

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

Nowadays, a travel agency becomes a profitable business. A travel agency deals with hotel tickets, flight tickets, tour packages, passport, and visa. The existence of travel agencies makes people easier to go somewhere. According to Sokanu (2015), “The primary responsibility of a travel agent is to make the process of travel planning easier for their clients and ensure they experience the best trip possible. Travel agents work directly with the public and converse with clients in order to determine the best possible travel destinations, transportation arrangements, and accommodations for the client's particular needs” (para. 2).

During my internship at AntaVaya Tour & Travel, I had the following job description, namely selling flight tickets, tour packages and hotel tickets, arranging visa and passports, making tax invoices, and answering phone calls. My position in AntaVaya Tour & Travel is a ticketing & tour officer. When I did the internship I got difficulties when the customers complained about tour packages that were bought in

AntaVaya Tour & Travel and the customers who wanted to refund. I listened to their complaints afterwards, I asked my supervisor to handle these customers, because I had the difficulties in handling their complaints. The difficulties made my performance not good enough. For my term paper, I have chosen a topic that is based on my internship. I have decided to do this because I want to point out my difficulties in handling customers' complaints, including the causes and effects. Furthermore, I am going to suggest several solutions to solve the problem. Finally, after discussing the potential solutions with their positive and negative effects, I will choose the best solution to handle my difficulties in handling customers' complaints.

#### B. Identification of the Problem

The analysis of my problem is formulated in the following questions:

1. Why did I have difficulties in handling customers' complaints?
2. How did it affect my performance?
3. How should I handle customers' complaints?

#### C. Objectives and Benefits of the Study

The objectives of this term paper are to analyze the causes and effects of my difficulties in handling customers' complaints. I will suggest several solutions to handle the problem. After analyzing the solutions, I decide to choose the best

solution. There are some benefits people can get from this term paper, for example, the staff at AntaVaya Tour & Travel will know how to react when customers complain to them. Besides, the readers are able to know the situations in a travel agency and how they handle problems in certain situations. Equally important, I as a writer will become more professional when handling complaints from customers at a travel agency.

#### D. Description of the Institution

The description of the institution is based on the information from Mr Rudi Gunawan, as a tour staff. In 1965, Anta Tour was first established by Mr Ale, located in Jalan Cibadak. A few years later, Anta Tour moved to Jalan Pasirkaliki no. 150C. Then, it moved again to Jalan Pasirkaliki no. 161, because Trans Corp had bought the stock of Anta Tour. Hence, the name has changed into AntaVaya Tour & Travel. This travel agency has 1 manager, 1 supervisor, 2 ticketing staff, 1 tour staff, 1 cashier, and 1 messenger. The working hours are from 08.30 – 16.30 (Monday to Friday), from 08.30 – 13.30 (Saturday).

#### E. Method of the Study

All data of this term paper are based on my internship at AntaVaya Tour & Travel from July 8<sup>th</sup>, 2015 until August 8<sup>th</sup>, 2015, my internship journal, and the website of the travel agency. Besides, the data of library research are taken from

printed and electronic sources. Those data are used to analyze the causes, the effects, and the potential solutions of my problem.

#### F. Limitation of the Study

The subject of this research is the difficulties in handling customers' complaints at AntaVaya Tour & Travel. I had difficulties in handling customers' complaints when I did internship from July 8<sup>th</sup>, 2015 until August 8<sup>th</sup>, 2015. I will suggest the best solutions for the problem.

#### G. Organization of the Term Paper

This term paper consists of Abstract, the summary of this term paper in Bahasa Indonesia. It is followed by Declaration of Originality, Acknowledgements, and Table of Contents. There are four chapters in this term paper: Chapter I is Introduction, containing 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. Chapter Two is Problem Analysis; in which I will discuss the causes and the effects of my problem. Chapter Three is the Potential Solution to solve my problem. This Potential Solution has positive and negative effects of my problem. Chapter Four is Conclusion of all my analysis. The last part is References and Appendices, which consist of the flowchart, Internship Journal, and AntaVaya Tour & Travel brochure.