

## Excellent Service A6 at Grapari Makassar

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### ABSTRACT

Excellent service is closely related to the service business which is carried out in an effort to provide a sense of satisfaction and foster trust in customers or consumers. This study aims to determine the description of excellent service from the A6 aspect in Grapari Makassar. This type of research is a qualitative descriptive study to provide an in-depth picture of excellent service in terms of A6. The informants in this study were five randomly selected customers and one customer service. Data collection techniques were carried out by interview and observation. The data were analyzed using the Miles, Huberman, and Saldana model consisting of data collection, data condensation, data presentation, and conclusion drawing. The results of the study indicate that the excellent service from the A6 aspect has been carried out very well.

**Keywords:** Excellent service, A6, service provider, customer

### INTRODUCTION

Changes and environmental developments in the current era of globalization have a lot of influence on the structure of society which can be seen in various fields of economy, law, government, politics, society, and culture. One of them occurs in government administration, government officials as service providers, and public organizations tasked with providing services to the community are obliged to provide good and satisfying services.

The implementation of good service to the community must be supported by employees who are competent, disciplined, able to understand, and able to carry out their duties and functions in accordance with the areas of responsibility assigned to them (Niswaty et al., 2020). In addition, they must of course have a commitment and moral responsibility to society. People certainly want to get good quality service from the organization. Quality service or what is commonly referred to as excellent service is the best service that meets service quality (Rengifurwarin et al., 2018; Sofyan et al., 2018)

Excellent service in an organization has become an obligation (Daraba et al., 2018; Salam et al., 2014). One element of excellent service is satisfying customers with quality professional service competencies with transparent characteristics. The development of globalization regarding information technology brings all agencies, institutions, agencies, offices, and government offices towards changes in attitudes regarding how to provide effective and efficient excellent service. Excellent service is the best service provided by the company to meet customer expectations and needs, both internal and external customers.

Excellent service is closely related to the service business carried out in an effort to provide a sense of satisfaction and foster trust in customers or consumers so that customers feel considered properly and properly (Nasrullah et al., 2020). Some people do not understand the pattern of customer service or customer service in their business and work, both positive and negative influences (Daryanto, 2014; Setó-Pamies, 2012). Such as the meeting between humans with one another, wherever the place is, and whatever the profession will definitely involve

aspects of serving, both consciously and unconsciously and indirectly. All forms of human relationships must-have elements of serving and being served.

The relationship between serving and being served aims to increase customer satisfaction, and maintain potential and profitable customers (Setó-Pamies, 2012). Increase the number of loyal customers to get new customers and achieve the concept of excellent service which is the main goal of a company or organization.

The pattern of excellent service is based on the A6 concept, namely: attitude, attention, action, ability, appearance, and accountability. However, it is possible that there is a gap in satisfaction between the service provider and the person being served.

This gap must be followed up as a service provider company (Li & Shang, 2020; Mahamad & Ramayah, 2010). Because we serve humans who basically have feelings, have standards of values and character. As a service provider must be able to understand the basic needs of a customer, great customer service does not just happen but takes time, energy, and a real commitment that must be given by everyone involved, not only from the people who serve customers or consumers directly.

This is because the customer or consumer is likened to a king in a company. One of the company's successes lies in customer satisfaction, therefore by providing excellent quality service by utilizing the resources involved can provide satisfaction for customers or consumers.

## **METHOD**

This type of research is descriptive qualitative. Which descriptive approach is research that seeks to describe a symptom, event, or event that occurs in the form of words or verbally or in writing from people and observed behavior. The focus of this research is excellent service in the form of A6 namely attitude, attention, action, ability, appearance, and accountability. Data collection was done by interview and field observation. The informants consist of 5 customers and 1 customer service person who is responsible for serving customers. Data analysis was carried out using the Miles, Huberman, and Saldana model consisting of data collection, data condensation, data presentation, and conclusion drawing (Miles et al., 2014).

## **RESULT AND DISCUSSION**

### **Attitude**

Excellent service based on attitude is the provision of services to customers by focusing on (attitude). Customer service attitude referred to in this case is a good attitude that can be seen from the language used, facial expressions, courtesy, and hospitality in serving customers so that customers feel comfortable in receiving services.

Based on the results of the study, the attitude shown by service providers was very good, this was stated by several informants, that the initial service provision was greeted by security, and asked about the need to be guided to take a queue number using a machine according to customer needs. Furthermore, in customer service, service is provided by giving warm greetings to customers using clear language in the sense that it is easily understood by customers. If there are customers who do not understand Indonesian, the customer service will use the local language. Furthermore, the facial expressions shown are friendly facial expressions.

This is also in accordance with the results of observations made, that from the start of entering the service area, all parties involved tried to provide good service to people in need. Greeted warmly and friendly, and at the end of the service always asking for other needs needed by customers.

Excellent service based on the concept of attitude is a service to customers by highlighting a good attitude. Everyone involved in a service industry business will greatly determine the success of the industry is run. So it is expected that employees have a good attitude, which includes serving customers respectfully with good language, greeting new colleagues or customers with a good attitude and speaking language, being friendly, polite, and friendly, creating a pleasant atmosphere with sympathetic facial expressions. , courtesy and hospitality, especially in providing service to customers (Quach et al., 2016). A good first impression given to customers will be used as an assessment of how well the industry we are running is.

### **Attention**

In carrying out service activities, a service provider must always pay attention and pay attention to customer desires. If the customer has shown an interest in buying the goods/services offered, then the best thing is to immediately provide service to the customer, and offer assistance, so that the customer feels satisfied and his wishes are fulfilled.

