

## **INTISARI**

Tugas Akhir ini mengkaji tentang bagaimana penerapan Standar Operasional Prosedur *Customer Service* di Bandar Udara Internasional Juanda.

Metode yang digunakan adalah metode penelitian kualitatif dengan teknik pengumpulan data berupa observasi langsung di Bandara Juanda, wawancara dengan para nara sumber yang dapat memberikan informasi secara akurat serta menggunakan studi dokumen dan studi pustaka untuk mendapatkan data yang dibutuhkan kemudian dilakukan analisis data.

Hasil penelitian menunjukkan bahwa staff di bagian *Customer Service* Bandar Udara telah menerapkan Prosedur Operasional Standar (POS) secara baik. Implementasi POS secara baik membuat pengguna jasa Bandar Udara merasa nyaman serta terbantu kebutuhannya selama di Bandara.

**Kata Kunci: Prosedur Operasional Standar(POS); Bandar Udara Internasional Juanda; Customer Service; Pelayanan.**

## **ABSTRACT**

The final project of this review about how the application of Standard Operational procedure of Customer Service at Juanda international airport.

The research uses in qualitative method with data collection techniques in the form of direct observation at Juanda international airport, interviews with the resource person who can provide information accurately and using the study day documents and Literature studies to obtain the required data and then happen to do data analysis

The results show the application of Customer Service SOP (Standard Operating Procedure) has a role in uphold the company's image. With applied SOP by the expected future Airport Customer Service can provide a positive impact in terms of service for users of Airport Services. Good service efficiently by Juanda International Airport, in particular, our Customer Service will make the users feel comfortable and satisfied against the facilities services already given.

**Keywords: Standard Operating Procedures (SOP); Juanda International Airport; Customer Service; Service.**