

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Nowadays a personal computer is used frequently by many people for working, playing games and doing many other activities. Ralph M. Stair states that “Personal computers are used in almost every field and profession” (28). With computers, human work will be more easily done because computers can do so many things, such as sending emails, storing data, and searching information on the Internet. In addition, computers are not only used by people in office, but also by students in school. From this fact, I chose to have an internship at Maxindo computer shop because I wanted to expand my knowledge about computers.

When working at Maxindo computer shop, I had to handle some complaints from customers. There were various kinds of complaints from the customers. For example, there were complaints about external hard disc, memory card, wireless connection and some errors that happened when they turned on their laptop. There was also a customer who complained about the marketing people who gave wrong information to

him. The complaints, of course, would make the marketing people busy because it is not easy to handle them. This study aims at discussing the problem and providing the best solution to handle customers' complaints in Maxindo. As a result, Maxindo computer shop can serve the customer in a satisfying way and build a good relationship with customers.

## B. Identification of the Problem

The problems that are discussed in this paper are as follows:

1. Why do the customers complain to Maxindo computer shop?
2. How to handle customers' complaints in Maxindo computer shop?

## C. Objectives and Benefits of the Study

The objectives of this study are as follows:

1. To know what the causes of the complaints at Maxindo computer shop are.
2. To know what the best solutions to handle the complaints at Maxindo computer shop are.

By the end of this term paper, I hope the proposed solution can solve the problem of customers' complaints that I faced during my internship at Maxindo.

Hopefully this study will also have a lot of benefits, not only for me, but also for Maxindo. For me, the benefit is that I can know the best solution for solving the customers' complaints. Through this study, I experienced

that dealing with customers' complaints quite significantly influences the customer's decision about where they should go to buy the products.

For Maxindo, the benefit is to know how to build a good relation with the customers and how to improve their service quality. And, most importantly, Maxindo can find out the strengths and the weaknesses of their service in serving the customer so that they can improve their business.

#### D. Description of the Institution

Maxindo is one of the computer shops that is located in Bandung Electronic Centre (BEC) at Lt. 1 blok A8. BEC itself is located at Jl. Purnawarman no 13-15 Bandung. This shop was opened in 2003 by Kalim. Before opening this shop, Kalim also worked in BEC in marketing. After he had enough funds and experience, he decided to open a shop, using his own money.

Maxindo sells various kinds of laptops such as Axioo, Acer and HP. Besides laptops, this shop also sells a lot of components and accessories for computers, such as Motherboard, VGA, external hard disc, keyboard, mouse, printer, scanner, and flash disk. From year to year, Maxindo always tries to give good service to their customers, keeps developing, and becomes more popular. Now, it is well known by many people in Bandung who want to buy laptops and computer accessories.

## E. Method of the Study

The methods of the study used in this paper are my internship journal, Internet browsing, and library research. My internship journal contained data which were written during my internship. Internet browsing and library research were done to collect theories from other sources to support my data and analysis.

## F. Limitations of the Study

The problem stated in this term paper is taken from my internship at Maxindo computer shop at BEC. The study dealt with the customers' complaints that I faced when working there. The data were taken from 21 December 2009 until 5 February 2010.

## G. Organization of the Term Paper

The research of this study is divided into four chapters. The first chapter is Introduction, and consists of the Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitations of the Study, and the Organization of the Term Paper. The second chapter deals with problem analysis, which discusses some factors that cause the problem and the effects of the problem. It also provides some relevant theories and examples that support the process of analyzing. The third chapter discusses potential solutions of the problem. Here, the writer provides three solutions that can be used to solve the problem, with positive and

negative effects from the given solutions. In the last chapter, which is chapter four, the writer makes a conclusion which provides the chosen potential solutions as the best way to solve the problem. This solution is proposed based on the analysis in the previous chapter. In the last part, I present the Bibliography and Flowchart.