

ABSTRACT

Rizal Sepriansyah, 213106049, 2024, ***THE IMPLEMENTATION OF 6A'S EXCELLENT SERVICE OF CUSTOMER SERVICE OFFICER AT YOGYAKARTA INTERNATIONAL AIRPORT***. English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.

Excellent service is an activity intended to provide the best service to customers. PT Angkasa Pura I as one of the companies that provide aviation services is certainly often visited by many people to move from one place to another. Thus, it is very important for PT Angkasa Pura I to have excellent customer service to serve the best service to customers. This research aims to determine how the implementation of 6A's excellent service of customer service officer at Yogyakarta International Airport. This research refers to the concept of excellent service by Barata in Rusyidi, namely the 6A's aspect of excellent service which include Ability, Attitude, Appearance, Attention, Action, and Accountability. This research uses qualitative descriptive method which includes observation, interviews, and documentation. During the analysis process, the writer has discovered that customer service officer at Yogyakarta International Airport has completely implemented the 6A's aspect of excellent service, namely Ability, Attitude, Appearance, Attention, Action, and Accountability. From the data that has been obtained, the writer has analyzed it qualitatively and presented descriptively. Based on the data collected, it can be stated that the service at Yogyakarta International Airport follows to the concept of 6A's aspect of excellent service.

Keywords: Excellent Service, Customer service, PT Angkasa Pura I Yogyakarta International Airport, Descriptive qualitative

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Pelayanan prima merupakan suatu kegiatan yang ditujukan untuk memberikan pelayanan yang terbaik kepada pelanggan. PT Angkasa Pura I sebagai salah satu perusahaan yang menyediakan jasa penerbangan tentunya sering dikunjungi oleh banyak orang untuk berpindah dari satu tempat ke tempat lain. Dengan demikian, sangat penting bagi PT Angkasa Pura I untuk memiliki *customer service* yang prima untuk menyajikan pelayanan yang terbaik kepada pelanggan. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan pelayanan prima 6A petugas *customer service* di Bandara Internasional Yogyakarta. Penelitian ini mengacu pada konsep pelayanan prima menurut Barata dalam Rusyidi yaitu aspek 6A dalam pelayanan prima yang meliputi *Ability* (Kemampuan), *Attitude* (Sikap), *Appearance* (Penampilan), *Attention* (Perhatian), *Action* (Tindakan), dan *Accountability* (Akuntabilitas). Penelitian ini menggunakan metode deskriptif kualitatif yang meliputi observasi, wawancara, dan dokumentasi. Selama proses analisis, penulis menemukan bahwa petugas layanan pelanggan di Bandara Internasional Yogyakarta telah sepenuhnya menerapkan aspek 6A dalam pelayanan prima, yaitu *Ability* (Kemampuan), *Attitude* (Sikap), *Appearance* (Penampilan), *Attention* (Perhatian), *Action* (Tindakan), dan *Accountability* (Akuntabilitas). Dari data yang sudah diperoleh, penulis telah menganalisisnya secara kualitatif dan disajikan secara deskriptif. Berdasarkan data yang terkumpul, dapat dikatakan bahwa pelayanan di Bandara Internasional Yogyakarta telah sesuai dengan konsep aspek pelayanan prima 6A.

Kata kunci: Pelayanan Prima, Customer service, PT Angkasa Pura I Yogyakarta International Airport, Deskriptif kualitatif