

## INTISARI

Penelitian ini dilakukan untuk mengetahui tugas dan tanggungjawab setiap bagian dalam divisi *Honda Customer Care Center (HC3)* serta mengetahui bentuk kegiatan dalam memuaskan pelanggan pada PT. Astra International Tbk-Honda. Mengingat banyaknya pesaing dalam bidang otomotif, divisi *Honda Customer Care Center (HC3)* harus bekerja keras dalam menjalankan tugas dan tanggungjawabnya memuaskan pelanggan. Divisi Honda Customer Care Center memiliki beberapa jenis kegiatan yang dilakukan untuk memuaskan pelanggan,

Dalam penelitian ini, penulis menggunakan metode wawancara dan pengamatan. Narasumber terdiri dari supervisor divisi *HC3* PT. Astra International Tbk - Honda (Christa Adhi Dharma) Pengamatan dilakukan di PT Astra International Tbk – Honda yang berlokasi di Jalan Magelang Km. 7,2 Yogyakarta.

Berdasarkan hasil penelitian, peranan divisi *HC3* dalam memuaskan pelanggan memiliki enam jenis kegiatan yaitu bale santai honda, mudik balik bareng honda, hari pelanggan, ICH, hari ulang tahun astra 15 juni, dan customer gathering.

Kata kunci: Divisi *Honda Customer Care Center (HC3)*, Peranan, Pelanggan, Tugas, Tanggungjawab, Memuaskan.

## ABSTRACT

This research was conducted to determine the duties and responsibilities of each part in the Honda Customer Care Center Division and determine its role in satisfying customer PT. Astra International Tbk-Honda. Given a lot of competitors in the automotive, division Honda Customer Care Center (HC3) had to work hard in performing their duties and responsibilities to satisfying customer. Honda Customer Care Center (HC3) Division have some kind of activity undertaken to satisfying customer,

In this research, the authors used the interview method and observation. Informant as the research's source HC3 Supervisor of PT Astra International - Tbk (Christa Adhi Dharma). The observations made at PT Astra International - Tbk is located in Jalan Magelang Km. 7,2, Yogyakarta.

Based on the research results, the role of Honda Customer Care Center in Satisfying Customer is divided into six activities, Honda Rest Area, homecoming and back with Honda, Customer's Day, Integrated Complain Handling, Birthday Surprise on 15th July, and customer gathering.

**Keyword:** Honda Customer Care Center (HC3) Division, Role, Customer, Duty, Responsibility, Satisfying.