THE ROLE OF REWARD/GIFT, CUSTOMER RELATIONSHIP MANAGEMENT (CRM), AND REPUTATION IN IMPROVING GOOGLE REVIEWS AT PT NASMOCO BAHTERA MOTOR

Internship Final Report

Telah disetujui untuk ujian TA-Magang S1
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INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITY ISLAM OF INDONESIA

YOGYAKARTA

2026

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Internship Final Report

Compiled and submitted to meet final exam requirements in order to obtain a Bachelor's degree in the Management Study Program, Faculty of Business and Economics, Islamic University of Indonesia

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INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT
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ABSTRACT

In the digital service economy, online customer reviews play a crucial role in shaping consumer trust, brand credibility, and corporate reputation. For service-oriented industries such as automotive dealerships, Google Reviews are no longer a passive feedback channel but a strategic managerial tool that requires active and systematic management. This study aims to analyze the role of Google Reviews as a digital customer feedback platform at PT Nasmoco Bahtera Motor and to examine how reward-based strategies, Customer Relationship Management (CRM) practices, and corporate reputation contribute to enhancing Google Review performance. Specifically, the research explores the influence of non-monetary rewards or gifts on customer motivation to provide online reviews, the integration of Google Review management within CRM practices, and the extent to which corporate reputation strengthens customer trust and feedback behavior. A qualitative case study approach was employed, with data collected through semi-structured interviews with key organizational divisions, direct observation during an internship period, documentation of Google Review activities, and analysis of internal records. The data were analyzed using thematic analysis. The findings reveal that Google Review performance is shaped not only by service quality, but also by effective reward mechanisms, responsive and personalized CRM practices, and a strong corporate reputation. Corporate reputation reinforces the credibility of reviews, while CRM-driven responses transform feedback into long-term relational value.

Keywords: Google Reviews; Digital Customer Feedback; Reward Strategy; Customer Relationship Management; Corporate Reputation

ABSTRAK

Dalam ekonomi layanan digital, ulasan pelanggan secara daring menjadi elemen penting dalam membentuk kepercayaan konsumen, kredibilitas merek, dan reputasi perusahaan. Bagi industri jasa seperti dealer otomotif, pengelolaan Google Review tidak lagi bersifat pasif, melainkan merupakan aktivitas strategis yang memerlukan intervensi manajerial yang terencana. Penelitian ini bertujuan untuk menganalisis peran Google Review sebagai platform umpan balik pelanggan digital di PT Nasmoco Bahtera Motor serta mengkaji bagaimana strategi berbasis reward, praktik Customer Relationship Management (CRM), dan reputasi perusahaan berkontribusi dalam meningkatkan kinerja Google Review. Secara khusus, penelitian ini mengeksplorasi peran reward atau hadiah non-moneter dalam mendorong partisipasi pelanggan untuk memberikan ulasan, integrasi pengelolaan Google Review dalam praktik CRM, serta sejauh mana reputasi perusahaan memperkuat kepercayaan dan perilaku pemberian umpan balik pelanggan. Pendekatan penelitian yang digunakan adalah studi kasus kualitatif dengan pengumpulan data melalui wawancara semi-terstruktur dengan divisi terkait, observasi langsung selama masa magang, dokumentasi aktivitas Google Review, serta analisis dokumen internal perusahaan. Data dianalisis menggunakan teknik analisis tematik. Hasil penelitian menunjukkan bahwa kinerja Google Review dipengaruhi tidak hanya oleh kualitas layanan, tetapi juga oleh efektivitas mekanisme reward, responsivitas dan personalisasi dalam praktik CRM, serta kekuatan reputasi perusahaan yang berperan sebagai penguat kredibilitas ulasan dan nilai hubungan jangka panjang dengan pelanggan.

Kata kunci: Google Reviews; Umpan Balik Pelanggan Digital; Strategi Penghargaan; Customer Relationship Management; Reputasi Perusahaan.

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CHAPTER I
INTRODUCTION

1.1 Company History

PT Nasmoco Bahtera Motor was established on April 15, 1961, initially operating under the name PT Ratna Dewi Motor, before undergoing a corporate rebranding to PT New Ratna Motor in 1973. As part of the official distribution network of PT Toyota Astra Motor, Nasmoco became the first authorized Toyota dealership in Central Java and the Special Region of Yogyakarta (DIY). This early establishment positioned the company not only as a pioneer in regional automotive distribution but also as an organization with long-standing experience in managing customer relationships across multiple generations of consumers (PT Nasmoco Group, 2023).

The inauguration of the Nasmoco Mlati Branch on April 16, 1988, marked a significant expansion of the company's operational footprint. Formerly known as PT Sumber Bahtera Motor, the branch became an integral subsidiary of PT New Ratna Motor and has since played a strategic role in serving customers in Yogyakarta and its surrounding areas. Over the decades, the branch has evolved from a conventional sales-oriented dealership into a service-driven organization that emphasizes customer satisfaction, after-sales quality, and long-term relationship management (PT Nasmoco Group, 2023).

As the automotive industry has shifted toward a more customer-centric and digitally mediated market environment, PT Nasmoco Bahtera Motor has continuously adapted its business strategies. The company's core operations now

extend beyond vehicle sales to include comprehensive after-sales services, such as maintenance, repairs, and the distribution of genuine Toyota spare parts. These service interactions generate frequent and recurring touchpoints with customers, making the company particularly exposed to customer feedback mechanisms, including online reviews and digital evaluation platforms (PT Nasmoco Group, 2023).

Currently, Nasmoco Group operates 22 branches, 14 Sales and Service Points (SSP), and 2 Toyota Outlet Service Stations (TOSS) across Central Java and Yogyakarta. This wide operational network increases the visibility of the company in digital search environments, especially on location-based platforms such as Google Maps. Consequently, Google Reviews have become a critical interface through which customers express their service experiences, evaluate service quality, and influence the perceptions of prospective customers (PT Nasmoco Group, 2023).

In response to digital transformation and changing consumer behavior, PT Nasmoco Bahtera Motor has begun integrating digital engagement tools into its service and marketing strategies. Online customer feedback, particularly through Google Reviews, functions not only as a reflection of customer satisfaction but also as a strategic asset that affects corporate reputation, service credibility, and competitive positioning. This condition underscores the relevance of Customer Relationship Management (CRM) practices, reward-based engagement strategies, and reputation management in shaping customer willingness to provide feedback and positive reviews (PT Nasmoco Group, 2023).

Furthermore, the company's commitment to Good Corporate Governance and professional human resource management strengthens its organizational capacity to respond systematically to customer feedback. The structured handling of online reviews, customer complaints, and service evaluations reflects an organizational readiness to transform digital feedback into actionable insights. Therefore, PT Nasmoco Bahtera Motor, particularly Mlati Branch, represents a relevant and appropriate case for examining how reward mechanisms, CRM implementation, and corporate reputation interact to enhance Google Review ratings as a form of digital customer feedback (PT Nasmoco Group, 2023).

1.2 Vision Mission, and Catur Marga (The Four Principles)

1. **Vision:** To be a professional and high-quality automotive business player, and to emerge as a leader in the global era.
2. **Mission:** To enhance employee professionalism through the utilization of modern technology in order to deliver total customer satisfaction, generate optimal returns for shareholders, improve employee welfare, and actively contribute to environmental and social responsibility.
3. **Catur Marga (The Four Principles)**

   My company is my field of harvest.

   Innovation for progress must be continuously pursued.

   Today, I must be better than yesterday.

   The progress of the company ensures the well being of its employees.

1.3 Company Structure

The company structure of PT Nasmoco Bahtera Motor can be seen in the organizational chart shown in the image below:

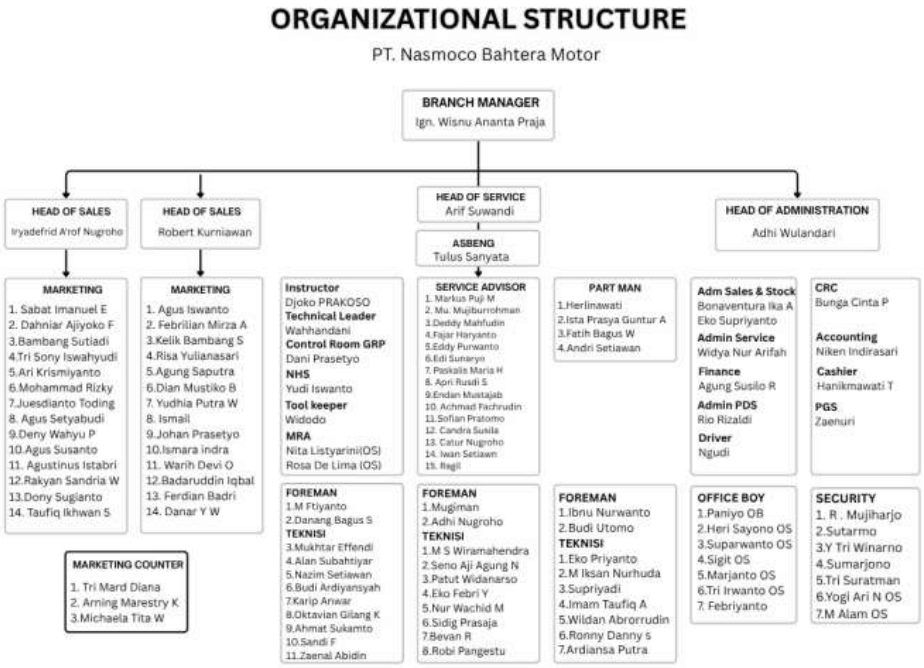


Figure 1 Structure of PT Nasmoco Bahtera Motor Organizational

(Source: PT. Nasmoco Bahtera Motor)

Based on the organizational structure of PT. Nasmoco Bahtera Motor, there are three primary departments: Sales, Service, and Administration. Each operation is led by the Branch Manager and supported by the department heads.

1. Sales Department: The Sales Department is composed of 33 employees, which constitutes approximately 26.8% of the total workforce. This department is responsible for the promotion and sale of Toyota vehicles, customer engagement, handling showroom visitors, follow-up sales,

processing purchase transactions, as well as preparing quotation offers and managing trade-in programs. Sales personnel also collaborate with the marketing counter to generate leads and maintain strong customer relationships.

2. Service Department: The Service Department is the largest unit, comprising 62 employees, or around 50.4% of the workforce. This department handles all technical aspects related to after-sales services, including routine maintenance, repairs, diagnostics, customer consultations, spare part handling, and technical inspections. It is further divided into specialized teams such as service advisors, technicians (foremen and mechanics), technical leaders, control room staff, tool keepers, and spare parts coordinators. Their task is not only to maintain vehicle performance but also to ensure service quality, vehicle safety, and overall customer satisfaction.
3. Administration Department: The Administration Department consists of 18 in-house employees and 10 outsourced staff (OB, security, drivers), totaling 28 personnel or 22.8% of the total workforce. This department plays a critical supporting role in managing administrative operations, including finance, accounting, cashiering, human resource coordination, document management, internal logistics, customer service communication (CRC), and digital report handling. The administration team ensures smooth coordination among departments and maintains compliance with internal and external operational standards.

1.4 Company Logo



Figure 2 Company Logo

(Source : Nasmoco Official Website)

Meaning of the PT. Nasmoco Bahtera Motor Logo :

a. Logo Elements Forming Three Cars: The three cars shape formed by the curves in the logo represent Toyota vehicles, symbolizing the company's focus on the automotive industry. This logo reflects Nasmoco's commitment to selling Toyota vehicles, providing repair services, and supplying genuine Toyota spare parts. The presence of three cars also signifies Nasmoco's role as a key player that continues to grow in the automotive market in Indonesia.
b. Curved Lines in the Logo: The curved lines in the logo symbolize agility, speed, and progress. These shapes represent continuous innovation, a fundamental principle of PT. Nasmoco Bahtera Motor offers products and services that consistently follow the latest automotive technologies. The curves also express the company's dynamism, showcasing its readiness to adapt to market changes.
c. Red, Yellow, and Orange Colors: These colors were chosen to create a sense

of energy, enthusiasm, and warmth. Red represents courage and strength, showing. Nasmoco's determination to lead the automotive market. Yellow symbolizes optimism and growth, reflecting the company's spirit of continuous development. Orange embodies ongoing progress and the positive changes happening within the company.

d. The Word "NASMOCO."

The word "NASMOCO" refers to the company's name, which is an acronym for New Asiatic Motor Company. This name identifies Nasmoco as the official Toyota dealer in Indonesia, particularly in Central Java and the Special Region of Yogyakarta (DIY) areas. The logo becomes a symbol of the trust granted by Toyota to Nasmoco to market their products.

e. The Phrase "AUTHORIZED TOYOTA DEALER."

This phrase indicates that PT. Nasmoco Bahtera Motor (Nasmoco Group) is an official Toyota dealer that has been fully authorized by Toyota Astra Motor. It underscores the legitimacy and high quality of the products and services offered by Nasmoco, giving assurance and trust to customers that they will receive services that meet Toyota's globally recognized standards.

1.5 Background

The rapid development of digital technology has significantly transformed the way customers interact with companies, particularly in expressing their experiences and evaluations of services. One of the most influential forms of this interaction is online customer reviews, which function as a high-stakes public information

source. According to the Zero Moment of Truth (ZMOT) theory popularized by Google, consumers now conduct extensive digital research before a physical encounter with a brand. Research by BrightLocal (2024) reinforces this, noting that 87% of consumers regularly use Google to evaluate local businesses, while 75% of users admit they are more likely to trust a business that has positive reviews. Consequently, online reviews do not merely reflect satisfaction; they act as "Social Proof" that dictates a company's digital survival and reputation.

Among various online platforms, Google Reviews plays a particularly strategic role due to its dominance in the search ecosystem. As an integrated feature of Google Search and Google Maps, it serves as the primary gateway for local discovery. Data from Statcounter (2024) indicates that Google maintains over 91% of the global search engine market share, making its review system more influential than specialized social media platforms. Unlike social networks that prioritize entertainment, Google Reviews serves a "functional-utilitarian" purpose (Hennig-Thurau et al., 2004), capturing users at the exact moment of intent. This is especially critical in the automotive sector, where 95% of car buyers use digital channels as their primary source of information, often prioritizing Google ratings over traditional advertisements.

In the highly competitive automotive retail sector, Google Reviews have become a decisive factor in the customer journey. Prospective customers commonly engage in "Review Valence" analysis—comparing the intensity of ratings and the quality of company responses—before visiting a dealership. Lee & Shin (2014) argue that for high-involvement purchases like vehicles, positive digital feedback

significantly reduces perceived risk. Therefore, effective management of Google Reviews provides a measurable competitive advantage by enhancing digital visibility and building pre-purchase trust.

During the internship at PT Nasmoco Bahtera Motor, an authorized Toyota dealership in Yogyakarta, a significant discrepancy in digital performance was identified. Despite offering relatively similar operational services across its branches, Nasmoco Mlati recorded a lower Google rating compared to the Janti and Bantul branches. This gap suggests that service quality alone does not guarantee a high rating; rather, it indicates a breakdown in the Feedback Acquisition process. According to the Service-Dominant Logic (Vargo & Lusch, 2004), value is co-created; if a branch fails to facilitate the feedback loop, even high-quality service remains invisible in the digital marketplace.

To address this, PT Nasmoco Bahtera Motor has implemented several proactive initiatives, including reward or gift-based strategies and structured Customer Relationship Management (CRM) practices. Academic literature on Social Exchange Theory (Emerson, 1976) suggests that such incentives can trigger a sense of reciprocity, motivating customers to "repay" a gift with a positive review. However, as noted by Wirtz & Chew (2002), the effectiveness of these incentives can vary based on the customer's psychological attachment to the brand. Currently, Nasmoco's efforts have not been systematically evaluated to determine if these rewards truly strengthen long-term Google Review performance or if they merely provide a temporary boost.

Furthermore, corporate reputation acts as a foundational filter for these digital

interactions. Keh & Xie (2009) demonstrate that a strong reputation not only attracts customers but also motivates them to become "brand advocates" in digital spaces. In a competitive dealership environment where customers have multiple alternatives, understanding the interplay between reputation and feedback behavior is critical. This study aims to analyze the function of Google Reviews as a digital feedback platform and examine the influence of reward-based strategies, CRM practices, and corporate reputation on customer behavior at PT Nasmoco Bahtera Motor, providing actionable insights for the automotive industry's digital evolution.

1.6 Problem Formulation

1. How do Google Reviews function as a digital customer feedback platform at PT Nasmoco Bahtera Motor?
2. How do reward or gift-based strategies encourage and strengthen customer feedback through Google Reviews at PT Nasmoco Bahtera Motor?
3. How does the implementation of Customer Relationship Management (CRM) practices contribute to strengthening Google Review performance at PT Nasmoco Bahtera Motor?
4. How does the company’s reputation influence customer feedback behavior through Google Reviews at PT Nasmoco Bahtera Motor?

1.7 Research Objectives

In accordance with the research problem formulation, this study aims to:

1. Analyze the role of Google Reviews as a digital customer feedback platform at PT Nasmoco Bahtera Motor.

2. Analyze how reward or gift-based strategies encourage customer participation and strengthen Google Review feedback.
3. Analyze the contribution of Customer Relationship Management (CRM) practices in enhancing Google Review performance.
4. Analyze how the company's reputation influences customer feedback behavior through Google Reviews at PT Nasmoco Bahtera Motor.

1.8 Benefits of Implementing an Internship

1.8.1 Benefits for Students

1. **Understanding Google Reviews as a Digital Feedback Mechanism**

   Through this internship, students gain direct experience in understanding how Google Reviews function as a digital customer feedback platform within a service-based organization. Students learn how customer reviews are generated, monitored, and interpreted, in line with the first research problem concerning the role of Google Reviews in organizational feedback systems.

2. **Application of Reward/Gift and CRM-Based Strategies**

   The internship enables students to observe and participate in the implementation of reward or gift-based initiatives and Customer Relationship Management (CRM) practices aimed at encouraging customer feedback. This experience supports the second and third research problems by allowing students to analyze how incentive strategies and CRM practices contribute to strengthening the Google Review

performance.

3. **Analytical and Research Skill Development**

   By conducting qualitative research during the internship, the students develop analytical skills in identifying patterns in customer feedback behavior and understanding the role of reputation in influencing online review participation. This supports academic readiness and prepares students for professional roles related to digital marketing, CRM, and service management.

1.8.2 Benefits for the University

1. **Support for Applied Learning and Research Relevance**

   This internship strengthens the university's commitment to applied learning by linking academic theories such as electronic word-of-mouth (eWOM), CRM, and reputation management to real organizational issues. The research context aligns with the formulated research problems, demonstrating how theoretical concepts are operationalized in practice.

2. **Contribution to Curriculum and Case-Based Learning**

   The findings from this internship-based research provide an empirical case related to Google Review management in the automotive service industry. This case can be integrated into teaching materials for courses in digital marketing, CRM, and service management, enhancing curriculum relevance.

3. **Strengthening Industry Collaboration**

   The internship reinforces collaboration between the university and

industry partners by addressing practical digital reputation challenges faced by PT Nasmoco Bahtera Motor, supporting the university's role in producing graduates with industry-relevant competencies.

1.8.3 Benefits for the Company

1. **Evaluation of Google Reviews as a Feedback Platform**

   The company benefits from a structured evaluation of how Google Reviews function as a digital customer feedback channel. This aligns with the first research problem by providing insight into how reviews reflect customer experiences and influence digital visibility and perception.

2. **Assessment of Reward/Gift and CRM Practices**

   The internship provides the company with an analysis regarding the effectiveness of reward or gift-based strategies and CRM practices in encouraging customer participation in Google Reviews. This supports the second and third research problems by highlighting how internal strategies influence customer feedback behavior.

3. **Insight into Reputation and Customer Feedback Behavior**

   By examining the relationship between company reputation and customers' willingness to provide online feedback, the internship offers insights aligned with the fourth research problem. These insights help the company understand how reputation influences Google Review behavior and how consistent service and response strategies can strengthen digital reputation.

