

## INTISARI

Kegiatan laporan kerja lapangan ini dilakukan dengan tujuan untuk mengetahui bagaimana *service quality* khususnya *tangibles*, *reliability*, *responsiveness*, dan *assurance* dan apakah *complaint handling* yang diterapkan sudah tepat pada ASCO Daihatsu Jemursari.

Kegiatan laporan kerja lapangan ini dilakukan selama 210 jam dan peserta magang melakukan *follow up customer reminder checking 1*, *follow up customer reminder service* berkala, dan *follow up customer telesurvey*.

Hasil dari kegiatan laporan kerja lapangan ini berjalan dengan baik dan peserta laporan kerja lapangan melakukan *follow up customer* total 743 *customer*, dan menangani 33 komplain. Dengan konsep *service quality* dan *complaint handling*, maka peserta menemukan permasalahan yang terjadi pada *service quality* khususnya *tangibles*, *reliability*, *responsiveness*, dan *assurance* dan *complaint handling* di bengkel ASCO Daihatsu Jemursari. Rekomendasi untuk ASCO Daihatsu Jemursari adalah meningkatkan kualitas layanan terutama pada dimensi *tangibles*, *reliability*, *responsiveness*, dan *assurance* dan penanganan komplain harus dilakukan tepat waktu.

Kata Kunci : *Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Complaint Handling*



## **ABSTRACT**

*This internship report has purpose to know how service quality is, especially tangibles, reliability, and responsiveness; and whether the complaint handling is done properly by ASCO Daihatsu Jemursari.*

*Duration of internship is 210 hours. The main duty was follow up customer checking 1, follow up customer periodic service, and follow up customer telesurvey.*

*The result of this internship is done properly. Participant has done customer follow up 743 customers, and handled 43 customer complaint. With the concept of service quality and complaint handling, the participant has found the problem about service quality, especially tangibles, reliability, and responsiveness; and complaint handling in ASCO Daihatsu Jemursari.*

*The recommendation is to improve service quality especially tangibles, reliability, and responsiveness; and the complaint handling must be on time in ASCO Daihatsu Jemursari.*

*Keywords : Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Complaint Handling*

