

ABSTRACT

Bayu Pramudya Gusviantoro, 213106060, 2024, *The Implementation of 6A Excellent Service in Satisfaction at Balen Coffee Madiun*. English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.

Excellent service is an activity that aims to provide the best service to customers. Balen Coffee Madiun, as a food and beverage company that provides not only food and drinks, is of course often visited by many young people now, so it is very important for Balen Coffee Madiun to have excellent customer service to provide the best service to customers. This research aims to find out how excellent service is implemented at Balen Coffee Madiun. This research refers to the concept of excellent service, namely 6A aspects of excellent service which include Ability, Attitude, Appearance, Attention, Action, Responsibility. This research uses a qualitative descriptive method which includes observation, interviews and documentation. The data obtained was analyzed qualitatively and presented descriptively. Then the implementation can be realized with the background of the 6A aspects at Balen Coffee to improve excellent service and improve the company's image. However, the implementation of 6A aspects in excellent service can improve employee awareness and customer satisfaction when servicing customers. The result of this research is that Balen Coffee Madiun has implemented 6A excellent service for employees to improve the best service and to actualize the company's image.

Keywords: *Excellent Service, Customer Service, Customer Satisfaction, Coffee Shop, Descriptive Qualitative.*

ABSTRACT

Bayu Pramudya Gusviantoro, 213106060, 2024, *The Implementation of 6A Excellent Service in Satisfaction at Balen Coffee Madiun*. Program Diploma III Bahasa Inggris, Jurusan Administrasi Bisnis, Politeknik Negeri Madiun.

Pelayanan prima merupakan suatu kegiatan yang bertujuan untuk memberikan pelayanan terbaik kepada pelanggan. Balen Coffee Madiun sebagai salah satu perusahaan food and beverage yang menyediakan tidak hanya makanan dan minuman tentunya sering dikunjungi oleh banyak anak muda sekarang, sehingga sangat penting bagi Balen Coffee Madiun untuk memiliki layanan pelanggan yang prima untuk memberikan pelayanan terbaik kepada pelanggan. penelitian ini bertujuan untuk mengetahui bagaimana penerapan pelayanan prima di Balen Coffee Madiun. Penelitian ini mengacu pada konsep pelayanan prima yaitu 6A aspek pelayanan prima yang meliputi Kemampuan, Sikap, Penampilan, Perhatian, Tindakan, Tanggung jawab. penelitian ini menggunakan metode deskriptif kualitatif yang meliputi observasi, wawancara dan dokumentasi. Data yang diperoleh dianalisis secara kualitatif dan disajikan secara deskriptif. Kemudian penerapan tersebut dapat diwujudkan dengan dilatar belakangi aspek 6A di Balen Coffee untuk meningkatkan pelayanan prima dan meningkatkan citra perusahaan. Namun, penerapan aspek 6A dalam pelayanan prima dapat meningkatkan kesadaran karyawan dan kepuasan pelanggan saat melayani pelanggan. Hasil dari penelitian tersebut bahwa balen coffee madiun telah menerapkan 6A excellent service bagi pegawai untuk meningkatkan pelayanan yang terbaik dan mewujudkan citra perusahaan.

Kata Kunci: *Pelayanan Prima, Customer Service, Kepuasan Pelanggan, Coffee Shop, Deskriptif kualitatif.*