CHAPTER II
LITERATURE REVIEW

2.1 Google Review

Google Reviews is an online consumer review system integrated with Google Maps that allows users to evaluate service experiences and significantly influences consumer perceptions, trust, and behavioral intentions (Zhu & Zhang, 2020). Reviews are publicly visible and directly linked to business locations, making them highly accessible during consumers' information search processes (Filieri et al., 2021). Unlike social media reviews that require platform engagement or a large follower base, Google Reviews appear automatically when users search for a business name or location. This structural integration positions Google Reviews as a primary digital reference point, particularly for local service providers such as automotive dealerships and service centers (Aula & Mantere, 2021). As a feedback mechanism, Google Reviews are voluntary and user-generated, which increases their perceived authenticity compared to firm-initiated surveys. The public nature of the platform also amplifies its strategic importance, as reviews directly shape digital visibility, rating scores, and consumer trust toward a company (Mazhar et al., 2022). Online reviews significantly influence customer trust and digital service engagement (Sari & Lestari, 2023).

2.1.1 Role of Google Reviews in Consumer Decision-Making

Google Reviews play a critical role in influencing consumer trust and purchase intention by serving as social proof. Review ratings, volume, and

sentiment collectively form consumers' first impressions and significantly affect whether they choose to engage with a service provider (Walsh & Beatty, 2021). In the automotive service industry, consumers face uncertainty because service quality can only be fully assessed after consumption. Google Reviews help reduce this uncertainty by providing experiential information from previous customers, allowing potential customers to anticipate service performance before visiting a dealership (Raithel et al., 2020).

Moreover, Google Reviews influence not only initial visitation decisions but also recommendation behavior. Consumers are more likely to recommend businesses with consistently positive reviews, reinforcing the role of Google Reviews as a driver of electronic word-of-mouth diffusion (Ismagilova et al., 2021).

2.1.2 Google Reviews as a Managerial Feedback Tool

From a managerial perspective, Google Reviews function as a real-time digital feedback system that enables organizations to monitor customer satisfaction and service quality continuously. Unlike periodic internal surveys, Google Reviews provide spontaneous and ongoing insights into customer experiences (Trainor et al., 2021). Google Reviews allow managers to identify service gaps, recurring complaints, and strengths in frontline service delivery. When systematically analyzed, review content can support service improvement, employee evaluation, and operational decision-making (Hollebeek et al., 2020). However, the effectiveness of Google Reviews as a feedback tool depends on active management, including monitoring frequency, response quality, and internal dissemination of

insights. Without structured management, companies risk low review engagement, unresolved negative feedback, and weakened digital reputation (Aula & Mantere, 2021).

2.2 Reward/Gift

Reward or gift is a managerial incentive mechanism designed to stimulate customer participation in feedback activities by offering symbolic or experiential benefits that encourage engagement without coercing review content (Xie, Zhang, & Zhang, 2021). In the context of digital feedback systems, rewards are commonly non-financial and symbolic, intended to acknowledge customer contribution rather than to purchase opinions (Cavalier & Lombardi, 2020). Reward strategies are designed to reduce psychological barriers that prevent customers from engaging in post-service feedback activities, including a lack of motivation, time constraints, and perceived irrelevance of writing reviews. By offering small incentives, companies can activate customer participation while maintaining the voluntary nature of review behavior (Mazhar et al., 2022). Importantly, reward mechanisms in online review contexts must be implemented ethically to preserve the authenticity and credibility of customer feedback. Rewards are positioned as appreciation rather than obligation, ensuring that customers retain full autonomy over the content and tone of their reviews (Ismagilova et al., 2021).

2.2.1 Role of Reward/Gift in Strengthening Google Reviews

Reward strategies play a supportive role in increasing the volume of Google

Reviews by motivating customers who have experienced satisfactory service but would otherwise remain silent. Many satisfied customers do not actively provide feedback unless prompted, making rewards effective as participation triggers rather than quality determinants (Cavalier & Lombardi, 2020). In the context of Google Reviews, rewards function as reminders that reinforce feedback opportunities immediately after service encounters. This timing is critical in service industries, where customer experiences may fade if feedback is not encouraged promptly (Mazhar et al., 2022). However, empirical studies emphasize that reward strategies alone do not determine review positivity or credibility. The actual service experience remains the primary driver of review valence, while rewards serve as complementary mechanisms that enhance engagement without substituting service quality (Ismagilova et al., 2021).

2.3 Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is a data-driven and relationship-oriented strategy that enables organizations to manage customer interactions, respond to feedback, and strengthen long-term customer engagement through integrated processes and technologies (Chatterjee, Rana, Tamilmani, & Sharma, 2021). CRM focuses on building long-term relationships rather than transactional exchanges (Buttle & Maklan, 2022). Modern CRM extends beyond data storage to include responsiveness, personalization, and continuous engagement across multiple touchpoints. Effective CRM integrates customer feedback into service improvement and relationship-building efforts (Trainor et al., 2021). In

digital contexts, CRM emphasizes listening to customer voices and responding appropriately. Online reviews represent an important input into CRM systems by reflecting customers' expectations, emotions, and service evaluations (Hollebeek et al., 2020).

2.3.1 Role of CRM in Managing Google Reviews

CRM practices shape how organizations respond to Google Reviews through timely, empathetic, and solution-oriented communication. Responsive review management signals that the company values customer input and is committed to service recovery (Buttle & Maklan, 2022). By integrating Google Reviews into CRM processes, companies can track customer issues, monitor satisfaction trends, and coordinate follow-up actions across departments. This integration strengthens relational bonds and enhances customer trust (Trainor et al., 2021). Effective CRM-based review management also mitigates the negative impact of unfavorable reviews. Prompt and professional responses can transform negative feedback into opportunities for relationship repair and reputation reinforcement (Hollebeek et al., 2020).

2.4 Reputation

Reputation is a socially constructed evaluation formed through accumulated stakeholder judgments and publicly available information that influences trust, credibility, and customer feedback behavior in digital environments (Veloutsou & Delgado-Ballester, 2020). It reflects how consistently an organization is perceived

in terms of reliability, service quality, and trustworthiness, particularly through publicly observable signals such as customer feedback and online reviews (Walsh & Beatty, 2021). Reputation develops gradually through repeated interactions and is shaped not only by direct customer experiences but also by indirect information sources, including online ratings, peer opinions, and digital narratives. In service contexts, reputation functions as a cognitive shortcut that helps consumers assess service providers when objective evaluation is difficult before consumption (Raithel et al., 2020). Unlike short-term promotional impressions, reputation represents a relatively stable evaluative judgment that influences stakeholder expectations and behavioral intentions. A strong reputation signals consistency and credibility, while a weak reputation increases perceived risk and uncertainty among potential customers (Aula & Mantere, 2021). Company's digital reputation significantly shapes customer feedback behavior and online review participation (Fadilah & Prasetyo, 2023).

2.4.1 Role of Reputation in Online Feedback Behavior

Reputation plays a significant role in shaping customer feedback behavior, particularly in motivating individuals to share their service experiences through online reviews. Customers are more inclined to provide feedback when they perceive an organization as reputable, as a positive reputation creates psychological comfort and confidence in public expression (Walsh et al., 2020). In the context of Google Reviews, reputation influences both the likelihood and tone of customer

reviews. Organizations with favorable reputations tend to receive higher engagement levels, as customers feel that their feedback contributes meaningfully to a credible and visible brand presence (Ismagilova et al., 2021). Conversely, weaker reputational perceptions may discourage customers from writing reviews due to doubts about responsiveness or perceived impact. This indicates that reputation not only results from online reviews but also actively shapes feedback participation behavior (Fombrun et al., 2020).

2.4.2 Reputation and Google Reviews Performance

Reputation and Google Reviews are dynamically interconnected, where reviews contribute to reputational formation while existing reputation influences how reviews are interpreted by consumers. Positive reputational perceptions can amplify the persuasive impact of favorable reviews and mitigate the negative effects of isolated critical feedback (Raithel et al., 2020). In service-based industries such as automotive dealerships, where service quality is evaluated after consumption, reputation enhances the credibility of Google Reviews as decision-making cues. Customers tend to rely more heavily on reviews associated with reputable service providers, increasing the strategic importance of maintaining a positive digital reputation (Mazhar et al., 2022). Therefore, reputation functions as a reinforcing mechanism that strengthens Google Review performance by increasing review engagement, improving interpretation of feedback, and supporting long-term customer trust. This makes reputation a critical variable in understanding customer feedback behavior through Google Reviews (Walsh & Beatty, 2021).

2.5 Conceptual Framework

To address the research objectives, this study adopts a conceptual framework that explains how Google Review performance can be strategically enhanced. The conceptual framework of this study places Google Reviews at the center as the primary outcome variable, representing digital customer feedback performance. Google Reviews are treated as a measurable reflection of how customers respond to service experiences, managerial practices, and organizational image in a digital environment. The framework explains that Google Review performance does not emerge automatically, but is shaped by a sequence of interrelated strategic factors: Reward/Gift Strategies, Customer Relationship Management (CRM), and Reputation. Each component plays a distinct role in influencing customer feedback behavior, which ultimately manifests in Google Reviews.



Figure 3 Conceptual Framework

1. **Google Review**

In this framework, Google Reviews are positioned as the main outcome of the study, representing customer feedback behavior in the digital environment. The rating and content of Google Reviews reflect customers' willingness to share experiences and publicly evaluate service quality. As identified during the internship at PT Nasmoco Bahtera Motor, Google Review performance is sensitive to how customers are approached, how feedback is managed, and how the company is perceived.

2. Reward/Gift

Reward or gift strategies are conceptualized as an initial motivational driver that encourages customers to participate in the feedback process. Small, non-monetary rewards such as appreciation gestures help reduce customer inertia after service encounters and act as reminders for customers to leave reviews based on their actual experiences. Within this framework, rewards are not treated as transactional tools, but as supportive mechanisms that stimulate voluntary review behavior while maintaining authenticity.

3. Customer Relationship Management (CRM)

Customer Relationship Management (CRM) is positioned as a relational and operational mechanism that strengthens Google Review outcomes through interaction and responsiveness. CRM practices such as follow-up communication, review monitoring, and timely responses enable the company to transform Google Reviews into two-way communication channels. Effective CRM ensures that customer feedback is acknowledged

and utilized, which increases customer engagement and encourages future participation in online reviews.

4. **Reputation**

Reputation functions as a reinforcing factor within the framework. A positive company reputation influences how customers interpret their service experiences and increases their willingness to provide feedback through Google Reviews. Reputation also shapes the credibility of reviews in the eyes of potential customers. In this framework, reputation does not stand as an isolated outcome, but as a condition that strengthens the impact of reward strategies and CRM practices on customer feedback behavior.

Overall, the framework illustrates that Google Review performance is strengthened through the interaction of reward or gift strategies, CRM practices, and reputation. These elements collectively influence customer feedback behavior, resulting in higher review participation and improved Google Review ratings. This conceptual framework provides the theoretical foundation for analyzing how PT Nasmoco Bahtera Motor can strategically enhance its Google Review performance during the internship period.

CHAPTER III
METHODOLOGY

3.1 Approach

This study adopts a qualitative research approach to explore how Google Reviews function as a digital customer feedback platform and how reward/gift strategies, Customer Relationship Management (CRM), and reputation contribute to the improvement of Google Review performance at PT Nasmoco Bahtera Motor. A qualitative approach is considered appropriate because the research seeks to understand meanings, perceptions, experiences, and managerial practices related to online reviews rather than to measure relationships quantitatively. Qualitative research allows for in-depth exploration of how customers and internal stakeholders interpret Google Reviews, how feedback is encouraged and managed, and how reputation shapes customer feedback behavior in a real organizational context. According to Creswell and Poth (2021), qualitative inquiry is particularly suitable for studies that aim to examine complex social phenomena within their natural settings, where variables cannot be isolated from context. In line with this, Guest et al. (2023) emphasize that qualitative methods are effective for capturing nuanced insights into customer experiences, digital interaction patterns, and organizational response strategies, especially in service-based industries. Given that this research focuses on understanding the processes behind Google Review management, customer motivation, and reputational influence during an internship period, the qualitative approach provides the most relevant methodological foundation.

3.2 Unit of Analysis

This research focuses on the company's management of Google Reviews as a digital customer feedback system, particularly how feedback is encouraged, managed, and utilized through reward or gift strategies, Customer Relationship Management (CRM) practices, and reputation management to influence customer feedback behavior and improve Google Review performance. The unit of analysis is the company namely PT Nasmoco Bahtera Motor Mlati Branch; however, the analysis is informed by individual-level insights obtained through in-depth interviews with both internal stakeholders and external customers. Internal informants include employees directly involved in customer interaction and feedback management, while external informants consist of customers who have experienced the company's services and provided feedback through Google Reviews. These individual perspectives are analyzed to understand how organizational strategies are implemented in practice and how customers respond to them.

The Mlati Branch was selected because, during the internship period, it recorded a lower Google Review rating compared to other Nasmoco branches in Yogyakarta, making it a relevant and meaningful case for examining digital reputation and customer feedback management in the automotive service industry.

3.3 Data Sources and Data Collection Techniques

This study employs a qualitative research approach; therefore, the data collection process is designed to capture rich, contextual, and in-depth information

related to the management of Google Reviews as part of digital CRM and reputation practices at PT Nasmoco Bahtera Motor. Qualitative research emphasizes understanding processes, interactions, and lived experiences rather than numerical measurement, making it suitable for exploring digital feedback behavior and organizational practices in service settings (Creswell & Poth, 2021). Accordingly, this research utilizes secondary data, collected, collected through interviews, observations, and documentation, to ensure comprehensive and credible findings through data triangulation, which is essential for enhancing trustworthiness in qualitative studies (Yin, 2020).

3.3.1 Primary Data Source

Primary data refer to data obtained directly from original sources through direct interaction with research participants or firsthand observation of the research setting. Primary data enable researchers to capture authentic perceptions, experiences, and practices related to the phenomenon under investigation within its real-life context (Merriam & Grenier, 2019; Guest et al., 2023). In this study, primary data are collected through interviews, observations, and documentations, as explained below.

1. **Interviews**

   Interviews are a qualitative data collection technique involving direct interaction between the researcher and participants to explore meanings, perspectives, and experiences related to a specific research phenomenon (Kvale et al., 2021). Interviews allow researchers to access participants'

interpretations of organizational practices that may not be fully observable through other methods. In this research, semi-structured interviews are conducted with internal stakeholders of PT Nasmoco Bahtera Motor, including the Customer Relation Coordinator (CRC), Sales staff, Service Administrator, and Digital Marketing personnel, as well as with external customers. The semi-structured format provides flexibility to explore emerging issues while maintaining alignment with the research questions related to Google Review management, reward or gift strategies, CRM implementation, and reputation-driven feedback behavior. This approach is widely recommended for qualitative organizational research due to its balance between structure and depth (Adams, 2020).

2. Observation

Observation is a qualitative method that involves systematically watching and recording behaviors, activities, and interactions in natural settings to understand actual practices as they occur (Creswell & Poth, 2021). Observation allows researchers to capture behavioral patterns that may differ from participants' verbal accounts. In this study, participant observation was conducted by the researcher during an internship period at PT Nasmoco Bahtera Motor. The observation focused on how Google Reviews were encouraged, monitored, responded to, and utilized in daily operational activities, particularly in customer service and after-sales processes. The observation was carried out over approximately four months during the internship program, in which the researcher was directly involved

as an intern. During this period, the researcher observed customer interactions, post-service follow-up practices, internal coordination related to Google Review responses, and initiatives aimed at encouraging customers to provide reviews. Prolonged engagement through participant observation enhances contextual understanding and analytical depth in qualitative research (DeWalt & DeWalt, 2020; Yin, 2020).

3. **Documentation**

Documentation refers to the systematic collection and analysis of written, visual, or digital materials that support and complement data obtained from interviews and observations (Bowen, 2020). Documentation strengthens qualitative research by providing tangible evidence that supports analytical interpretation. In this research, documentation was obtained by compiling data derived from interviews and observations, which were subsequently analyzed and organized into research records. The documentation includes interview transcripts, observation field notes, internal company materials related to customer feedback initiatives, visual promotional materials encouraging Google Reviews, and screenshots or records of publicly available Google Reviews. Similar to the observation process, documentation activities were conducted continuously throughout the four-month internship period at PT Nasmoco Bahtera Motor. These documents serve as supporting evidence to strengthen analysis and enhance credibility through methodological triangulation (Yin, 2020).

3.3.2 Secondary data source

Secondary data refer to data that have been previously collected, processed, and published by other parties for purposes different from the current study (Saunders et al., 2023). Secondary data provide theoretical grounding, contextual understanding, and comparative insights that support primary data interpretation. In this study, secondary data are obtained from various sources, including academic books, reputable international journals, and online scholarly resources related to digital marketing, Google Reviews, electronic word-of-mouth (eWOM), Customer Relationship Management (CRM), reward or gift strategies, and reputation management. These data are used to support the theoretical framework, guide research design, and facilitate the overall research process. The use of recent secondary data ensures that the study is grounded in up-to-date academic discourse and enhances the robustness of the research conclusions.

3.4 Place and Period of Internship Implementation

1. Place

Company Name	: PT. Nasmoco Bahtera Motor
Address	: Jl. Magelang KM.7, Sendangadi, Mlati, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55285, Indonesia
Kode Pos	: 55285
Telephone	: 0851- 3599 - 0533
Email	: nasmocomlati@gmail.com

Website : https://nasmoco.co.id/

2. Implementation Schedule

The internship and research residency were held at PT Nasmoco Bahtera Motor (Mlati Branch), Yogyakarta, Indonesia. The program spanned four months, commencing on March 10 and concluding on July 10, 2025.

Working Days: Monday - Saturday

Working Hours:

1. (Monday–Friday): 08:00 – 16:30 WIB
2. (Saturday): 08:00 – 12:30 WIB

3.5 Interview Question

3.5.1 Internal Interview

Respondent : Customer Relation Coordinator (CRC), Sales Executive, Service Administration, Digital Marketing

Number of respondents : 4 people

Number of question : 15

Covers : 4 Problem Formulation (1- 4)

LINK :

https://docs.google.com/forms/d/e/1FAIpQLSf0E8kSa6KZUtKAr8FsYiz9zTo_K9lNfM7eHV6E9wh-Sn-ttw/viewform?usp=publish-editor

Table 3.1 Internal Interview Question

NO	Question	Problem Formulation	Reference
1	How are Google Reviews utilized by PT Nasmoco Bahtera Motor as a medium for customer feedback in marketing and service activities?	1	Filieri et al. (2021)
2	How does the company's internal process work in monitoring, evaluating, and following up on customer Google Reviews?	1	Trainor et al. (2021)
3	What factors does the company believe most influence customers' willingness to provide Google Reviews? Please explain.	1	Wirtz et al. (2020)
4	What challenges does the company face in encouraging customers to actively provide Google Reviews? Please explain.	1	Hollebeek et al. (2020)
5	How is the reward or gift strategy designed to encourage customers to leave Google Reviews?	2	Ismagilova et al. (2021)
6	How is information related to rewards or gifts communicated to customers?	2	Cavalier & Lombardi (2020)
7	In your opinion, how do rewards or gifts influence customer motivation to provide feedback through Google Reviews? Please explain.	2	Mazhar et al. (2022)
8	How does the company ensure that the reward strategy remains voluntary and does not affect the honesty of customer reviews?	2	Filieri et al. (2021)
9	Which divisions are involved in managing and following up on customer Google Reviews?	3	Trainor et al. (2021)
10	How does the company follow up on negative Google Reviews in the context of long-term	3	Harrigan et al. (2020)

	customer relationships?		
11	How does the company's response to Google Reviews contribute to strengthening long-term relationships with customers?	3	Hollebeek et al. (2020)
12	How does the company's reputation play a role in attracting customers to provide Google Reviews?	4	Fombrun (1996); Ismagilova et al. (2020)
13	How do Google Reviews contribute to strengthening the company's reputation in the eyes of customers?	4	Fombrun et al. (2020)
14	Based on your observations, what is the relationship between company reputation and customer loyalty?	4	Raithel et al. (2020)
15	Overall, which factor has the greatest influence on improving Google Review ratings: rewards, CRM, or company reputation? Why?	4	Filieri et al. (2021)

3.5.2 External Interview

Respondent : Customer Nasmoco

Number of respondents : 4 people

Number of question : 15

Covers : 3 Problem Formulation (2- 4)

*The customer was not consulted regarding Problem Formulation 1 because they do not hold a role in the administration of the organization's internal systems.

