

ABSTRAK

Laporan akhir magang ini berfokus pada peran PT Jambi *Event Organizer* (JEOrganizer) dalam mengangkat brand sepeda motor Yamaha di provinsi Jambi melalui pengembangan pelayanan. Studi ini berfokus pada konsep-konsep seperti kepuasan pelanggan, kewirausahaan, kolaborasi, komunikasi, ketersediaan informasi, dan organisasi acara. Selama program magang, penulis bekerja sama dengan Yamaha dan mitra lainnya untuk menyelenggarakan acara berskala besar di mana kepuasan pelanggan adalah kunci keberhasilannya. Kualitas layanan kami yang tinggi, kreativitas konsep acara kami dan profesionalisme tim kami adalah faktor utama di balik tingginya kepuasan pelanggan kami.

Kata kunci . *event organizer*, kepuasan pelanggan, komunikasi, pengembangan jasa, tanggung jawab

ABSTRACT

The final report of this internship focuses on the role of PT Jambi Event Organizer (JEOrganizer) in raising the Yamaha motorbike brand in Jambi province through service development. This study focuses on concepts such as customer satisfaction, entrepreneurship, collaboration, communication, information availability, and event organization . During the internship program, the author worked closely with Yamaha and other partners to organize large-scale events where customer satisfaction was the key to success. The high quality of our services, the creativity of our event concepts and the professionalism of our team are the main factors behind our high customer satisfaction.

Keywords: event organizer, customer satisfaction, communication, service development, responsibility