

**SERVICE EXCELLENCE OF SALES ASSISTANT TO CUSTOMERS
IN ORDER TO INCREASE SALES IN PT. ASTRA INTERNATIONAL
TOYOTA AUTO 2000 BRANCH SUKUN - MALANG**

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Abstract

Service Excellence is one term that evolved into today's marketing management science. Excellent service can actualize customer loyalty, so it is expected that the company's sales continue to increase. In order to build customer loyalty, Toyota dealers rely on personnel at the front liner, one of them is a Sales Assistant (SAS), which has an obligation to provide excellent services to customers. There are 6 (six) variable-rate service (service excellence) to customers who simultaneously carried out by the SAS as well. The variables of service excellence, among others: (1) the ability, (2) attitude, (3) appearance, (4) attention, (5) the action, and (6) accountability. Service excellence variables are understood, believed and done by the SAS in order to increase sales in AUTO 2000 Sukun-Malang branch. Service excellence variable is also a full concern and as a matter of evaluation for the Branch Manager or Supervisor, thus becoming one of the important materials in trainings conducted by the company. That from the six (6) variables excellence SAS service provided to the customer has a different order of priority for the SAS of AUTO 2000 Sukun-Malang branch. However, the results of this study, the majority of SAS convey that attitude is the main variable that they have prioritized for display to the customer, and this is

recognized by the Supervisor and Head of Branch in AUTO 2000 Sukun-Malang branch.

Keywords: Service excellence, Sales Assistant (SAS), Astra International, Toyota AUTO 2000.

1. BACKGROUND

In marketing management theory which is growing today, there is the term Service Excellence. Excellent service definition contains three main points, namely the approach of attitudes related to concern for the customer, efforts to serve the best course of action, and there is a goal to satisfy customers with specific service-oriented standards. Definition of service excellence is of concern to customers by providing the best services to facilitate ease of fulfillment and satisfaction to realize, that they are always loyal to the organization or company (Barata, 2004: 27).

Many things can be done so that customers are increasingly loyal to the company. One way is to create customer satisfaction (customer satisfaction) through the optimization of the performance of a product or service. This can be done through the formulation of the marketing mix, or better known as the marketing mix effectively, as it was concluded Hurriyati (2005: 48) on the definition of the marketing mix are elements of marketing are intertwined, blended, organized, and used appropriately, so that the company can achieve effective marketing, while satisfying the needs and desires of consumers.

However, amidst the increasing competition, implementation of service marketing mix strategy is not sufficient to achieve customer loyalty without being followed by a paradigm shift in marketing from transactional to relationship, which will ultimately bring huge implications also for a change of purpose of the company's services and manufacturing today (Utami, 2004). Excellent service pattern or better known as the Service Excellence has been used by various groups in the business world. They believe that by providing the best service, customers will be satisfied, which can be interpreted as valuable as making investments to maintain the viability of the company. This is because the customer is a valuable

asset for the company, and in fact none of the companies that will be able to survive if the customers left

Fulcrum of excellent service lies in the ability of a person or group of people, to provide services optimally by combining the concept of ability, attitude, appearance, attention, action, and accountability in the process of service delivery. For that, another effort that needs to be done in building customer loyalty is to recognize the characteristics, needs, and desires of consumers through two-way communication between the customer and the company.

After recognizing the customer, then the business processes tailored to the needs and desires of the customer. It is appropriate with opinion of Chan (2003: 2), which suggests that by knowing what the customer wants, then all the products or services offered, the bidding process, to the way of transacting attempted to fit the desires of each individual customer.

Thus, the customer will feel he bought something not from strangers, but from people who really understand what is wanted. And from observations or surveys on the objects Thesis Research (PT. Astra International Toyota AUTO 2000 Branch Sukun–Malang branch) showed that 80 percent of consumers are repurchase customers and 20 percent of them are new consumers, the new consumers just move the brand from other car brands and finally decided to buy Toyota cars compared to other brands, consumers who recently decided to buy Toyota car were motorcycle users previously.