LINK : https://docs.google.com/forms/d/e/1FAIpQLScHqdH4Fz2cC0jqjL50vkkk4pds0tLZSOqiEDO8PhuS3cP6Hw/viewform?usp=publish-editor

Table 3.2 External Interview Question

NO	Question	Problem Formulation	Reference
1	What motivated you to provide a Google Review after receiving services at PT Nasmoco Bahtera Motor? Please explain.	2	Ismagilova et al. (2021)
2	How was your experience with receiving rewards or gifts in encouraging you to provide a Google Review?	2	Wirtz et al. (2021)
3	In your opinion, how do rewards or gifts influence your motivation to provide feedback through Google Reviews?	2	Mazhar et al. (2022)
4	How do you maintain the honesty of your review despite the presence of rewards or gifts from the company?	2	Filieri et al. (2021)
5	How was your experience when the company responded to the Google Review you provided?	3	Harrigan et al. (2020)
6	How does the company's follow-up on Google Reviews affect your relationship with the company?	3	Buttle & Maklan (2022)
7	How does the company's digital communication in responding to reviews influence your trust as a customer?	3	Wirtz et al. (2020)
8	How does the company's response to Google Reviews make you feel valued as a customer?	3	Trainor et al. (2021)

9	How do you assess the reputation of PT Nasmoco Bahtera Motor based on your personal experience?	4	Walsh & Beatty (2021)
10	How does the company's reputation influence your willingness to provide a Google Review?	4	Raithel et al. (2020)
11	How do other customers' Google Reviews influence your perception of the company's reputation?	4	Fombrun et al. (2020)
12	What factors most influence your assessment of the company's reputation?	4	Aula & Mantere (2021)
13	Which factors most influence your motivation to provide a Google Review, such as rewards, service quality, or company reputation? Please explain your reasons.	4	Ismagilova et al. (2021)
14	What efforts or strategies do you think could encourage customers to be more active in providing Google Reviews in the future? Please explain.	4	Filieri et al. (2021)
15	Overall, how does your experience influence your willingness to provide a Google Review?	4	Wirtz et al. (2020)

CHAPTER IV
RESULTS AND DISCUSSIONS

4.1 Results

Based on the results of this study, several conclusions can be drawn regarding the role of Google Reviews as a digital customer feedback platform and the influence of Reward/Gift strategies, Customer Relationship Management (CRM), and Reputation in improving Google Review performance at PT Nasmoco Bahtera Motor. This study employed a qualitative research approach, utilizing **semi-**structured interviews as the primary data collection method to obtain in-depth insights into organizational practices and customer-related processes. The internal interviews involved employees who are directly responsible for managing customer interactions, service processes, and digital feedback systems at the PT Nasmoco Bahtera Motor Mlati Branch. The internal respondents consisted of a Customer Relation Coordinator (CRC), Sales Executive, Service Administration staff, and Digital Marketing staff**,** with a total of four respondents. Each internal respondent was asked 15 interview questions structured to comprehensively cover all four problem formulations (Problem Formulation 1–4) of this research. These respondents were purposively selected due to their direct operational involvement and strategic roles in managing Google Reviews, implementing reward or gift initiatives, executing CRM practices, and maintaining the company's reputation, thereby ensuring the relevance and depth of the qualitative findings.

Table 4.1 Internal Interview Result

No	Aspect	Question	Key Findings	Supporting Quote (From Responden)
1.	Google Review	1 – 4	Google Reviews function as the main digital customer feedback platform and significantly influence customer trust, service choice, and the company's online visibility. Review ratings are actively monitored and used as indicators of service performance	"Google Reviews are very important because customers usually check the rating first before deciding to come."
2.	Reward/Gift	5 – 8	Reward or gift strategies increase customer willingness to participate in Google Reviews by reducing post-service inertia rather than influencing review content.	"The gift is just a form of appreciation, not to force customers to write positive reviews."
3.	Customer Relationship Management (CRM)	9 – 11	CRM practices such as personalized communication, service follow-up, and responsiveness strengthen customer engagement and increase feedback participation.	"When staff follow up and communicate politely, customers feel more appreciated."
4.	Reputation	12- 15	The company's established reputation as an authorized Toyota	"Nasmoco already has a good

		dealer creates initial customer trust and shapes expectations toward service quality.	reputation, so I trust the service from the beginning."

Table 4.2 External Interview Result

NO	Aspect	Question	Key Findings	Supporting Quote
1.	Reward/ Gift	1 - 4	Customers perceive small rewards positively when they are framed as appreciation and not as conditional incentives	"Receiving a small gift makes me remember to write a review, but the content is still honest."
2.	Customer Relationship Management (CRM)	5 – 8	Customers who experience attentive and respectful service are more likely to share their experiences through Google Reviews	"Good communication and fast response make me want to give feedback."
3.	Reputation	9- 15	Reputation interacts with Google Reviews by amplifying positive experiences while also increasing customer expectations for service consistency	"Because the brand is well-known, service quality must always be consistent."

4.2 Google Review

The findings indicate that Google Reviews function as the primary digital customer feedback platform at PT Nasmoco Bahtera Motor Mlati Branch, serving as a publicly accessible representation of customers' service experiences,

satisfaction levels, and evaluations of service quality. Google Reviews are utilized not only as a channel for customers to express feedback, but also as an internal reference for the company in monitoring service performance, communication effectiveness, and frontline professionalism. Based on observation during the internship period, Google Reviews play a significant role in shaping customer trust and digital visibility. Customers frequently consult Google Reviews when searching for automotive dealerships or service centers through Google Maps, particularly when comparing service options within the same brand network. Review ratings and customer comments, therefore, directly influence first impressions, perceived credibility, and customers' willingness to visit or engage with the company's services.

The results further show that Google Review performance at the Mlati Branch is not static, but responsive to structured engagement and feedback management practices. At the beginning of the observation period, the Google Review rating was recorded at 4.4, which was relatively lower compared to other Nasmoco branches in Yogyakarta. During the internship period, several initiatives were consistently implemented, including encouraging customers to share their service experiences after service completion, maintaining timely and professional responses to customer reviews, and improving post-service communication through direct interaction. As a result of these efforts, an observable improvement in Google Review performance occurred. The Google Review rating increased from 4.4 to 4.7, indicating a rise in customer participation and a more positive overall sentiment toward the service experience. This improvement reflects not only an increase in

the quantity of reviews but also the effectiveness of engagement practices in fostering customer willingness to provide feedback voluntarily based on their actual service experiences.

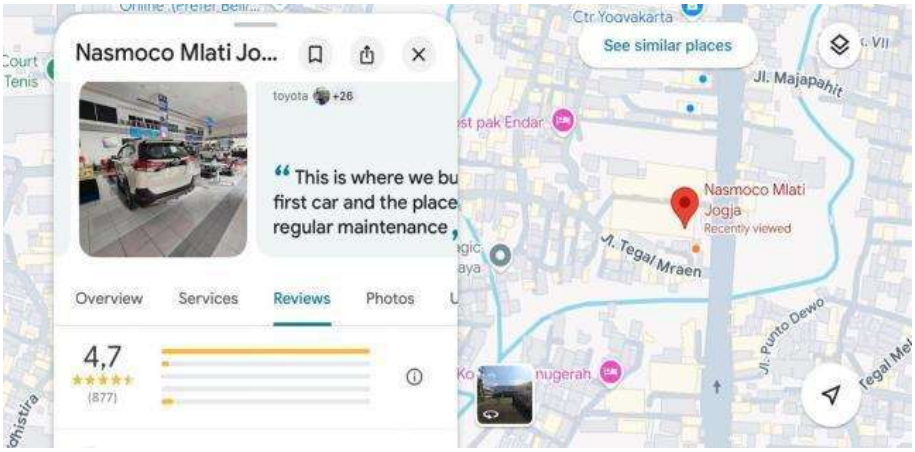


Figure 4 Google Review Rating Progress During the Internship Period

Overall, these findings demonstrate that Google Reviews at PT Nasmoco Bahtera Motor Mlati Branch operate as a dynamic digital feedback system. The platform responds to how the company manages customer interactions, follow-up practices, and feedback responsiveness, rather than functioning merely as a passive or uncontrollable indicator. This result supports the view that Google Review performance can be strengthened through deliberate and integrated customer feedback management strategies.

4.3 Reward/Gift

The results indicate that reward or gift-based initiatives were implemented as an appreciation oriented strategy to encourage customer participation in providing Google Reviews at PT Nasmoco Bahtera Motor Mlati Branch. During

the internship period, visual promotional materials were used to communicate this initiative to customers in service areas. The reward offered was non-monetary in nature and positioned as a form of appreciation rather than an exchange or obligation, ensuring that customers retained full autonomy in providing feedback. The presence of reward-related promotional materials increased customer awareness regarding the opportunity to provide Google Reviews after service completion. Customers were more receptive to feedback requests when they were clearly informed through visual cues and direct communication. The findings show that reward or gift initiatives helped reduce hesitation and post-service inertia, particularly among customers who were initially unfamiliar with the Google Review process.

Importantly, the results indicate that the use of reward or gift strategies did not influence the honesty or substance of customer reviews. Feedback continued to reflect customers' actual service experiences, suggesting that the reward functioned primarily as a participation trigger rather than a determinant of review sentiment. This confirms that reward or gift-based strategies supported increased engagement without compromising the authenticity of Google Reviews.

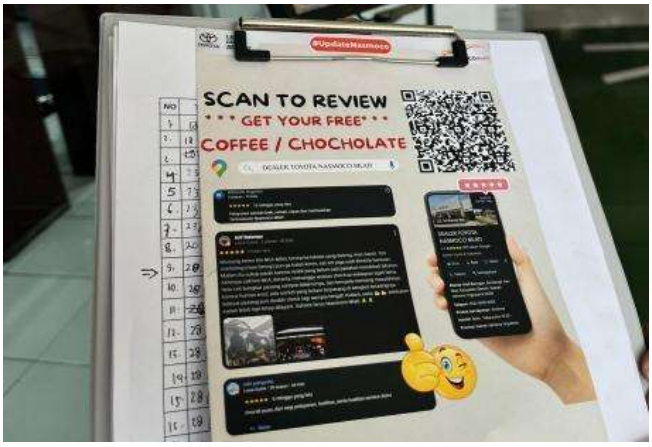


Figure 5 Promotional Poster Google Reviews

The image above displays a promotional flyer used by PT Nasmoco Bahtera Motor (Mlati branch) as a tactical intervention to stimulate digital feedback. The flyer utilizes a clear Call to Action (CTA) by inviting customers to "Scan to Review" in exchange for a tangible reward, specifically a free coffee or chocolate. This approach represents a formal incentivization strategy where the dealership attempts to reduce the "effort barrier" for customers. Key elements of the flyer include a prominent QR code for instant accessibility, the official Google Maps search interface to guide user navigation, and the display of existing 5-star testimonials which serve as a visual benchmark for the desired feedback quality. This physical touchpoint serves as a bridge between the offline service experience and the branch's online reputation management.

4.4 Customer Relationship Management (CRM)

The results show that Customer Relationship Management (CRM) practices at PT Nasmoco Bahtera Motor Mlati Branch play a central role in structuring customer interactions and supporting the management of Google Reviews. CRM is implemented through systematic service processes, post-service follow-ups, and continuous communication between the company and its customers, particularly in

after-sales service activities. Customer data, service history, and interaction records are utilized to maintain consistent communication and service continuity. This structured approach allows the company to identify customer needs, monitor service quality, and ensure that each customer interaction is handled in a professional and responsive manner. As a result, customers experience a more personalized and organized service process, which increases satisfaction and willingness to engage in digital feedback.

CRM practices also support the company's responsiveness to Google Reviews. The structured coordination between service teams and customer relations enables timely responses to customer feedback, including both positive reviews and complaints. This responsiveness signals attentiveness and accountability, reinforcing customer perceptions of professionalism and service reliability. In addition, CRM practices facilitate the integration of reward or gift initiatives within the service workflow. By aligning customer engagement activities with CRM processes, the company ensures that feedback encouragement occurs naturally after service completion, rather than appearing forced or transactional. This integration strengthens the relationship-oriented nature of feedback solicitation.

Overall, the findings indicate that CRM functions as a foundational system that connects service quality, customer engagement, and digital feedback management. Effective CRM implementation contributes to improved Google Review performance by fostering customer trust, enhancing communication quality, and creating a structured environment that encourages voluntary and constructive feedback.

4.5 Reputation

The results demonstrate that corporate reputation significantly influences customer feedback behavior through Google Reviews at PT Nasmoco Bahtera Motor Mlati Branch. Reputation is formed through consistent service quality, professional employee conduct, transparency in communication, and long-term customer trust built over repeated service interactions. Customers tend to associate the company's reputation with reliability, service professionalism, and brand credibility as an authorized Toyota dealer. This positive perception increases customer confidence in engaging with the company and expressing their service experiences publicly through Google Reviews. A strong reputation reduces customer hesitation in providing feedback, as customers perceive the company as open and responsive to evaluation.

Digital reputation is also reinforced through the company's active presence on Google Maps and consistent management of online feedback. The visibility of responses to reviews, service improvements, and customer engagement practices strengthens the company's image as a service-oriented organization. This visibility enhances public trust and encourages prospective customers to rely on Google Reviews as a reference when selecting automotive services. Reputation acts as a reinforcing factor that amplifies the effectiveness of CRM and reward strategies. When customers already hold a positive perception of the company, engagement initiatives and feedback requests are more readily accepted. This interaction creates a positive feedback loop in which good service experiences strengthen reputation,

reputation encourages feedback, and feedback further enhances digital visibility and trust.

In summary, the findings indicate that reputation functions as a strategic asset that shapes customer attitudes toward Google Reviews. A positive and well-managed reputation supports higher review participation, more favorable review sentiment, and stronger digital credibility, contributing to the overall improvement of Google Review performance at PT Nasmoco Bahtera Motor Mlati Branch.

4.6 Discussions

4.6.1 How do Google Reviews function as a digital customer feedback platform at PT Nasmoco Bahtera Motor?

Internal

Table 4.3 Discussion Result Internal (Google Review)

Problem Formulation 1	Conclusion (Q 1 – Q 4)
Google Reviews	Google Reviews function as the main digital customer feedback platform and significantly influence customer trust, service choice, and the company's online visibility. Review ratings are actively monitored and used as indicators of service performance

The findings confirm that Google Reviews function as a critical digital customer feedback platform at PT Nasmoco Bahtera Motor by serving as a publicly accessible evaluation mechanism that shapes customer trust and decision-making. This result is consistent with recent electronic *word-of-mouth (eWOM*) literature,

which emphasizes that online reviews influence consumer perceptions through both informational and normative effects, particularly in service-based industries (Filieri et al., 2021)

External

Table 4.4 Discussion Result External (Google Review)

Problem Formulation 1	Conclusion
Google Reviews	Google Review performance is dynamic and improves through consistent engagement, follow-up communication, and responsiveness to customer feedback.

Google Reviews are uniquely influential due to their direct integration with Google Search and Google Maps, which positions them at the earliest stage of customer decision-making. Previous studies indicate that location-based reviews significantly affect service selection, especially for experiential services such as automotive maintenance and repair (Liu et al., 2022). The findings of this study support this argument, as Google Reviews were perceived as a primary reference point by customers and as a strategic performance indicator by management.

Furthermore, the observed improvement in Google Review ratings during the internship period reinforces the theoretical view that online reviews are dynamic and manageable assets rather than static reflections of customer satisfaction. This aligns with the work of Kietzmann and Canhoto (2021), who argue that active monitoring, responsiveness, and engagement can reshape digital feedback outcomes. Thus, at PT Nasmoco Bahtera Motor, Google Reviews function not only

as a feedback repository but also as a strategic interface connecting service performance, customer trust, and digital visibility.

4.6.2 How do reward or gift-based strategies encourage and strengthen customer feedback through Google Reviews at PT Nasmoco Bahtera Motor?

Internal

Table 4.5 Discussion Result Internal (Reward/Gift)

Problem Formulation 2	Conclusion (Q 5 – Q 8)
Reward / Gift	Reward or gift strategies increase customer willingness to participate in Google Reviews by reducing post-service inertia rather than influencing review content.

The findings indicate that reward or gift-based strategies function as an enabling mechanism that encourages customer participation in Google Reviews without compromising review credibility. This result supports prior research suggesting that nonmonetary incentives can effectively reduce psychological barriers to feedback provision, particularly post-service inertia, when implemented transparently (Zhang et al., 2020).

External

Table 4.6 Discussion Result External (Reward/Gift)

Problem Formulation 2	Conclusion (Q 1 – Q 4)
	Customers perceive small rewards positively when

Reward/gift	they are framed as appreciation and not as conditional incentives

Rewards do not directly determine review positivity but rather influence customers' motivation to engage in the feedback process. This study confirms that small gifts framed as appreciation increase customers' willingness to share their experiences, especially when service expectations are already met. This aligns with the findings of Tandon et al. (2021), who conclude that incentives primarily affect review volume and engagement rather than review valence.

Importantly, the ethical framing of rewards plays a decisive role. When customers perceive rewards as expressions of gratitude rather than as conditional incentives, the authenticity of feedback is preserved. This supports the argument by Babić Rosario et al. (2020) that perceived fairness and transparency moderate the effectiveness of incentive-based engagement strategies. Therefore, at PT Nasmoco Bahtera Motor, reward or gift strategies strengthen Google Reviews by facilitating participation while remaining subordinate to service quality and relationship management.

4.6.3 How does the implementation of Customer Relationship Management (CRM) practices contribute to strengthening Google Review performance at PT Nasmoco Bahtera Motor?

Internal

Table 4.7 Discussion Result Internal (CRM)

Problem Formulation 3	Conclusion (Q 9- Q 11)
Customer Relationship Management (CRM)	CRM practices such as personalized communication, service follow-up, and responsiveness strengthen customer engagement and increase feedback participation.

The findings demonstrate that CRM practices significantly strengthen Google Review performance by shaping positive service experiences and fostering relational trust. In line with CRM theory discussed in Chapter II, relationship-oriented strategies emphasize long-term engagement, responsiveness, and personalized interaction as key drivers of customer satisfaction (Payne & Frow, 2021).

External

Table 4.8 Discussion Result External (CRM)

Problem Formulation 3	Conclusion (Q5 -Q 8)
Customer Relationship Management (CRM)	Customers who experience attentive and respectful service are more likely to share their experiences through Google Reviews

This study confirms that structured service follow-ups, personalized communication, and responsiveness to customer concerns increase customers' emotional attachment and perceived value. Prior research suggests that customers who feel acknowledged and respected are more inclined to engage in discretionary behaviors such as providing online feedback (Hollebeek et al., 2022). The findings

support this assumption, as positive relational experiences translated into higher willingness to leave Google Reviews.

Moreover, Google Reviews can be interpreted as an outcome of effective CRM rather than a standalone digital metric. This perspective aligns with the work of Trainor et al. (2020), who argue that CRM capabilities indirectly influence online reputation by shaping customer experiences that are later reflected in digital platforms. Thus, CRM at PT Nasmoco Bahtera Motor functions as a foundational driver that sustains both the quality and consistency of Google Review performance.

4.6.4 How does the company's reputation influence customer feedback behavior through Google Reviews at PT Nasmoco Bahtera Motor?

Internal

Table 4.9 Discussion Result Internal (Reputation)

Problem Formulation 4	Conclusion (Q 12- Q 15)
Reputation	The company's established reputation as an authorized Toyota dealer creates initial customer trust and shapes expectations toward service quality.

The findings highlight that corporate reputation plays a critical role in shaping customer feedback behavior through Google Reviews. Reputation represents accumulated stakeholder perceptions that influence trust, expectation formation, and feedback motivation (Fombrun & Shanley, 2020).

External

Table 4.10 Discussion Result External (Reputation)

Problem Formulation 4	Conclusion (Q 9- Q 15)
Reputation	Reputation interacts with Google Reviews by amplifying positive experiences while also increasing customer expectations for service consistency

Customers' willingness to engage in Google Reviews is influenced by their perception of Nasmoco as a reputable and authorized Toyota dealer. Prior studies indicate that a strong corporate reputation increases customers' confidence in voicing their experiences publicly, as they expect their feedback to be acknowledged and valued (Ruiz-Mafe et al., 2021). This study supports this view, showing that positive reputational perceptions encourage review participation.

However, reputation also raises customer expectations, making service consistency essential. When service experiences align with reputational expectations, customers are more likely to provide favorable feedback; when they do not, dissatisfaction becomes more salient. This finding aligns with signaling theory, which suggests that reputation amplifies both positive and negative evaluations (Park & Nicolau, 2020).

