

DMH2E3 – PEMASARAN JASA

PROGRAM STUDI D3 MANAJEMEN PEMASARAN

POKOK BAHASAN 5 : MENGEMBANGKAN PRODUK JASA

Widya Sastika, ST., MM.

D3 Manajemen Pemasaran- Fakultas Ilmu Terapan



LEARNING OBJECTIVE

- ▶ 1. Mahasiswa mampu memahami mengenai merencanakan dan menciptakan produk layanan
2. Mahasiswa mampu memahami mengenai The Flower of Service



Mengembangkan Product Jasa

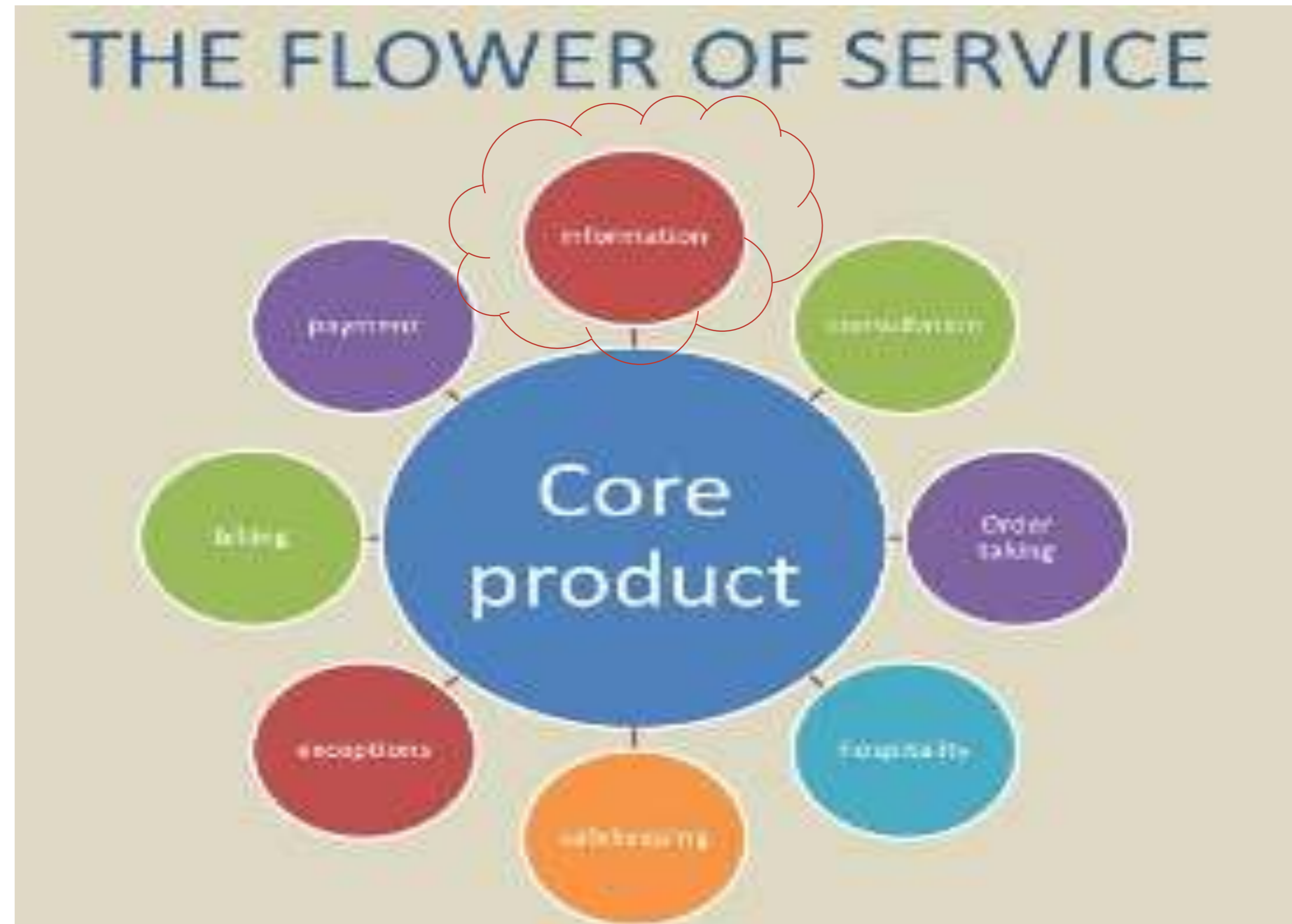
