

COMPLAIN HANDLING SERVICE PROCEDURE CUSTOMER

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ABSTRACT

The purpose of this study is to find out the service procedures in handling customer complaints, to be able to find out what obstacles are involved in the customer complaints handling service procedures, to be able to find out what solutions can be used related to problems in customer complaints handling service procedures. The research methodology used is descriptive qualitative which aims to describe conditions and analyze customer complaints handling service procedures. In this study, data related to the author's study are sourced from library studies, field studies, and documentation techniques. The results of the study on customer complaints handling service procedures, the authors can conclude that the procedures that have been applied in customer complaints handling services are quite good and effective when carried out in accordance with sequential steps properly and correctly. However, there are still some obstacles that can hinder the procedure, such as the lack of incomplete data. So to deal with these problems, the solution is to contact the customer so they can send photos related to the complaint so that it can be processed immediately and the work can be completed quickly.

Keywords: service procedure, complaint handling, customer

1. INTRODUCTION

Corrugated Carton Box (KKG) or in English called Corrugated Carton Box is a box-shaped packaging tool made of one or several sheets of kraft liner paper and medium paper as the wave layer. The development of the corrugated cardboard industry (KG) and corrugated cardboard boxes in Indonesia can be considered quite rapid. In 1973, there were only six KG managers (converters) with a capacity of 6,000 tons per month, while now more than 40 KG and KKG factories have been registered in Java and North Sumatra with a production capacity of more than 30,000 tons a month.

KKG is the most common transportation or distribution packaging material and is most widely used for various types of products ranging from fresh fruits to industrial machine tools. Besides the low price, durability can be adjusted according to the type of product packaged and the type of transportation used. However, in order for the KKG to function optimally as a packaging material, various things need to be considered, such as the use of good raw materials, adequate quality control during the manufacturing process, and the specifications of the box made in addition to being in accordance with the needs of the user, must also pay attention to the materials used, characteristics and limits of its capabilities.

One of the functions of the KKG is as a means of information and promotion. For this reason, printed goods are made in such a way that they can provide the necessary information from packaged goods as well as possible as a means of promotion without reducing the strength of the KKG. Therefore, to meet customer demands for the manufacture carried out by KKG, a good and correct administrative process is needed in order to achieve customer satisfaction. Based on the background of the problem above, the authors feel interested in conducting research, especially regarding the service procedures for handling customer

complaints. Therefore, the authors compiled this research by giving the title: "Customer Complaint Handling Service Procedures".

2. LITERATURE REVIEW

a. PROCEDURE

According to Inu Kencana Syafi'i (2015): Procedure is a term that connotes a planned sequence of activities to handle repetitive, uniform and permanent work. For example, in a purchasing system, various procedural steps are involved, including: selecting the best supplier, placing purchase orders, receiving and inspecting materials, and settling payments. Efficient purchasing involves the close supervision of all these steps thus, the procedure implies a sequence of work which is directed towards achieving a specific goal. Procedures are derivatives of the system to carry out actual work operations. According to George R. Terry (1975: 28) in Khaerul Umam (2014:151) states that: Likewise a procedure can be considered as a of selected clerical steps, usually performed by more than one person. Which constitutes an establish and accepted way of carrying on an advanced of office activity (a procedure can be interpreted as a series of selected paper work stages, usually carried out by more than one person in the prescribed ways and in carrying out the main phase of office activities) .

Carl Heyel in Khaerul Umam (2014: 49) states that: A procedure is a series of logical steps by which all recurring business actions are initiated, performed, controlled, and completed. Procedures define what action is required, who takes the action, when it is done, and where it is carried out. Its essence is to put the chronological order of an activity that is manifested into results or actions. Based on the above understanding, it can be concluded that the notion of procedure is a series of work procedures or stages that are interconnected with each other in achieving goals.

On the basis of the purpose served, procedures can be classified into two types, namely primary procedures and secondary procedures.

1) Primary Procedure

Intended to facilitate the completion of daily work. Some examples of this type are order procedures, billing procedures, and purchasing procedures.

2) Secondary Procedure

Intended to facilitate the work performed by primary procedures. Some examples of this type are correspondence procedures, telephone services, and archive services.

The following are the objectives of establishing office procedures.