Therefore, reputation at PT Nasmoco Bahtera Motor functions as both a reinforcing and moderating factor. It strengthens the effectiveness of CRM and reward strategies while simultaneously increasing the importance of service quality consistency in sustaining positive Google Review performance.

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This internship report concludes that Google Reviews function as a strategic

and dynamic digital feedback platform at PT Nasmoco Bahtera Motor Mlati Branch, reflecting not only customer satisfaction and service quality but also the effectiveness of the company's customer engagement and relationship management practices. Throughout the internship period, structured efforts in encouraging customer feedback, maintaining professional responsiveness, and integrating post-service communication contributed to a measurable improvement in Google Review performance, as indicated by the increase in rating from 4.4 to 4.7. The implementation of reward or gift initiatives as a form of appreciation successfully increased customer participation in providing reviews without compromising the authenticity of feedback. In parallel, Customer Relationship Management (CRM) practices played a central role in strengthening customer engagement through personalized communication, systematic follow-ups, and coordinated service processes, which supported both service quality and digital feedback management. Furthermore, the company's established reputation as an authorized Toyota dealer reinforced customer trust and amplified the impact of CRM and engagement strategies on Google Reviews. Overall, this internship demonstrates that the improvement of digital customer feedback performance is the result of an integrated approach that combines Google Review management, appreciation-based engagement strategies, effective CRM implementation, and consistent reputation maintenance.

1. Google Reviews

   Google Reviews function as the primary digital platform through which customers express their service experiences and evaluate service

quality. The findings show that Google Reviews significantly influence prospective customers' decision-making, particularly in location-based searches via Google Maps. Active engagement practices, including encouraging feedback, responding to reviews, and maintaining post-service communication, contributed to a measurable improvement in Google Review performance at the Mlati Branch. The increase in rating from 4.4 to 4.7 during the internship period indicates that Google Reviews are dynamic and responsive to structured management rather than static indicators of satisfaction.

2. Reward/Gift

Reward or gift-based strategies play a supportive and complementary role in encouraging customer participation in Google Reviews. The findings indicate that rewards function primarily as engagement triggers that reduce customer inertia after service completion. When implemented transparently and ethically, small non-monetary rewards do not influence the honesty or valence of reviews. Instead, they increase the volume of customer feedback while preserving authenticity, confirming that rewards are most effective when positioned as appreciation rather than incentives for positive evaluations.

3. Customer Relationship Management (CRM)

CRM practices emerge as a central driver in strengthening Google Review performance. The study shows that proactive follow-up, empathetic communication, and responsiveness to customer concerns enhance

customers' emotional connection with the company. Customers interpret effective CRM not only as operational efficiency but also as recognition and care. When CRM practices are consistently implemented and translated into positive service experiences, they significantly increase customers' willingness to provide feedback through Google Reviews.

4. Reputation

Reputation functions as both an outcome and a reinforcing factor in Google Review performance. A positive corporate reputation increases customer trust and motivates customers to share their experiences publicly. At the same time, reputation raises customer expectations, making service consistency a critical requirement. The findings demonstrate that reputation interacts dynamically with Google Reviews: positive service experiences strengthen reputation through favorable reviews, while reputation itself shapes how customer feedback is formed and interpreted. Maintaining service quality consistency is therefore essential to sustaining positive digital feedback.

5.2 Recommendations

Based on the overall findings of this study, it is suggested that PT Nasmoco Bahtera Motor Mlati Branch continue to manage Google Reviews as a strategic digital customer feedback system by maintaining consistent monitoring, structured response practices, and periodic evaluation of review trends to support service quality improvement and digital credibility. Reward or gift initiatives should be

sustained as appreciation-oriented strategies that encourage customer participation without creating transactional pressure, supported by clear and consistent communication to preserve the authenticity of customer feedback. In addition, Customer Relationship Management (CRM) practices should be further strengthened through systematic post-service follow-ups, personalized communication, and closer coordination between customer relations, service, and digital marketing functions to ensure that customer feedback is effectively integrated into service improvement efforts. At the same time, corporate reputation should be continuously maintained through consistent service quality, professional employee conduct, and transparent communication, as reputation plays a reinforcing role in increasing customer trust and willingness to engage in Google Reviews. Therefore, PT Nasmoco Bahtera Motoris encouraged to formalize its Google Review management practices through clear operational guidelines. Routine monitoring, timely responses, and personalized engagement with reviewers should be standardized to ensure consistency across service interactions. Negative reviews should be addressed constructively and transparently, while positive reviews should be acknowledged to reinforce customer engagement and trust.

1. Reward/Gift Strategy

   Reward or gift programs should be maintained as supportive engagement tools rather than primary incentives. The company is advised to clearly communicate that rewards are expressions of appreciation, not compensation for positive reviews. This approach will help preserve review authenticity while sustaining customer motivation to participate in feedback

activities.

2. Customer Relationship Management (CRM)

   The company should further integrate Google Reviews into its CRM system by systematically using customer feedback as input for service evaluation, employee performance assessment, and service improvement initiatives. Strengthening emotional engagement through personalized communication, post-service follow-ups, and responsiveness will enhance the effectiveness of CRM practices and contribute to long-term customer loyalty.

3. Reputation

   PT Nasmoco Bahtera Motor should manage its reputation consistently across all customer touchpoints, both offline and online. Service quality consistency across branches is essential, as customers evaluate reputation based on repeated experiences rather than brand affiliation alone. Aligning service standards, CRM practices, and digital engagement strategies will support sustainable reputation management and long-term Google Review performance.

   Future studies may expand the scope by incorporating quantitative analysis of review sentiment, comparing multiple branches, or examining the long-term impact of digital feedback on customer loyalty and financial performance. Such approaches would provide a broader understanding of digital reputation management in the automotive service industry.

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APPENDICES

Appendix – 1 Letter of Acceptance Internship

TOYOTA | LET'S GO BEYOND

NASMOCO

SURAT KETERANGAN MAGANG
037/ADH/NBM/II/2025

Yang bertanda tangan di bawah ini :

Nama : Adhi Wulandari

Jabatan : Administration Section Head

Perusahaan : PT. Nasmoco Bahtera Motor
Jl. Magelang Km. 7 Yogyakarta

Menerangkan dengan sesungguhnya bahwa :

Nama : Marshanda Putri Vasabrina

NIM : 22311466

Program Studi : Manajemen Program Internasional

Dengan ini menerangkan bahwa yang bersangkutan di terima magang dari tanggal 10 Maret s/d 10 Juli 2025 di PT.Nasmoco Bahtera Motor Jl.Magelang Km.7 Sendangadi Mlati Sleman Yogyakarta .

Demikian surat diterima maganag ini dibuat dengan sebenarnya agar dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 12 Februari 2025

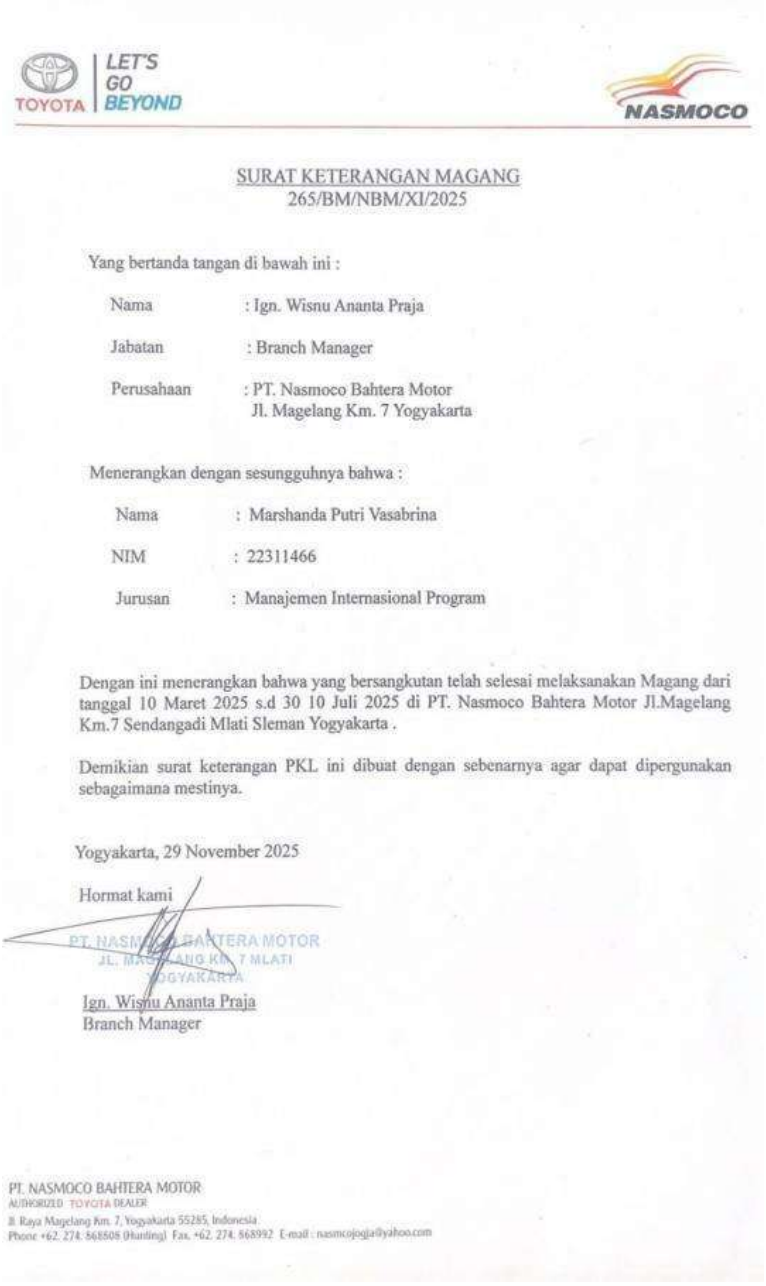
Hormat kami

PT. NASMOCO BAHTERA MOTOR
JL. MAGELANG KM. 7 MLATI
YOGYAKARTA

Adhi Wulandari
Administration Section Head

PT. NASMOCO BAHTERA MOTOR
AUTHORIZED TOYOTA DEALER
Jl. Raya Magelang Km. 7, Yogyakarta 55285, Indonesia
Phone +62. 274. 868808 (Hunting) Fax. +62. 274. 868992 E-mail : nasmcojogja@yahoo.com

Appendix – 2 Letter of Completion of internship



TOYOTA | LET'S GO BEYOND

NASMOCO

SURAT KETERANGAN MAGANG
265/BM/NBM/XI/2025

Yang bertanda tangan di bawah ini :

Nama : Ign. Wisnu Ananta Praja

Jabatan : Branch Manager

Perusahaan : PT. Nasmoco Bahtera Motor
Jl. Magelang Km. 7 Yogyakarta

Menerangkan dengan sesungguhnya bahwa :

Nama : Marshanda Putri Vasabrina

NIM : 22311466

Jurusan : Manajemen Internasional Program

Dengan ini menerangkan bahwa yang bersangkutan telah selesai melaksanakan Magang dari tanggal 10 Maret 2025 s.d 30 10 Juli 2025 di PT. Nasmoco Bahtera Motor Jl.Magelang Km.7 Sendangadi Mlati Sleman Yogyakarta .

Demikian surat keterangan PKL ini dibuat dengan sebenarnya agar dapat dipergunakan sebagaimana mestinya.

Yogyakarta, 29 November 2025

Hormat kami

PT. NASMOCO BAHTERA MOTOR
JL. MAGELANG KM. 7 MLATI
YOGYAKARTA

Ign. Wisnu Ananta Praja
Branch Manager

PT. NASMOCO BAHTERA MOTOR
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Jl. Raya Magelang Km. 7, Yogyakarta 55285, Indonesia
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Appendix – 3 Monthly Report

INTERNSHIP ATTENDANCE LIST

Month/Year: March /2025

Institution's name : PT NASMOCO BAHTERA MOTOR

Student's name : Marshanda Putri Vasabrina

University : IUP in Management FBE, Universitas Islam Indonesia

No	Date	Work duration (hour)	Short Description
1	**Monday, 10 March 2025**	8 Hours and 15 Minutes	On my first day of internship, I attended the company introduction through a presentation of the **Company Profile** to understand its business and operations. After that, I was assigned to the company's **Administrative** section, including service invoices, gate passes, AR reports, and subsidies, while ensuring alignment with the company's marketing strategy
2	Tuesday, 11 March 2025	8 Hours and 15 Minutes	Assisting with **Administration** including tax invoice verification, and supporting cashier duties for the dealer and workshop.
3	Wednesday, 12 March 2025	8 Hours and 15 Minutes	**Supporting AR** administration, including tax invoice verification, account reconciliation, AR reports, and with holding tax input in the DJP system.
4	Thursday, 13 March 2025	8 Hours and 15 Minutes	Joining the monthly **Service Advisor** meeting to discuss efficiency issues and create promotions like "Berkah Lebaran" to boost service numbers.

5	Friday, 14 March 2025	8 Hours and 15 Minutes	Learning to categorize invoices by batch number and **Managing Administration**, including service invoices, gate passes, reports, and subsidies.
6	Saturday, 15 March 2025	4 hours and 15 minutes	**Input data** into Toyota's central system and scanned invoices along with warranty certificates (data from AR General Repair.)
7	**Monday, 17 March 2025**	8 Hours and 15 Minutes	Attended the morning assembly and managed service invoices, gate passes, and issued billing for MOU services, while also scanning the company's expenditure report for March 6-12, 2025, and attending the **MRA (Maintenance Reminder Appointment) meeting.**
8	Tuesday, 18 March 2025	8 Hours and 15 Minutes	Merged the company's expenditure report files, printed gate passes, and designed **Digital Marketing** content, while also attending an iftar gathering at the Toyota Nasmoco office.
9	Wednesday, 19 March 2025	8 Hours and 15 Minutes	Being a **Social Media Admin** for Nasmoco Toyota, focusing on Instagram, TikTok, and Facebook platforms. Creating a schedule for uploading promotional posters from Toyota's central HO and planning promotional video content.
10	Thursday, 20 March 2025	8 Hours and 15 Minutes	Absent - Sick
11	Friday, 21 March 2025	8 Hours and 15 Minutes	Checking DMs (Messages) on **Social Media** for any inquiries from potential customers or

			existing customers regarding services or car unit sales, confirming if they are following the social media accounts.
12	Saturday, 22 March 2025	4 hours and 15 minutes	Starting to **Upload Promotional** posters sent from Toyota's central HO.
13	**Monday, 24 March 2025**	8 Hours and 15 Minutes	Checking messages on Nasmoco's **Social Media.** Since I didn't create content today, I helped input tax invoices.
14	Tuesday , 25 March 2025	8 Hours and 15 Minutes	Checking and responding to customer messages about services, promotions, or sales while ensuring they follow social media accounts. Following up with additional info, **promotions, or directing them to the sales team.**
15	Wednesday, 26 March 2025	8 Hours and 15 Minutes	Creating video content for Nasmoco Mlati's social media as part of a **digital promotion strategy**. This content is designed to enhance creativity and engagement on platforms such as TikTok and Instagram, aiming to strengthen brand presence and reach a wider audience.
16	Thursday , 27 March 2025	8 Hours and 15 Minutes	Make a video to say **Eid Fitri** with sales And **upload promotional photos** for services with attractive promos

Notes from the supervisor :

Marshanda telah menunjukkan kinerja yang baik dan komitmen tinggi selama menjalani magang di PT Nasmoco Bahtera Motor. Berkontribusi secara efektif dalam tugas **administratif dan pemasaran digital**, serta memastikan pekerjaannya selaras dengan tujuan perusahaan. Pada bulan pertama, Marshanda menunjukkan kinerja yang sangat baik dengan kemampuan beradaptasi yang cepat, pemahaman yang tepat terhadap rincian pekerjaan, serta eksekusi tugas yang lancar.

INTERNSHIP ATTENDANCE LIST

Month/Year: April / 2025

Institution's name : PT. NASMOCO BAHTERA MOTOR

Student's name : Marshanda Putri Vasabrina

University : IUP in Management FBE, Universitas Islam Indonesia

No	Date	Work Duration (jam)	Short Description
1	Friday , 4 April 2025	8 Hours 15Minutes	Today was my first day returning to the office after the Eid holiday and supporting **administrative** tasks by scanning documents and printing vehicle gate passes.
2	Saturday, 5 April 2025	4 Hours 15 Minutes	Check DMs on Nasmoco's social media and upload Nasmoco **promotions** on Instagram.
3	**Monday, 7 April 2025**	8 Hours 15Minutes	Participated in the morning ceremony and joined the Halal Bihalal gathering. I was then assigned to the **Customer Relations (CR)** division, where I assisted in preparing the weekly CR report and created a **tutorial video** on how to take a queue number at the service area. The video was subsequently uploaded to Instagram.
4	Tuesday , 8 April 2025	8 Hours 15Minutes	Transferring stock data and retail process to the VOC and T Intouch reports, and including it in the **CR** Division.

Evaluasi: Ke depannya, disarankan agar ia lebih meningkatkan ketelitian, terutama dalam memeriksa kembali data sebelum diproses serta memastikan keakuratan informasi yang disampaikan. Dengan peningkatan ini, hasil kerja dapat menjadi lebih optimal dan minim kesalahan.

Yogyakarta,28 Maret 2025

(Marshanda Putri Vasabrina)

(Zaenuri)

5	Wednesday ,9 April 2025	8 Hours 15Minutes	Designing a promotional poster on Canva that offers free coffee and chocolate to customers who leave reviews on Google, helping to handle **Customer Complaints** carefully and professionally.
6	Thursday , 10 April 2025	8 Hours 15Minutes	Relaying stock data and retail procedures into the VOC and T Intouch reports, and incorporating them into the **CR Operations.**
7	Friday , 11 April 2025	8 Hours 15Minutes	Validation of the PDFU process in the Nasmoco system is conducted by cross-referencing it with **DO report sales data**. This process is based on customer information and vehicle types to ensure accuracy and consistency.
8	Saturday , 12 April 2025	4 Hours 15 Minutes	Absent - Sick
9	**Monday, 14 April 2025**	8 Hours 15Minutes	Inputting **customer blast data** from WhatsApp into the March report, including service scores, service results, or any complaints. Coordination is also carried out with the MRA department for further checking if any customers express interest in servicing.
10	Tuesday , 15 April 2025	8 Hours 15Minutes	Created **video content** for Nasmoco's 64th anniversary celebration, distributed commemorative mugs to customers, edited a video, and designed a photo collage for upload on Nasmoco's official Instagram.
11	Wednesday ,16 April 2025	8 Hours 15Minutes	**Inputting data** from new vehicle certificates and agreement cards into the Input in Report to tIntouch and VOC systems. Created an Instagram Story to express gratitude to partners who sent

			birthday wishes through flower arrangements, as part of Nasmoco's partnership, and also handled editing and **uploading content** to the company's social media.
12	Thursday , 17 April 2025	8 Hours 15Minutes	Assisted in handling a **customer complaint** to the MRA regarding an issue with the car customer service. I also helped with the document scanning process.
14	Saturday , 19 April 2025	4 Hours 15 Minutes	Conducted a **cross-check of Nasmoco's social media** platforms to ensure consistency and content quality. And developed content ideas to be scheduled for posting on the upcoming Monday.
15	**Monday, 21 April 2025**	8 Hours 15Minutes	Created a birthday greeting video that included distributing souvenirs to customers. I was also responsible for **editing** and **uploading** the video to the company's social media.
16	Tuesday , 22 April 2025	8 Hours 15Minutes	Input customer documents and coordinated with the **Sales Team** regarding the issuance of new vehicle handover certificates and the agreement card to be included in the VOC-NT Intouch National report. And assisted in blasting information and transferring data from WhatsApp to the **CRC report.**
17	Wednesday, 23 April 2025	8 Hours 15Minutes	Input of customer review blast data into the Voice of Customer (VOC) report and the Intouch system as part of **customer feedback monitoring** and analysis. Contributed to the development of promotional content for the **Toyota RAIZE GR** vehicle.
18	Thursday, 24 April 2025	8 Hours	**Managed** Instagram, TikTok, Facebook and

		15Minutes	YouTube accounts Nasmoco by monitoring direct messages and producing promotional video **content for sales marketing**. Supported CRC Division by handling WhatsApp broadcasts.
19	Friday, 25 April 2025	8 Hours 15Minutes	**Monitored** Instagram, TikTok, and YouTube activities, confirmed friend requests, assisted with WhatsApp broadcasts, and **scanned service invoice** documents for administrative purposes.
20	Saturday , 26 April 2025	4 Hours 15 Minutes	**Checked** incoming messages on Instagram, TikTok, and YouTube, and distributed complimentary drinks to customers who submitted **Google reviews.**
21	**Monday , 28 April 2025**	8 Hours 15Minutes	**Participated** in the weekly morning assembly, monitored Instagram, Facebook, TikTok, and YouTube accounts, handled incoming messages and friend requests, supported WhatsApp broadcasts, **scanned service** invoice documents, and assisted in **writing certificates and agreement cards for new vehicles.**
22	Tuesday, 29 April 2025	8 Hours 15Minutes	**Maintained communication** across Instagram, Facebook, TikTok, and YouTube, assisted with **WhatsApp information blasts,** and summarized key insights from social media engagement.
23	Wednesday, 30 April 2025	8 Hours 15Minutes	**Conducted routine monitoring** of Instagram, Facebook, TikTok, and YouTube accounts, supported CRC broadcasts, and **worked overtime until 7:30** PM to input customer data from the new iCare link.

