

RINGKASAN EKSEKUTIF

**ANALISIS KEUANGAN DAN KEPUASAN KONSUMEN
PADA USAHA RENTAL “GENIT PLYSTATION”**

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Tujuan pengembangan usaha rental “Genit *Playstation*” adalah meningkatkan laba dan meningkatkan kepuasan konsumen. Rencana pengembangan bisnis tersebut mencakup rencana bidang sumber daya manusia, pemasaran dan operasional. Dalam bidang sumber daya manusia direncanakan pemberian motivasi kepada karyawan yang dilakukan oleh pemilik usaha, sedang mengenai rencana pemasaran akan dilakukan yang berhubungan langsung dengan peningkatan pendapatan seperti menambah minuman dingin dan variasi *snack*, kupon, brosur dan pemasok *playstation* dan *stick playstation* itu sendiri. Adapun mengenai bidang operasional, direncanakan membetulkan *stick* yang rusak menjadi normal dan menambah variasi permainan atau *install* permainan.

Berbagai rencana ini telah dilaksanakan dalam bulan Juli hingga Oktober 2011. Pelaksanaannya telah berhasil mendapatkan tempat pemasok *playstation* sekaligus untuk pembetulan *stick playstation*. Kegiatan promosi telah dilakukan dengan brosur yang telah disebar di berbagai lokasi yang telah dijadikan pasar sasaran, produk yang ditawarkan selain menyewakan *playstation* yaitu penjualan makanan ringan dan minuman dingin. Berdasarkan hasil-hasil tersebut diatas, penulis berkeyakinan bahwa rental “Genit *Playstation*” akan mampu memenuhi kebutuhan para pelanggannya dan dapat beroperasi secara efektif dan efisien.

Hasil dari analisis keuangan menunjukkan bahwa laba usaha rental “Genit *Playstation*” mengalami kenaikan sebesar 5,97% setelah pengembangan (Juli – Oktober 2011), selain itu juga kepuasan konsumen mengalami peningkatan sebesar 1,82 setelah pengembangan.

Kata kunci : pengembangan usaha, perencanaan sumber daya manusia, rencana pemasaran, rencana operasi.

EXECUTIVE SUMMARY

**ANALYSIS OF FINANCE AND CONSUMEN SATISFACTION
TOWARD “GENIT PLAYSTATION” RENTAL SERVICE**

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The purposes of the development of “Genit Playstation” rental service were to increase profit and consumer satisfaction. The business development plan covered human resources, marketing and operational. In human resources area the program was scheduled to give motivation to the workers conducted by the service owner. Meanwhile in market plan the program would be conducted a matter related to the profit improvement such as providing food and beverage, coupons, brochures and also become supplier of the playstation and playstation stick. In operational area the program would be scheduled to fix the broken playstation stick and to add various games or to install the games.

The plan had been conducted on July up to October 2011. The implementation had successfully got proper place for the playstation suppliers and also fixed the playstation at once. The promotion had been conducted by distributing the brochures in several place in which made into the target market. The product offered was to rent the playstation and also to provide food and beverage. Based on the result above, the writer believed that “Genit Playstation” rental service would be able to fulfill the consumer necessity and to operate effectively and efficiently.

The result of finance analysis indicated that the rental service profit increased up to 5,97% after the development (July to October 2011). The consumer satisfaction index also increased 1,82 point after the development.

Keyword : service development, human resources program, market program and operational program.