



Implementation Of *Service Excellence* In The Field Of Laundry Services To Customer Satisfaction In Aa Laundry Cikarang

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Abstract: The laundry service industry growing rapidly along with the demands of people's increasingly practical lifestyles. In this competitive business environment, the implementation *Service excellence* is a key factor to maintain customer satisfaction. This study aims to analyze the effect of the implementation *Service excellence* on customer satisfaction in the service industry. approach used in this study, by collecting and analyzing various literature sources related to the concept *Service excellence* and customer satisfaction. Data sources used include scientific journals, books, and the results of previous research. The analysis was done descriptively to obtain a deep understanding of the relationship between the implementation *Service excellence* and customer satisfaction. The results showed that the dimensions *Service excellence*, which consists of speed and accuracy of service, quality of laundry, friendliness and professionalism, access and flexibility, effective complaint handling, choice of fragrance, have a positive and significant influence on customer satisfaction in the service industry. The managerial implication of this study is that it is important for service providers to focus on improving service quality in order to achieve optimal customer satisfaction.

Keyword: service excellence, customer satisfaction, laundry

INTRODUCTION

can distinguish themselves from competitors and attract repeat customers. laundry by providing high-quality services, Basri, Yulian Ma, and Malihah's business (2023). addition, excellent service can lead positive and ultimately encourage business growth. The focus on *service excellence* is essential for businesses in a competitive market, as consumers tend to choose products that have higher added value. Company must ensure that their products or services provide meaningful added value to consumers, Fathul Muin, Ika Sari, and Puspita Dewi (2023)

to thrive and succeed, laundry in today's competitive market, a focus on *service excellence* is

critical to Vimalakirti Chow, Suandri, and Angelika's (2023) business. By providing superior service, it can build a good reputation in the eyes of customers and increase their loyalty. Customers who are satisfied with the service provided are likely to return and also recommend to others, Gusmelia et al. (2022). Thus, investment in improving service quality will bring long-term benefits for the growth and sustainability of the business. Therefore, efforts to provide the best service should be a top priority for companies in the laundry service industry. For example, a business that provides a choice of 5 fragrant variants can attract the attention of customers who are looking for comfort and clean washing results. By doing so, the business can build strong customer loyalty and increase market share in the laundry service industry.

Customer experience refers to the overall perception of the quality of all customer interactions and relationships with a company and its products and services. *service excellence* has emerged as a top priority for companies in recent years, along with rapidly evolving customer expectations and interactions in the digital age. Batra and Batra (n.d.). According to Nurdiansah and Widyastuti (2022), satisfaction is a feeling of satisfaction or disappointment over expectations of accepted reality. Measuring and monitoring customer satisfaction is critical because it can help identify areas of improvement, focus resources on what matters to customers, and increase customer loyalty and retention over the long term. Satisfaction is the customer's response to meet its needs. This means

the assessment that a form of privilege of a good or service or the good / service itself provides a level of comfort associated with the fulfillment of a need, including the fulfillment of a need below expectations or the fulfillment of a need that exceeds customer expectations. Handoko (n.d.)

The services provided by the company to its customers have a very important role and impact Wulandari et al. (2020) it can also enhance the reputation of a business and set it apart from its competitors. In addition, investing in advanced technology to speed up the process of washing and drying clothes can also improve operational efficiency and reduce customer waiting times. As a result, companies can provide faster and more efficient services, thereby strengthening customer relationships and increasing their satisfaction. In addition, efforts to constantly innovate in services can also help companies to stay relevant in an ever-changing and competitive market. Therefore, allocating resources to improve service quality is a crucial action to accelerate growth and achieve business success in the very long term. In times of increasing competitive advantage by choosing a business level strategy that includes an understanding of the basic concepts of business strategy and how a business strategy and how business strategy can help organizations in achieving competitive advantage Adi Neka Fatyandri et al. (2023)

An explanation of the importance of customer satisfaction in the success of a laundry business is something that cannot be ignored. Satisfied customers will not only return to use the services of the company, but also tend to recommend to others. This can help the company to expand market share and obtain greater profits. Therefore, focusing on customer satisfaction should be a top priority for any company that wants to survive and thrive in a competitive industry. With high customer loyalty, the company will earn a stable income and continue to increase over time. In addition, good relationships with customers can also create a good reputation for the company, so as to attract new potential customers. Thus, investing in improving customer satisfaction will have a significant positive impact on the company's long-term success.