Catatan dari supervisor:

Marshanda sudah menunjukan kinerja yang baik dan disiplin dengan berangkat tepat waktu, dan komitmen tinggi dalam menjalankan magang di Nasmoco Mlati. Marshanda juga aktif dalam berkontribusi di bagian **Pelayanan pelanggan / Customer Relation** serta memastikan pekerjaanya selaras dengan yang diharapkan perusahaan atau bagian terkait. Marshanda juga berinisiatif memberikan ide-ide dan masukan tentang pelayanan pelanggan, **strategi pemasaran digital,** aktif dalam pembuatan konten social media. Marshanda juga pribadi yang menyenangkan yang mudah berbaur dengan lingkungan ditempat kerja, serta sopan dan memiliki attitude yang baik.

Evaluasi : kedepannya disarankan agar lebih teliti dalam penginputan materi, agar informasi dapat direkap dengan baik dan benar.

Yogyakarta, 30 April 2025



(Marshanda Putri Vasabrina)



(Bunga Cinta)

INTERNSHIP ATTENDANCE LIST

Month/Year: May / 2025

Institution's name : PT. NASMOCO BAHTERA MOTOR

Student's name : Marshanda Putri Vasabrina

University : IUP in Management FBE, Universitas Islam Indonesia

No	Date	Work Duration (jam)	Short Description
1	Friday, 2 Mei 2025	8 Hours 15 Minutes	Participated in the ***Genba Evaluation* (OFG)** conducted by the Head Office (HO) to assess and optimize the existing facilities at Nasmoco. Additionally, created and posted a National Education Day greeting on Nasmoco's Instagram account, responded to customer WhatsApp messages, and recorded the feedback in the VOC report.
2	Saturday, 3 Mei 2025	4 Hours 15 Minutes	Designed a Canva layout for the cake to be distributed to customers. **Inputted blasting data into the iCare Toyota** Central link and assisted in re-checking uploaded photos on the OC digital application.
3	**Monday, 5 Mei 2025**	8 Hours 15 Minutes	Absence - Sick
4	Tuesday, 6 Mei 2025	8 Hours 15 Minutes	Absence - Sick

5	Wednesday, 7 Mei 2025	8 Hours 15 Minutes	Today, I had a **Zoom meeting with my academic supervisor and my internship supervisor**, then I input the WhatsApp blast into the VOC report data.
6	Thursday , 8 Mei 2025	8 Hours 15 Minutes	Half-day work focused on **inputting customer data collected from weakly WhatsApp blasts.** These blasts are part of the company's communication and promotional strategy.
7	Friday , 9 Mei 2025	8 Hours 15 Minutes	Accessing customer data via the **NIS application and inputting agreement card details along with new vehicle certificates.** This ensures complete and accurate administration of sold vehicle units
8	Saturday, 10 Mei 2025	4 Hours 15 Minutes	**Creating content** to document beverage-sharing activities with customers as a form of direct service and promotion. Also responsible for **developing digital campaigns** to support the company's online marketing strategy.
9	**Tuesday, 13 Mei 2025**	8 Hours 15 Minutes	Handled administrative tasks, including creating **gate pass documents** and conducting **AR Service validation**.
	Wednesday, 14 Mei 2025	8 Hours 15 Minutes	Entered **WhatsApp blasting data** for customer outreach as part of promotional and communication activities. Also handled **customer complaints** by providing initial responses and forwarding the issues to the relevant teams for

			follow-up.
	Thursday , 15 Mei 2025	8 Hours 15 Minutes	Participated in the activity of **distributing coffee and chocolate to customers** who left Google reviews as a form of appreciation from the company. Assisted in **preparing for the upcoming Genba activity**, scheduled for May 20, including arranging equipment and initial coordination with the implementation team.
	Friday , 16 Mei 2025	8 Hours 15 Minutes	Input WhatsApp blasting data into the VOC 2025 report. Upload promotional posters from Head Office (HO) to Nasmoco's Instagram account.
	Saturday, 17 Mei 2025	4 Hours 15 Minutes	Participated in the **car exhibition event at Pakuwon Mall** organized by Nasmoco, and assisted the on-site sales team with promotional activities.
	Monday, 19 Mei 2025	8 Hours 15 Minutes	Input vehicle certificates and agreement cards into the **VOC and T Intouch** reports. Design a Canva presentation focused on food and philosophy for the Genba event on May 20, 2025. Additionally, assist with venue preparation and support the event committee.
	Tuesday, 20 Mei 2025	8 Hours 15 Minutes	Today, I participated in the **Genba event organized by Tunas Toyota** and helped as part of the organizing committee

	Wednesday, 21 Mei 2025	8 Hours 15 Minutes	*Permission*
	Thursday , 22 Mei 2025	8 Hours 15 Minutes	Assisted with sending WhatsApp **blast messages to car purchase customers** and managed social media accounts.
	Friday , 23 Mei 2025	8 Hours 15 Minutes	Conducted a WhatsApp blast to customers to ask about their satisfaction after purchasing a unit. The data collected will be entered into **the VOC (Voice of Customer) Sales** as a basis for evaluation and service improvement
	Saturday, 24 Mei 2025	4 Hours 15 Minutes	Upload **Genba video** and weekly blasting service input
	Monday, 26 Mei 2025	8 Hours 15 Minutes	Performed unit status check **(active/inactive) using VOC and T-Intouch** reports via Toyota central database link.
	Tuesday, 27 Mei 2025	8 Hours 15 Minutes	Verified unit status via **VOC and T-Intouch** reports on Toyota's database and managed Nasmoco promo posts on Instagram.
	Wednesday, 28 Mei 2025	8 Hours 15 Minutes	Entered vehicle chassis numbers into the Toyota **T-InTouch** website to check certificate status and assisted tax administration to process vehicle documents for **approval (get pass).**
	Friday , 30 Mei 2025	8 Hours 15 Minutes	Accompanied the delivery of a new unit **(DO)** to the customer in Wonosobo

	Saturday, 31 Mei 2025	4 Hours 15 Minutes	Inputting **blast sales data (ISS Survey)** into the VOC and T Intouch report

Catatan dari supervisor:

Selama bulan Mei 2025, Marshanda menunjukkan kinerja yang konsisten dan proaktif dalam berbagai kegiatan, mulai dari pengelolaan media sosial, penginputan data VOC dan T-Intouch, hingga keterlibatan langsung dalam event seperti Genba dan pameran mobil. Marshanda juga aktif menangani komunikasi pelanggan melalui WhatsApp dan turut serta dalam tugas administratif seperti validasi AR Service serta pengurusan dokumen kendaraan. Meskipun terdapat beberapa hari izin sakit, tetap berkontribusi secara efektif dan menunjukkan semangat kerja yang baik.

Evaluasi :

Marshanda menunjukkan etos kerja yang tinggi, inisiatif dalam tugas kreatif dan promosi digital, serta komunikasi yang efektif dengan pelanggan dan tim internal. Ketelitian dalam menginput data dan profesionalisme dalam menangani berbagai tugas patut diapresiasi. Selama bulan ini tergolong sangat baik dan menunjukkan kesiapan untuk menghadapi tanggung jawab yang lebih besar

Yogyakarta , 31 Mei 2025





(Marshanda Putri Vasabrina) (Bunga Cinta)

INTERNSHIP ATTENDANCE LIST

Month/Year: June / 2025

Institution's name : PT. NASMOCO BAHTERA MOTOR

Student's name : Marshanda Putri Vasabrina

University : IUP in Management FBE, Universitas Islam Indonesia

No	Date	Work Duration (jam)	Short Description
1	**Monday, 2 June 2025**	8 Hours 15 Minutes	Attended the joint **morning assembly** with the marketing, service, and administration teams. Assisted in WhatsApp blasting to promote new car units to potential customers.
2	Tuesday, 3 June 2025	8 Hours 15 Minutes	Entered new vehicle certificate data and agreement card information into the **VOC-T Intouch report,** and edited the Eid al-Adha poster for publication on Nasmoco's official Instagram account.
3	Wednesday , 4 June 2025	8 Hours 15 Minutes	Created **edited promotional** images for motor oil products. Also assigned to engage directly with customers to encourage them to leave **reviews on Google for Nasmoco Mlati,** while distributing complimentary coffee and chocolate as a token of appreciation.
4	Thursday , 5 June 2025	8 Hours 15	Today, I helped **store *getpass* data in the**

		Minutes	**Nasmoco NIS** system for all entries from the year 2024. Additionally, I began encouraging customers to leave reviews on **Google Review** as part of our effort to enhance trust and increase the visibility of our services.
5	Saturday, 7 June 2025	4 Hours 15 Minutes	Encouraged customers to leave positive Google Reviews as part of **the digital visibility campaign.** Also edited a Canva design for Nasmoco's Booking Center contact number.
6	**Monday, 9 June 2025**	8 Hours 15 Minutes	Promoted Google Reviews to customers in the morning. Assisted in reposting content from Head Office to Nasmoco's Instagram account as part of the social media marketing effort.
7	Tuesday, 10 June 2025	8 Hours 15 Minutes	Continued the morning initiative to boost Google Reviews. Created engaging Instagram content to enhance brand interaction and follower engagement.
8	Wednesday , 11 June 2025	8 Hours 15 Minutes	Encouraged customer reviews on Google. Edited photos from an internal meeting and uploaded them to the Instastory, adding visual effects for engagement.
9	Thursday , 12 June 2025	8 Hours 15 Minutes	Promoted Google Reviews in the morning. Worked on a Canva design to promote Nasmoco's service hotline, ensuring brand consistency and clarity.
10	Friday, 13 June 2025	8 Hours 15 Minutes	Focused on gathering Google Reviews from customers. Left at midday to attend a

			Career Preparation Workshop at campus.
11	Saturday, 14 June 2025	4 Hours 15 Minutes	Encouraged customers to review on Google. Managed digital content including scheduling HO-provided posts and crafting captions to match brand tone.
12	**Monday, 16 June 2025**	8 Hours 15 Minutes	Started the day by promoting Google Reviews, then continued with the **Career Preparation Workshop**. Drafted promotional content for Instagram in the remaining work hours.
13	Tuesday, 17 June 2025	8 Hours 15 Minutes	Maintained the morning routine of encouraging Google Reviews. Later worked on Canva designs for service information and upcoming events.
14	Wednesday , 18 June 2025	8 Hours 15 Minutes	Encouraged customer Google Reviews in the morning. Input certificate data into the **T-Intouch report system** and **VOC (Voice of Customer)** platform as part of administrative duties.
15	Thursday , 19 June 2025	8 Hours 15 Minutes	Focused on improving Nasmoco's Google Reviews as a case study by observing service flows and identifying potential interaction points to encourage customer feedback. Also assisted in inputting certificate and agreement card data into the T-Intouch and VOC systems.

	Friday, 20 June 2025	8 Hours 15 Minutes	I assisted in creating content **comparing BYD electric cars with the Toyota Zenix,** focusing on highlighting their features and advantages. In addition, I helped with compiling and summarizing **sales data to support marketing and reporting activities.**
	Saturday, 21 June 2025	4 Hours 15 Minutes	Continued inputting certificate and agreement card data into T-Intouch and VOC systems. Focused on identifying the best approach to encourage customers to leave reviews. Case study framework began to take shape based on field observations.
	Monday, 23 June 2025	8 Hours 15 Minutes	Prioritized improving Google Reviews by directly interacting with customers to identify key drivers or barriers to reviewing. Continued inputting data into the reporting system.
	Tuesday, 24 June 2025	8 Hours 15 Minutes	Approached customers directly to encourage reviews while noting their responses. Continued inputting certificate and agreement card data.
	Wednesday , 25 June 2025	8 Hours 15 Minutes	Conducted spare part stock opname, followed by short interviews with customers regarding their service satisfaction. These activities were key elements of the ongoing Google Review case study.

	Thursday, 26 June 2025	8 Hours 15 Minutes	Created digital content aimed at boosting Google Reviews and started uploading to social media. Engaged with customers to test the effectiveness of the messaging.
	Saturday, 28 June 2025	4 Hours 15 Minutes	**Uploaded additional content for the Google Review campaign and analyzed audience responses. Interacted directly with customers to educate them on the importance of reviews.**
	Monday, 30 June 2025	8 Hours 15 Minutes	Drafted the initial case study based on direct interactions and digital content performance. Uploaded more content and evaluated engagement metrics and click-to-review rates.

Catatan Evaluasi:

Marshanda sudah menjalankan tugas dengan baik selama periode magang bulan Juni. Ia menunjukkan kemandirian, inisiatif, dan rasa tanggung jawab yang tinggi dalam setiap kegiatan yang diberikan, terutama dalam proyek peningkatan Google Review sebagai studi kasus. Marshanda aktif melakukan pendekatan langsung ke pelanggan, mencatat insight penting, serta ikut terlibat dalam proses kreatif pembuatan konten untuk mendukung kampanye digital Nasmoco.

Evaluasi Tambahan:

Selain itu, Marshanda juga terlibat dalam kegiatan administratif seperti input data sertifikat dan agreement card ke sistem T-Intouch dan VOC dengan ketelitian dan konsistensi yang baik. Ia juga turut serta dalam proses opname sparepart, menunjukkan kemauan belajar terhadap proses kerja di luar fungsi utamanya. Kemampuannya dalam bekerja sama dengan tim dan menerima masukan dengan sikap positif patut diapresiasi.

Rekomendasi:

Marshanda memiliki potensi yang baik di bidang komunikasi digital dan pelayanan pelanggan. Disarankan untuk terus mengembangkan kemampuan analisis dan pemahaman terhadap perilaku konsumen, serta mempertajam kreativitas konten. Dengan semangat kerja yang stabil dan kemauan belajar yang tinggi, Marshanda berpotensi untuk berkontribusi lebih besar di dunia profesional ke depannya.

Yogyakarta , 31 Mei 2025

(Marshanda Putri Vasabrina) (Bunga Cinta)

INTERNSHIP ATTENDANCE LIST

Month/Year: July / 2025

Institution's name : PT. NASMOCO BAHTERA MOTOR

Student's name : Marshanda Putri Vasabrina

University : IUP in Management FBE, Universitas Islam Indonesia

No	Date	Work Duration (jam)	Short Description
1	Tuesday, 1 July 2025	8 Hours 15 Minutes	Created service promotion content using Canva and scheduled it for social media posting. Supported the Google Review campaign by distributing complimentary coffee and chocolate to participating customers.
2	Wednesday , 2 July 2025	8 Hours 15 Minutes	Educated customers about the importance of Google Reviews and entered vehicle certificate and agreement card data into the VOC and T-Intouch systems.
3	Thursday , 3 July 2025	8 Hours 15 Minutes	Continued direct engagement for the Google Review campaign. Drafted promotional captions and verified upcoming content for social media publication.
4	Friday, 4 July 2025	8 Hours 15 Minutes	Designed promotional material for motor oil products and assisted in documenting the daily progress of collected Google Reviews.

5	Saturday, 5 July 2025	4 hours 15 Minutes	Entered customer data from WhatsApp blast into the VOC system and drafted Instagram Story content.
6	Monday, 7 July 2025	8 Hours 15 Minutes	Approached customers directly to encourage Google Reviews and rescheduled promotional content from Head Office.
7	Tuesday, 8 July 2025	8 Hours 15 Minutes	Absent - Sick
8	Wednesday,9 July 2025	8 Hours 15 Minutes	Absent - Sick
9	Thursday, 10 July 2025	8 Hours 15 Minutes	Returned to the internship and completed pending certificate and agreement card data entry. Continued the Google Review campaign and compiled the daily report.

Catatan dari supervisor:
Marshanda menunjukkan kinerja baik selama 1–10 Juli 2025. Ia aktif membuat konten promosi, konsisten menjalankan kampanye Google Review, serta teliti dalam input data administrasi. Meskipun absen dua hari karena sakit, ia tetap bertanggung jawab menyelesaikan tugas tertunda.

Evaluasi :
Disiplin & inisiatif tinggi
Komunikatif dengan pelanggan
Kreatif dalam pembuatan konten
Teliti dalam administrasi

Saran: Terus kembangkan kemampuan analisis dan strategi komunikasi.

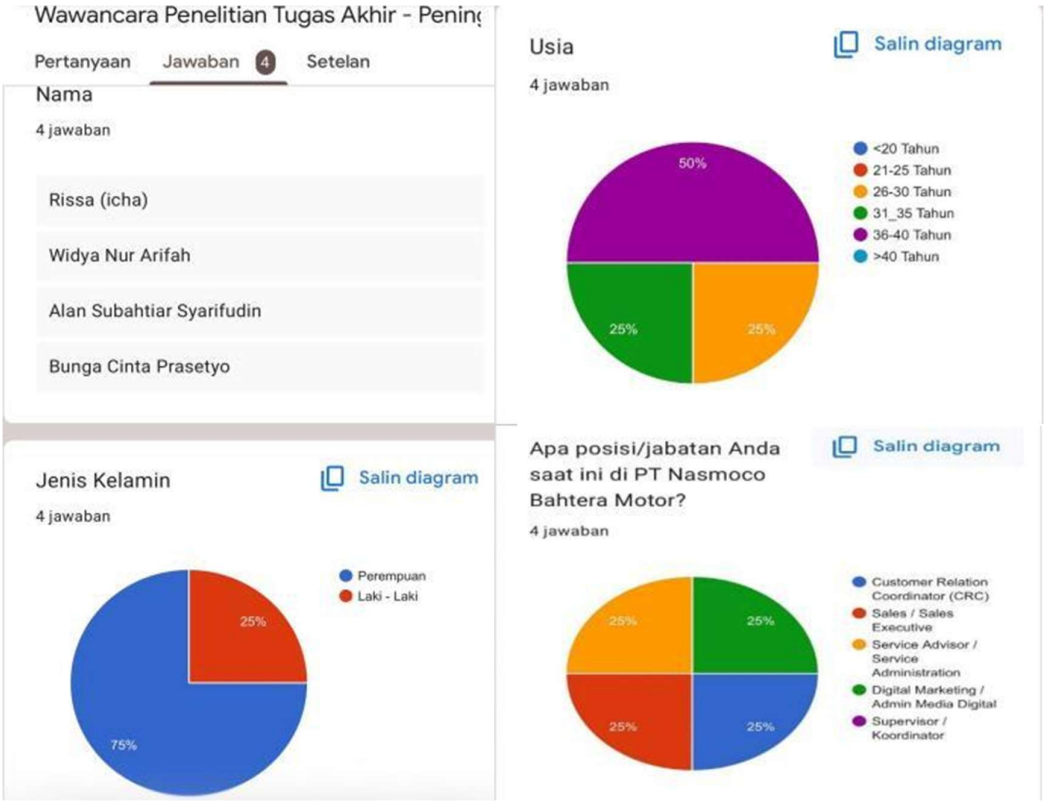




(Marshanda Putri Vasabrina) (Bunga Cinta)

Appendix – 4 Interview Response

Internal





Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

1.Bagaimana Google Reviews dimanfaatkan oleh PT Nasmoco Bahtera Motor sebagai media umpan balik pelanggan dalam kegiatan pemasaran dan layanan?

