Develop a humanist personality of marketing personnel

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Abstrak: PT Garuda Teknik minangka distributor Georg Fisher, perusahaan sing berkantor pusat ing Swiss sing nggawe sistem perpipaan sing digawe saka plastik lan logam uga batang padhet lan berongga kanggo mesin sing digunakake kanggo transportasi banyu lan gas ing industri, utilitas lan bangunan. Wonten ing panaliten kualitatif menika panyerat ngginakaken metode observasi, saha nindakaken saperangan wawancara kaliyan para pelanggan, saliyane iku panulis uga melu proses negosiasi, nampa pesenan lan pengiriman barang sing pungkasan, saengga umpan balik saka pelanggan lan proses wiwit wiwitan. Advertisement kanggo pangiriman final saka produk bisa cetha diamati. sawetara kendala ditemokake, kayata nalika konsumen tuku produk kanthi jumlah sing akeh banget lan njaluk wektu pangiriman sing cepet, stok ora cukup kanggo nyedhiyakake pesenan, mula PT Garuda Teknik kudu ngirim sawetara produk saka pabrik ing Malaysia lan pangiriman. saka Malaysia kanggo njupuk paling 2 minggu, ing tangan liyane konsumen njaluk sing perusahaan ngirim ing wektu cendhak. Kajaba iku, tambah akeh pesaing kayata distributor saka China sing nawakake rega produk luwih murah tinimbang sing ditawakake PT Garuda Teknik bisa dadi ancaman kanggo eksistensi perusahaan amarga akeh konsumen sing luwih seneng tuku produk kanthi rega murah. Ngadhepi kabeh alangan sing ana, PT Garuda Teknik tansah ngutamakake layanan sing apik lan kualitas produk sing apik.
Kata Kunci: Service Excellence, Ngembangake kepribadian humanis, marketing personel

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