

## Pengembangan strategi loyalty program bengkel ABC = Development of loyalty program for ABC car repair shop / Apsari Rara Nastiti

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Abstrak

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Tesis ini membahas tentang kegiatan business coaching yang pembahasannya berupa analisis masalah demi dan memberikan solusi demi memaksimalkan potensi UKM. Pada pelaksanaan business coaching ini yang dibahas adalah Bengkel ABC yang merupakan usaha keluarga di bidang otomotif bengkel. Bengkel ABC menyediakan jasa dan produk perawatan serta perbaikan kendaraan roda empat di Jalan Margonda, Depok. Tujuan dari business coaching ini adalah menganalisa profil pelanggan dan kemudian merancang loyalty program dengan maksud meningkatkan loyalitas pelanggan.

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**ABSTRACT**

This thesis discusses the activities of business coaching focusing on analyzing and identifying the problems and provide solutions in order to maximize the potential of business unit. This business coaching discusses about ABC Car Repair Shop which is a family business in the field of automotive repair shops. ABC Car Repair Shop provides services and products for four wheel vehicles in Jalan Margonda, Depok. The goal of business coaching is to analyze customer profiles and then designed a loyalty program that aims to improve customer loyalty.