4 jawaban

Digunakan utk bahan evaluasi dan perbaikan layanan, serta sebagai sarana pemasaran karena ulasan positif dapat meningkatkan kepercayaan dan minat calon konsumen.

Peran Google Review sebagai alat umpan balik pelanggan
Menurut saya, Google Review berfungsi sebagai sarana pelanggan menyampaikan pengalaman mereka secara terbuka. Dari sisi administrasi servis, ulasan ini membantu kami melihat apakah proses servis sudah berjalan sesuai standar atau masih ada keluhan terkait waktu tunggu, komunikasi, atau hasil pekerjaan.

Google Review merupakan salah satu indikator utama performa digital cabang. Review mencerminkan persepsi publik terhadap kualitas layanan dan menjadi wajah reputasi online

Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

2. Bagaimana proses internal perusahaan dalam memantau, mengevaluasi, dan menindaklanjuti Google Reviews pelanggan?

4 jawaban

ditindaklanjuti dengan memberikan respons serta melakukan perbaikan layanan apabila diperlukan.

Proses pemantauan Google Review
Pemantauan dilakukan oleh tim digital marketing, tetapi hasilnya juga disampaikan kepada bagian service. Informasi ini kemudian menjadi bahan evaluasi internal, terutama jika ada ulasan yang menyinggung proses administrasi atau pelayanan servis.

Pemantauan dilakukan setiap hari oleh tim digital marketing. Setiap ulasan dibaca, dikategorikan, dan ditanggapi sesuai konteksnya. Selanjutnya ulasan yang baik maupun yang buruk akan di evaluasi dengan manajemen untuk kemudian di tindaklanjuti sebagai bentuk improvement yang baik

Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

3.Faktor apa yang menurut perusahaan paling mempengaruhi kesediaan pelanggan untuk memberikan Google Review? Jelaskan.

4 jawaban

tingkat kepuasan terhadap layanan yang diterima Sehingga merekomendasikan ke customer yg lain

Faktor pendorong pelanggan memberi Google Review
Berdasarkan pengalaman saya, pelanggan terdorong memberikan review ketika mereka merasa puas atau sebaliknya, ketika ada ketidakpuasan yang ingin disampaikan. Selain itu, pengingat ringan dari petugas servis juga membantu meningkatkan kesadaran pelanggan.

Banyak faktor yang mempengaruhi kesediaan pelanggan untuk memberikan google review sebagai contoh pengalaman layanan, kualitas layanan, kemudahan akses Google Review, serta pendekatan langsung dari staf

saat customer merasa puas dengan pelayanan

Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

4. Kendala apa yang dihadapi perusahaan dalam mendorong pelanggan untuk aktif memberikan Google Review?

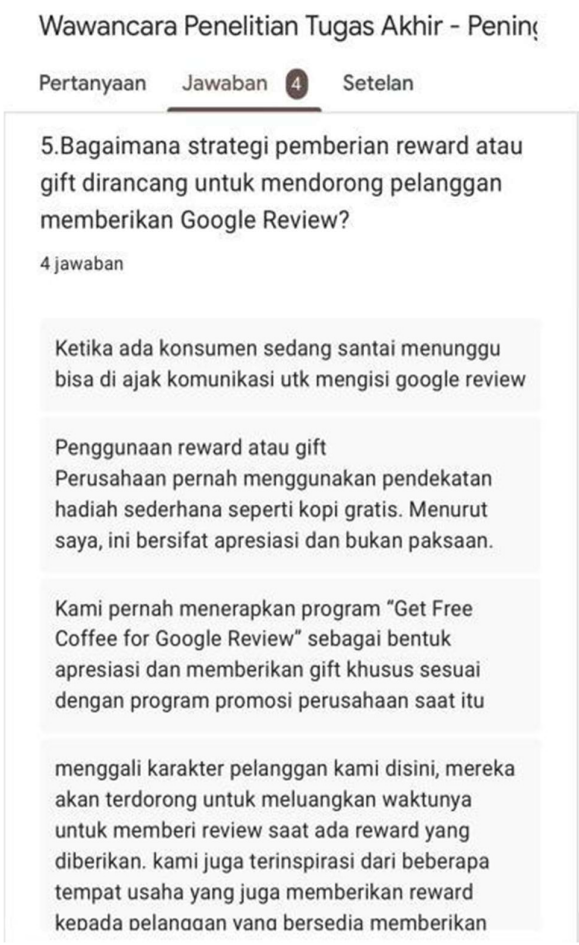
4 jawaban

Kendalanya krg informasi adanya google review kepuasan pelanggan

Strategi peningkatan jumlah dan kualitas ulasan Strategi yang diterapkan adalah mengingatkan pelanggan setelah servis selesai, baik secara lisan maupun melalui media visual seperti poster. Tujuannya agar pelanggan menyampaikan pengalaman mereka secara jujur.

Beberapa pelanggan yang usia lanjut maupun pelanggan yang tidak memiliki akun google sehingga feedback yang diberikan di catat secara manual dan tidak terrekap pada google review

jumlah reviwer di google sedikit, dan rating google kami cukup rendah. dimana saat kami gali, banyak customer terdorong memberikan review apabila mereka merasa tidak puas, namun



Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

5.Bagaimana strategi pemberian reward atau gift dirancang untuk mendorong pelanggan memberikan Google Review?

4 jawaban

Ketika ada konsumen sedang santai menunggu bisa di ajak komunikasi utk mengisi google review

Penggunaan reward atau gift
Perusahaan pernah menggunakan pendekatan hadiah sederhana seperti kopi gratis. Menurut saya, ini bersifat apresiasi dan bukan paksaan.

Kami pernah menerapkan program "Get Free Coffee for Google Review" sebagai bentuk apresiasi dan memberikan gift khusus sesuai dengan program promosi perusahaan saat itu

menggali karakter pelanggan kami disini, mereka akan terdorong untuk meluangkan waktunya untuk memberi review saat ada reward yang diberikan. kami juga terinspirasi dari beberapa tempat usaha yang juga memberikan reward kepada pelanggan yang bersedia memberikan



Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

6.Bagaimana mekanisme penyampaian informasi terkait reward atau gift kepada pelanggan dilakukan?

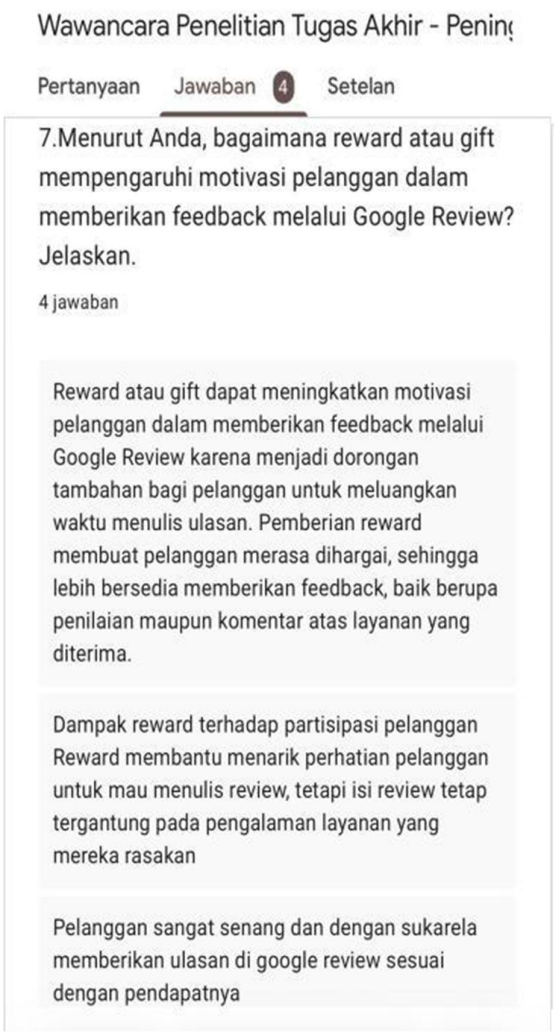
4 jawaban

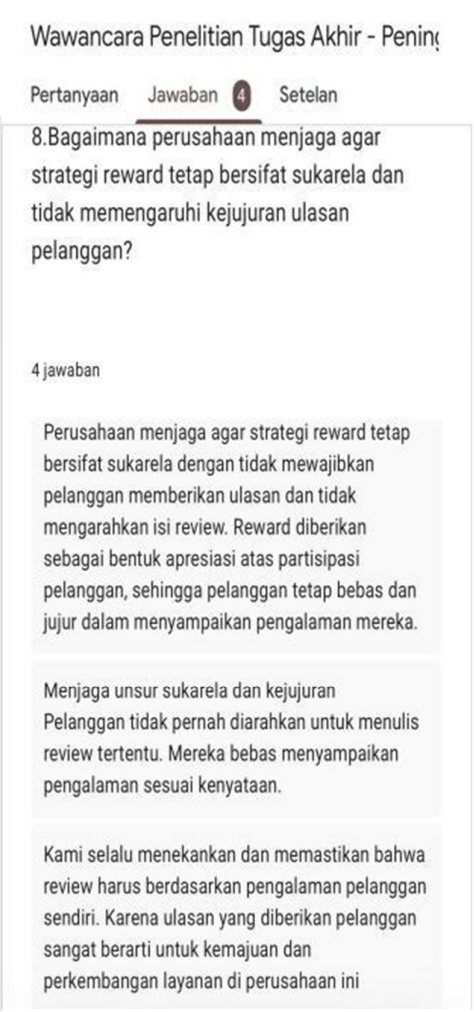
Ya di ngobrol2 dl ada keluhan ala sebelumnya dll pendekatan terlebih dulu dan membuat customer nyaman

Cara komunikasi reward
Reward dikomunikasikan melalui poster di area servis dan dijelaskan langsung oleh staf atau mahasiswa magang kepada pelanggan.

Program dikomunikasikan melalui poster (x banner) di area perusahaan , Instagram, dan penjelasan langsung kepada pelanggan

kami perbantukan anak-anak yang melakukan kerja lapangan disini untuk muter ke area pelanggan service maupun sales dengan membawa scan barcode ulasan google dan menyampaikan ke customer apabila berkenan memberikan review makan akan kami berikan


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
7.Menurut Anda, bagaimana reward atau gift mempengaruhi motivasi pelanggan dalam memberikan feedback melalui Google Review? Jelaskan.
4 jawaban
Reward atau gift dapat meningkatkan motivasi pelanggan dalam memberikan feedback melalui Google Review karena menjadi dorongan tambahan bagi pelanggan untuk meluangkan waktu menulis ulasan. Pemberian reward membuat pelanggan merasa dihargai, sehingga lebih bersedia memberikan feedback, baik berupa penilaian maupun komentar atas layanan yang diterima.
Dampak reward terhadap partisipasi pelanggan Reward membantu menarik perhatian pelanggan untuk mau menulis review, tetapi isi review tetap tergantung pada pengalaman layanan yang mereka rasakan
Pelanggan sangat senang dan dengan sukarela memberikan ulasan di google review sesuai dengan pendapatnya


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
8.Bagaimana perusahaan menjaga agar strategi reward tetap bersifat sukarela dan tidak memengaruhi kejujuran ulasan pelanggan?
4 jawaban
Perusahaan menjaga agar strategi reward tetap bersifat sukarela dengan tidak mewajibkan pelanggan memberikan ulasan dan tidak mengarahkan isi review. Reward diberikan sebagai bentuk apresiasi atas partisipasi pelanggan, sehingga pelanggan tetap bebas dan jujur dalam menyampaikan pengalaman mereka.
Menjaga unsur sukarela dan kejujuran
Pelanggan tidak pernah diarahkan untuk menulis review tertentu. Mereka bebas menyampaikan pengalaman sesuai kenyataan.
Kami selalu menekankan dan memastikan bahwa review harus berdasarkan pengalaman pelanggan sendiri. Karena ulasan yang diberikan pelanggan sangat berarti untuk kemajuan dan perkembangan layanan di perusahaan ini

9.Divisi apa saja yang terlibat dalam pengelolaan dan tindak lanjut Google Review pelanggan?

4 jawaban

Divisi sales, service, security

Divisi yang terlibat dalam pengelolaan review Bagian service, CRC, dan digital marketing saling berkoordinasi dalam menindaklanjuti ulasan pelanggan.

Dalam hal ini seluruh divisi di perusahaan terlibat mulai dari divisi sales, administrasi maupun aftersales. Karena ulasan pelanggan didasari dari pelanggan pertama kali membeli mobil selanjutnya melakukan perawatan berkala hingga purna jual

all division. sales, service, administrasi

Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

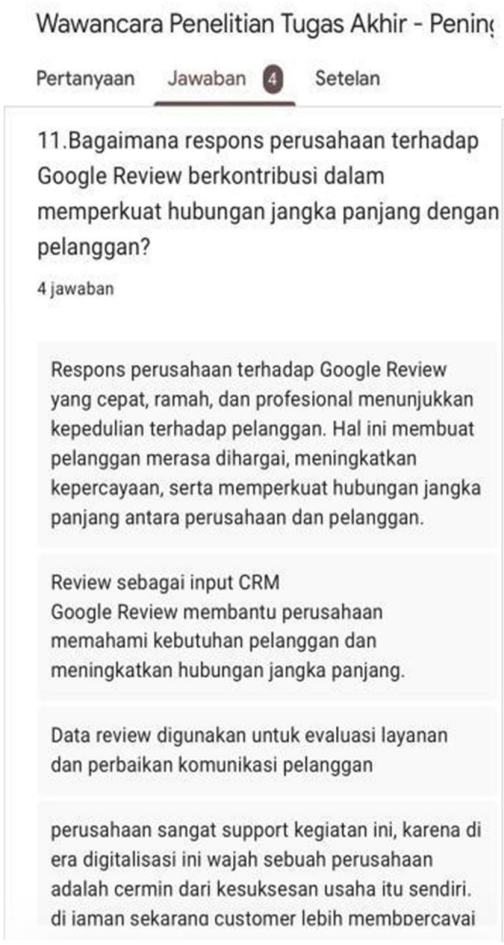
10. Bagaimana tindak lanjut perusahaan terhadap Google Review negatif dalam konteks hubungan jangka panjang dengan pelanggan?

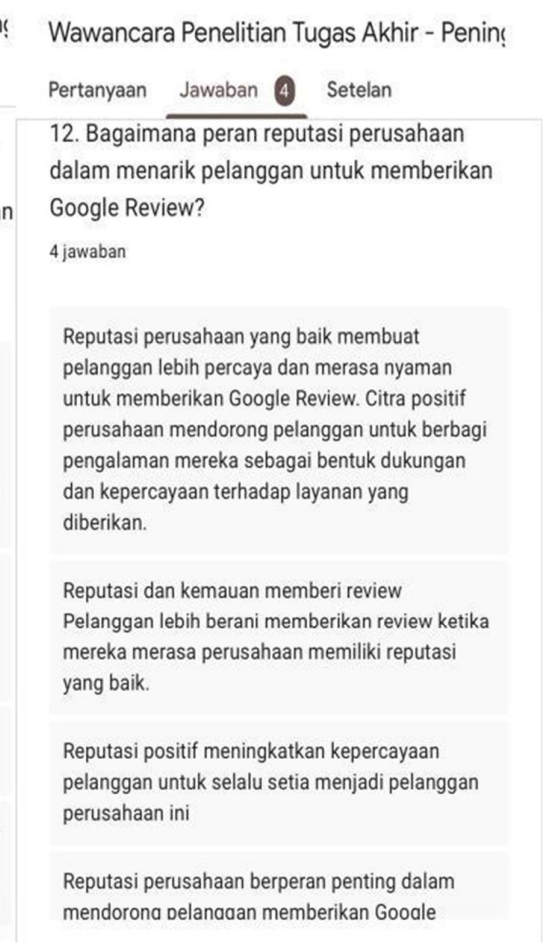
4 jawaban

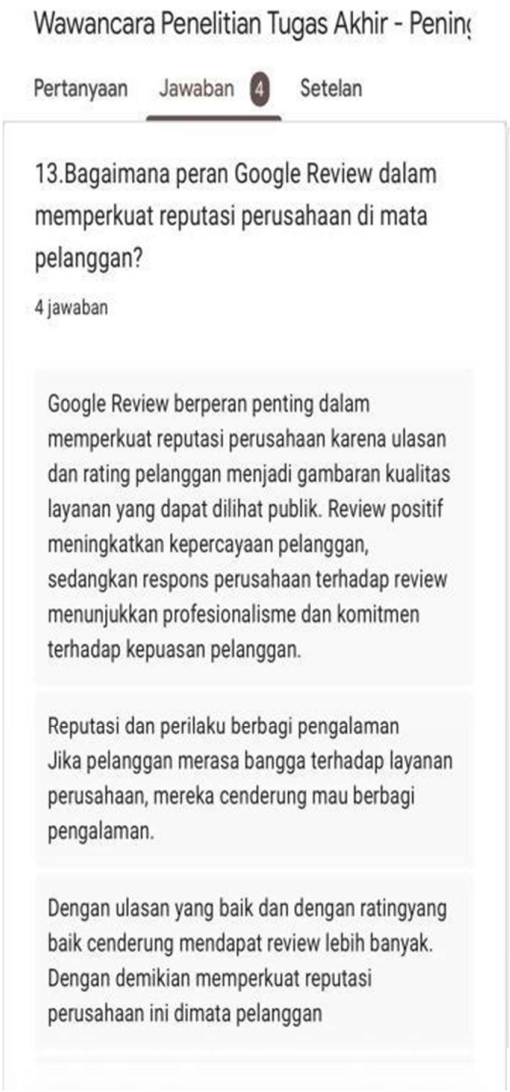
Perusahaan menindaklanjuti Google Review negatif dengan merespons secara cepat, sopan, dan solutif. Keluhan pelanggan ditindaklanjuti untuk mencari solusi dan perbaikan layanan, sehingga dapat menjaga kepercayaan serta membangun hubungan jangka panjang dengan pelanggan.

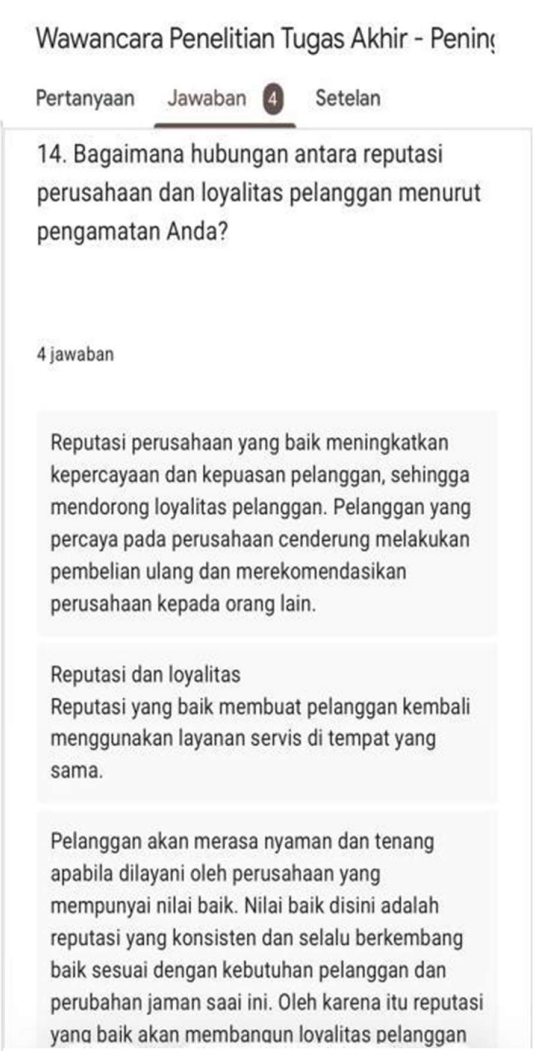
Respons terhadap review pelanggan
Ulasan negatif menjadi masukan untuk memperbaiki proses servis, terutama dalam hal kecepatan dan komunikasi.