In order to build customer loyalty, Toyota dealer relies on personnel at the front liner, one of them is a Sales Assistant (SAS). SAS is one party that is directly related to the customer, and this is vital in maintaining the quality of service companies. Multi role of SAS, both as a source of information about a wide variety of products offered, as well as a complaint for customers, makes SAS should get special attention, because indirectly, SAS is the key to gain customer loyalty. In Malang city, there are 3 official dealer of Toyota namely PT. Astra International AUTO 2000 Toyota Letjend. Sutoyo branch, PT. Kartika Sari Soekarno-Hatta, and PT. Astra International Toyota AUTO 2000 Sukun branch. PT. Astra International AUTO 2000 Toyota Sukun-Malang branch which became the object of research thesis, is the largest and most complete official dealer of

Toyota Malang city. Toyota Dealer AUTO 2000 Sukun branch is the only one who has a Toyota dealership facility automobile body painting or painting in Malang. For this reason, researcher was interested in doing research at PT. Astra International Toyota AUTO 2000 Sukun-Malang branch, located on Jalan S. Supriadi No. 35 Malang on "SERVICE EXCELLENCE OF SALES ASSISTANT TO CUSTOMERS IN ORDER TO INCREASE SALES IN PT. ASTRA INTERNATIONAL TOYOTA AUTO 2000 SUKUN-MALANG BRANCH.”.

1.2. Research Problems

Based on the introduction explained above, there are two research problems proposed in this research:

1. How Sales Assistant (SAS) do service excellence to consumers as the effort to increase sales in PT. Astra International Toyota Auto 2000 Branch Sukun - Malang?
2. What variable service excellence that is displayed by Sales Assistant (SAS) in serving consumers as the effort to increase sales in PT. Astra International Auto 2000 Toyota-Malang branch Sukun and which variables are most preferred?

1.2. Purposes of the Research

Research at PT. Astra International Toyota AUTO 2000 Sukun-Malang branch aims:

1. To know service excellence that Sales Assistant (SAS) give to consumers in order to increase sales in PT. Astra International Toyota AUTO 2000 Sukun–Malang branch.
2. To determine variables of service excellence that is displayed by Sales Assistant (SAS) in serving consumers as the effort to increase sales in PT. Astra International Auto 2000 Toyota-Malang branch Sukun and the most preferred variable.

2. LITERATURE REVIEW

The rationale for marketing starts from the human needs and desires. Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value with others. The market can be defined as a meeting place between the forces of demand with the power supply, or it can also be interpreted as a meeting place between sellers and buyers to conduct an exchange. The exchange arises as a result of the inability of humans to meet their own needs.

2.1. Marketing Strategy

Strategy is a plan that is fundamental to achieve the company's goals. Definition of marketing strategy according to Cravens in Alma (2004: 257) is "Strategic Marketing is a market-driven process of strategy development, taking into account a constantly changing business environment and the need to achieve high levels of customer satisfaction. Strategic marketing focuses on organizational performance rather than the traditional concern about increasing sales".

2.2. Customer Behavior

Consumer behavior is studying about where, under what kind of conditions, and how someone buys a particular product of a particular brand. All of them are very helpful in developing marketing manager in the company's marketing policy. The decision making process purchase a good or service will involve a variety of parties, in accordance with their respective roles. The roles performed are initiator, influencer, decider, buyer and user. These factors include economic factors, psychological, sociological and anthropological. The reason why someone buys a particular product or reasons why buy at a particular seller will be a very important factor for the company in determining product design, pricing, distribution channels, and promotional programs are effective, as well as some other aspects of corporate marketing programs.

2.3. Consumer Expectation

The main hope for consumers is to obtain satisfaction with comparable sacrifice. For consumers, the sacrifice is the cost or the price paid to acquire goods or services. While satisfaction is conformity between expectations with reality benefits, which in this case is reflected by the added value of the goods or services purchased. Today, customers are getting smarter and critical so that the business should be able to provide services that meet customers' expectations. But not only that, the businessman also sees the need to please their customers..

