

ABSTRACT

Business growth in the current era of globalization is grow up, its not only in manufacturing, in the field of services also. Every businessman is competing to find ways to continue growing their existence among the people. In addition, the characteristics of customers nowadays not only focus on the quality of a product but the service the customer acquired. Service is an important factor to be considered by the company. As the main foundation of the company to be able to face the intense competition. Beside that, is about the implementation of service excellence undertaken by the company and the implementation of service recovery to service failures that occur within the company.

This research was conducted at PT. United Tractors, the largest heavy equipment distributor in Indonesia. In this study aims to determine the suitability of the theory of excellent service and recovery theory of services performed by PT. United Tractors. This research used descriptive qualitative, and data collection method such as interview, observation and documentation. The informants who support to obtain information in this research are the internal employees of the company.

The research results can be obtained that PT. United Tractors has applied all aspects of the service excellence dimension, so there is no dominant aspect in the implementation of excellent service in the company. Meanwhile, the implementation of service recovery conducted by PT. United Tractors refers to the guarantee product support program, which is the program are forms of compensation from the company depend on the case of the customer. Thus, in the case of recovery of service, PT. United Tractors has been able to adjust based on existing theory.

Keywords: marketing, Service Excellence, Service Recovery