

# Definisi Pelayanan Prima atau Service Excellence

**Pelayanan prima** adalah terjemahan dari "*Excellent Service*", yang berarti pelayanan yang sangat baik atau pelayanan yang terbaik. Pelayanan dalam bahasa Inggris disebut *Service*. Beberapa pakar tentang **Pelayanan Prima** mengolah kata *service* yang lebih bermakna.

Catherine DeVrye (1997) mengolah kata *service* menjadi **Tujuh Strategi Sederhana Menuju Sukses** :

1. **Self Esteem** (Memberi Nilai pada Diri Sendiri)
2. **Exceed Expectations** (Melampaui Harapan Konsumen)
3. **Recover** (Merebut Kembali)
4. **Vision** (Visi)
5. **Improve** (Melakukan Peningkatan Perbaikan)
6. **Care** (Memberi Perhatian)
7. **Empower** (Pemberdayaan)

Untuk melaksanakan tugas sebagai frontliner tentunya didasari pada pelayanan yang mengacu pada kepuasan pelanggan (*customer satisfaction*) yang dilayani.



Definisi Kepuasan adalah tingkat perasaan seseorang setelah membandingkan kinerja (hasil) yang dirasakan dengan harapannya, dengan diasumsikan bahwa kalau kinerja di bawah harapan, pelanggan akan merasa kecewa, kalau kinerja sesuai harapan, pelanggan akan merasa puas, dan kalau kinerja melebihi harapan, pelanggan akan sangat puas. Kepuasan pelanggan merupakan tujuan utama **pelayanan prima**. Setiap frontliner berkewajiban untuk berupaya memuaskan pelanggannya. Kepuasan pelanggan dapat dicapai apabila frontliner mengetahui siapa pelanggannya, baik pelanggan internal maupun pelanggan external.

# Definisi Pelayanan Prima

**KJ Lindholm-Leary**



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