The purpose of this research paper is to analyze various strategies that can be used by companies to increase customer loyalty and strengthen relationships with them. One strategy that will be discussed is responsive and efficient customer service, which can increase customer

satisfaction and build strong relationships. In addition, it will also be discussed about the importance of listening to customer feedback and taking appropriate actions to improve the company's services and products. By understanding and implementing these strategies, companies are expected to gain a competitive advantage and maintain high customer loyalty. Thus, the company can build a good reputation in the eyes of customers and distinguish itself from competitors. In addition, through responsive and efficient customer service, the company can also increase customer loyalty which will ultimately have a positive impact on Business Growth and company profitability. By constantly listening to customer feedback and making necessary improvements, the company can continue to grow and become the top choice for loyal customers.

The laundry service industry is one of the business sectors that continues to grow rapidly, especially in urban areas. Changes in people's lifestyles that are increasingly busy and value time efficiency are the main factors that drive the growth of this business. Modern people tend to prefer to use laundry services rather than washing their own clothes at home. Laundry service business offers a variety of services, ranging from washing, ironing, to dry cleaning clothes. In addition, some service providers laundry also provides shuttle service, so it can provide convenience for customers. Efficient and quality service is the main attraction for consumers to use laundry services. Along with the increasing demand, the number of laundry service businesses also continues to grow, both independently managed and incorporated in the franchise network. This suggests that the industry has quite promising prospects. However, competition in this industry is getting tougher, demanding every business actor to be able to provide the best service for their customers. Service quality is a key factor in the success of laundry services in retaining and attracting new customers. Fast, friendly, and quality service will provide a positive experience for customers, encouraging them to continue using the service. Therefore, this study aims to analyze the important aspects of the quality of services and its effect on customer satisfaction.

Service excellence can be defined as the maximum effort made by a service provider to meet the needs and expectations of customers. In the context of business, *Service excellence* includes various aspects, such as process speed, employee friendliness, quality of laundry, and ease of transaction. Fast, friendly, and quality service will provide a positive experience for customers, thus encouraging them to continue to use the service. However, in fact there are still many business managers who have not paid attention to aspects *Service excellence* secara optimal. Various customer complaints related to delays in the process, lack of friendliness of employees, and unsatisfactory quality of laundry are still often found. This can certainly have an impact on customer loyalty and will ultimately affect the sustainability of the business. To overcome these problems, this study aims to analyze the effect *Service excellence* that provides several variants of fragrance or perfume. The results are expected to provide input for business managers laundry to improve the quality of its services and meet customer expectations, so as to maintain and grow their business in this increasingly competitive industry.

Service excellence is an important factor that can distinguish a company from its competitors and create added value for customers. Some research suggests that *service excellence* can include responsiveness, reliability, assurance, empathy, and physical evidence. Responsiveness is the company's ability to respond quickly and efficiently to customer needs, while reliability indicates consistency in providing good service. Assurance is the company's ability to provide reassurance and security for customers, while empathy shows the company's ability to understand and respond to customer feelings. Physical evidence includes all aspects that the customer can see, feel or perceive when using the company's services. By understanding and implementing these components of *service excellence*, laundry companies can improve service quality and win over

customers.

Service excellence according Maulyan et al. (2022) is a superior service, excellent, and must be provided constantly to customers. Excellent service is a translation of the term excellent service which means the best or very good service. *Service excellence* can improve the company's image and affect customer loyalty. The direct contribution of *Service excellence* variable to customer loyalty is 32.8%. Services provided with a focus on user satisfaction are sometimes referred to as excellent service or exceptional service. The essence of excellent service lies in the effort to provide the best service to customers oriented to their interests, allowing us to achieve optimal satisfaction. In students et al. (2022). Excellent service is an important aspect of any successful business. This refers to consistently exceeding customer expectations and providing exceptional service that sets the company apart from its competitors. In today's competitive market, where customers have unlimited choices and high expectations, delivering *service excellence* is more important than ever. Companies that prioritize *service excellence* not only retain loyal customers but also attract new customers through positive words and reputation building. By focusing on *service excellence*, companies can build strong relationships with their customers and create positive customer experiences that lead to increased satisfaction and loyalty. This commitment to exceeding customer expectations can result in a competitive advantage in the marketplace and ultimately drive business growth and success. Basically, *service excellence* is not just a goal to be sought, but a fundamental principle that can lead to long-term success and sustainability in today's dynamic business environment.