- 1) Ensure the smooth flow of information in the right order
- 2) Avoid the possibility of cheating
- 3) Provide proper control limits
- 4) Allows insertion of missing information according to system requirements
- 5) Adjusting inaccurate information
- 6) Include additional information deemed necessary
- 7) Confirm legal requirements
- 8) Provide the right information to supervisors and managers in a timely manner
- 9) Integrate other procedures and systems
- 10) Be economical

- 11) Respond quickly to inquiries from staff, customers, suppliers and others
- 12) Maintaining employee performance at the highest level
- 13) Presenting all information in the most suitable form
- 14) Demonstrate the accuracy of the information

Procedures contribute to the effectiveness of office management, for the following reasons:

1) Procedure of Giving Action Sequence

To perform any activity, each employee is instructed to follow a certain flow, this minimizes delays and errors in work.

2) Economical in Use of Resources

This is possible because the procedure can increase efficiency through the elimination of excessive movement unnecessary and no work delays.

3) Facilitating Coordination

Procedures serve as the basis for coordinating between different parts of the organization organization.

4) Serves as a Control Base

Procedures provide a mechanism for comparing actual performance with standards. Thus procedures can facilitate the correction of deviations.

5) Can be used to Train New Employees

Employees can understand the details of their work easily, if they feel they know the procedure work.

6) Ensure Smooth Operation

The main purpose of office procedures is to carry out office activities effectively and economically. This can be achieved by simplifying procedures, eliminating unnecessary forms, documents, and avoiding duplication of activities.

b. SERVICE

Service is an activity or sequence of activities that occur in direct interaction between a person and another person or a physical machine, and provides customer satisfaction (Sinambela, 2008:5). According to the Big Indonesian Dictionary (KBBI) service is an effort to help prepare or take care of what other people need.

Service is a way to serve, help prepare, manage and complete the needs of the community, either individually, in groups or groups, and organizations or groups of members of the organization.

The human resource development (HR) policy is part of the company's efforts to provide supplies to its human resources in anticipating the demands of professional human resources. Human resource development programs through continuous education and training (education and training) are very much needed. Provision of provision for HR skills through education and training is part of the provision of hard skills or hard competencies, while the demands of being professional do not only involve physical skills (hard skills), but also involve attitude, behavior and motivation skills.

The problems contained in a service are as follows:

1) Service Demand

The policy of improving the best form of service - preferably to consumers, is a policy that is demanded by the community, in general, which must be fulfilled by the public service BUMN. A policy that does not prioritize the form of its service to be better than the previous service is a company that does not care about the demands of society in general, and is a company that does not have professional management.

2) Consumer Protection

There are several reasons why this HR professional development policy was implemented. First, because of the weak service factor that has been running so far. There are still many consumer complaints over dissatisfaction with the services provided by the company, there are still few efforts by the company to make breakthroughs in the field of customer service; although the actual steps - steps to improve services have been carried out by the company to shorten the service bureaucracy to consumers.

The form of service that can be felt by all levels of consumers is indeed needed to minimize the long chain of complaints from consumers who always demand better service than before.

3) Staff Ability

The weakness of service to consumers as stated above is experienced by public service companies in providing good service to their consumers. The management of public service companies has actually provided guidelines in providing services to consumers, from setting service standards or Service Quality Levels (TMP).

4) Consumer Satisfaction Level

To find out the level of customer satisfaction with the service company's services, the results of a survey that has been conducted on the level of service provided by the company shows a very good level of satisfaction.

The survey was conducted on 4 (four) service attributes, namely:

- a) Supply Quality and Reliability.
- b) Ease and Convenience in Payment.
- c) Accuracy of customer service.
- d) Information Transparency.

The survey results generally show that the level of service to consumers is in a fairly good and satisfactory condition. The survey carried out is a survey to determine the level of customer satisfaction with the services provided by the company. and to what extent the influence of the performance of the service staff provided on customer satisfaction.

The following are Service Factors, including:

1) Work Values

Each of the leading companies we have established is clear in their values, and takes the value creation process seriously. In the company's HR development program, the principle of developing work values is very influential on the work of a person as a whole. Work values such as: honesty, responsibility, dedication and commitment, are considered as basic capital that must be fulfilled in an effort to have a competent workforce. The basic values inherent in a person will make it easier for companies to shape their workforce to meet expectations. The basic values which then form the noble values in work, are the basic capital of a person to go further in developing his career in the future.

