

ABSTRACT

Eko Febry Irianto, 213106012. 2024. *The Implementation of 6A Excellent Service Concept at Nusantara Edupark Madiun*. English Diploma III Program, Business Administration Department, State Polytechnic of Madiun

Excellent service plays an important role in satisfying customer, which directly affects the success and failure of a business. Nusantara Edupark has a good quality in the aspect of the service which are provided, which directly results the good reviews from the customers. This research aims to find out the implementation of 6A excellent service concept at Nusantara Edupark Madiun. The writer used qualitative research method in order to obtain the data that is needed. The data collection technique that was used to obtain the data such as semi-instructed interview with the manager of Nusantara Edupark Madiun, observation at least three times, and documentation related problem of the report. The result of the research is the employees have demonstrated a willingness to help and serve customers in a friendly manner, have been willing to listen to customer input and feedback and willing to learn and grow, have reponded quickly and efficiently to customer needs or requests, have had a deep understanding of the products or services offered so as to provide accurate and useful information to customers, have dressed neatly and in accordance with company standards, and have completed tasks on time and to the set standards. Based from the research, the employees of Nusantara Edupark Madiun have implemented most of 6A excellent service concept, however the writer suggest that the attitude concept need to be improved.

Keywords: Excellent service, Nusantara Edupark, 6A excellent service concept, Customer, Employees