can improve customer satisfaction by optimally meeting their expectations and needs. *Service excellence*. First, laundry provides many benefits for service companies, especially in the field of *Service excellence* I Ketut suardana (2020). *Service excellence* is an approach that focuses on delivering an exceptional customer experience through interactions that are fun, responsive, and centered on customer needs. The main benefit of *Service excellence* is building strong customer loyalty. By providing superior service, customers will feel valued and prioritized, so they are more likely to return and recommend products or services to others. This certainly has a positive impact on increasing revenue and business growth in the long term. In addition, *Service excellence* can also increase employee satisfaction and motivation. When employees are empowered to provide the best service, they will feel more valued and motivated to give their best. Ultimately, a superior service culture will create a more positive and productive work environment.

Another benefit of *Service excellence* is to increase the reputation and positive image of the company in the eyes of the public. Satisfied customers will spread positive reviews and recommendations, thereby attracting new customers. This can help the company maintain a competitive advantage in the market. Overall, *Service excellence* is a highly profitable strategy for long-term business continuity and growth. By focusing on exceptional customer experiences, a company can build strong and mutually beneficial relationships with its customers. In addition to building customer loyalty, *Service excellence* can also significantly increase business profitability. Satisfied customers tend to make repeat purchases and have a higher lifetime value for the company. They are also more willing to pay premium prices for quality products and services.

Consistent can also reduce operational costs. With a high level of customer satisfaction, companies will face fewer complaints, returns, and customer problem handling processes. This saves time and resources that can be allocated to more productive activities. From an employee perspective, *Service excellence* can improve employee satisfaction and retention. Employees who feel valued and supported to provide the best service tend to be more loyal, motivated, and productive. This will ultimately lower employee turnover rates, which can significantly reduce

recruitment and training costs. Overall, *Service excellence* is a strategy that is very beneficial not only for customers, but also for the profitability and long-term sustainability of the business. Companies committed to a superior service culture will gain a competitive advantage that is difficult to match.

In an effort to achieve *Service excellence* in laundry services, there are several important indicators that can be used to measure success. First, the choice of fragrance is more than one, speed and timeliness are crucial, including short waiting times when drop-off and pick-up orders, as well as accuracy in fulfilling delivery promises. The quality of the laundry is also a key indicator, including the cleanliness and neatness of clothes, the absence of damage or stains, as well as the correctness of fulfilling special customer instructions. Furthermore, the friendliness and professionalism of the employees is crucial in creating a positive experience for the customers. This can be seen from the friendly, polite, and communicative attitude of the staff, as well as their ability to handle complaints swiftly. Ease of Service is also a benchmark, such as ease in the ordering and collection process, the availability of various service channels, as well as convenient payment options.

No less important, cleanliness and comfort of facilities, including service areas, waiting rooms, and other supporting facilities. Finally, complaint handling and solutions provided are also important indicators, including speed and responsiveness in handling complaints, as well as the ability to provide solutions that satisfy customers. By monitoring and measuring these indicators regularly, service companies can continue to improve service quality and achieve the standard expected by customers. As an industry engaged in services, service relies heavily on customer experience. Consistent and high-quality is the key to maintaining customer loyalty and winning competition in the market. By implementing *Service excellence*, service companies can meet and even exceed customer expectations. This will not only encourage repeat purchases, but also increase the likelihood of customers giving positive recommendations to others. In addition, *Service excellence* can also have a positive impact on operational efficiency. When customers are satisfied with the service, they tend to file fewer complaints and return goods. This can save time and resources that would normally be used to deal with such problems. Superior Service can also increase employee motivation and retention. Employees who feel valued and supported to provide the best service tend to be more loyal and productive. This in turn will lower recruitment and training costs that are usually high in the service industry. Overall, *Service excellence* is a very important competitive strategy for service companies. By focusing on an exceptional customer experience, they can build an edge that is difficult for competitors to replicate and achieve sustainable business growth over the long term.

