

CHAPTER I

INTRODUCTION

A. Background of Study

Handling complaints of the customers in the computer shop Compumax is the topic that I choose for my term paper. The reason why I choose it as my topic is because there are many customers who complain about broken or unqualified products they buy from the computer shop Compumax, the place of my apprenticeship. For example, the customers buy memory card, hard disc, or something else, but after they take the products home, they find that the products cannot work normally after several days they buy them. Also sometimes customers complain about marketing people who give wrong information to them. That is why so many complaints arise from the customers.

Customers' complaint is quite a serious thing for a computer shop. The customers buy the product at the shop, and the shop has to pay attention to the customers' interest. Therefore, solving the problem of customers' complaints becomes a very important thing for the marketing people in the computer shop because there are many customers' complaints that the marketing people should handle. A good and professional marketing

person can solve the problem very well and make all the customers satisfied.

To win the competition between Compumax and the other computer shops, the computer shop Compumax should provide good service to customers. To win customers, the computer shop Compumax should have marketing people who have professional selling skills. In the computer shop, the marketing people serve a key role, because the marketing people are the soul of the shop, just like the CPU in a computer, without which the computer cannot work. For marketing people, their task is not only selling products, but also solving problems that their customers have. In order to offer good service to the customers, they must be capable of describing the list of products clearly so that the customers could understand about the kinds of products that the shop has, and listening carefully to what the customers really want. Furthermore, the marketing people should have enough patience and confidence to be able to explain and familiarize the functions of each product to customers.

B. Identification of the Problem

This paper will try to find the answers to the following questions:

1. How do the marketing people handle the customers' complaints?
2. What are the causes of customers' complaints in Compumax?
3. What are the effects of customers' complaints in Compumax?
4. What are the potential solutions for the problem of customers' complaints in Compumax?

5. What are the potential positive and negative effects of the potential solutions?
6. What is the best solution for the problem of customers' complaint in Compumax?

C. Objectives and Benefits of the Study

The objective of this study is to find out the best solution to solve the problem of customers' complaints that I faced during my apprenticeship at Compumax. The solutions play a significant role for the business of Compumax. Without satisfactory solutions, the shop cannot make progress quickly and effectively. On the contrary, the unsolved problems will surely become a big obstacle in Compumax's business.

In my opinion, there are lots of benefits from this study, not only for me, but also for Compumax and the readers. For me, the benefit is that I can know the best solution for solving the problem of customers' complaints. The plan I set for myself in the future is that one day I can have my own computer shop. Through this study, I learn that dealing with customers' complaints satisfactorily is quite a difficult and significant thing for a computer shop, because it can greatly influence the customers' decision about where they should go and choose the products.

For Compumax, the benefit is to realize how important the professional selling skills are for their marketing people and their service quality. What is more, they can discover the weaknesses and the strengths of their marketing people, so that they can keep the strengths and minimalize or

try to avoid the weaknesses.

For the readers who have strong interest and desire to have their own computer shop, the benefit from this study is to know that professional skills of handling customers' complaints are very important for the marketing people in the computer shop. As to the other readers, the benefit is to know more about the computer shop, which, to some degree, could help them to protect their benefit.

D. Description of the Institution

Compumax is one of the computer shops in Bandung . At the beginning, the shop was opened at Jl. Wastukencana in 2000. Three years later, Compumax moved to Bandung Electronic Center (BEC). BEC is located at Jl. Purnawarman no. 13-15 Bandung. Now Compumax is at Lt. 2 Blok B-01 in BEC.

Compumax's business is mainly on selling various kinds of hardware and software of computers. Besides, they also have a lot of accessories for computers, such as key board, mouse, printer, scanner and flash disk. From year to year, Compumax keeps developing and becoming more and more popular. Now, it has been well known by many people in Bandung who are interested in computers. The service of the Compumax is good and the shop is well appointed and well equipped. Therefore more and more customers choose to come to Compumax to buy the products they need.

Compumax has assembled computers if the customers want different

brands of different components. Compumax also sells laptops, whose brands range from domestic ones to foreign ones, such as Axioo, Acer, Toshiba, and others.

There are five marketing people and two technicians in Compumax. The tasks of the marketing people are selling the products to the customers, and dealing with the customers' complaints. The tasks of the technicians are assembling, repairing, and trouble shooting computers.

E. Limitations of the Study

The problem stated in this term paper is taken from a real working situation at Compumax. The study will deal with the problem I faced when I did my apprenticeship in Compumax for twenty days. It will also propose the corresponding solutions to the problem. Moreover, I did some library research and Internet browsing to find theories that are related to customer service, also made full use of my 20 days' apprenticeship journal as the source of data that I use to make a precise, applicable and acceptable study in the end.

F. Organization of the Term Paper

In my term paper, there are four chapters. In Chapter I, the Introduction part provides the readers with the information about the main problem existing in the computer shop's business, the general background the study is based on, the goal of the study, and the benefits that I as the writer, the readers, and the computer shop Compumax get from the study.

In Chapter II, the analysis of problem is stated in detail, discussing the causes and the effects of the problem one by one. Chapter III describes the potential solutions that can solve the problem which is focused on customers' complaints about the products, and the potential positive and negative effects of these potential solutions respectively. Chapter IV is the conclusion, which contains the best solution to solve the problem. This solution is proposed based on the analysis from the previous chapters. In the last part, I present the Bibliography.