2.4. Service Excellence

According to Barata (2004: 25), program service to customers with the starting point of the concept of concern to consumers continues to be developed in such a way, so that today the service program or service has become one of the key tools in implementing marketing strategies to win the competition. Concern for the customer in modern management has developed into a pattern of so-called service excellence. According to Sutopo and Suryanto (2003: 4), service excellence is a very good service or the best service. It is called very good or best because it is suitable with the applicable service standards or owned by agencies that provide services so as to satisfy those who served (customers). Meanwhile, according to Barata (2004: 27), service excellence is a concern to customers by providing the best services to facilitate the ease of meeting the needs of realizing his satisfaction, so that they are always generous to the company. Elhaitammy in Tjiptono (2002: 58) also found service excellence is an attitude or the way employees serving customers in a satisfactory manner. Based on the understanding of the excellent service, it can be concluded that the success of excellent service depends on the alignment ability, attitude, appearance, attention, action, and responsibilities in the implementation. To achieve the level of excellence, each employee must have certain skills, such as understanding the work, whether tasks are related to his/her section or department, or on another

department, showing spirit to work, always ready to serve, and having the ability to handle customer complaints in a professional manner.

3. RESEARCH METHOD

3.1. Research Approach

Judging from the type of data, the research approach used in this study is a qualitative approach. Qualitative research is a research that aims to understand the phenomenon of what is experienced by research subjects holistically, and by way of description in the form of words and language, in a specific context that is naturally and by using various scientific methods (Moleong, 2007: 6). Through this qualitative approach is expected to lift a picture of actuality, social reality, and the perception of research goals without polluted by formal measurement. The design in this qualitative study employed the phenomenological study.

3.2. Stages of Research

This research was made through four stages: (1) Introduction; (2) Design Development; (3) In-depth Study; (4) Report Writing.

3.3. Interpretative Phenomenological Analysis

The researchers also have to formulate the truth of the events or events with in-depth interviewing. The data obtained by in-depth interviews can be analyzed by the data analysis process as Interpretative Phenomenological Analysis written by Smith (2009). The stages of Interpretative Phenomenological Analysis carried out as follows: (1) Reading and re-reading; (2) Initial Noting; (3) Developing Emergent Themes; (4) Searching SAT for a cross connection emergent themes; (5) Moving the next cases; (6) Looking for patterns across cases.

3.4. Research Sites

The research location is where research is conducted. The overall research carried out at the office of PT. Astra International Toyota AUTO 2000 Sukun-Malang branch is located at Jalan S. Supriyadi No. 35, Malang.

3.5. The Scope of Research

The scope of this research is the field of marketing management with a focus on excellent service sales assistant (SAS) to consumers in order to increase sales. SAS excellent service in question is a form of service provided by SAS to consumers which includes the ability, attitude, appearance, attention, action, and accountability. The consumers being given excellent service here are the consumers who will and have made a purchase of Toyota brand vehicles in dealer PT. Astra International Toyota AUTO 2000 Sukun -Malang branch.

3.6. Types and Sources of Data

The types of data in this study were classified into primary data and secondary data. According to Marzuki (2005: 59) data can be distinguished by its source, namely: (1) Primary Data; (2) Secondary Data.

3.7. Data Collection Technique

Data collection techniques the researcher did in this study including:

1. Interview

The respondents of the interview are: (1) Branch Head of AUTO2000 Malang - Sukun branch, (2) Administration Head of AUTO2000 Malang – Sukun branch, (3) Sales Supervisors of AUTO2000 Malang – Sukun branch, (4) Sales Assistant (SAS) with High Achievement of AUTO2000 Malang – Sukun branch, (5) Sales Assistant (SAS) with Middle Achievement of AUTO2000 Malang – Sukun branch, (6) Sales Assistant (SAS) with Low Achievement of AUTO2000 Malang – Sukun branch.

