapan defection management pada PT. Asia Assitance International dilakukan dengan komunikasi melalui meeting karyawan yang dibagi menjadi tiga yaitu management meeting, staff meeting dan weekly meeting, melalui pelatihan karyawan mengenai defection management, melalui pengawasan terhadap kinerja karyawan melalui departemen Quality Control dan Pemberian penghargaan kepada karyawan berprestasi. Selain itu pada hasil analisis menunjukkan pernerapan defection management memeberikan perubahan positif tehadap perubahan data klien dan data case, perubahan tersebut dapat dilihat dari jumlah klien dan case yang mengalami peningkatan pada tahun 2016 dan tahun 2017.

Kata Kunci*: Defection Management, Komunikasi, Management Meeting, Staff Meeting, Weekly meeting, Quality Control, Penghargaan*

Abstract

This research aims to knowing application of management defection as effort enhancement quality service PT. Asia Assistance International. On hasi l analysis manag ement defection application at PT. Asia Assistance In ternational do with communication through meeting the employees were divided be three namely management meeting, staff meeting and weekly meetings, through training employees the defection management, through supervision to performance employees through Quality Control department and Giving appreciation to employees achievement. Besides that on results analysis show pernerapan management defection memeberikan change positive tehadap changes in client data and data case, change the could seen from amount client and a case that experienced enhancement on 2016 and 2017.

Keywords*: defection Management, Communication, Management Meeting, Staff Meeting, Weekly meeting, Quality Control, Award*