

ABSTRACT

Dwi Intan Inayah, Efforts to Improve Service Quality at Wedding Organizer Darik

Legha Pangarangan Sumenep. Supervised by Mrs. Triana Setiyarini, SE., MM

In the background with several problems that prepare for a decline in service quality at Darik Legha's Wedding Organizer, including unilateral cancellations when the agreed event with consumers is approaching D day for various reasons, the services and innovations of Darik Legha's Wedding Organizer, how about the Wedding Organizer's efforts from Legha is to improve the quality of service in order to be able to compete in this era.

Based on this, the focus of the problem is the main study in this study, namely: first, how is the wedding organizer Darik Legha to maintain the quality of service to consumers. Second, how are the steps taken in managing and maintaining service quality in order to attract consumers at the Wedding Organizer from Legha.

This research uses a descriptive qualitative approach to data sources obtained through interviews, observation, documentation, and triangulation. The informants are owners, employees and consumers of the Wedding Organizer from Legha.

The results showed that: Wedding Organizer Darik Legha to obtain the quality of service provided by consumers was still lacking, so that more attention was paid to how to provide good service

Keywords: Service Quality, Wedding Organize

ABSTRAK

Dwi Intan Inayah, Upaya Meningkatkan kualitas Pelayanan Pada *Wedding Organizer* Darik Legha Pangarangan Sumenep. Di bimbing oleh ibu Triana Setiyarini, SE., MM

Di latar belakang dengan beberapa masalah yang menyiapkan penurunan kualitas pelayanan di *Wedding Organizer* Darik Legha diantaranya pembatalan secara sepihak saatacara yang telah disepaakati bersama dengan konsumen sudah mendekatin hari H dengan berbagai alasan, pelaynan dan juga invasi dari *Wedding Organizer* Darik Legha bagaimana dengan upaya *Wedding Organizer* darik Legha ini untuk meningkatkan kualitas pelaynan agar mampu bersaing di era seperti ini.

Berdasarkan hal tersebut, maka adanya focus permasalahan yang menjadi kajian pokok dalam penelitian ini, yaitu: pertama, bagaimana cara dari *Wedding Organizer* Darik Legha untuk mempertahankan kualitas pelayanan pada konsumen. Kedua, bagaimana langkah yang diambil dalam pengelolaan serta menjaga kualitas pelayanan agar menarik konsumen di *Wedding Organizer* darik Legha.

Adapun penelitina ini menggunakan pendekatan deskriptif kualitatif sumber data yang peroleh melalui wawancara, observasi, dokumentasi, serta Trigualasi. Informannya adalah owner, karyawan dan konsumen *Wedding Organizer* darik Legha.

Hasil penelitian menunjukkan, bahwa: *Wedding Organizer* Darik Legha untuk memperoleh kualitas pelayanan yang diberikan konsumen masih kurang, sehingga lebih diperhatikan lagi bagaimana memberikan pelayanan yang baik

Kata kunci: Kualitas Pelayanan, *Wedding Organizer*