

CHAPTER 1

INTRODUCTION

1.1 Background of the report

Customer service is the sum total of what an organization does to meet customer expectations and produce customer satisfaction. Customer satisfaction can be provided by meeting customer expectations. To meet these expectations, organization must provide excellent customer service. Customer service is tangible or intangible value increasing activities that is related to products or services to meet customer expectations and so provide customer satisfaction. The satisfaction is an evaluation about how much the retailer could meet or exceed customers' expectations (Levy, Weitz, 2007 p.105). The comparison between expectation and performance in post purchase stage determines the satisfaction level of customers.

Customer service officers are part of an agency that has the main task of providing service to customers, resolving complaints and problems about what their customers are facing, as well as providing information related to the agency where they work (as cited in Azizah, 2019). Someone who works as a customer service must have a pertinacious and conscientious attitude. A customer service must be clever in finding solutions to solve various problems faced by customers or passengers especially become a customer service at airport, most passengers are foreigner from various countries. According to Calif (1987), customer service itself is the one process company to remind competition and

attract profit opportunities and customer satisfaction. From the definition, customer service can communicate well. Wherever appropriate, a customer service must be able to communicate and answer customer questions as expected.

In addition to provide customer satisfaction and strengthening cooperation among company and customers, customer service is supported by customer service officers. Customer service is part of front officers that contacts with the customers either directly, by telephone, or semi-structured conversation. Customer service officers have responsibilities in providing a source of information, customers who want to get services and solve the customer complaints or problems.

Airport is the first gate to entry the country by international passengers. As the first gate of a country, customer service officer should be able to communicate with international passengers. Customer service with adoptions of services-oriented computing and cloud computing, service based on communication (fang, 1990). Becoming customer service officer in this era must have good English skill. Due to airport passengers are from different countries, English as an international language that has a big role to helping the communication between customer service staff and the international passengers. According to Thierry (2018), English is the most frequently used language in the world because it is spoken in 101 countries and as a *lingua franca* (bridge language). Besides that, customer service officers have a very important role in a company because they are the first person to deal directly with customers. If the customer service officers are sociable and helpful, customers would assume that the company is good a

company. On the other hand, good attitude of the customer service that will determine the positive choice for the customer, the company can find out what the customer's expectation is and customer loyalty to the company. Thus, customer service is one of the most important spearheads for companies in building customer satisfaction because in future customer services will be the essential thing for companies succeed (Cookrell, 2007).

The writer found interesting topic in this section because the understanding about job description of customer service officer is new for the writer. As customer service officer, the writer had several job responsibilities, for example; giving the information to a domestic and international passenger about schedule of the flight, making an announcement and handling complaint. It should be welcomed, not treated as a nuisance. If a customer bothers to tell you what is wrong with your service, then it may help you to avoid the situation recurring and improve the service to your other customers.

The only worse thing than experiencing bad service is being told by staffs that it is not their fault, they do not know anything. If you expert complaints coming in by post, phone, email, or in person and your system must be able to deal with all of these and respond very well. There should be a complaints log maintained .This is necessary both for follow up and to inform training and new process development Beside communication skill, become customer service must have handle complaint skill for passengers especially at airport.

In the writer's internship institution, the writer was interested in Airport operation and service department. The writer was assigned in customer service and hospitality section because it is responsible for giving information to international passengers, it accepts a lot of complaint from international passengers regarding their problem during come in Indonesia rather than the other section. The writer would like to observe and discuss the procedures of handling complaint from international passenger. In conclusion, the writer is interested in discussing "Problems and Strategies in handling complaint from foreign passengers at PT Angkasa Pura I Juanda International airport Surabaya.

1.2 Statement of Problem

1.2.1. What were the most commonly problems found when handling complaints from foreign passengers at PT. Angkasa Pura I Surabaya?

