

ABSTRACT

Rest Area KPBS Pangalengan family business is engaged in the retail trade business and the catering business sector, where each field that is carried out requires that services be carried out directly in contact with consumers to fulfill consumer satisfaction, which consists of requests, wants and related consumer needs. However, in the process of fulfilling customer satisfaction, Rest Area KPBS Pangalengan business needs to always make adjustments to the diversity of different customer satisfactions. And adjustments to this diversity can potentially lead to conflict, be it task conflict, process conflict, and relationship conflict. For this reason, a conflict management strategy is needed so that it can break down the conflicts that occur and not cause negative impacts on the internal business environment and internal families in the short and long term.

This research aims to analyze the types of conflict as well as conflict management strategies applied in family business rest area kpbs. The authors conduct research using qualitative methodology with descriptive purposes. Primary data collection is obtained based on the results of an interview performed face-to-face with four sources that meet the research criteria. Samples are taken based on nonprobability sampling techniques with a purposive sampling approach.

The results of the study show that based on the type of conflict, task conflict is resolved using integrating, obliging and compromising conflict management strategies. whereas process conflicts are resolved using conflict management strategies of integrating, obliging, dominating and compromising. the latter for relationship conflicts can be resolved using conflict management strategies of integrating, avoiding and compromising.

Keywords: Conflict, Conflict Management Strategy