

ANALISIS KUALITAS PELAYANAN BERDASARKAN KONSEP *THE FLOWER OF SERVICE* PADA MUSEUM BENTENG VREDEBURG YOGYAKARTA

Eny Diana

Abstrak

Penelitian ini bertujuan untuk menganalisis dan menilai kualitas pelayanan berdasarkan konsep *the flower of service* pada Museum Benteng Vredeburg Yogyakarta. *The flower of service* adalah konsep untuk menciptakan nilai yang superior. Dalam konsep ini, nilai di bentuk oleh produk inti (*core product*) dan layanan tambahan (*supplementary service*). *Supplementary services* di dalam konsep *Flower of Service* dibagi menjadi dua peran yaitu *facilitating services* terdiri dari informasi (*information*), penerimaan pesanan (*order taking*), penagihan (*billing*), pembayaran (*payment*) dan *enhancing services* yaitu konsultasi (*consultation*), keramahan (*hospitality*), keamanan (*safekeeping*), pengecualian (*exceptions*). Metode analisis data yang digunakan adalah kualitatif. Jenis data yang digunakan adalah data primer. Hasil analisis menunjukkan bahwa kualitas pelayanan berdasarkan konsep *the flower of service* pada Museum Benteng Vredeburg Yogyakarta masih belum maksimal dalam layanan tambahan yang mempermudah dan layanan tambahan yang memperkuat. Ada beberapa hal yang perlu diperbaiki lagi mengenai pelayanan kualitas *the flower of service* pada Museum Benteng Vredeburg, seperti: dimensi informasi dari layanan yang mempermudah, dimensi konsultasi dan keamanan dari layanan yang memperkuat. Banyaknya *supplementary services* tidak menjadikan perusahaan unggul tetapi *supplementary service* yang sesuai dan sempurna akan membuat perusahaan unggul, untuk itu perusahaan wajib membuat perencanaan kesesuaian *supplementary services* dengan kemampuan perusahaan dan kebutuhan pelanggan untuk membuat keunggulan kompetitif di dalam pasar.

Kata Kunci: Pelayanan, *The Flower of Service*, *Supplementary Services*, *Facilitating Services*

THE ANALYSIS OF SERVICE QUALITY USING THE FLOWER OF SERVICE CONCEPT AT YOGYAKARTA FORT VREDEBURG MUSEUM

Eny Diana

Abstract

This study aimed to analyze and assess the analysis of service quality using the flower of service concept at Yogyakarta Vredeburg Museum. The flower of service is a concept for creating superior value. In this concept, value is shaped by core products and supplementary services. Supplementary services in the Flower of Service concept are divided into two roles, namely facilitating services and enhancing services. Facilitating services consist of information, order taking, billing, and payment. Enhancing services includes consultation, hospitality, safekeeping, and exceptions. The data were analyzed qualitatively. The type of data used was primary data. The results of the analysis showed that the quality of service using the concept of the flower of service at the Yogyakarta Fort Vredeburg Museum was not yet optimal in term of making easier and strengthen as supplementary services. There were a number of things that need to be improved about the service quality using the flower of service concept at the Fort Vredeburg Museum, such as: the easy dimension of information, the dimension of consultation, and the strengthening security of services. The number of supplementary services does not make the company superior but the appropriate and perfect supplementary service will make the company superior. Indeed, a company is obliged to make match plans of supplementary services to fulfill the customers' needs and to be a competitive company in the global market.

Keywords: *Services, The Flower of Service, Supplementary Services, Facilitating Services*