2. Observation

Observations made in this study is how the researchers could see directly, hear and even feel how the sales assistant PT. Astra International Toyota AUTO 2000 Sukun-Malang branch in providing excellent service to consumers in order to improve

3. Documentation

Therefore, documentation technique is done by holding a recording of documents regarding the company's brief history, organizational structure, vision and mission, products and services in the PT. Astra International Toyota AUTO 2000 Sukun-Malang branch.

3.8. Data Analysis

Data analysis in qualitative research is the process of preparing the data to be interpreted and inferred. Compiling data means to organize, classify, create patterns and compile the data category. Interpret or interpretation means explain the pattern or category, giving meaning and look for relationships between concepts in the analysis. Results of an analysis of the conclusions obtained from the problems posed. The data analysis was conducted during and after data collection to complete the research report. Referring to the opinion of Miles & Huberman (1992), there are three steps involved in the process of data analysis, namely (a) data reduction, (b) display the data, and (c) the verification of data or conclusions.

The components of the analysis of the above data are then by Miles & Huberman (1992) referred to as a model of "interactive model" which is described as follows:

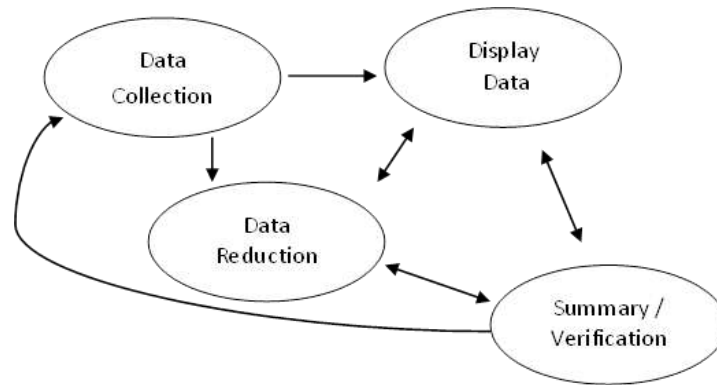


Figure: Process Data Analysis

Based on the picture above, we can know the process of data analysis in a particular cycle and lasted throughout the study carried out.

4. FINDING AND DISCUSSION

4.1. Sales Assistant (SAS)

Sales assistant (SAS) is a sales assistant at PT. Astra International Auto 2000 is a partnership in product sales of Auto 2000. Therefore, there are some explanations that are associated with this SAS; (1) SAS recruitment purposes, (2) the difference SAS with a salesman, (3) qualification SAS, (4) SAS recruitment system, (5) the obstacles in the recruitment of SAS.

4.2. Recruitment Purpose of SAS

Basically, the purpose of recruitment of SAS on a branch is based on the background of economic condition in Indonesia that is declining. The condition of Indonesia's economic decline has resulted in the weakening of purchasing power, and one impact is the reduced purchasing power of AUTO 2000 products. Of course, it is influencing the company's turnover and earnings. The company strives to suppress the people of cost through the recruitment of a sales assistant (SAS).

Employee cost efficiencies gained through limited partnerships working relationship with SAS, where SAS does not receive

compensation in the form of a basic salary and medical benefits. SAS only get a meal and transportation allowances amounting to approximately Rp. 900.000,00. As for the commission of each unit of sales, SAS obtain the same rights as Salesman NRP.

4.3. Differences between SAS and Salesman

SAS employee status was limited partnership. That is, the company can at any time cut this partnership, both caused by improper achievement of the target, and for other reasons. Head of Branch and FAH said that the dismissal of this partnership can be done at any time without warning letter (SP). However, the answer is different from the Supervisor, that SAS may be removed after the SP 3.

Although in fact, many people resigned of their own accord. Partnership also means that any benefit gained by SAS differs from NRP Salesman in terms of both financial and non-financial. So the SAS general job description is the same as the Salesman NRP. The differences are: sales target (at least 2 units per month), process evaluation, and compensation that received. SAS is not entitled to a basic salary, health benefits, and formal training of Astra International. SAS only get a meal allowance and transportation around Rp. 900.000,00 and local training organized by the branch.

