

ABSTRAK

Laporan tugas akhir ini berjudul “Praktek *Booking Service* Pada PT. Agung Automall Pal 10 Jambi. Laporan tugas akhir ini bertujuan untuk mengetahui proses *Booking Service* dalam meningkatkan dan menambah kepuasan konsumen terhadap pelayanan *booking service*. Metode penulisan yang digunakan dalam laporan tugas akhir ini adalah metode pengumpulan data analisis deskriptif melalui wawancara, observasi, dan data kepustakaan. Berdasarkan hasil penulisan dapat ditarik kesimpulan bahwa adanya *booking service* dapat memudahkan konsumen dalam mengatur waktu kedatangan *service* ke bengkel dan sehingga dapat mempersingkat waktu dari antrian panjang. PT. Agung Automall juga memberikan beberapa layanan servis yaitu Toyota *Home Service* (THS), Toyota *Service Station* (Toss), Toyota *Mobile Service* (TMS), dan *Express Maintenance* (EM).

Kata kunci: Praktek, *Booking*, *Service*

ABSTRACT

This final project report entitled “Booking Service Practice at PT. Agung Automall Pal 10 Jambi. This final report aims to determine the process of Booking Service in improving and increasing customer satisfaction with booking service. The writing method used in this final report is descriptive analysis data collection method through interviews, observations, and library data. Based on the results of writing, it can be concluded that the existence of a booking service can make it easier for consumers to arrange the arrival time of the service to the workshop and so that it can shorten the time of long queues. PT. Agung Automall also provides several services, namely: Toyota Home Service (THS), Toyota Service Station (Toss), Toyota Mobile Service (TMS), dan Express Maintenance (EM).

Keywords: *Practice, Booking, Service*