Kami selalu menanamkan customer first, sehingga apabila terdapat ulasan yang negatif dengan respon cepat kami menindaklanjuti dan dengan sopan serta menjaga kenyaman pelanggan kami follow up pelanggan tersebut untuk kemudian menyelesaikan permasalahan


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
11.Bagaimana respons perusahaan terhadap Google Review berkontribusi dalam memperkuat hubungan jangka panjang dengan pelanggan?
4 jawaban
Respons perusahaan terhadap Google Review yang cepat, ramah, dan profesional menunjukkan kepedulian terhadap pelanggan. Hal ini membuat pelanggan merasa dihargai, meningkatkan kepercayaan, serta memperkuat hubungan jangka panjang antara perusahaan dan pelanggan.
Review sebagai input CRM
Google Review membantu perusahaan memahami kebutuhan pelanggan dan meningkatkan hubungan jangka panjang.
Data review digunakan untuk evaluasi layanan dan perbaikan komunikasi pelanggan
perusahaan sangat support kegiatan ini, karena di era digitalisasi ini wajah sebuah perusahaan adalah cermin dari kesuksesan usaha itu sendiri. di jaman sekarang customer lebih membpercayai


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
12. Bagaimana peran reputasi perusahaan dalam menarik pelanggan untuk memberikan Google Review?
4 jawaban
Reputasi perusahaan yang baik membuat pelanggan lebih percaya dan merasa nyaman untuk memberikan Google Review. Citra positif perusahaan mendorong pelanggan untuk berbagi pengalaman mereka sebagai bentuk dukungan dan kepercayaan terhadap layanan yang diberikan.
Reputasi dan kemauan memberi review
Pelanggan lebih berani memberikan review ketika mereka merasa perusahaan memiliki reputasi yang baik.
Reputasi positif meningkatkan kepercayaan pelanggan untuk selalu setia menjadi pelanggan perusahaan ini
Reputasi perusahaan berperan penting dalam mendorong pelanggan memberikan Google


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
13.Bagaimana peran Google Review dalam memperkuat reputasi perusahaan di mata pelanggan?
4 jawaban
Google Review berperan penting dalam memperkuat reputasi perusahaan karena ulasan dan rating pelanggan menjadi gambaran kualitas layanan yang dapat dilihat publik. Review positif meningkatkan kepercayaan pelanggan, sedangkan respons perusahaan terhadap review menunjukkan profesionalisme dan komitmen terhadap kepuasan pelanggan.
Reputasi dan perilaku berbagi pengalaman
Jika pelanggan merasa bangga terhadap layanan perusahaan, mereka cenderung mau berbagi pengalaman.
Dengan ulasan yang baik dan dengan ratingyang baik cenderung mendapat review lebih banyak. Dengan demikian memperkuat reputasi perusahaan ini dimata pelanggan


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
14. Bagaimana hubungan antara reputasi perusahaan dan loyalitas pelanggan menurut pengamatan Anda?
4 jawaban
Reputasi perusahaan yang baik meningkatkan kepercayaan dan kepuasan pelanggan, sehingga mendorong loyalitas pelanggan. Pelanggan yang percaya pada perusahaan cenderung melakukan pembelian ulang dan merekomendasikan perusahaan kepada orang lain.
Reputasi dan loyalitas
Reputasi yang baik membuat pelanggan kembali menggunakan layanan servis di tempat yang sama.
Pelanggan akan merasa nyaman dan tenang apabila dilayani oleh perusahaan yang mempunyai nilai baik. Nilai baik disini adalah reputasi yang konsisten dan selalu berkembang baik sesuai dengan kebutuhan pelanggan dan perubahan jaman saai ini. Oleh karena itu reputasi yang baik akan membangun loyalitas pelanggan


Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

15.Secara keseluruhan, faktor apa yang paling berpengaruh dalam meningkatkan rating Google Review: reward, CRM, atau reputasi perusahaan? Mengapa?

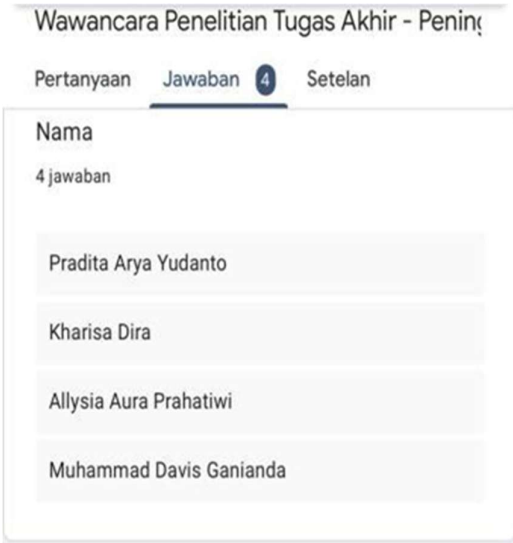
4 jawaban

Secara keseluruhan, reputasi perusahaan merupakan faktor yang paling berpengaruh dalam meningkatkan rating Google Review. Reputasi yang baik mencerminkan kualitas layanan dan kepuasan pelanggan, sehingga mendorong pelanggan memberikan ulasan positif secara sukarela. Reward dan CRM berperan sebagai pendukung, namun reputasi menjadi faktor utama yang membentuk pengalaman dan kepercayaan pelanggan.

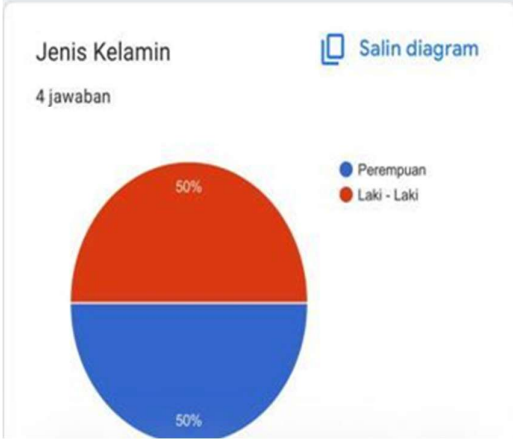
Faktor paling berpengaruh
Menurut saya, kualitas layanan dan reputasi perusahaan paling berpengaruh, sementara reward hanya pendukung.

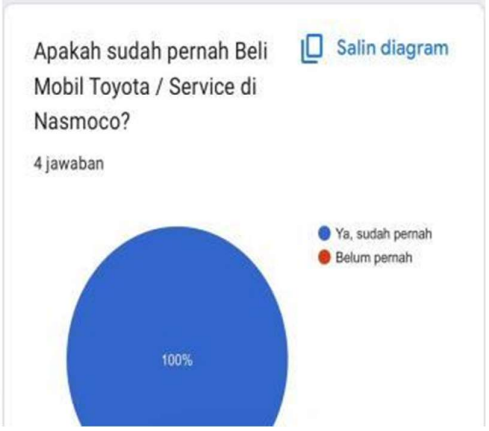
Kombinasi reputasi dan CRM paling berpengaruh, reward hanya pendukung. Karena dengan reputasi yang baik dan komunikasi yang baik ke pelanggan

External


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
Nama
4 jawaban
Pradita Arya Yudanto
Kharisa Dira
Allysia Aura Prahatiwi
Muhammad Davis Ganianda


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
Umur
Salin diagram
4 jawaban
50%
50%
<20 Tahun
21-25 Tahun
26 - 30 Tahun
31 - 35 Tahun
36 - 40 Tahun
> 40 Tahun


Jenis Kelamin
Salin diagram
4 jawaban
50%
50%
Perempuan
Laki - Laki


Apakah sudah pernah Beli Mobil Toyota / Service di Nasmoco?
Salin diagram
4 jawaban
100%
Ya, sudah pernah
Belum pernah



Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

1.Apa yang mendorong Anda untuk memberikan Google Review setelah menerima layanan di PT Nasmoco Bahtera Motor? Jelaskan.

4 jawaban

Saya terdorong menulis Google Review karena pengalaman layanan yang saya rasakan cukup memuaskan. Proses pelayanan berjalan tertib, informasi yang diberikan jelas, dan staf melayani dengan sikap profesional.

Saya terdorong untuk memberikan Google Review setelah menerima layanan di PT Nasmoco Bahtera Motor karena pengalaman pelayanan yang saya rasakan cukup memuaskan. Prosesnya jelas, karyawan ramah dan komunikatif, serta responsif dalam menjelaskan kebutuhan dan keluhan kendaraan saya. Selain itu, pengerjaan dilakukan tepat waktu dan hasilnya sesuai dengan yang dijanjikan. Dengan memberikan ulasan, saya berharap dapat membantu calon pelanggan lain dalam mendapatkan gambaran layanan, sekaligus menjadi bentuk apresiasi dan masukan bagi pihak PT Nasmoco Bahtera Motor

Wawancara Penelitian Tugas Akhir - Penin

Pertanyaan Jawaban 4 Setelan

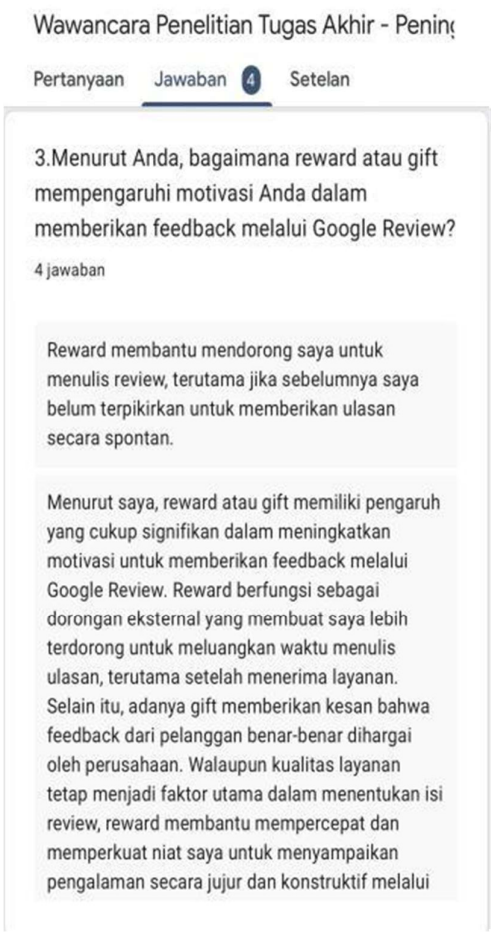
2.Bagaimana pengalaman Anda terkait pemberian reward atau gift dalam mendorong Anda memberikan Google Review?

4 jawaban

Reward menurut saya menarik sebagai bentuk apresiasi, tetapi bukan alasan utama saya menulis review. Hadiah hanya menjadi nilai tambah yang menyenangkan.

Pemberian reward atau gift cukup berpengaruh dalam mendorong saya untuk memberikan Google Review. Reward menjadi bentuk apresiasi sederhana atas waktu dan usaha yang saya luangkan untuk menuliskan ulasan. Selain itu, adanya gift membuat saya merasa lebih dihargai sebagai pelanggan dan menjadi pengingat yang efektif untuk segera memberikan review setelah menerima layanan. Meskipun kualitas pelayanan tetap menjadi alasan utama saya menulis ulasan, reward atau gift menjadi motivasi tambahan yang positif dan tidak terasa memaksa.

Reward atau hadiah menurut saya menarik karena



Wawancara Penelitian Tugas Akhir - Penin

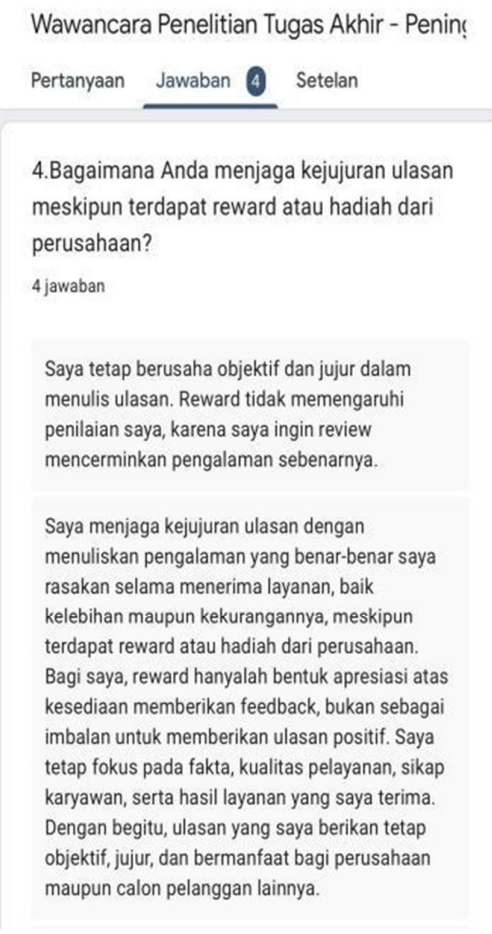
Pertanyaan Jawaban 4 Setelan

3.Menurut Anda, bagaimana reward atau gift mempengaruhi motivasi Anda dalam memberikan feedback melalui Google Review?

4 jawaban

Reward membantu mendorong saya untuk menulis review, terutama jika sebelumnya saya belum terpikirkan untuk memberikan ulasan secara spontan.

Menurut saya, reward atau gift memiliki pengaruh yang cukup signifikan dalam meningkatkan motivasi untuk memberikan feedback melalui Google Review. Reward berfungsi sebagai dorongan eksternal yang membuat saya lebih terdorong untuk meluangkan waktu menulis ulasan, terutama setelah menerima layanan. Selain itu, adanya gift memberikan kesan bahwa feedback dari pelanggan benar-benar dihargai oleh perusahaan. Walaupun kualitas layanan tetap menjadi faktor utama dalam menentukan isi review, reward membantu mempercepat dan memperkuat niat saya untuk menyampaikan pengalaman secara jujur dan konstruktif melalui



Wawancara Penelitian Tugas Akhir - Penin

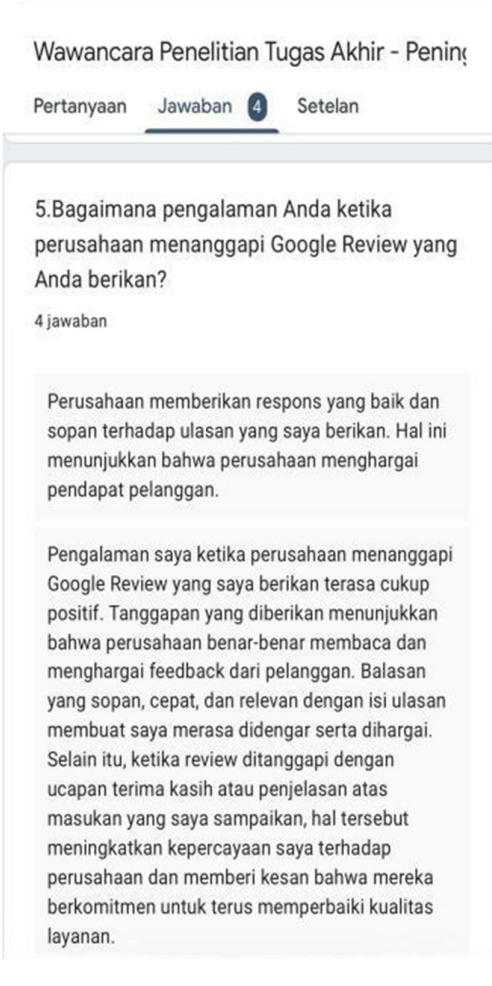
Pertanyaan Jawaban 4 Setelan

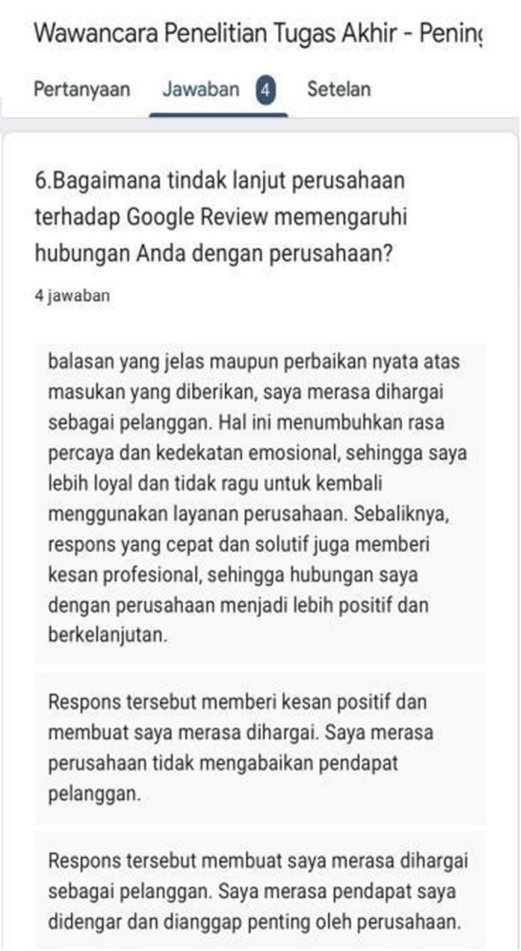
4.Bagaimana Anda menjaga kejujuran ulasan meskipun terdapat reward atau hadiah dari perusahaan?

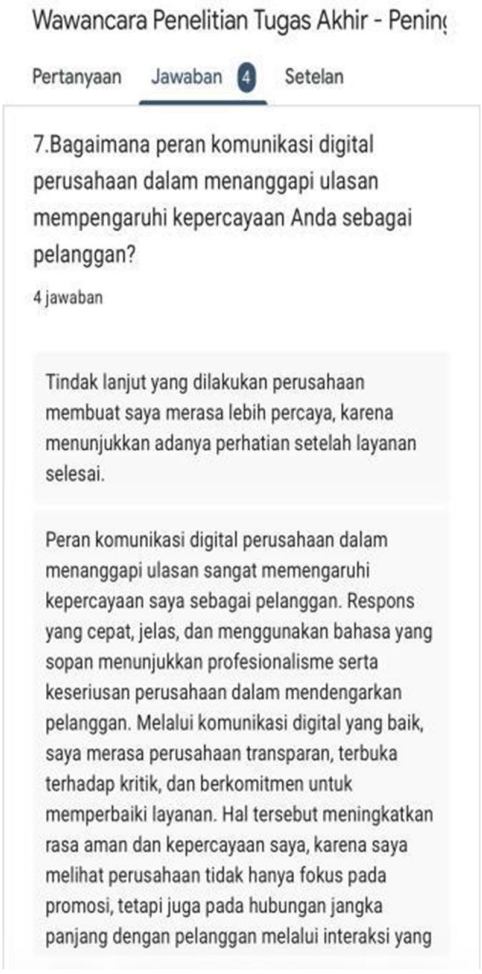
4 jawaban

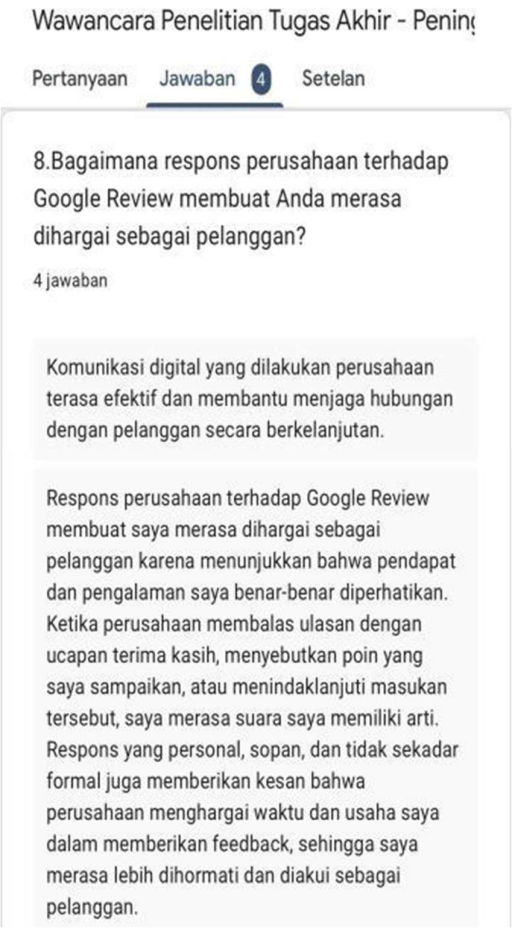
Saya tetap berusaha objektif dan jujur dalam menulis ulasan. Reward tidak memengaruhi penilaian saya, karena saya ingin review mencerminkan pengalaman sebenarnya.

