

ABSTRAK

Judul penelitian ini yaitu tentang Strategi pelayanan prima untuk mempertahankan jumlah konsumen pada masa pandemi Covid – 19 di PT. Kasih *Tour & Travel*. Pelayanan prima merupakan pelayanan terbaik yang diberikan kepada produsen ke konsumen supaya mereka merasa aman dan nyaman saat menggunakan jasa mereka. Tujuan penelitian ini adalah mengetahui strategi bagaimana pelayanan prima di PT. Kasih *Tour & Travel*. Penelitian ini menggunakan metode kualitatif deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Subjek penelitian adalah *owner travel, marketing staff, staff, konsumen*. Hasil penelitian ini adalah implementasi pelayanan prima dalam bentuk: 1) *tangibles* (bukti nyata), 2) *reliability* (keandalan) 3) *responsiveness* (kesigapan), 4) *empathy* (peduli), 5) *ansurance* (jaminan), di mana implementasi pelayanan prima tersebut mampu bertahan dimasa pandemi.

Kata kunci: implementasi, pelayanan prima, *travel agent*

ABSTRACT

The title of this study is about excellent service strategy to maintain the number of consumers during the Covid-19 pandemic in PT. Love Tour & Travel. This study uses descriptive qualitative methods. Data is collected through observations, interviews, and documentation. The subjects of the study were travel owners, marketing staff, staff, consumers. The results of this study are the implementation of excellent services in the form of: 1) tangibles (real evidence), 2) reliability (reliability) 3) responsiveness (responsiveness), 4) empathy (caring), 5) assurance (guarantee), where the implementation of excellent services is able to survive during the pandemic.

Keywords: implementation, excellent service, travel agent