2) Work Spirit

Another factor that greatly influences someone to do a good job is morale, someone with low morale will produce low work performance, otherwise someone with high morale will be able to produce high performance for the company. The high work spirit of the company implementers will be able to boost the company's performance for the better. This high work spirit is needed by the company from its workforce, because with this high morale capital will also determine the company's performance in the future. The positive morale factor is an absolute part of the company's business continuity.

Morale is based on the work ethic that exists in a person, the higher the work spirit, the higher something that can be produced from his work, high work results are expressed by productivity. This means that the higher a person's morale in completing his work, the higher his productivity, which in turn will have an impact on the productivity of the company.

3) Communicating Skills with Consumers (Communication Skills)

The ability of staff to communicate is part of the success of the service, the staff's inability to communicate with consumers can affect the level of complaints and complaints about the services provided by the company.

The ability to communicate with consumers is part of the form of service to consumers. The inability of service staff to communicate with consumers can lead to disharmony in relationships with consumers themselves, disharmony in the relationships that exist between consumers and the company can result in the message to be conveyed will not be as expected.

4) Mastery of Information Technology (Technological Skills)

Mastery of information technology can make it easier for someone to provide better service to their customers. The ability to make high technology very simple in its use will greatly support the form of service that will be provided.

There are several service performances, including the following:

1) Service Improvement

The service improvement program is one of the company's efforts to provide better service to consumers. The service improvement program is very important, considering that as a company that serves the needs of the wider community (public service), the demands for services provided are good and how it should be a must.

2) Professional Service Performance

Professional service performance that must be provided by workers in the field as an implementation of HR development programs is part of HR management functions, in general the HR management function regulates the process from beginning to end, which consists of: Planning, Mobilization, Control, Recruitment, development, compensation, maintenance, and termination.

3) Optimal Performance Support

State-owned enterprises engaged in the public sector, of course, must be independent and not burden the government in running their business. All businesses must be managed professionally, taking into account the ability and purchasing power of the wider community. Government subsidies only occur in the event that there is a difference between profitable business interests and the government's interest in carrying out its service functions to the community.

c. CUSTOMER COMPLAINTS/COMPLAIN

According to Sangadji (2013), customer complaints are emotional expressions of customers because there is something they cannot accept, both related to the products offered and services. Access for customers to file complaints is no longer restricted, by providing customers with many alternative media to express their complaints, including the following:

1) Behavior of Consumer Complaints/Complaints

The consumer complaint behavior model identifies two main purposes for complaining. First, consumers complain to cover economic losses. They may try to exchange the problem product for another product, or try to get their money back, either directly by the company / shop or indirectly through action. law. The second reason why consumers engage in complaint behavior is to rebuild their self-image. To improve self-image, consumers can use negative word of mouth communication, stop buying because they see the brand, complain to the company or take legal action.

2) Factors Affecting Consumer Complaints

A number of factors that influence consumer complaints have been identified. Consumer complaint behavior increases when:

- a) The level of dissatisfaction increases.
- b) The attitude of consumers to complain increases.
- c) The number of benefits derived from the attitude of complaining increases.
- d) The company is blamed for a problem.
- e) The product is important to consumers.
- f) The sources available for consumers to complain increase.

3) Provide Solutions For Customer Complaints

Solutions for customer complaints are an important (critical) part of the problem of losing customers. If the company succeeds in providing the best solution for customer complaints, as many as 99% of consumers will remain willing to become customers and not move to another company.

4) Customer Definition

Customers are all people who demand that we (or our company) meet a certain quality standard, and therefore will have an influence on our (or our company's) performance. L.L. company management Bean, Freeport, Maine, provide several definitions of customers, namely:

- a) Customers are people who do not depend on us, but we who depend on them.
- b) Customers are people who bring us to their desires.
- c) No one has ever won an argument with a customer
- d) Customers are very important people who must be satisfied.

