

CHAPTER I

INTRODUCTION

A. Background of the Study

In building a good business relationship, trust should be built between a company and people who have business link with it. Trust is also needed in the relationships between the leaders in the company and their employees. Because they do not trust their employees, many companies establish a rule that limit the authority for employees to make decisions. One of the decisions that are made is in handling complaints. According to Tschohl (53), many heads of companies think that employees are people who are not trained, therefore they do not trust their employees to be able to handle complaints. Some of the leaders are certain that their employees cannot make a good decision.

For my term paper, I choose the topic about building the supervisor's trust in his employees so that the employees can handle customer complaints at Checkpoint Auto Salon Café. I choose this topic because I think trust is needed in the work relationship between a supervisor and the employees. My research is based on my internship in Checkpoint Auto Salon Café. When the employees receive complaints from customers, usually they cannot do anything because their supervisor does not trust them to take any decision. The employees must wait for their supervisor to solve every problem. As a

result, every time the customers have complaints, they have to wait for the supervisor so they become angry. The case is serious for it can cause the customers to become disloyal to the company. Therefore, I decide to analyze this problem to find the right solution.

B. Identification of the Problem

Based on my experience when I was doing my internship at Checkpoint Auto Salon Café, I found a problem related with trust. One example is when I did the internship, there was one customer who complained because he received broken merchandise. The customer insisted that Checkpoint must replace the merchandise with the new one or return his money completely. However, the supervisor did not trust his employees to handle the complaint. The employees must ask the supervisor to decide what solution to be given to the customer, but the supervisor was not always there. The customer must wait and it made him angry. I would like to analyze the problem which related to trust at Checkpoint using the following questions:

- What are the causes which hinder the supervisor from trusting his employees?
- What are the effects due to the lack of the supervisor's trust in his employees?
- What are the solutions to this problem so that the supervisor's trust in the employees can be built?

C. Objectives and Benefits of the Study

There are two objectives of this study. The first one is to find the causes and the effects of the problem of the supervisor's lack of trust. The second one is to find the potential solutions and decide the best solution to build the supervisor's trust in the employees in handling customer's complaint at Checkpoint Auto Salon Café.

There are some benefits of the study for me, for the readers, and for the Institution. For me as a researcher, I can solve the problem at Checkpoint and know new knowledge about building relationship between supervisors and employees. For the readers, the benefit is that they can be aware of a problem of trust that can happen between supervisors and employees. There is also a benefit for the institution, Checkpoint Auto Salon Café. The benefit is that the institution will know the solution to solve the problem and avoid similar problem thus they can improve their service.

D. Description of the Institution

Checkpoint Auto Salon Café is an auto salon which provides various services of car washing. Checkpoint Auto Salon Café was opened in 2004 and located at Jalan Sumatera 15, Bandung. The owner of Checkpoint is Mr. Juhana Satria. Checkpoint is an official place for car washing products from the United States namely Meguiar's. In order to deal with customers needs, Checkpoint also provides Red Line (lubricant machine products), Dyno-Tab (octant gas

tablet), and Gold Eagle (machine guard products). Services which are usually given to the customers begin by introducing them to some car maintenance products. After the customers have decided which products that they want to use for their cars, the employees of Checkpoint will do the car washing process. The process of washing includes snow wash, wax, and drying up. Checkpoint also provides a café for the customers to wait or to enjoy snacks and drinks while their cars are being washed.

E. Limitations and Method of the Study

This term paper is based on my internship in Checkpoint Auto Salon Cafe as the assistant to the purchasing staff. The example of the problem in this term paper is based on the case which happened at Checkpoint.

To support my analysis in order to understand and to find the solution of the problem, I have done a library research. There are some books that I read to support my research, especially about how to improve company services. Apart from the library research, I also do the Internet research to find some theories to support my research of the problem. The other source that I use is my internship journal. The journal was written during my internship in Checkpoint Auto Salon Cafe. The journal contains my observation of the problems and my activities during the internship. The content of the internship journal is

useful for my research to identify the problem and to support my analysis in order to find the best solution for the problem.

F. Organization of the Term Paper

This term paper begins with the Abstract. The Abstract is followed by the Declaration of Originality and Acknowledgements. The next page is Table of Contents. It is followed by the introductory chapter, which contains the Background of the Study that shows my reason for choosing the topic; Statement of the Problem that shows the problem which is analyzed; Objectives and Benefits of the Study; Description of the Institution; Limitations of the Study; and Organization of the Term Paper. The second chapter is Problem Analysis which is discussing the causes and the effects of the problem including the theories that are used to support my analysis. The third chapter is the Potential Solutions. This chapter shows the potential solutions which can be used to solve the problem. The last chapter is the Conclusion which explains about the best solution to the problem. The final part is the Bibliography. It shows the sources from books and Internet which are used to support my analysis of the problem.