

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan pelayanan prima pada PT Pengamanan Anak Bangsa Palembang berdasarkan lima dimensi kualitas pelayanan (SERVQUAL), yaitu *Reliability* (Keandalan), *Responsiveness* (Daya Tanggap), *Assurance* (Jaminan), *Empathy* (Empati), dan *Tangible* (Bukti Fisik). Penelitian ini menggunakan metode penelitian kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan dalam penelitian ini terdiri dari Operational Manager, *Manager Administration and Human Resources* (ADM/HR), Staf Administrasi, dan Petugas Security PT Pengamanan Anak Bangsa Palembang. Analisis data menggunakan model Miles dan Huberman yang meliputi pengumpulan data, reduksi data, penyajian data, interpretasi data, serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa PT Pengamanan Anak Bangsa Palembang telah menerapkan pelayanan prima dengan cukup baik. Pada dimensi *reliability*, perusahaan telah menerapkan Standar Operasional Prosedur (SOP), briefing rutin, serta pengawasan kerja untuk menjaga konsistensi pelayanan. Pada dimensi *responsiveness*, petugas mampu memberikan respons yang cepat terhadap kebutuhan dan permasalahan klien. Pada dimensi *assurance*, perusahaan memberikan jaminan pelayanan melalui pelatihan, pembinaan, dan peningkatan kompetensi petugas keamanan. Pada dimensi *empathy*, perusahaan membangun komunikasi yang baik serta memberikan perhatian terhadap kebutuhan klien. Sementara itu, pada dimensi *tangible*, perusahaan menyediakan fasilitas pendukung operasional yang memadai serta menjaga penampilan petugas agar tetap rapi dan profesional. Berdasarkan hasil penelitian, dapat disimpulkan bahwa penerapan pelayanan prima pada PT Pengamanan Anak Bangsa Palembang telah berjalan dengan baik dan mampu mendukung peningkatan kualitas pelayanan serta kepuasan klien. Oleh karena itu, perusahaan perlu terus melakukan evaluasi dan pengembangan pelayanan secara berkelanjutan guna mempertahankan kepercayaan dan loyalitas pengguna jasa.

Kata Kunci: Pelayanan Prima, Kualitas Pelayanan, SERVQUAL, Kepuasan Klien, PT Pengamanan Anak Bangsa Palembang.

ABSTRACT

This study aims to analyze the implementation of excellent service at PT Pengamanan Anak Bangsa Palembang based on the five dimensions of service quality (SERVQUAL), namely Reliability, Responsiveness, Assurance, Empathy, and Tangibles. This study employed a qualitative research method with data collection techniques consisting of interviews, observations, and documentation. The informants involved in this study were the Operational Manager, Administration and Human Resources (ADM/HR) Manager, Administrative Staff, and Security Personnel of PT Pengamanan Anak Bangsa Palembang. Data were analyzed using the Miles and Huberman interactive model, which includes data collection, data reduction, data display, data interpretation, conclusion drawing, and verification. The results indicate that PT Pengamanan Anak Bangsa Palembang has implemented excellent service effectively. In terms of reliability, the company has established Standard Operating Procedures (SOPs), routine briefings, and regular supervision to maintain service consistency. Regarding responsiveness, security personnel are able to respond promptly to client needs and problems. In the assurance dimension, the company provides service guarantees through training programs, employee development, and competency improvement. In terms of empathy, the company maintains good communication and pays attention to client needs. Meanwhile, in the tangible dimension, the company provides adequate operational facilities and ensures that security personnel maintain a neat and professional appearance. Based on the findings, it can be concluded that the implementation of excellent service at PT Pengamanan Anak Bangsa Palembang has been carried out effectively and contributes to improving service quality and client satisfaction. Therefore, the company is expected to continuously evaluate and enhance its service quality in order to maintain client trust and loyalty.

Keywords: *Excellent Service, Service Quality, SERVQUAL, Client Satisfaction, PT Pengamanan Anak Bangsa Palembang.*