Customers feel that service providers pay attention to customers and provide services that are in accordance with customer desires, listen, observe, and provide solutions to every customer's wishes. Service providers are always fast, precise, and responsive to every service needed by customers so that customers finally understand that if there is a complaint or something unexpected, the service provider takes action to fulfill the customer's wishes.

Attention is a full concern for customers, both related to attention to customer needs and desires as well as an understanding of their suggestions and criticisms, which includes listening and truly understanding the needs of customers and devoting full attention to customers (Fakfare, 2021).

### **Action**

In essence, excellent service is one of the efforts made by the company to serve buyers (customers) as well as possible, so as to provide satisfaction to customers and fulfill customer needs and desires, both in the form of goods or services. In the concept of action, the customer has made a choice to buy the product he wants. The creation of a communication process on the concept of this action is a response to customers who have made their choice so that buying and selling transactions occur. The form of service based on the concept of action is to immediately record customer wishes, reaffirm customer needs, complete customer order transactions and say thank you with the hope that customers will come back again.

In providing services, general service providers try to carry out the best service, because they consider that service is the key to the success of a service provider in an organization in carrying out their duties. So, service providers continue to strive to fulfill customer desires, such as purchasing prepaid Telkomsel sim cards, replacing lost cards, replacing damaged cards, upgrading existing networks on the card, and new registrations to replace Telkomsel Halo Postpaid and other services needed by the community. All service lines are carried out well, but due to other activities, sometimes some customer service services are not open to providing services. So that customers sometimes feel the queue is quite long.

Actions are various concrete activities that must be carried out in providing services to customers, which include recording customer needs, reaffirming customer needs, realizing customer needs, and expressing gratitude in the hope that customers will come back (Takdir et al., 2021).

### **Ability**

In order to win the competition in the service business world, it is not enough just to do the administrative process quickly. The most important thing is how the service officers are able to give genuine attention to their customers. Thus, customers feel that they are important, as well as growing trust, a sense of security, and hope that high loyalty can be generated for the goods and services that we offer. Service officers are the front line troops who deal directly with customers, so they really know customer needs, know how to respond to customer desires, have knowledge and skills, especially selling science or the art of selling, good at talking, and are able to build effective and consistent communication with the community, developing public relations influencing others. Besides that, there must be efforts to maintain the quality of the excellent service, not only to satisfy in a general sense but must also have quality in offerings and excellent service at all times.

There is no doubt about the ability of grapari employees because before they officially work, prospective employees, especially customer service, are given training first. Not only that, before carrying out daily activities, employees conduct briefings in the early morning to provide the best service to customers and examine the shortcomings of previous services so that improvements continue to occur in increasing customer satisfaction.

Service providers always build persuasive conversations with customers and speak attentively to make customers feel comfortable expressing their needs. Do not hesitate, service providers to continue to offer assistance to customers (Olowosegun et al., 2021).

Ability is certain knowledge and skills that are absolutely necessary to support excellent service programs, which include abilities in the field of work occupied, implementing effective communication, developing motivation, and developing public relations as an instrument in fostering relationships within and outside the organization or company.

### **Appearance**

A harmonious appearance is an important thing for everyone, whether in the family, school, or work environment. In general, a person's personality can be judged by the way that person dresses and looks. A harmonious appearance is reflected in the attractive way of decorating and the way of dressing neatly.

In terms of appearance, all of Grapari's grooming employees are very attractive. Service providers have an average height, face shape, and clean facial appearance, for female service providers, there are those who use simple make-up, but there are also service providers who have thick make-up. Men appear in neat and clean clothes, which are also supported by clean hair. The accessories that both male and female service providers use are also quite simple.

The decoration should not be excessive, so as not to seem tacky or tacky. Dressing harmoniously with ornate is a must for everyone, especially for service providers. Dressed in harmony with ornate ways are expected to be attractive and provide comfort to customers.

Appearance is a person's appearance, both physical and non-physical. Appearance in service to customers, where is the main thing that must be considered, for example, looking

harmonious (Engeln et al., 2020). A harmonious appearance is an important thing for everyone, whether in the family, school, or work environment. By always looking harmonious and attractive, we will be respected, respected, and trusted by others. A person who is said to have a harmonious appearance if he meets the following requirements: the model, style, and color of the clothes worn according to those determined by the company, wearing clothes according to the time of use, the overall combination according to the color, pattern, and so on.

### Accountability

In carrying out service activities, customer service must be able to be responsible for serving customers from the beginning until the customer fulfills his wishes. Customers will feel satisfied if they feel the responsibility of customer service. If there are customers who are not served thoroughly, it will be a bad image for the company. Dissatisfied customers are always talking about negative things, and usually, a bad thing will develop faster than good.

Service providers always provide services to completion, if there are problems the service provider immediately goes to the leadership room for consultation until a solution is given to the customer (Abidin & Singaravelloo, 2018; Lindgren et al., 2019). Accountability is an attitude of partiality to customers as a form of concern to avoid or minimize customer losses or dissatisfaction.

### CONCLUSION

Based on the results of the study, excellent service at Grapari has been achieved well, this is in terms of the aspects of excellent service provided by service providers to customers. The attitude of the service provider is considered good by the customer, this is in terms of the friendliness and friendly attitude of the service provider. Action is good enough, but sometimes some service counters are not open. Ability strives to be continuously improved by conducting briefings in the morning. The appearance is good, supported by the "good-looking" appearance of the service provider. Accountability has been well-reviewed by service providers who always try to ask about the needs desired by the community.

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