METHODS

This study will use a literature study approach to analyze the implementation of *Service excellence* in the field of services and its impact on customer satisfaction. Literature study is a research method that focuses on collecting and analyzing information from various relevant reference sources, such as scientific journals, and reliable online sources. In the process of collecting data, researchers will conduct a systematic review of the literature that discusses the practice of *Service excellence* in the service industry. This includes key indicators used to measure *Service excellence*, such as service speed, laundry quality, employee friendliness, ease of access, and complaint handling. In addition, researchers will also explore the literature that examines the relationship between the implementation of *Service excellence* and customer satisfaction levels. Data analysis in this study will be carried out qualitatively. Researchers will synthesize and

interpret the findings from various literature sources to gain a deep understanding of the dynamics of the implementation *Service excellence* in services and its impact on customer satisfaction. This will help identify best practices, challenges, and key factors that influence the success of improvement efforts. Through the literature study approach, this research is expected to provide theoretical contributions in the form of insights and practical recommendations for service companies to develop strategies and practices *Service excellence* that are effective in improving customer satisfaction. The findings of this study may also serve as a reference for similar studies in the future.

RESULTS AND DISCUSSION

Based on a comprehensive analysis of the relevant literature, this study found that the implementation of *Service excellence* in the field of laundry services has a significant positive impact on customer satisfaction. and the framework developed in this study will be shown in the figure below:

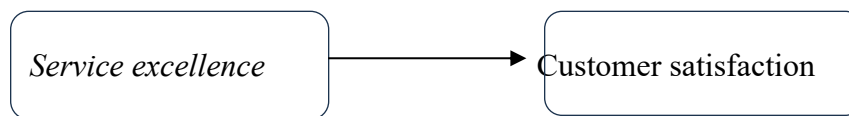


Figure 1. Conceptual Framework

From the framework of thinking above and the various theories studied, it can be explained that *Service excellence* is a very influential factor in customer satisfaction. The findings of this study indicate that efforts to improve *Service excellence* in the laundry service industry play a key role in driving customer satisfaction. When a laundry company is able to meet or even exceed customer expectations through fast, quality, friendly, and responsive service, it will create a positive experience for customers this positive experience will not only increase customer satisfaction today, but can also encourage loyalty and the possibility of repeat purchases in the future. In addition, superior *Service excellence* can also be a source of competitive differentiation for laundry companies, which will ultimately strengthen their position in the market.

Some of the key indicators of *Service excellence* that are proven to contribute to increased customer satisfaction include: (i) speed and accuracy of service, customers appreciate laundry services that can complete their orders quickly and on time as promised. (ii) the quality of the laundry, customers are satisfied when they get clean, neat, and in accordance with their expectations. (iii) friendliness and professionalism, customers tend to feel valued and comfortable when served by friendly, sprightly staff, and competent. (iv) ease of access and flexibility, customers appreciate the convenience in reaching laundry services, both through strategic locations and flexible shuttle services. (v) effective complaint handling: customers are satisfied when laundry companies respond and resolve their complaints quickly and satisfactorily. (vi) choice of fragrance, providing several fragrance choices will affect satisfaction because they get several variants when laundry

Implications of *Service excellence* on customer satisfaction. There are several factors of *Service excellence* that can affect customer satisfaction, namely the speed and accuracy of service, quality of laundry, friendliness and professionalism, ease of access and flexibility, effective handling of complaints and choice of fragrance as can be seen in the following picture:

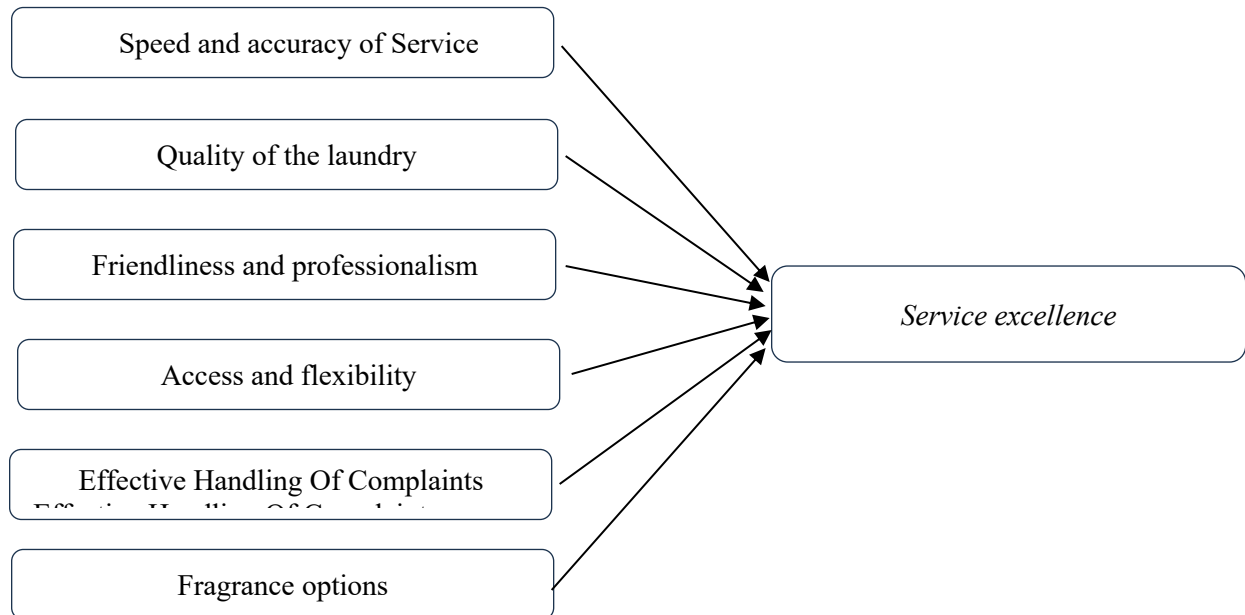


Figure 2. Implications Of *Service excellence*

The results of this study have several important implications for companies engaged in the laundry service industry. First, the findings suggest that speed and accuracy of Service are key factors affecting customer satisfaction. Therefore, laundry services need to prioritize their operational efficiency, from the process of picking up, washing, to sending laundry back to customers. By maintaining consistency in meeting the promised time, companies can meet customer expectations and increase their satisfaction. In addition, the quality of the laundry is also an important aspect that must be considered. Customers expect their clothes to be clean, smell good and remain in good condition after washing. Therefore, laundry companies must ensure that standards of cleanliness, neatness, and good treatment of customer clothes are always maintained. The consistency of the quality of the laundry also needs to be maintained so that customers can get a satisfactory experience continuously.

the study findings also emphasised the importance of staff friendliness and professionalism in providing services. Customers will feel valued and comfortable when served by friendly, prompt and competent staff. Therefore, laundry companies need to provide adequate training to their staff in order to understand customer needs and provide appropriate solutions. The appearance and professional behavior of the staff can also enhance the positive image of the company in the eyes of customers this study also underlines the importance of ease of access and flexibility for laundry companies in meeting customer needs. In this increasingly competitive industry, customers appreciate the convenience and comfort in obtaining laundry services. The flexibility of the schedule for picking up and delivering laundry is also an important factor to consider. Today's customers have an increasingly dense and dynamic lifestyle, so they want a laundry service that can fit into their schedule. Companies can respond to this need by providing pickup and delivery options at wider hours, including on weekends or outside of regular business hours. By providing ease of access and high flexibility, laundry companies can meet the expectations of increasingly diverse customers. This will not only increase customer satisfaction, but can also encourage their

loyalty and strengthen the company's competitive position in the laundry service industry.

