

e-Service Excellent for Karimunjava Guides in Realizing Customer Satisfaction

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ABSTRACT

The objectives to be achieved through this service include that members of the HPI (Indonesian Tour Guide Association) in the Karimunjava District environment: 1) understand the aspects that must be provided in the service, 2) realize the urgency of service to the community, 3) strive to carry out aspects of excellent service aspects to the community. The method of approach taken is 1) presentation of material and questions and answers 2) practice and practice of excellent service. Field data were analyzed to obtain information about the extent of service quality. The data was reviewed by the resource person as material to provide a diagnosis and solution. The purpose of PPM is to improve the competence of guides in the field of excellent service, especially providing services to tourists.

The method used in this activity is excellent service training for members of the Indonesian guides association. The training activity begins with the provision of material about the importance of excellent service in providing customer satisfaction. After giving more detailed material and practice on how to provide good services to residents and tourists, the team was preceded by giving examples, evaluating the results of the training and participants getting feedback. PPM activities have been carried out well and have provided knowledge and skills in the field of e-service excellent for the community. The knowledge and skills delivered are excellent e-service theory and classification and excellent e-service practice. Community service activities can be carried out well beyond the set target, attended by 33 participants from a target of 30 participants. As many as 56.6% of participants really understood the material presented and as much as 53.3% of participants understood and could practice the implementation of electronic prime services.

Kata Kunci: e-service excellent, Excellent Service, Guides, Karimunjava Customer Satisfaction.