

#### COMMUNITY SERVICE DATA

**PkM Title** : Guidance through training on Excellent Service for  
Apartment Manager at The Reiz Condo - Medan

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**Organizer** : STIE Professional Management College Indonesia

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## SUMMARY

Excellent service is concern for apartment residents by providing the best service to facilitate the ease of fulfilling needs and realizing satisfaction so that they are always comfortable with the chosen residence. The importance of excellent service to apartment residents is also a strategy in maintaining the sustainability of the company. When a business is able to provide very friendly service and pamper consumers, it will be imprinted in their minds and can make them loyal consumers.

Excellent service must be supported by reliable quality human resources so that training on excellent service is needed where this training will affect the quality of service and be able to provide added value and be able to change ordinary service into a pleasant experience, and changes occur with the existence of differentiators and unique identities in the service sector against fellow competitors in the same field.

Community Service (PKM) this time sees the need to take part in training on Service Excellent with the target being Supervisor and Manager level employees, because they are the strategic determinants of achieving service goals that are in accordance with recommended expectations. The implementation method is in the form of lectures, discussions, questions and answers which can later be implemented in the activities of each section.

Key Words: Excellent Service (Excellent Service).

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## INTRODUCTION

### 1.1 Situation Analysis

Building long-term relationships with apartment residents is one of the company's important goals to maintain its existence, by understanding what residents want and need and viewing residents as long-term assets. The way employees greet and interact with residents has the potential to add value so that business results are created in the form of customer satisfaction. When residents stay because they feel comfortable with the value of the service they receive and feel, the potential for customers to become loyal residents will increase. Resident loyalty leads to repeated purchases or re-renting, recommendations and proportions of spending will also increase. This condition will have an impact on increasing profits and growth for the company.

When a company provides employees with training to be able to provide excellent service to residents, the company must also balance it by providing excellent service training, to support the excellent service. Training is part of human investment to improve work skills and abilities, and thus improve employee performance. Training is usually carried out with a curriculum that is tailored to the needs of the position, given in a relatively short time, to equip someone with work skills. So far, excellent service has become one of the main principles held by commercial companies in maintaining quality and cooperation.

The main goal of this training is to invest time and resources in the team by addressing the biggest issues in service. The main focus is to improve skills in providing service from the heart.

In providing superior service, a mental state free from negative emotions is essential. This training helps employees who interact directly with residents (frontliners) or supervisors. It is also intended for anyone who deals with internal or external customers. The goal is to develop a positive attitude and the right emotions.

### 1.2 Problem Identification

From the Situation Analysis that has been described, the problems can be resolved well. is how to maintain existence in the increasingly tight competition and how to gain loyalty from residents which is done by implementing an approach to residents through good service

(excellent service), and adding or strengthening good relations with residents by understanding their needs.

### 1.3 Activity Objectives

1. Occupant Satisfaction to ensure customers feel valued and their needs are met. By consistently meeting expectations, businesses can ensure customers are satisfied with the service provided.
2. Resident Loyalty By providing exceptional service, businesses can build long-term loyalty from customers. This reduces the likelihood of customers switching to competitors and increases repeat business.
3. Competitive advantage This makes it more attractive to customers and stands out in the market. Ultimately, this provides a significant competitive advantage.
4. Increased resident recommendations Positive experiences often lead to word-of-mouth marketing, where satisfied customers share their experiences with others. This influences purchasing decisions and increases brand awareness.
5. Better occupant retention prevents customers from leaving a business due to poor service. This ensures that they remain loyal and continue to do business with the company.
6. Brand Image Enhancement Consistently providing exceptional service can enhance a company's image. This makes it more attractive to potential customers and improves its overall reputation.

### 1.4 Benefits of the activity:

1. Increase sales of Apartment units through Excellent Service Benefits
2. Increase value in front of potential residents
3. Improve the company's image in the eyes of the public and residents with the benefits of implementing Excellent Service.
4. Fulfilling the targets that must be achieved by a Resident organization or business to produce optimal service.
5. Building a sense of trust and satisfaction from residents of the service target

## IMPLEMENTATION OF ACTIVITIES

### 3.1 Implementation Method

This training method is implemented through the following stages:

#### 1. Planning.

Prepare discussion topics related to the material and find a place to hold the training and contact authorized personnel.

#### 2. Implementation of Activities

The training begins with an introduction from the person bringing the training material, then continues to the core objectives of the training by focusing on conveying the importance of exclusive service because it helps businesses to: - Increase customer satisfaction.