Total Service Product Concept



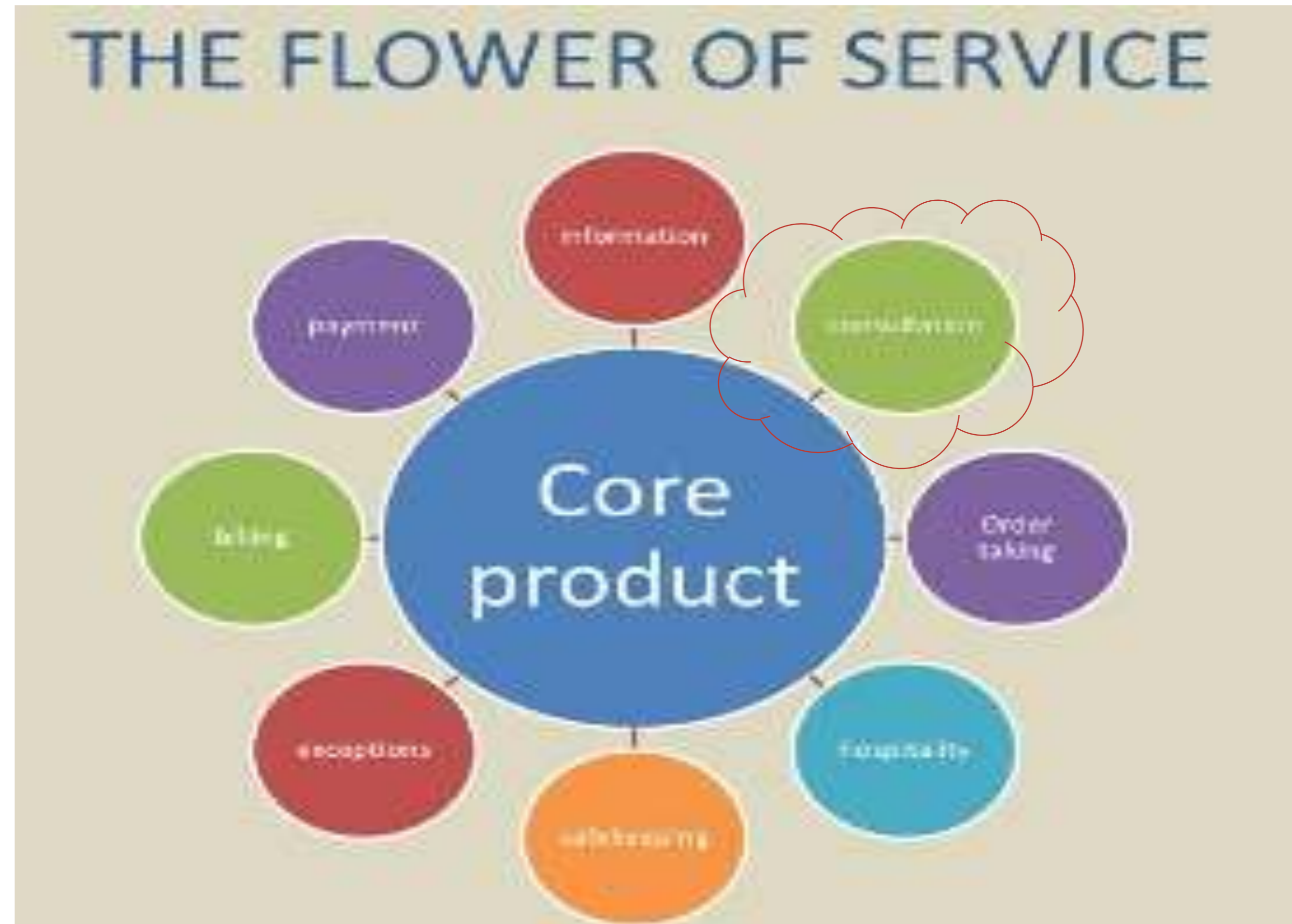
The Flower of Service



The Flower of Service_Information



The Flower of Service_Consultation



The Flower of Service_Order Taking



The Flower of Service_Hospitality



The Flower of Service_Safekeeping



The Flower of Service_Exceptions



The Flower of Service_Billing



The Flower of Service_Payment



