

ABSTRACT

Syahla Firyal Rozanti, 213106051, 2024. *The Implementation Of 6A Aspects Of Excellent Service At Banyu Biru Waterboom In Magetan Regency*. English Diploma III Program, Business Administration Department, State Polytechnic of Madiun.

As a water tourist attraction, Banyu Biru wants to always maintain its existence by providing excellent service for customer satisfaction. Officers have a fairly important role to achieve excellent service which is the main goal of the company. This research aims to find out the implementation of 6A aspects of service excellent at Banyu Biru Waterboom Magetan. The research method used to compile this final report is qualitative. The data in this study consisted of data obtained using interview, documentation and observation techniques. Interviews were conducted with 2 informants who are officers of Banyu Biru Waterboom Magetan. The data processing technique is by explaining the data obtained and then discussed by comparing it with the theory of the concept of excellent service "6A" by Barata in Putri (2022:43). It was found that the officers of Banyu Biru Waterboom Magetan applied the concept of excellent service "6A" including ability, attitude, appearance, attention, action, and accountability. However, in the application of appearance is not optimal and in accordance with theory. Reviewing the importance of implementing excellent service, it is better to improve excellent service that has not been fully fulfilled to increase customer satisfaction.

Keywords: *Tourism, Excellent service, Officer*

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Sebagai tempat wisata air, Banyu Biru ingin selalu menjaga eksistensinya dengan memberikan pelayanan yang prima demi kepuasan pelanggan. Petugas memiliki peran yang cukup penting untuk mencapai pelayanan prima yang menjadi tujuan utama perusahaan. Penelitian ini bertujuan untuk mengetahui the implementation of 6A aspects of service excellent at Banyu Biru Waterboom Magetan. Metode penelitian yang digunakan untuk menyusun laporan akhir ini adalah kualitatif. Data dalam penelitian ini terdiri dari data yang diperoleh dengan menggunakan teknik wawancara, dokumentasi dan observasi. Wawancara dilakukan kepada 2 orang informan yang merupakan petugas Banyu Biru Waterboom Magetan. Teknik pengolahan data yaitu dengan memaparkan data yang di dapat kemudian dilakukan pembahasan dengan membandingkan terhadap teori tentang konsep pelayanan prima "6A" oleh Barata in Putri (2022:43). Didapatkan hasil bahwa petugas Banyu Biru Waterboom Magetan menerapkan konsep pelayanan prima "6A" meliputi ability, attitude, appearance, attention, action, dan accountability. Namun pada penerapan appearance kurang maksimal dan sesuai dengan teori. Meninjau pentingnya penerapan pelayanan prima, sebaiknya memperbaiki pelayanan prima yang belum sepenuhnya terpenuhi untuk meningkatkan kepuasan pelanggan.

Kata kunci: *Pariwisata, Pelayanan Prima, Petugas.*