4.4. Qualification SAS

Qualification of SAS to be recruited by PT. Astra International Toyota AUTO 2000 Sukun-Malang branch includes the following qualifications: (1) Male gender; (2) Age: not more than 28 years; (3) Education: SMK / equivalent; (4) Work experience: preferably already experienced become salesman of any product. (5) Skill: seen from the interview process. But in fact there are several SAS aged over 28 years who have been accepted into the SAS, this is because of the experience, ability, and performance of the SAS in the sales experience.

4.5. Recruitment Systems SAS

SAS recruitment system was not done openly. Because AUTO 2000 branch is not allowed to do publications in bulk, whether through print, electronic, flyers, billboards, and so forth. In AUTO 2000 Sukun-Malang branch, SAS recruitment process in 2015 is by contacting 120 names obtained from Job Fair in Brawijaya University held before the SAS program was started.

AUTO 2000 Sukun-Malang branch already has administrative records such as CV and other documents on the Job Fair event. Then, 120 names were invited to directly participate in the interview with the supervisor and branch manager at the end of June 2015 which then ultimately elected 24 SAS for Auto 2000 Sukun-Malang branch of the company's partners.

4.6. Recruitment Constraints of SAS

As the provisions derived from the Head Office (Headquarters) PT. Astra International Tbk. that the recruitment process is not allowed to be mass-published, then the publication constraints became the main obstacle in the recruitment process. Publication is only done based on an internal recommendation, and it is just happened that AUTO 2000 Sukun-Malang branch has a database of Job fair held at UB before the SAS program is running.

The next challenge is when the recruitment process. Head of Branch conveyed openly about compensation to prospective SAS. Most of the 120 people who are invited for interview resign (walk out) after Branch convey it in the forum and invited candidates SAS decided not to continue the process of recruitment to leave the room. Of the 120 people who signed up then, only 24 were still trying to move into SAS and even now only 8 people surviving, it is essential to the company to conduct a review of the recruitment process, working system and the system of compensation provided to the SAS.

So that the company's goal to recruit SAS in order to reduce people costs on one hand and efforts to increase sales turnover on the other hand is at one point of equilibrium / balance.

4.7. Excellent Service SAS

The results of in-depth research that has been conducted by the researcher discovered a phenomenon that occurs within the scope of the services performed by SAS various services done by the variable as the effort to provide appeal to consumers. Service variables that appear in the field made by SAS are to provide excellent services to the consumers, namely: (1) ability, (2) attitude, (3) appearance, (4) attention, (5) the action, and (6) accountability.

Ability

There are some capabilities that should be owned by the SAS in providing excellent service to consumers is associated with the ability to recognize the needs of customers, communicate with customers, explaining the product specification Toyota, explains the necessary documents to the administrative requirements, as well as the ability to explain the loan process. From the research conducted, SAS has a good ability to recognize customer needs, such as for example when researcher saw and heard how SAS understand the product knowledge.

Product knowledge is the ability of SAS in explaining the specifications of the products offered, comparisons between products from one another, both in terms of advantages and disadvantages, so that SAS is able to easily persuade the customer to buy the product, either cash or credit. Speaking about the loan process, SAS is also equipped with the knowledge of the credit payment system either through TAFS, ACC, or bank. Capability of product knowledge is obtained from a week-long training process provided by the leaders of the branch.

From the observation that researchers do during the mentoring process with SAS in product knowledge and communication skills, SAS has good and adequate ability. This is proven when customers inquire about the various products of AUTO 2000, SAS is able to explain and convince

consumers of the strength of AUTO 2000 products. Thus, the majority of consumers were interested in the process of purchasing products of Auto 2000. In fact, some of them are consumer loyalty to purchase products offered by Auto 2000.