1.2.2. What were the communication strategies used in handling complaints from foreign passengers?

1.3 Purpose of Final Report

The purpose of internship study follows:

1.3.1. To discover the most common problems in serving international passengers.

1.3.2. To find out communication strategies used in handling complaint by customer service officer.

1.4 Significance of the final report

1.4.1. For writer

This final report is beneficial for the writer in:

1. Improving the writer's experience and comprehension in job field.
2. Developing the writer's speaking skill.
3. The writer could get any knowledge and information about airport management and customer service at the airport.

1.4.2. For Alma mater

This final report is beneficial for the alma mater in:

1. Improves the ability and skill of Universitas Airlangga students..
2. Establishing good cooperation relationship between Universitas Airlangga dan PT. Angkasa Pura I Surabaya.
3. Share the writer's real experience in customer service and hospitality.

1.4.3. For the institution

This final report is beneficial for institution to:

1. To introduce PT Angkasa Pura I Surabaya to the junior of English diploma and also promote PT Angkasa Pura I Surabaya.
2. To evaluate the customer service officers in PT Angkasa Pura I, Surabaya.

1.4.4. For Interns

This final report is beneficial for interns in:

1. Discovering the strategies used to understand the strategies for handling complaint international passengers.
2. Increasing knowledge how to be an excellent customer service officer

1.5 Review of Related Literature

1.5.1. The most commonly problems found in handling complaints from foreign passengers

According to Collins Dictionary (2020), complaint is a statement in which you express your dissatisfaction with a particular situation, so handling complaint is a part service to assist passengers or customer in everywhere. A complaint is when a customer brings a problem to the attention of the organization and expects some redress, probably over and above simply supplying the original product or service that is the cause of the complaint. Complaints are often used by regulators as one measure of the success of the organization's customer service.

According to Larkins (2004), a strong communication structure is required, in order to stay in control of the conversation and to achieve a successful outcome. A well handled customer complaint can bring you a lifelong customer, who remains loyal to your organization. There are several problems that appeared while becoming a customer service officer, especially communicating with

international passengers. In this case, handling the complaint of the stakeholder should be improved in order to keep them satisfied.

The first problem is English language. It is not knowledge- based skills such as science, social science, mathematics, and others, which aim to convey information and fill the human mind with knowledge, because English language is a knowledge skill and can be naturally skill in the human subconscious. In this globalization era, English language is very important. There has been a different set of interpretations of globalization.

According to frost (2018), the second problem in handling a complaint is communication barriers. It is different communication barriers in background or experience between some customer services and passengers. Without some common grounds, customer service officer may find or understand what other staff members are talking about difficult. Cultural differences may also cause difficulties in non-verbal communications, causing mixed messages (Frost, 2018).

The third one is misunderstanding and assumption. According Thompson (2018), communication is open to interpretation and is sometimes interpreted incorrectly. People often make assumptions based on the information they hear or read whether or not they hear or read it correctly. Nonverbal sign also direct people to make assumptions that can impede communication.

1.5.2 Communication strategies in handling complaint for foreign passengers.

According to Hahn (2018), there are ten strategies, to be understand the complaint, asking for clarification, personalizing the response to the customers, saying that you will solve the problem as soon as possible, delivering a good message, say it first, using positive and polite tone, avoiding blame the customer, avoiding blame the customer, recognizing the customer's frustrations, apologizing when you made a mistake, satisfying your customer.

The first strategy is understanding the complaint. Before you answer customer's question, show that you have understood the problem of that customer. The customer has explained his or her complaints to you and you only need to repeat the problem and find a solution.

The second strategy is asking for clarification. Asking for clarification is very important because an angry customer might be unable to write their complaint clearly. You can ask the customer to clarify the problem, For example receiving a good product or not, asking the customer whether they want their problems to be solved or not. You can also ask how the customer wants the problem to be solved. The customer does want the product to be replaced or he or she don't want his or her money back. If you cannot clarify the problem and offer the right solution, you can make the customer angry.

