

ABSTRAKSI

Konsep pelayanan prima berdasarkan sikap, perhatian dan tindakan sudah sejak awal dilakukan oleh bagian *order taker* di *Lien Flower & Decoration Surabaya*. Sehingga tidak asing bagi *order taker Lien Flower & Decoration Surabaya* jika mereka mendengar konsep pelayanan prima. *Order taker* adalah bagian dimana seseorang harus bisa melayani dan mengerti keinginan pelanggan baik secara langsung maupun tidak langsung. Jika seorang *order taker* tidak mengoptimalkan pelayanan prima berdasarkan konsep pelayanan prima, maka pelanggan tidak akan merasakan kepuasan optimal.

Kata kunci : sikap, perhatian, tindakan, dan *order taker*.

ABSTRACT

Excellent service concept is based on attitude, attention, and action has been carried out since the beginning of the by section in Lien Flower & Decoration Surabaya. So that no stranger for order takerLien Flower & Decoration if they hear the excellent service concept. Order taker is Section in which a person should be able to serve and understand the desires of customers either directly or indirectly. If an order taker are not optimizing excellent service based on the concept of service excellence then the customer will not feel the satisfacyion optimally.

Keywords : attitude, attention, action, and order taker