

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Every business needs customers in order to gain income and profit. To build good relationship with customers, businesses need customer service.

An article “Business Case Studies” states that

Customer service is the service provided to customers before, during and after purchasing and using goods and services. Good customer service provides an experience that meets customer expectations. It produces satisfied customers. Bad customer service can generate complaints. It can result in lost sales, because consumers might take their business to a competitor (par.1).

From the quotation, it is clear that customer service plays an important role in determining how a company can keep their customers.

Furthermore, one of the duties of customer service staff is to handle complaints. Writing maintains “a customer service representative interacts with a company’s customers to provide them with information to address

inquiries regarding products and services. In addition, they deal with and help resolve any customer complaints” (par. 1). Thus, customer service staff has an important role in businesses because customer service staff determines the satisfaction of the customer. They also the people who must deal with customers’ complaints.

I did my internship at CV.Wijaya Prima Jaya Bandung as a customer service staff from 24 June to 24 July 2014. Based on my observation when doing this internship, I have a difficulty in handling customers’ complaints. I also observed that customer service staff in this company was the first person customers looked for regarding anything about the company. When the customers wanted to make complaints, they would call the customer service. When they needed to search for the HRD staff or the owner, they would call the customer service. If they wanted to know the information about the products, for example cars and their pricelist, they also would go the customer service. However, during my internship I got problems when dealing with customers who made complaints such as when they had already made an appointment with the owner but the owner was not present on the appointed time, or when they found that the pricelist was different from what they were already told. I was at a loss of what to do to handle the complaints. Facing this situation, I found that handling customers’ complaints is crucial to discuss. Thus, I am interested in taking this problem as my term paper topic so that I can know how to solve the problem.

## B. Identification of the problem

The problem that I would like to analyze is formulated in these following questions :

1. Why did I have difficulty in handling customers' complaints when I did my internship as a customer service staff at CV.Wijaya Prima Jaya?
2. How did the problem affect my working performance?
3. How should I overcome the problem?

## C. Objectives and Benefits of the Study

The objectives of the study are to find out why I had difficulty in handling customers' complaints as a customer service staff at CV.Wijaya Prima Jaya Bandung, the effects of the problem to my working performance and how to overcome the problem.

The benefits of this study for the company and readers in general is they will get more information about how to handle customers' complaints, not just to get more knowledge but also to know the important role of being a customer service staff in handling customers' complaints. For me as the writer, the benefit of doing the study is I can learn how to handle customers' complaints properly that will be useful for my personal reference in the future.

#### D. Description of the Institution

Based on the company profile, CV.Wijaya Prima Jaya is a company engaged in general trading which is sale and purchase of four-wheel vehicles in either new or used condition. The company involves in the selling and purchasing imported cars both by cash or credit.

CV.Wijaya Prima Jaya, which is located at Jl.Soekarno Hatta 31 Bandung, was established on July 31th, 2001 by Mr. Sugih Haryadi. Previously, this company was named Segar Car, but in 2012 the name was changed to become CV.Wijaya Prima Jaya. The owner of CV.Wijaya Prima Jaya at the moment is Mr. Tommy Lili Muliawan as a business partner.

In, accordance with the demand of the community, CV.Wijaya Prima Jaya in 2010 develop their business not only in four-wheel vehicles but also in property sector, such as land, shops, apartments and guest house constructions.

The vision of CV.Wijaya Prima Jaya is to be the best dealers and property agents with a satisfactory service in both the sales and purchasing while the mission is to provide a memorable experience in the sales and purchase of your cars and properties.

## E. Method of the Study

I did both library research and field research for doing the study. The library research was done to find theories from books and the Internet to support my analysis. The field research was done through observation during my internship. The data from the field research were recorded in my internship journal.

## F. Limitation of the Study

The study is about my difficulty in handling customers' complaints as a customer service staff at CV.Wijaya Prima Jaya Bandung. Thus, I become the subject of the research. The discussion will be limited to the problem during my one-month internship, starting from June 24 until July 24, 2014.

## G. Organization of the Term Paper

The term paper starts with the Abstract, which is the summary of the term paper in Indonesian. The second is Acknowledgments and Table of Contents, followed by the four chapters. The first chapter is the Introduction, which contains Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. The second chapter is Problem Analysis which presents causes and effects, the third chapter is Potential Solutions which contains problem solution and the

positive and negative effect, and the fourth chapter is the Conclusion of the term paper. The last part is the Bibliography which lists the references used to support the research and the appendices are flowchart, internship journal, company profile, and brochure.