AFTER-SALES SERVICE OF SUZUKI MOTORCYCLES TO CONSUMER AT PT. SANGGAR MAS JAYA SUKABUMI

NENG MASKAH, Dr. Zuhad Ichyaudin, SE., MBA

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Gunadarma University

http://www.gunadarma.ac.id

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ABSTRACT :

The purpose of this Job Training Report was to know the services at PT. Sanggar Mas Jaya Sukabumi Suzuki and also to see what factors are associated with after-sales service at PT. Sanggar Mas Jaya Sukabumi. The method used in this report was the practical work of data collection method in accordance with the existing realities in the field of field studies. Results obtained during the practical work can be seen how effective the performance of after-sales service (after sales service) was applied to customers or consumers. So that in the future it can be expected that performance and service will be better and very satisfying. After making observations, this practical work report concluded that after-sales service at was good enough viewed from the performance of its employees, and factors affecting the accuracy of these services by mechanical processing service, the quality of availability of spare parts (spare part), friendliness and politeness of the employees.