Attitude

In an attitude problem when SAS doing excellent service to consumers, researcher classified the attitude of SAS in terms of being friendly in serving the customers, keeping the courtesy to customers and be honest in providing services to customers. Friendly attitude in serving customers extremely felt by researcher when SAS meet the customers, for example, begin with a greeting and a sincere smile. Moreover, the attitude in response to customer desires and attitudes in the face of complaints from customers have become important factors for an SAS.

Based on observations, the researcher saw directly how SAS respond to customer requests with a smile and friendly words. Meanwhile, when facing complaints from customers, SAS always ask beforehand in detail to determine the source of problem. SAS asked with patience and keep smiling even when customers expressed their complaints. Problems encountered were thoroughly resolved after negotiations conducted by the SAS. So that customers can feel comfortable relationships and interactions by getting a good solution to the complaints she had submitted to the company.

Appearance

Look, for SAS, became one of the main attractions for consumers as a form of excellent service. Because of the concern in this appearance is being attractive when serving customers, well-dressed when serving customers as well as maintain the neatness of workplace when customers want to meet at the office. Appearance is very important to obtain assessment and customer trust.

Standard grooming is a special concern for the SAS. Because standard grooming, besides being an important part of the excellent

service, it is also a part of the pride and confidence for the SAS who want an appreciation of social status in the midst of their communities.

Indeed, the observation during the study period, researcher found the SAS always dressed neatly and attractive in accordance with the schedule, bringing the document in a standard folder, and wearing shoes and accessories that reflect the SAS Auto 2000. So from the performance, everyone knows that SAS is from AUTO 2000, a reputable company that has a wide range of products, well-known in the public eyes with a special attraction in providing excellent service to the customer.

Attention

Attention to the consumer / customer is an integral part in the excellent service provided to consumers. Therefore, SAS must give attention to all customers without distinction, paying attention to the complaints of the customers and offering assistance in the form of product information of Toyota. AUTO 2000 Company armed SAS with customer database software to determine customers' background; one of them is date of birth. This is used to give personal attention to customers in addition of course, attention to customers when the bidding process, transactions process even the after-sales care.

It is indeed the researcher see himself when conducted field research, where SAS know the background of customer; such as paying attention to date of birth, on the arrival of customer's birthday, even SAS, besides giving congratulations, also give gifts to customers, though by judging of the value of the price is not big. It became beliefs and habits of SAS to establish good interpersonal relationships with customers. SAS attention to customers whether at bidding process, transaction and sales, especially coupled with good interpersonal relationships, are likely to establish customer loyalty to the company.

Action

Actions become evidence for SAS excellent service to its customers. Therefore, SAS should really provide convenience in terms of procedures or procedures for service, act quickly in providing services to

customers, and to help solve customer problems if necessary. Action is essential in responding to complaints made by customers, because the action is the proof of service to a customer, and the action will give satisfaction to the customer. Therefore, Supervisors do not stay put to assist SAS if there are problems faced in the field.

In terms of procedure or procedures for service, act quickly in providing services to customers, and to help solve customer problems if necessary is a basic principle that is upheld by the SAS in providing tangible services to its customers, so the SAS in the actions is trying as soon as possible, straightforward and can be understood quite simply by the customer.

Researcher saw the SAS is really nimble when dealing with customers, ranging from providing information about the product knowledge, the bidding process, transaction, and also when there are some problems by customers. If SAS does not really understand of the issue, they do consultations directly to the supervisor to help solve them, so that customers feel well-served.

Accountability.

These responsibility variables become the lock of the excellent service that conducted by SAS to customers, so that customers will become loyal customers for the company. SAS therefore is responsible for the planned date of vehicles delivery; is responsible for the cleanliness of the exterior and interior of customer new vehicle, is responsible for following up on customer complaints. Accountability of an SAS also becomes a concern for Head of Branch. They armed SAS with the application of credit calculation. Application of credit calculation has become one way for SAS in providing information always accountable. In addition, the ordering process until delivery order also ensured to run smoothly with the Standard Operating Procedures

One of the highlight services by SAS is accountability, started from calculation of financing, the accuracy of vehicles delivery date, is

responsible for the cleanliness of the exterior and interior of the vehicle and is responsible for following up on customer complaints.