5) Steps in Handling Customer Complaints

In more detail, the steps or process for dealing with customer/consumer complaints are as follows:

- a) Active listening;
- b) Apologize / Empathize;
- c) Understanding the situation;
- d) Providing information;
- e) Offering assistance;

- f) Offer alternative solutions;
- g) Obtain customer approval;
- h) Take action;
- i) Apologize / express gratitude;
- j) Follow up.

6) Observing Consumer/Customer Behavior

According to Engel et al (2006), consumer behavior is the actions of individuals who are directly involved in the acquisition and use of economic goods and services, including the decision-making process that precedes and determines these actions. In this case, there are nine types of consumers that sellers must know, namely:

- a) Polite and respectable consumers;
- b) virtuous consumers;
- c) Fast and practical consumers;
- d) Indecisive and sluggish consumers;
- e) Consumers who are easily angered;
- f) Consumers who are too fast;
- g) Passive-apathy consumers;
- h) Intellectual consumers;
- i) Weird consumer.

3. RESEARCH METHOD

The type of research used is descriptive qualitative research. Descriptive qualitative research is research that is used to analyze data by describing or describing the data that has been collected properly without intending to make generally accepted conclusions or generalizations (Sugiyono, 2012). According to Mukhtar (2013:10) descriptive qualitative research method is a method used to find knowledge of research subjects at a certain time. The writer in this study used descriptive qualitative research because the researcher wanted to know and get the depth of information related to the topic (Sugiyono, 2012)

Data collection techniques in this study are observation and interviews. Observations in this study are participant observation. Interviews in this study, namely through semi-structured interviews, the interviewer has prepared a topic and a list of interview guide questions before the interview activity is carried out, researchers need to explore further a topic based on the answers given by participants. Data collected from interviews with informants.

The data analysis model in this study follows the concept of activities in qualitative data analysis carried out interactively and continuously at each stage of the research until it is complete. The components and data analysis in this study are:

a. Data reduction.

The data obtained from the report is quite large, so it needs to be recorded carefully and in detail. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns.

b. Data Presentation

After the data is reduced, the next step is to display the data. In qualitative research, the presentation of data can be done in the form of a short, chart, relationship between categories, and with a narrative text. By displaying the data, it will be easier to understand what happened and plan further work based on what has been understood

c. Verification or Data Inference

The initial conclusions put forward are still tentative, and will change if strong evidence is found to support them at a later stage. However, if the conclusions raised at an early stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

4. RESULTS AND ANALYSIS

a. Customer Complaint Handling Service Procedure

Below, the author presents an overview of the procedures that run based on the sequence associated with customer complaint handling service procedures.

1) Procedure for Receiving Kompalin Information.

The procedure for receiving complaint information begins with receiving a sample of goods from customers who wish to make a complaint, whether it is returned goods or just a regular complaint via email to customer service from the sales department clearly. In returning goods, returns or complaints by email, the customer provides a sample by attaching an identification from the complaint data for the goods, whether the errors that occur in the goods are as follows:

- a) Wrong Design
- b) Sheet is peeling off
- c) Over Glue
- d) Improper Box
- e) Wrong grammar
- f) Wrong Size

2) Procedure for Making Complaint Identification

Before making a complaint, Customer Service will provide information related to the complaint data whether the item is returned or not, a complaint is only made if the item is returned. After that Customer Service will provide complete specifications for the item data such as:

- a) Article no,
- b) the name of the item,
- c) Quantity
- d) No CO (Customer Order)

3) Procedure for Giving a Letter of Complaint to the QC Bagian

After the marketing department receives a request related to a customer complaint and immediately creates an internal memo that has been completed, then the admin staff after completing the marketing section will provide the internal memo to the quality control section and also record the complaint item in the available complaint log book. After that, the complaint item will be checked by the quality control section

until a corrective and preventive action report (LTKP) is issued or the results issued by quality control regarding whose part should be responsible for making changes to the complaint.