the importance of an effective complaint handling system for laundry companies. In a competitive industry, every customer complaint must be handled quickly, professionally, and satisfactorily. It is not only important to maintain current customer satisfaction, but it can also be an opportunity for companies to increase their loyalty and reputation laundry companies need to have a clear and accessible communication channel for customers to submit their complaints, whether by phone, email, or online form. Trained customer service staff must be prepared to respond to any complaint with empathy, actively listen, and seek a fair and satisfactory solution. In addition, the company must also ensure that any complaints are followed up quickly, so that customers feel that their problems are getting serious attention. In some cases, complaints may involve problems with the quality of the laundry or loss of items. The company must have clear procedures to deal with these situations, such as the replacement of damaged or lost clothing, or the free repetition of the laundry process. A transparent approach and appropriate compensation can help improve customer perceptions and maintain their trust. Next, the company should analyze the trend of complaints and identify the root cause. Using these insights, companies can take remedial action to prevent similar problems from recurring in the future. This will not only increase customer satisfaction, but can also improve operational efficiency and reduce costs associated with handling complaints. By implementing an effective complaint handling system, laundry companies can build customer trust and loyalty. This can be a valuable competitive advantage, considering that satisfied customers tend to be more loyal and even become promoters for the company.

In addition to functional aspects such as hygiene and laundry quality, the findings of the study also highlight the importance of offering attractive fragrance options to laundry customers. In a competitive industry, the fragrance of clean clothes is one of the factors that can provide a satisfactory experience for customers and affect their perception of the quality of service laundry companies need to provide a variety of fragrance options that can meet the tastes and preferences of diverse customers. This can range from fresh and mild scents, floral scents, to stronger and more flavorful scents. By offering extensive options, the company can ensure that every customer can find a fragrance to their liking. In addition, the company may also consider offering premium or exclusive fragrance options, which can be used as an additional service or "upgrade" for customers who want a more luxurious experience. Unique and high-quality fragrances can be a special attraction for customers and give the impression that the company offers special services. In choosing the type of fragrance, the company must take into account current market trends and preferences. In addition, the company can also conduct trials and surveys to get direct input from customers about the most preferred fragrances. Thus, companies can customize their offerings according to customer needs and expectations offering attractive fragrance options can not only increase customer satisfaction, but can also be a competitive differentiator for laundry companies. Customers who are satisfied with the smell of clean clothes tend to be more loyal and can be a source of positive recommendations for potential new customers. Overall, the implementation of *Comprehensive Service excellence* is proven to play a key role in improving customer satisfaction. When customers' expectations are met or exceeded, they tend to be loyal and make repeat purchases, as well as provide positive recommendations to others. This can provide a sustainable competitive advantage for laundry companies that are able to implement *Service excellence* strategies effectively.

CONCLUSION

Comprehensive research on excellent service in the laundry service industry shows that effective implementation of various aspects of *Service excellence* can have a significant impact on customer satisfaction. Speed and accuracy of Service are vital, with customers expecting fast and timely pick-up, wash and delivery processes. The quality of the laundry is also the main determinant, where clean, neat and durable clothes are highly valued by customers. The friendliness and professionalism of the laundry staff also contributes to the positive perception of customers, especially in terms of communication and complaint handling.

Ease of access and flexibility of services, such as delivery and pick-up options, as well as operating hours that suit customer needs, are also important factors in increasing satisfaction. In addition, an effective complaint handling system, where every complaint is acted upon quickly, professionally, and fairly compensated, can maintain customer trust and loyalty no less important, attractive and diverse fragrance options can also be a special attraction for customers, providing a satisfying experience and a positive impression of the overall quality of Service. Laundry companies can offer a variety of fragrance options, including premium fragrances, to meet the diverse tastes and preferences of customers. By implementing a comprehensive *Service excellence* strategy, laundry service companies can build strong customer satisfaction, increase loyalty, and achieve sustainable competitive advantage in an increasingly competitive industry.

The research can be extended in scope to various types of service industries other than laundry, to compare the implementation of *Service excellence* and its impact on customer satisfaction in different industry sectors. In addition, empirical research using survey or experimental methods can be carried out to quantify and analyze in more detail the effect of the dimension of *Service excellence* on customer satisfaction. Other factors that can affect customer satisfaction besides *Service excellence*, such as pricing, promotions, and location, can also be researched to gain a more comprehensive understanding. The long-term impact of the implementation of *Service excellence*, such as the impact on customer loyalty, word-of-mouth, and company profitability, may also be the focus of further research. Comparative studies between companies that implement *Service excellence* and those that do not can also be done to see the difference in performance and impact on customers. In addition, the influence of demographic and psychographic characteristics of customers on their perception of *Service excellence* and perceived satisfaction can be an interesting topic for further research.

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