From the results of observation that researcher did, researcher noticed that in an effort to ensure accountability, the SAS always carrying a laptop or gadget that is therein contained various documents and company SOP, including the instruction of credit counting process. In addition, they also equip with 1 sheet SPK or Mail Order Vehicle brought by SAS ensures no diversion of customer money after handing it to SAS. SAS also coordinate with relevant parties and to ensure that the vehicle is delivered to the customer in accordance with the document that has been agreed with regard to the timeliness of delivery, cleanliness of the the vehicle's exterior and interior.

Main Variables of Service Excellent SAS.

As has been described above that the service excellence variables are: (1) ability; (2) attitude; (3) appearance; (4) attention; (5) action; and (6) accountability. The six variables mutually reinforce each other to produce an service excellence for its customers.

However, for the SAS there are variables that are preferred for display in front of customers. Six of the eight different SAS sort the variables in which the precedence for providing excellent service (excellent service) to customers as depicted in the table below:

Tabel: Service Excellent Variables of SAS AUTO 2000 Cabang Sukun-Malang

Vari- able SE	Sales Assistant (SAS)					
	1	2	3	4	5	6
1	Attitude	Attitude	Attitude	Ability	Attitude	Attitude
2	Ability	Action	Ability	Attitude	Ability	Ability
3	Action	Ability	Appear- ance	Appear- ance	Appear- ance	Account -ability
4	Appea rance	Account- ability	Account -ability	Attan- tion	Action	Action
5	Account	Attantion	Action	Action	Attan-	Attan-

	ability				tion	tion
6	Attantion	Appear- ance	Attan- tion	Account -ability	Account -ability	Appear- ance

From the data in Table above, it can be seen that the majority (5 of 6) SAS prioritizes attitude as the main variable that they show in front of customers in about providing excellent service (service excellent).

5. CONCLUSION AND SUGGESTION

5.1. Conclusion

From the results of research on Service Excellence of Sales Assistant (SAS) to Customers in order to Increase Sales at PT. Astra International Toyota AUTO 2000 Sukun-Malang branch can be concluded as follows:

1. There are 6 (six) service excellence variables to customers who simultaneously carried out by the SAS as well. The variables of service excellence, among others: (1) ability; (2) attitude; (3) appearance; (4) attention; (5) action; and (6) accountability. Service excellence variables are understood, believed and done by the SAS in an effort to increase sales in AUTO 2000 Sukun-Malang branch. Service excellence variables are also a full concern and as a matter of evaluation for the Head of Branch or Supervisor. Thus, becomes one of the important materials in training conducted by the company.
2. Six variables of service excellence that SAS provided to the customer has a different order of priority for the SAS of AUTO 2000 Sukun-Malang branch. However, the results of this study, the majority of SAS (5 of 6) convey that attitude (attitude) is the main variable that they have prioritized for display to the customer, and this is recognized by the Supervisor and Head of Branch in AUTO 2000 Sukun-Malang branch.

5.2. Suggestion

As for suggestions that can be presented by researcher with respect to this research are as follows:

1. To give the importance of service excellence for its customers, the company should evaluate service excellence variables done by SAS constantly. The evaluation results can be used as an assessment as well as a pressure point of the material in the trainings to be conducted. All of service excellence variables can be done by the SAS in a balanced manner in prime condition.
2. The company should also pay attention to other factors which may provide encouragement for the SAS to provide excellent service to its customers. Therefore, SAS will have a high motivation to carry out the process of selling the products issued by the company.
3. For further research, is expected to find additional variables that can add to the quality of excellent service for its customers, so the SAS services to the customers increases visible kindness and actually can increase product sales PT. Astra International Toyota AUTO 2000 Sukun-Malang branch.

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