

Abstrak

Bengkel Agung Toyota PAL 10, sebagai bengkel resmi Toyota di Indonesia, perlu mengoptimalkan proses pelayanan dan operasionalnya untuk meningkatkan kepuasan pelanggan dan keuntungan perusahaan. Laporan tugas akhir ini mengkaji proses pelayanan dan operasional bengkel, mengidentifikasi permasalahan, dan merumuskan strategi optimalisasi, seperti penerapan sistem antrian online, peningkatan pelatihan mekanik, optimalisasi penggunaan alat dan suku cadang, dan penerapan sistem pengukuran kinerja. Diharapkan strategi ini dapat meningkatkan kualitas pelayanan, efisiensi operasional, dan pada akhirnya meningkatkan kepuasan pelanggan dan keuntungan perusahaan.

Kata Kunci: Optimalisasi proses pelayanan, Efisiensi operasional, Bengkel, Agung Toyota PAL 10.

Abstract

Bengkel Agung Toyota PAL 10, as the official Toyota repair shop in Indonesia, needs to optimize its service and operational processes to increase customer satisfaction and company profits. This final assignment report examines service processes and workshop operations, identifies problems, and formulates optimization strategies, such as implementing an online queuing system, increasing mechanic training, optimizing the use of tools and spare parts, and implementing a performance measurement system. It is hoped that this strategy can improve service quality, operational efficiency, and ultimately increase customer satisfaction and company profits.

Keywords: *Optimization of service processes, operational efficiency, workshop, Agung Toyota PAL 10.*