

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Nowadays, the business world is developing and competing rapidly. More and more competitions happen among the firms to be much better and preferred by many customers. There are many kinds of business, and one of them is trading business. Trading business is a business which the company buys products from overseas and resells it locally. I agree with Paul Hata who says "International trade is also important to the value of one's lives today. Imagine if our choices were limited to what we can produce locally" (par. 2). I choose an analysis about trading business because I think through this kind of business, we can establish partnerships with foreign firms, expand the network and have international business contacts. Besides, without the goods and services from other countries, we like just living in a limited world. Currently, trading business is familiar in Indonesia. There are many business competitors in Indonesia which provide a competitive price with good quality.

I had internship as a Marketing Assistant at P.T. Rahayu Tiharda Charisma, one of chemical trading business companies in Indonesia. P.T. RTC has many customers from industrial factories which need its products to support their production. Therefore, it is important to build trust between producer and customer to make good connection. Besides, P.T. RTC always offers products with good quality and compatible price to satisfy their customers.

When I worked at P.T. RTC, I observed that there was a main problem which made some customers unsatisfied. I found the negligence of the workers to check the goods stock in the warehouse. That problem caused the delay of information if the goods in the warehouse were out of stock and may result in the lateness of delivery. In the end, the customers would complain about this. Considering the importance of keeping customers' trust and increasing the company profit, I choose how to handle the negligence of the workers to check the goods stock in the warehouse as the topic of my term paper.

## **B. Identification of the Problem**

The problem that I am going to analyze is clearly stated in the questions below:

1. What are the causes of the negligence of the workers to check the goods stock in the warehouse at P.T. Rahayu Tiharda Charisma?

2. What are the potential solutions to deal with the negligence of the workers to check the goods stock in the warehouse?
3. How is the best way to solve the problem?

### C. Objectives and Benefits of the Study

The aims of the study that will be achieved in the end of this term paper are:

1. To find out the causes of the negligence of the workers at P.T. Rahayu Tiharda Charisma.
2. To find potential solutions to deal with the negligence of the workers at P.T. Rahayu Tiharda Charisma.
3. To determine the best solution to deal with the negligence of the workers at P.T. Rahayu Tiharda Charisma.

The benefit of the study for the company is the company can get insight about the problem of the company based on my observation during my internship. They also can try to solve it by using the best solutions that I will analyze in the following paper.

The benefits for the readers are as follows; I expect that they will get more knowledge and interested in trading business, how to run this business, how to handle the problem in the company, and the importance of customer satisfaction.

The benefit of the study for me is that I can improve my skill in business about how to analyze and determine the best solution to solve the problem in a company. Moreover, it can be a good insight for my future job.

#### D. Description of the Institution

P.T. Rahayu Tiharda Charisma is a chemical company engaged in trading business. The company was started in 1960 where the first location was at Jalan Gang Warung no 43 Semarang. The owners of this company are 3 siblings. They joined together to establish this company. But the person who leads P.T RTC is Mr. Santoso. For around 49 years, P.T. RTC, customers usually called it, has been successful and now this company has had two branches at Jalan Puri Anjasmoro and Jalan Simongan no 96 Semarang. Both of them are led by 2 siblings. P.T. RTC sells chemical tools which are used by industrial factories in Indonesia, such as digital and analog instruments, pH controller, digital pressure indicator, flue gas analyzer and etc.

As a trading company, P.T. RTC has partnerships with foreign companies both in Malaysia and Singapore. Products that the company purchased are the quality products made in Germany, Japan, and the United States. P.T. RTC is very concerned with the quality and competitive prices to satisfy its customers. In addition, P.T. RTC also has a homemade product such as ABC water hardness test kit. ABC water hardness test kit is a tool to test the

substance in the clean water. This is the first company that made this product. Until now, the ABC water hardness test kit is demanded, especially by the customers from Jakarta, East Java and Central Java who order this product in the significant amounts.

### E. Method of the Study

In this term paper I am going to talk about handling the negligence of the workers to check the goods stock in the warehouse at P.T. RTC. This term paper also will be supported by the theories from books, online research, library research, author quotations, and the internship journal.

### F. Limitation of the Study

All of my observation data based on internship journal which I wrote everyday during internship and the experiences from workplace, together with some books which support my study. Besides, I have analyzed the warehouse as the place which is related with the problem during my internship for a month.

### G. Organization of the Term Paper

This term paper consists of the Abstract, which is a substance of the discussion of the term paper in Indonesian. This section will help the readers to know the overall term paper quickly. After that, it will be followed by

Declaration of Originality, Acknowledgements which contains my thankfulness for people who are related to my writing term paper, and Table of Contents which allows the readers to find the content through page number, followed by Chapter 1 which is Introduction of study, Chapter 2, the Problem Analysis which contains the causes and the effects of the problem, Chapter 3, the Potential Solutions to solve the problem including the positive and negative effects, Chapter 4, the Conclusion which choosing the best solution of the problem, Bibliography which contains printed and electronic sources of theories that support this term paper, and Appendix which contains the flowchart.