- Creating competitive advantage
- Increase customer loyalty
- Generate a good reputation
- Improve operational efficiency

#### 3. Evaluation and Q&A

The next activity is a question and answer session, employees who attend the training are given the opportunity to ask questions about the material presented and tell stories about experiences related to the training topic. Moreover, handling complaints from residents on irrelevant issues by trying to overcome them wisely and humbly

### 3.2 Time and Location of Activities

It was agreed that the training activity would be held in the Meeting Room of the Apartment Building "The Reiz Condo" Jl. Tembalau Deli No. 1 Medan. On Wednesday, October 2, 2024, starting from 10.30 until finished

### 3.3 Strategic Target Audience

The focus of this training is more on employees at the Manager and Supervisor level or frontliners who interact directly with residents when complaints occur. These employees must

have the ability to handle or resolve quickly, accurately and satisfactorily. Arrange attitudes and speech in such a way that there is no misunderstanding or offense.

Bringing the problems that occur to the management briefing to identify and make further improvements if necessary.

### 3.4 Activity Stages

Several stages in implementing the training are as follows:

1. This stage begins by contacting the Owner Representative of "The Reiz Condo" Owner of PT Waskita Karya Realty in Medan, Mr. Razy Novtariano to convey the intention to hold training for employees working in the Apartment about the importance of exclusive service.
2. After making an agreement: Day/Date and time, the material that will be implemented in the training is prepared.
3. On October 2, 2024 (Wednesday) at 10.30 WIB, the training activity was held in the General Meeting Room of the Apartment Building "The Reiz Condo" Jl. Tembakau Deli No. 1. Medan
4. Before the training is carried out, employees who participate in the training are given briefing first and are required to fill out the attendance list.
5. The training activity lasts 1.5/one and a half hours, starting at 10.30 to 12.00 WIB.
6. The training activity was carried out in 2/two sessions, namely the first session of Community Service provided a brief lesson on exclusive services for Apartment residents and in the second session, they were invited to submit questions regarding the experience of handling complicated complaints based on the experience that had occurred when they were carrying out their duties.
7. After the activity was completed, the devotees held a photo session with the employees participating in the "The Reiz Condo" Training Jl. Tembakau Deli No. 1 - Medan

## ACTIVITY RESULTS

### 4.1 Results of Activity Implementation

After knowing the important role of exclusive service for apartment residents to implement the elements of excellent service properly and correctly, in practice it is necessary to do the following:

1. General Certainty, related to the clarity of information delivery to residents, making it easier for them to understand what features, advantages, and exclusive variations are offered.
2. Transparency, related to the delivery of information in a maximum and clear manner, so as to provide conformity to the needs and desires of residents regarding the services offered.
3. Efficiency, residents will provide a positive experience.
4. Trust, confidence and honesty are very important to create the integrity of a reliable apartment manager.
5. Appearance, related to the company image, must be sincere and pleasant when handling various resident complaint issues.
6. Willingness to serve is also very important, indicating that employees in the service area must always be ready to provide the information that residents want and need.
7. Politeness and friendliness should also be considered. Employees who provide services are selfless and polite to deal with residents from various social backgrounds, economic levels, and other conditions.
8. Employees' knowledge and expertise in providing the best service must be accompanied by in-depth knowledge and expertise in the services provided.
9. Keeping promises and being on time is also the key to excellent service, companies must always keep their service promises so that residents do not have to wait too long.
10. The cost of implementing extraordinary services must also be affordable.

## CONCLUSION & SUGGESTIONS

### 5.1 Conclusion

Every company that sells services, especially in services, must be able to implement excellent service that contains the best aspects of excellent service. This is done to increase revenue, maintain the image of apartment management, and create more loyal residents. By realizing the essence of Service Excellence, apartment managers can direct their efforts to create a service environment that not only meets expectations, but also creates emotional bonds with customers.

### 5.2 Suggestions

A positive and friendly attitude when dealing with and serving residents is an important element in creating a good service experience. A good attitude creates a positive relationship between residents and service providers.

Sensitivity to residents' needs, questions, and concerns is an integral part of excellent service. Providing appropriate attention creates a sense of appreciation and recognition for residents. Accountability for every resident complaint, problem, or need is another key element. Providing answers and solutions promptly builds customer trust.

The concrete action of serving customers directly is the closing element. Through concrete actions, organizations demonstrate their commitment to providing service that is not only spoken, but also realized.

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## PHOTO OF PKM 2024 IMPLEMENTATION DOCUMENTATION

Apartment Service Employees

“ The Reiz Condo “ Medan



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