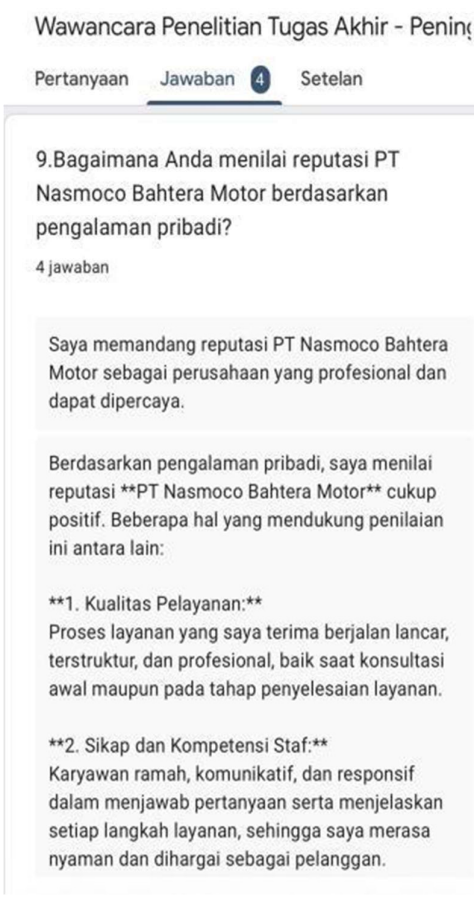
Saya menjaga kejujuran ulasan dengan menuliskan pengalaman yang benar-benar saya rasakan selama menerima layanan, baik kelebihan maupun kekurangannya, meskipun terdapat reward atau hadiah dari perusahaan. Bagi saya, reward hanyalah bentuk apresiasi atas kesediaan memberikan feedback, bukan sebagai imbalan untuk memberikan ulasan positif. Saya tetap fokus pada fakta, kualitas pelayanan, sikap karyawan, serta hasil layanan yang saya terima. Dengan begitu, ulasan yang saya berikan tetap objektif, jujur, dan bermanfaat bagi perusahaan maupun calon pelanggan lainnya.


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
5.Bagaimana pengalaman Anda ketika perusahaan menanggapi Google Review yang Anda berikan?
4 jawaban
Perusahaan memberikan respons yang baik dan sopan terhadap ulasan yang saya berikan. Hal ini menunjukkan bahwa perusahaan menghargai pendapat pelanggan.
Pengalaman saya ketika perusahaan menanggapi Google Review yang saya berikan terasa cukup positif. Tanggapan yang diberikan menunjukkan bahwa perusahaan benar-benar membaca dan menghargai feedback dari pelanggan. Balasan yang sopan, cepat, dan relevan dengan isi ulasan membuat saya merasa didengar serta dihargai. Selain itu, ketika review ditanggapi dengan ucapan terima kasih atau penjelasan atas masukan yang saya sampaikan, hal tersebut meningkatkan kepercayaan saya terhadap perusahaan dan memberi kesan bahwa mereka berkomitmen untuk terus memperbaiki kualitas layanan.

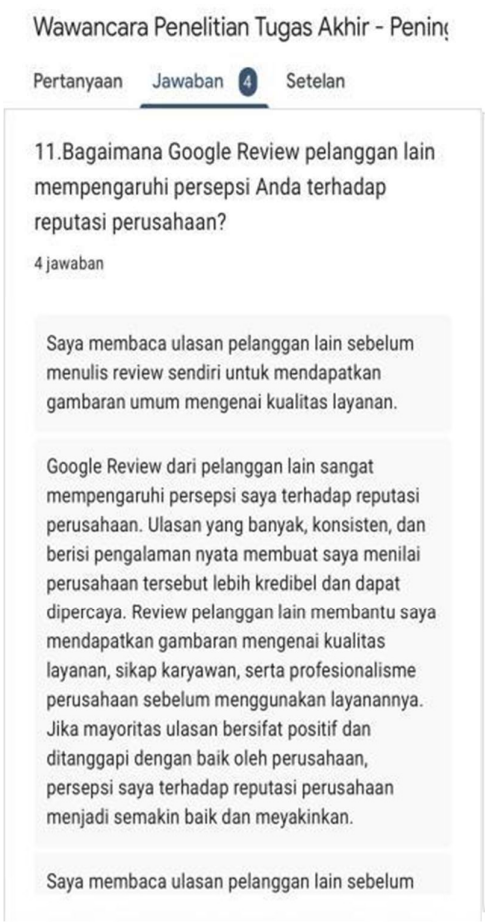

Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
6.Bagaimana tindak lanjut perusahaan terhadap Google Review memengaruhi hubungan Anda dengan perusahaan?
4 jawaban
balasan yang jelas maupun perbaikan nyata atas masukan yang diberikan, saya merasa dihargai sebagai pelanggan. Hal ini menumbuhkan rasa percaya dan kedekatan emosional, sehingga saya lebih loyal dan tidak ragu untuk kembali menggunakan layanan perusahaan. Sebaliknya, respons yang cepat dan solutif juga memberi kesan profesional, sehingga hubungan saya dengan perusahaan menjadi lebih positif dan berkelanjutan.
Respons tersebut memberi kesan positif dan membuat saya merasa dihargai. Saya merasa perusahaan tidak mengabaikan pendapat pelanggan.
Respons tersebut membuat saya merasa dihargai sebagai pelanggan. Saya merasa pendapat saya didengar dan dianggap penting oleh perusahaan.

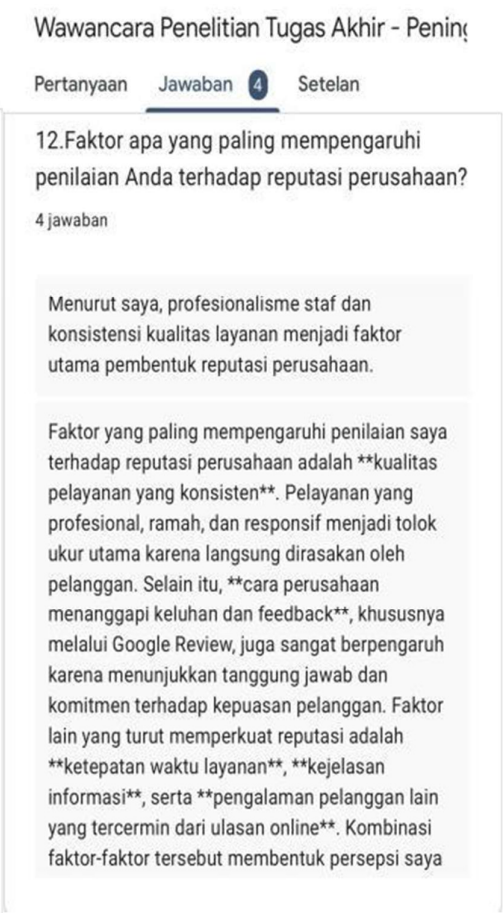

Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
7.Bagaimana peran komunikasi digital perusahaan dalam menanggapi ulasan mempengaruhi kepercayaan Anda sebagai pelanggan?
4 jawaban
Tindak lanjut yang dilakukan perusahaan membuat saya merasa lebih percaya, karena menunjukkan adanya perhatian setelah layanan selesai.
Peran komunikasi digital perusahaan dalam menanggapi ulasan sangat memengaruhi kepercayaan saya sebagai pelanggan. Respons yang cepat, jelas, dan menggunakan bahasa yang sopan menunjukkan profesionalisme serta keseriusan perusahaan dalam mendengarkan pelanggan. Melalui komunikasi digital yang baik, saya merasa perusahaan transparan, terbuka terhadap kritik, dan berkomitmen untuk memperbaiki layanan. Hal tersebut meningkatkan rasa aman dan kepercayaan saya, karena saya melihat perusahaan tidak hanya fokus pada promosi, tetapi juga pada hubungan jangka panjang dengan pelanggan melalui interaksi yang

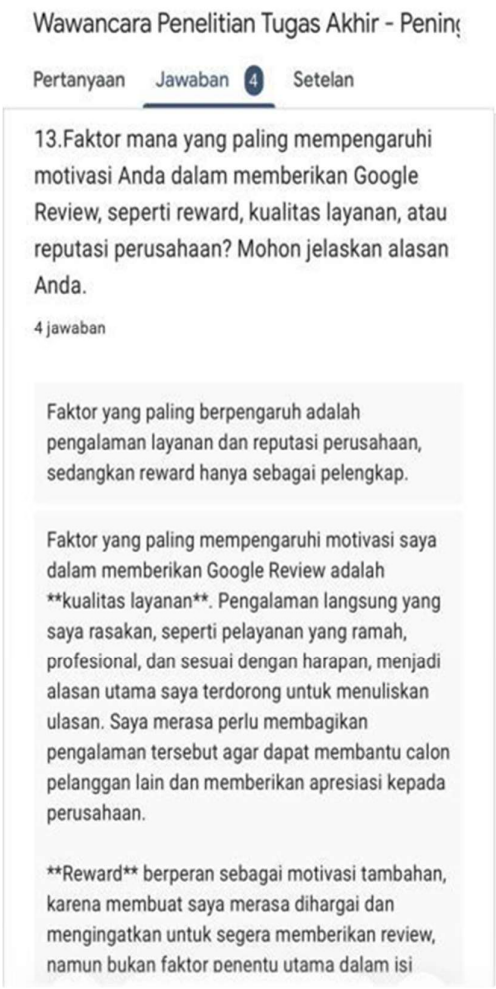

Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
8.Bagaimana respons perusahaan terhadap Google Review membuat Anda merasa dihargai sebagai pelanggan?
4 jawaban
Komunikasi digital yang dilakukan perusahaan terasa efektif dan membantu menjaga hubungan dengan pelanggan secara berkelanjutan.
Respons perusahaan terhadap Google Review membuat saya merasa dihargai sebagai pelanggan karena menunjukkan bahwa pendapat dan pengalaman saya benar-benar diperhatikan. Ketika perusahaan membalas ulasan dengan ucapan terima kasih, menyebutkan poin yang saya sampaikan, atau menindaklanjuti masukan tersebut, saya merasa suara saya memiliki arti. Respons yang personal, sopan, dan tidak sekadar formal juga memberikan kesan bahwa perusahaan menghargai waktu dan usaha saya dalam memberikan feedback, sehingga saya merasa lebih dihormati dan diakui sebagai pelanggan.


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
9.Bagaimana Anda menilai reputasi PT Nasmoco Bahtera Motor berdasarkan pengalaman pribadi?
4 jawaban
Saya memandang reputasi PT Nasmoco Bahtera Motor sebagai perusahaan yang profesional dan dapat dipercaya.
Berdasarkan pengalaman pribadi, saya menilai reputasi **PT Nasmoco Bahtera Motor** cukup positif. Beberapa hal yang mendukung penilaian ini antara lain:
1. Kualitas Pelayanan:
Proses layanan yang saya terima berjalan lancar, terstruktur, dan profesional, baik saat konsultasi awal maupun pada tahap penyelesaian layanan.
2. Sikap dan Kompetensi Staf:
Karyawan ramah, komunikatif, dan responsif dalam menjawab pertanyaan serta menjelaskan setiap langkah layanan, sehingga saya merasa nyaman dan dihargai sebagai pelanggan.


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
10.Bagaimana reputasi perusahaan mempengaruhi keinginan Anda untuk memberikan Google Review?
4 jawaban
Reputasi perusahaan sangat berpengaruh terhadap keputusan saya untuk menulis review, karena saya merasa pengalaman saya bisa memperkuat citra perusahaan.
Reputasi perusahaan sangat mempengaruhi keinginan saya untuk memberikan Google Review. Ketika sebuah perusahaan memiliki reputasi yang baik, saya merasa lebih terdorong untuk membagikan pengalaman positif sebagai bentuk dukungan dan apresiasi. Sebaliknya, reputasi yang sudah dikenal juga membuat saya merasa bahwa ulasan yang saya berikan akan diperhatikan dan memiliki dampak. Dengan memberikan Google Review, saya berharap dapat memperkuat citra positif perusahaan sekaligus membantu calon pelanggan lain dalam membangun kepercayaan sebelum menggunakan layanan tersebut.


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
Jawaban 4
Setelan
11.Bagaimana Google Review pelanggan lain mempengaruhi persepsi Anda terhadap reputasi perusahaan?
4 jawaban
Saya membaca ulasan pelanggan lain sebelum menulis review sendiri untuk mendapatkan gambaran umum mengenai kualitas layanan.
Google Review dari pelanggan lain sangat mempengaruhi persepsi saya terhadap reputasi perusahaan. Ulasan yang banyak, konsisten, dan berisi pengalaman nyata membuat saya menilai perusahaan tersebut lebih kredibel dan dapat dipercaya. Review pelanggan lain membantu saya mendapatkan gambaran mengenai kualitas layanan, sikap karyawan, serta profesionalisme perusahaan sebelum menggunakan layanannya. Jika mayoritas ulasan bersifat positif dan ditanggapi dengan baik oleh perusahaan, persepsi saya terhadap reputasi perusahaan menjadi semakin baik dan meyakinkan.
Saya membaca ulasan pelanggan lain sebelum


Wawancara Penelitian Tugas Akhir - Penin
Pertanyaan
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Setelan
12.Faktor apa yang paling mempengaruhi penilaian Anda terhadap reputasi perusahaan?
4 jawaban
Menurut saya, profesionalisme staf dan konsistensi kualitas layanan menjadi faktor utama pembentuk reputasi perusahaan.
Faktor yang paling mempengaruhi penilaian saya terhadap reputasi perusahaan adalah **kualitas pelayanan yang konsisten**. Pelayanan yang profesional, ramah, dan responsif menjadi tolok ukur utama karena langsung dirasakan oleh pelanggan. Selain itu, **cara perusahaan menanggapi keluhan dan feedback**, khususnya melalui Google Review, juga sangat berpengaruh karena menunjukkan tanggung jawab dan komitmen terhadap kepuasan pelanggan. Faktor lain yang turut memperkuat reputasi adalah **ketepatan waktu layanan**, **kejelasan informasi**, serta **pengalaman pelanggan lain yang tercermin dari ulasan online**. Kombinasi faktor-faktor tersebut membentuk persepsi saya



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Pertanyaan Jawaban 4 Setelan

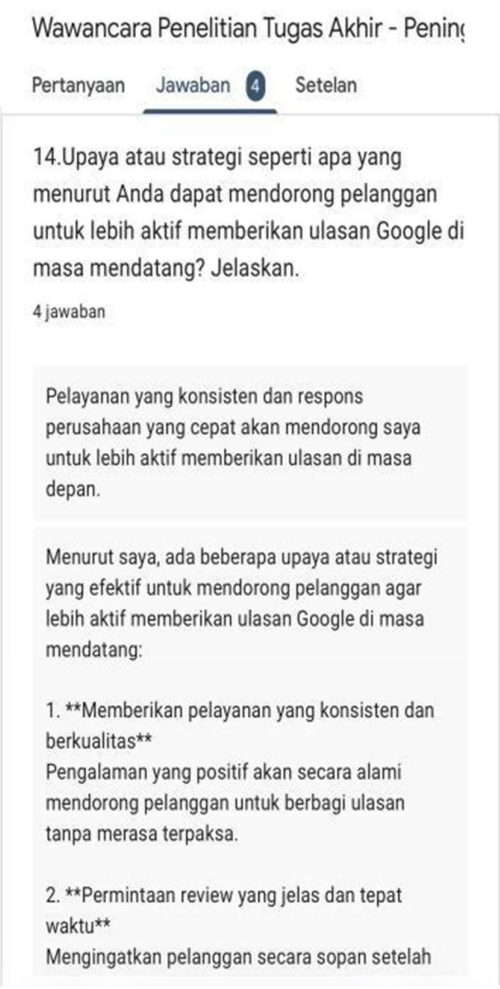
13.Faktor mana yang paling mempengaruhi motivasi Anda dalam memberikan Google Review, seperti reward, kualitas layanan, atau reputasi perusahaan? Mohon jelaskan alasan Anda.

4 jawaban

Faktor yang paling berpengaruh adalah pengalaman layanan dan reputasi perusahaan, sedangkan reward hanya sebagai pelengkap.

Faktor yang paling mempengaruhi motivasi saya dalam memberikan Google Review adalah **kualitas layanan**. Pengalaman langsung yang saya rasakan, seperti pelayanan yang ramah, profesional, dan sesuai dengan harapan, menjadi alasan utama saya terdorong untuk menuliskan ulasan. Saya merasa perlu membagikan pengalaman tersebut agar dapat membantu calon pelanggan lain dan memberikan apresiasi kepada perusahaan.

Reward berperan sebagai motivasi tambahan, karena membuat saya merasa dihargai dan mengingatkan untuk segera memberikan review, namun bukan faktor penentu utama dalam isi



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Pertanyaan Jawaban 4 Setelan

14.Upaya atau strategi seperti apa yang menurut Anda dapat mendorong pelanggan untuk lebih aktif memberikan ulasan Google di masa mendatang? Jelaskan.

4 jawaban

Pelayanan yang konsisten dan respons perusahaan yang cepat akan mendorong saya untuk lebih aktif memberikan ulasan di masa depan.

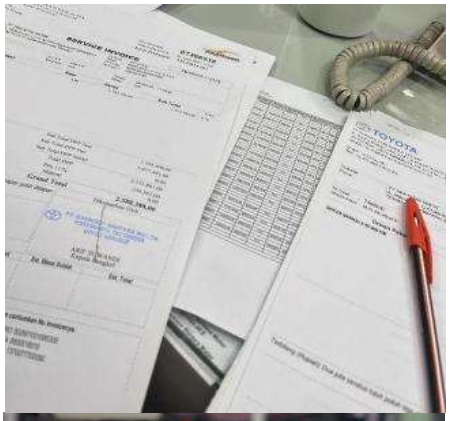
Menurut saya, ada beberapa upaya atau strategi yang efektif untuk mendorong pelanggan agar lebih aktif memberikan ulasan Google di masa mendatang:

1. **Memberikan pelayanan yang konsisten dan berkualitas**
Pengalaman yang positif akan secara alami mendorong pelanggan untuk berbagi ulasan tanpa merasa terpaksa.

2. **Permintaan review yang jelas dan tepat waktu**
Mengingatkan pelanggan secara sopan setelah



Appendix – 5 Internship Documentation



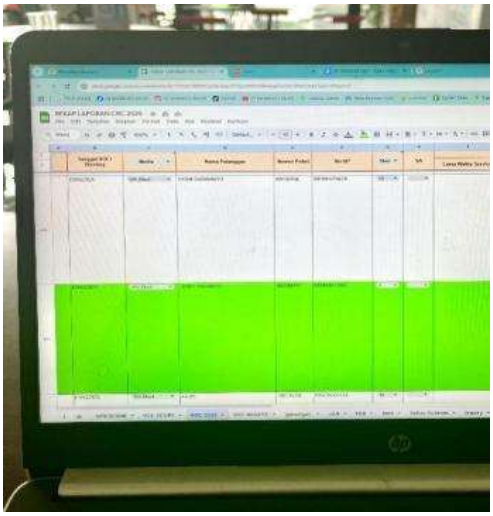




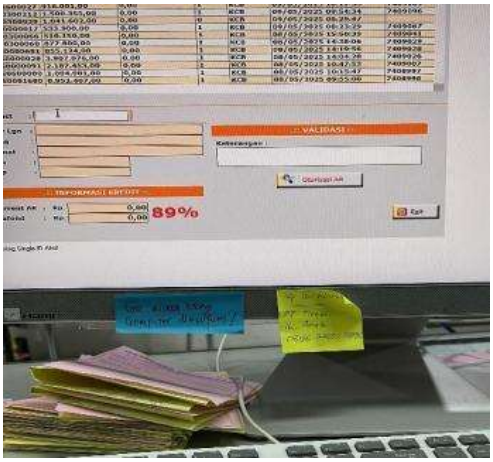

Product Comparasi
BYD Vs Zahix V HV
20 Juni 2025


PENJUAL

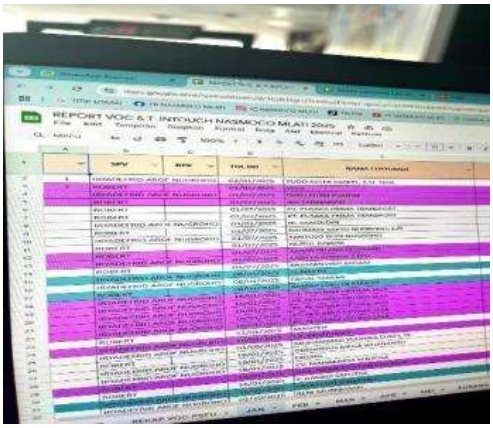

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