

ABSTRACT

This study aims to determine how the procedures for excellent service to customers at Laritta Bakery Surabaya. The result of the research shows that the excellent service procedure at Laritta Bakery Surabaya refers to the standard of excellent service. The implementation of excellent service procedures can be measured from each of the following indicators: Attitudes, Attentions, appearance and Actions categorized according to Standard Operating Procedures. Overall, the implementation of excellent service procedures is still not optimal because there are still indicators that are still in the sufficient category. Indicators of excellent service that have not been implemented properly are product understanding and speed in serving customers..

Keywords: Procedure, Excellent Service, Standard Operating

ABSTRAKSI

Peneitian ini bertujuan untuk mngetahui bagaimana prosedur Prosedur Pelayanan Prima di Laritta Bakerry Surabaya. Hasil penelitian menunjukkan Prosedur Pelayanan Prima di Laritta Bakery Surabaya mengacu pada standard pelayanan prima. Pelaksanaan prosedur pelayanan prima dapat diukur dari masing-masing indicator berikut ini : Sikap, Perhatian, Penampilan dan Tindakan yang dikategorikan sesuai Standar Operasional Posedur. Secara keseluruhan pelaksanaan prosedur pelayanan prima masih belum optimal dikarenakan masih ada indicator yang masih berada pada kategori cukup. Indicator pelayanan prima yang masih belum terlaksana dengan baik yaitu pemahaman produk dan kecepatan dalam melayani customer.

Kata kunci : Prosedur,Pelayanan Prima,Standar Operasional.