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judul Strategi Customer Relationship Management Kualitas Pelayanan Starbucks Coffee
(Studi Kasus Starbucks Coffee Stasiun Gambir)

Bibliografi : 5 Bab 107 Halaman + Lampiran + 20 Buku + 5 Internet

ABSTRAK

Kualitas pelayanan merupakan salah satu nagian dari strategi Manajemen Pemasaran. Kualitas pelayanan telah menjadi satu tahap factor dominan terhadap keberhasilan suatu organisasi. Pengembangan kualitas sangat di dorong oleh kondisi persaingan antar perusahaan, kemajuan teknologi, tahapan perekonomian dan social budaya masyarakat.

Starbucks telah dikenal oleh dunia karena dianggap sebagai pelopor di bidang kafe dengan menciptakan kualitas pelayanan yang diwujudkan dalam bentuk pelayanan Barista Starbucks.

Penelitian ini menggunakan pendekatan studi kasus sebagai bagian dari penelitian kualitatif. Data didapatkan dari hasil wawancara dari 6 narasumber utama dan studi kepustakaan. Berdasarkan hasil dari penelitian menunjukan bahwa terdapat 3 tahap utama yang dilakukan dalam perancangan Customer Relationship Management Starbucks Coffee yaitu, Starbucks Card sebagai alat transaksi, Our Promise Starbucks Coffee, dan Upaya Meningkatkan Kualitas Pelayanan di jalankan di Starbucks Coffee.

Selain itu, perumusan pertanyaan 5W+1H digunakan untuk mencari dan menggali informasi/pengetahuan tentang Kualitas Pelayanan Starbucks Coffee. Informasi yang didapat tersebut antara lain seperti informasi segementasi pasar, targeting pasar, positioning pasar dan analisis mendalam tentang Customer. Data-data yang didapat dari perumusan pertanyaan 5W+1H tersebut, akan menjadi landasan dalam meningkatkan kualitas pelayanan.

Kata Kunci : *Kualitas Pelayanan, Starbucks Coffee, Stasiun Gambir*



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Quality of service is a part of the Marketing Management strategy. Service quality has become a dominant factor in the success of an organization. The quality development is very much driven by the conditions of competition between companies, technological advancements, the economic and social cultural stages of society.

Starbucks has been known by the world because it is considered as a pioneer in the field of cafes by creating quality service that is realized in the form of Starbucks Barista services.

This research uses a case study approach as part of qualitative research. Data obtained from interviews from 6 main sources and literature studies. Based on the results of the study showed that there are 3 main stages carried out in the design of Starbucks Coffee Customer Relationship Management namely, Starbucks Card as a transaction tool, Our Promise Starbucks Coffee, and Efforts to Improve Service Quality are run on Starbucks Coffee.

In addition, the formulation of the 5W + 1H questions is used to find and explore information / knowledge about Starbucks Coffee Waiter Quality. The information obtained includes information such as market segmentation, market targeting, market positioning and in-depth analysis of customers. The data obtained from the formulation of the 5W + 1H questions, will be the basis for improving service quality.

Keywords: Service Quality, Starbucks Coffee, Gambir Station