

SERVICE TRANSFORMATION: Quality Assurance, Satisfaction, and Value Conformity

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Abstract The

Covid-19 pandemic that occurred in Indonesia has caused many companies to go out of business, they have implemented cost efficiency with various company policies, one of which is reducing the workforce. This had a direct impact on the decline in people's purchasing power which resulted in a downturn in the Indonesian economy. This condition forces the government to take various kinds of policies, one of which is to promote groups that have large numbers, namely Micro, Small and Medium Enterprises (MSMEs), one of which is to provide Direct Cash Assistance (BLT) facilities in the hope that this policy can trigger the movement of the Indonesian economy to positive direction.

Keywords: Service transformation, quality assurance, satisfaction guarantee, value, benefits

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