The third strategy is personalizing the response to the customers. An angry customer will not be able to cool down if he or she feels that no one is there to listen to his or her complaint. That is why we need to respond him or her using this following way: "Dear customer, thank you for your letter. We will solve your

problem and we are happy to hear from you about it, so send a personal letter to convince them that their complaint has been recorded clearly. Always use the name of the customer and do not forget their gender and titles. Repeat the information from your company and integrate that with your message. We are proud that you have selected us as your provider for six years and we want to continue serving you as our valued customer. Personalize your message with your name” .

The fourth strategy is saying that you will solve the problem as soon as possible. An angry customer just needs concrete actions, so you need to specify how you are going to solve the problem of that angry customer. The solution is complex you should break it down into steps which are understandable. If it is possible the customer services should tell the customers when the problem will be solved. For example customer service can say we will send your new order tonight and it will be delivered to you at 10 am. Or we are going to check the shipment of your order right now to find out what went wrong.

The fifth strategy is delivering a good message by saying it first. You can make a customer happy, deliver the best message first and then show empathy. Good message: However, if you cannot make the customer happy because you have to say "no" to the customer, show empathy first and then deliver the "bad news.

The sixth strategy is using positive and polite tone. You might be tempted to use answer customer complaints with a similar harsh tone: you have dropped

your camera and it is not covered by our product warranty. The customer service officer should try not to make the problem worse by using the wrong tone because you will be flooded with more angry responses. Use polite and positive words: "Your camera seems to be broken because you dropped it and we are sorry to respond that we cannot replace it because our warranty only covers losses due to manufacturing mistakes."

The seventh strategy is avoiding blame the customer. The customer service officer should try to replace all the "you" words with "I" or "we". Saying or writing "we cannot process your order because you did not mention your address on the purchasing order form." Saying or writing "we cannot process your order because we do not have your address."

The eighth strategy is recognizing the customer's frustrations. Perhaps the customer problem is not caused by your company or maybe you cannot solve the problem, but you can imagine the frustration of your customer. Empathize with your customers by saying, "We know that whatever caused our server to malfunction has already caused problems at your office."

The ninth strategy is apologizing when you made a mistake. When your company made a mistake, you apologize by saying, "We apologize for putting the wrong date on your application." We will amend this error immediately.

The tenth strategy is satisfying your customer by offering something valuable. If your company's policy allows you to give discounts, products, or gifts to angry customers, you can say: "We will give a 50 percent discount if you buy a

new camera." Customer complaints in written form are more difficult to handle. You will not have the opportunity to hear or see the customer. It is still very important you handle the complaint professionally. It is not enough to using languages, we need to learn another language and culture in business communication. based on it, MT (machine translators) is helpful to solve this problem and can be a strategy in handling complaint to foreign passengers.

1.6 Methods of the report

1.6.1 Location and Participant

The writer conducted internship as Customer Service officer Terminal 2 Juanda International Airport from 2 January 2020 until 29 February 2020. In this case, the writer asked permission from the leader customer service officer in his shift to involve them in his internship. The writer did internship with three persons each shift. The working hours for the customer service staffs divided into two shifts. The first shift was from 05.00 AM until 2.00 PM, and the second shift was from 2.00 PM until 10.00 PM. The airport operation closed at 11.00 PM

1.6.2 Data collection

To collect data the writer used some steps for handling complaint. First the writer made some observation and looked customer service officers handling complaint. Second, he had to semi-structured interview to customer service officer or passengers. Third, the writer he had to take some notes. Fourth, he had to write report the complaint given by some international passenger in a form sales force. Beside that he also used unstructured interview to customer service officer to

know about the way to build customer relationship management to reach satisfaction and good handling complaint to customer.

1.6.3 Data Analysis

After all was collected data, the writer was analyzed data by recapitulating data obtained from semi structured interview with customer service officer and daily journal. The results indicate that consecutive problem handling complaint international passenger by the writer. Moreover, the writer had several strategies communication to avoid misunderstanding during handling complaint. Those are listening carefully and make noted and report complaint to head of customer service officers.

1.7 Frame of work

