

CHAPTER IV

CONCLUSION

After doing some observations at Maxindo during my internship, I found that it is not easy to handle complaints from customers. There are two causes that make the customers complain. First, the products which customers buy from Maxindo are broken. Second, the marketing people give wrong information to the customers. As a result of the problem, the effects are the customers will be unhappy about Maxindo and the shop business will not be successful. There are three potential solutions to avoid this problem from becoming worse. First, Maxindo should stock their shop with good quality products. Second, the supervisor of Maxindo should give training to new marketing staff at least once a week when the marketing staff starts to work there. Third, the supervisor of Maxindo should give regular performance feedback to new marketing staff about their job performance.

In this chapter, I would like also to present the best solution to help Maxindo in handling the complaints about the broken products and about the marketing staff who gives wrong information to the customers. Based on the analysis of the potential solutions that have already been discussed in the previous chapter, I decide to choose the first and second

solutions, which are Maxindo should stock their shop with good quality products and the supervisor of Maxindo should give training to new marketing staff, at least once a week when the marketing staff starts to work there.

Training can help the trainees to develop their competencies and improve their ability to work. Competent employees can make customers satisfied and can become a good asset for Maxindo. Satisfied customers will surely become loyal customers. They will increase the income of Maxindo.

To conclude, stocking good quality products can avoid the risk of receiving many complaints of broken products, while holding training for new marketing staff is also very important to improve their competence in handling complaints and explaining Maxindo's products, especially for those who do not have any previous work experience. Thus, Maxindo will be able to produce employees who are ready to serve and handle the customers well. I suggest that Maxindo should use solution one first because if Maxindo stocks their shop with good quality products, people will remember that Maxindo is a shop that provides good products. After applying solution one, the training should be held if Maxindo has new staff with no previous work experience. Hopefully these solutions can help Maxindo handle the complaints from customers about the broken products and marketing people who give wrong information to the customers.