

CHAPTER I

INTRODUCTION

A. Background of the Study

Customer Service Department plays an important role in workplace; not only in business field, but also in the field of tourism especially in an airport. As Lucas said, customer service is defined as “the ability of knowledgeable, capable, and enthusiastic employees to deliver products and service to their internal and external costumers in a manner that satisfies identified and unidentified needs and ultimately results in positive word-of-mouth publicity and return business” (6). Tourists who come to one destination usually need some information about the place. For a customer service staff, the paramount of the job is the costumers’ satisfaction, specifically the ability to provide clear information that the tourists need.

From June 17th until July 19th, I did my internship program at PT. Angkasa Pura I Bandara Ngurah Rai Bali (henceforth: BNRB) as the costumer service staff. During my internship program in BNRB, I met a lot of people every day.

Some of them came to customer service centre because they needed more information about Bali. Besides, some tourists, both local and foreign, came to complaint about things that made them dissatisfied, such as about airport tax and flight schedules. Sometimes their complaints were quite hard to be solved and also their emotional states were not really good while they made the complaints.

In this term paper, I would like to share and discuss my difficulty in handling complaints from the local and foreign costumers. Based on my experience while I did my internship program, handling complaints from the costumers is the most commonly faced problem, and also the most difficult problem I ever faced. Thus, I am interested in analyzing this problem, so that I can find possible solutions to handle my problem.

A. Identification of the Problem

The problem that I am going to discuss in this term paper are formulated in these questions:

1. Why did I have difficulties in handling complaints from the local and foreign costumers in Ngurah Rai Airport Bali?
2. How did my difficulties affect me and the costumers?
3. How should I handle my difficulties?

B. Objectives and Benefits of the Study

The objectives of the study are to find the causes of my difficulties in handling complaints from the customers at PT. Angkasa Pura I Bandara Ngurah Rai and also the effects of my difficulties on me and my costumers. Besides, the study also aims at finding the ways to handle my difficulties.

There are several benefits for doing the study. First, for me as the writer of this paper, I can learn several techniques in handling complaints so that I could know how to handle other complaints from people. Second, the Costumer Service staff may know how to help the internship participant to avoid this problem from happening again. Third, the readers who face the same problem like mine can be helped to solve their problem.

C. Description of the Institution

Based on its official website, Ngurah Rai Airport was first built in 1930 by Departement Voor Verkeer en Waterstaats (Department of Public Works). Because the location was on the Tuban village, people called it Tuban Airport. In 1963, there was a "Airport Tuban Project" to expand the location and also to prepare Tuban Airport to become an international airport. On August 10th 1966, the government announce officially international flight service in the airport.

On August 1st in 1969, the renovation was done, and the day became a moment for the change of name from Pelabuhan Udara Tuban (Tuban

Airport) to become Pelabuhan Udara Internasional Ngurah Rai (Bali International Airport Ngurah Rai).

D. Method of Study

In doing the study, I applied two methods namely field research and library research. I did the field research by doing some observation during my internship program. I recorded the data from the observation in my internship journal. For the library research, I read and searched for theories from printed sources and the Internet.

E. Limitation of the study

The subject discussed in the study is myself. The research is based on my internship program that lasted for four weeks from 17th of June until 19th of July 2013. The study focuses on the problem I faced during my internship program that is my difficulties in handling complaints from both local and foreign customers who were not satisfied with the airport service.

F. Organization of the Term Paper

The term paper starts with the Abstract, a summary of the paper in Indonesian. The Abstract is followed by Declaration Of Originality, Acknowledgements, Table Of Contents. There are four chapters in this paper. Chapter One is the Introduction. This chapter is divided into some parts,

which are Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper.

Chapter Two is about Problem Analysis, which is the part discussing the causes and effects of my problem. Chapter Three talks about the Potential Solutions with the analysis of the positive and negative effects from each Potential Solution. Chapter Four is the Conclusion. In this chapter, I present the best solution for the problem. The paper ends with the Bibliography and the Appendices