

ABSTRACT

This final project is entitled "Application of Prima Venaft Beauty Service at PT Talia Saluna Jaya Abadi". This study discusses the Application of Excellent Service for customers of PT Talia Saluna Jaya Abadi based on the elements of excellent service.

Excellent service is a pattern of the best service in modern management that prioritizes concern for customers. Excellent service is important to be applied in the company, because the existence of excellent service can provide an image and good name for the company. Optimal service in the end is also able to improve the company's image in the eyes of business partners, consumers, and subsidiaries. By having a good image, everything the company does will be considered good by business partners, consumers, and subsidiaries. The results of the study can be concluded that the application of excellent service for customers has gone well and based on the elements of implementing excellent service.

Keywords: Application, Service, Customer

ABSTRAKSI

Tugas akhir ini berjudul "Penerapan Pelayanan Prima Venaft Beauty Pada PT Talia Saluna Jaya Abadi". Penelitian ini membahas mengenai Penerapan Pelayanan Prima untuk *customer* PT Talia Saluna Jaya Abadi berdasarkan unsur-unsur pelayanan prima.

Pelayanan prima merupakan suatu pola layanan terbaik dalam manajemen *modern* yang mengutamakan kepedulian terhadap pelanggan. Pelayanan prima penting diterapkan di perusahaan, karena dengan adanya pelayanan prima dapat memberikan citra dan nama baik bagi perusahaan. Pelayanan yang optimal pada akhirnya juga mampu meningkatkan *image* perusahaan di mata mitra bisnis, konsumen, dan anak perusahaan. Dengan memiliki citra yang baik, segala yang dilakukan perusahaan akan dianggap baik pula oleh mitra bisnis, konsumen, dan anak perusahaan. Hasil penelitian dapat disimpulkan bahwa penerapan pelayanan prima untuk *customer* sudah berjalan dengan baik dan berdasarkan unsur-unsur penerapan pelayanan prima.

Kata Kunci: Penerapan, Pelayanan, *Customer*