As an example of a design error, the Artwork section must make changes and improve the results of the design. As for errors such as peeling/sticky sheets, over-gluing, inaccurate boxes, wrong grammar, and wrong sizes, the part that must be responsible for the results of these complaints is the Product Development section. If the process has been carried out, we will wait for the Counter Measure results, which is for 3 working days. After completion, an answer will be issued which we will send to the customer regarding the actions taken from the results.

b. Obstacles in Customer Complaint Handling Service Procedures

In a procedure or work, there must be obstacles experienced, both small and large. This can be resolved with the existing management in the company. The obstacles faced in the Customer Complaint Handling Service Procedure are as follows:

1) Constraints of Lack of Data Identification of Complaints From Customers

In making a complaint, of course, the things that need to be considered by the customer are:

- a) Information related to a request for a complaint received through customer service via email whether the item is a return or just a complaint, the customer complaint usually attaches identification of data related to the item being complained of, information based on the attachment to the identification of the complaint data.
- b) Then action will be taken as soon as possible on requests for complaints from customers. Because the information is in the form of some data regarding the name of the item, no co, article, no week, as well as the quantity of goods that you want to complain about whether the item will be returned or just want to ask for information the answer to the occurrence of the goods being complained about the goods. Often customers do not provide clear information about the identification of the data listed, customers only include the co number, article and item name without providing additional information related to the no week contained in the item. What is needed for handling complaints is the week number listed on the box, so if there is no no week, then customer complaints cannot be made.

2) Constraints there are no samples of goods from customers

In giving complaints, the obstacles that often occur are:

- a) There is no sample that is used as a reference item for the complaint, then it will be difficult for the next complaint process and will be hampered in carrying out complaint handling services for the item.
- b) Samples play an important role in helping to process service complaints quickly so that they can be done immediately because the goods will soon be given to the production department and so that they know more about the physical form of the goods which are the basis of customer complaints requests so that service complaints are good.

c. Solutions to Overcome Constraints in Customer Complaint Handling Service Procedures

In every obstacle that arises, there must be a solution to overcome these obstacles. The solutions to overcome obstacles in the procedure for handling customer complaints are as follows:

1) Solution to Lack of Item Data Identification

The solution to overcome the problem of the lack of unclear complaint data is to inform in advance to the customer who filed a complaint against the item, by coordinating with customer service who handles complaints against the customer so that it can be sent via email to attach the identification of the complaint item data. complete so that the item can be processed quickly, as for examples such as sending photos of the item, and also the week number listed on the box to be sent so that processing can be carried out on the complaint item, this will make it easier for the quality control department to immediately process it the production department, because in processing every complaint the consumer must provide this so that the complaint process is immediately carried out, after it is done then we wait for the results of the complaint for 3 working days.

Coordination is carried out between our customer service and the customer service who submits a complaint about the item. In order to be able to cooperate with each other and give each other a good contribution to service procedures in handling customer complaints. Because this data is very important so that action can be taken immediately. If the data is not sent immediately, the process for handling complaints from customers will not be carried out immediately, and will hamper the process of handling complaints which could be the complaint being rejected by the customer. the quality control section due to the identification of data that is less clear and accurate.

2) Solution to the problem of not having a sample of goods from the customer.

The solution to overcome the problem of not having a sample is by coordinating with sales to immediately take the sample at the customer's place because the presence of a sample also makes it easier to handle complaints against procedures in handling customer complaints.

Have a good communication relationship with the customer concerned by explaining the procedures for handling complaints so that the customer can know what procedures will be carried out when they want to make a complaint about goods that will come clearly. In handling the customer complaint procedure, we must know whether the item is returned or received, but the customer only wants to ask to fix it in the future.

3) Complaint solutions from customers via Dispac

Solutions to overcome complaints from customers through dispac to quality control, namely:

a) Coordinate with each other, especially for quality control, so that they immediately provide information if there are complaints that come and will be processed. so as to inform which complaint items will be made, an internal memo for customer complaints will be made in the weekly report.

b) In order to avoid the occurrence of miss communication in the future regarding the report. Because the dispac section only assists in the process of sending goods that want to be delivered to customers, both in the shipping process and in other operations related to activities and procedures in the delivery department.

5. CONCLUSION

Based on the observations and research that the author has done on the customer complaints handling service procedures, the authors can conclude that the procedures that have been implemented in customer complaints handling services are quite good and effective when carried out in accordance with sequential steps properly and correctly. However, based on observations made by the author, there are still some obstacles that can hinder the procedure, such as the lack of incomplete data. So to deal with these

problems, the solution is to contact the customer so that they can send photos related to the complaint so that it can be processed immediately and the work can be completed quickly.

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