

The Effect of Service Excellent on Achieving Company Goals and Consumer Satisfaction on Family Karaoke Business

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Abstract

Karaoke with a family target market has business potential that cannot be underestimated. The need for entertainment for all family members by singing together is one way to improve the quality of relationships among family members. The purpose of this study is to determine the role of Excellent Service in the family Karaoke business, to determine the image of the family Karaoke business in the eyes of consumers and the public, and to determine the level of customer satisfaction. The research was conducted with analytical descriptive by conducting in-depth interviews with several parties, including consumers who currently and have rented a family karaoke room, karaoke employees, and business managers. The research was conducted for 3 months at Happy Puppy Family Karaoke in Bogor City, West Java Province, Indonesia. The results of the study of the parameters of Excellent Service in Family Karaoke have roles and duties to support the achievement of the company's goals in customer satisfaction. The task of implementing Excellent Service is carried out by workers of all levels. Commitment to service excellent family karaoke business management starting from the highest position to the lowest employee. The benefits of this research, among others, will be the basis for the management to pay attention to details related to excellent service for consumers in the family karaoke business. Thus, the quality of service can be improved in the future.

Keywords: Service Excellent, Company Goals, Consumer Satisfaction

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