

ABSTRAK

YENNY MARAS TJIN, S.Psi.

The Effectivity of “Good Quality Service” Training in order to improve Customer Service Orientation competency for Employees at Agung Sedayu Group (Rostiana D.N., M.Si., & Zamralita, MM., Psi.); Psychology Study Programme, Postgraduate Programme, Tarumanagara University; page 1-80, P1-P4.

This research was conducted in order to find out the effectivity of “Good Quality Service” training in order to improve CSO competency for Tenant Relation department’s employees at Agung Sedayu Group. In the beginning, this research involved 29 employees, but only 10 employees from Tenant Relation department that were used in this research. The result of Training Need Analysis (TNA) shows that training is the best way to improve service quality to customers. Therefore, “Good Quality Service” training was held and because of there was few limitations in the training, so “*Good Quality Service*” training part II was conducted. Training effectivity was found through evaluation, such as reaction, learning, dan behavioral evaluation. The result of training part II shows that there is a good improvement, so the training was considered effective to improve CSO competency of Agung Sedayu Group’s employees.