

CHAPTER I

INTRODUCTION

A. Background of the Study

Difficulty in handling a Filipino customer who got angry is the problem that I found during my internship as a customer service staff and assistant of Product Officer Division (POD) in P.T. Sinar Continental from 21 December 2011 to 14 Februari 2012. My responsibilities as a customer service were answering the phone, writing sales contracts, writing notes of purchase order to be inputted into the computer, writing data order to be given to the head of the warehouse, sending samples of fabrics to the customers, and following up customers' needs. My responsibilities as a Product Officer Division (POD) were writing order sheet to be given to the production staff, checking the completion of the orders with the production staff, and deciding priorities of orders to be fulfilled.

The problem began when a Filipino customer ordered some kinds of fabrics from this company, and he requested them to be delivered in 30 days from the day he sent the purchase order. However, the company could not promise that they could deliver the order in 30 days to this customer because many other customers also have ordered those fabrics

in a big amount. Then the company offered to send the fabrics in 55 days, and the customer agreed. However, after several days, the same customer called me that the fabrics must be delivered in 30 days because he had to send the fabrics to his buyer in another country on time. If he could not send it on time, he would get a penalty from his buyer. However, I told him that the fabrics could only be delivered in 55 days, and the company could not do it earlier. Thus, the Filipino customer got angry with me, and I could not handle this customer.

The reasons I chose this topic is because I would like to know and understand how to be a good customer service who can handle any kind of customers and give the best service to them. Customer service is “all about bringing customers back and about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers” (Ward par. 2). Thus, the customer service is an important part of a company to make customers satisfied, to care for customers, and also to give the best service to the customers. Furthermore, these Filipino customers are important for the company because the company wants to develop its business with the Filipinos, and wants to get new customers from the country. Based on the reasons, I would like to analyze the problem systematically and critically.

B. Identification of the Problem

The problem that I found when I worked as a customer service and assistant of Product Officer Division (POD) in P.T. Sinar Continental, will be analyzed to answer the following questions:

1. Why did I have difficulty in handling a Filipino customer who got angry at P.T. Sinar Continental?
2. How did my difficulty in handling him affect my job as a customer service and assistant of Product Officer Division (POD)?
3. How should I handle this Filipino customer who got angry?

C. Objectives and Benefits of the Study

The objectives of the study are to analyze the reasons of my difficulty in handling a Filipino customer who got angry at P.T. Sinar Continental, to find the effects of the problem, and to find the ways to handle the Filipino customer well.

The first benefit of the study is for the institution. This study can help the customer service staff at P.T. Sinar Continental to know how to handle the Filipino customer and any other customers who get angry, so that the customer service staff can give the best service to the customers. The second benefit is for the readers. The readers can get knowledge of handling Filipino customers, they can handle the customers better. The last benefit is for the writer. I as the writer can understand the problem in handling customers and how to solve it.

D. Description of the Institution

As stated in Sinar Group Company Profile, “Sinar Group is one of the leading interior fabric manufacturers in Indonesia” (5). The profile explains that Sinar Group has two factories. The first is P.T. Sinar Austral, which was established in 1980, and is located at Jalan Cibaligo No. 369, Cimahi. The second is P.T. Sinar Continental, which was established in 1989, and is located at Jalan Industri II No.20, Cimahi. Sinar Group has good quality products, which make them receive awards from both national and international markets.

The vision of P.T. Sinar Continental is, as stated in the company’s profile, “to become a leading interior fabric, industrial textile and textile manufacturer both national and global market” (2). The mission is “to gain trust and increase market share with high quality products and services, with the support from competent human resources, latest technologies, standardized operation procedures, and efficient team work” (2).

In the profile, it is described that P.T. Sinar Continental produces air texturizing, dyeing, embossing, flat printing, finishing knitting, mouquette, syntetic leather, weaving dobby and weaving jaquard (11). The fabrics is used in home furnishing, office chair, seat cover, public transportation, rattan cushion, apparel, shoes and bags, helmet, and contract project (9). The market is both national and international, but the dominant customers are in the national market.

E. Method of the Study

This research is a problem solving analysis. The data used in this term-paper are taken from my internship journal, and library research. The journal records my observation of my interaction with customers during my internship in P.T. Sinar Continental from 21 December 2011 to 14 February 2012. Library research is done to get theories that support my analysis on the problem.

F. Limitation of the Study

The research focuses on a Filipino customers at P.T. Sinar Continental, Cimahi. The problem is taken from a real problem that I experienced when I did an internship in P.T. Sinar Continental that was done from 21 December 2011 to 14 Februari 2012. The study focuses on my difficulty in handling this particular Filipino customer who got angry.

G. Organization of the Term-paper

The term-paper starts with the Abstract which explains the summary of this term-paper in Indonesian, the Declaration of Originality and Table of Contents which present the structure of this term-paper.

This term-paper is divided into four chapters. Chapter One is the Introduction. This chapter presents Background of the Study, Identification of the Problem, Objectives and Benefits of Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term-paper. Chapter Two is Problem Analysis. This chapter

discusses the causes and the effects of the problem. Chapter Three is Potential Solutions. In this chapter, the possible solutions with their potential positive effects and potential negative effects are analyzed systematically. Chapter Four is the Conclusion. This chapter provides the best solutions in handling the Filipino customers.

After the last chapter, there is Bibliography, which contains all the references that are used in this term-paper. The last part is Appendix, which presents the Flowchart.