
**ADMINISTRATIVE STAFF EXCELLENT SERVICE IN HANDLING CUSTOMER
COMPLAINTS AT PT INDONESIA COMNETS PLUS (ICON +) DUREN TIGA
SOUTH JAKARTA**

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ABSTRACT

This final assignment is about the excellent service of administrative staff in handling customer complaints at PT Indonesia Comnets Plus Duren Tiga, South Jakarta. The purpose of this final assignment report is to find out how administrative staff handle complaints, as well as what obstacles there are in handling customer complaints. Interviews, observation and library research are used in this report as methods for writing the final assignment. Based on the data, there are 2 obstacles faced by administrative staff in handling complaints, namely that administrative staff lack product knowledge and there is no special section for handling customer complaints themselves. And the author suggests holding outreach about product knowledge and adding workers to make it easier for staff to handle complaints more easily.

Keywords: *excellent service, administrative staff, customer complaints*

INTRODUCTION

The COVID-19 pandemic which started in March 2020 made many changes in our lives. Carrying out activities that were previously face-to-face in the teaching or learning process, attending the office to work or going to school to study, meeting directly during meetings with many people, has changed to online-based activities, to prevent the spread of the virus.

Activities have turned virtual, such as working from home, distance learning, online meetings and even shopping or selling from home via e-commerce platforms. In addition, the activity of filling time by playing online games or watching the latest films online has caused the need for internet access at home and data via cell phones to increase sharply.

Considering that the COVID-19 pandemic has had an impact evenly throughout the country and there has been a change in community activities from offline to online, currently access to optimal internet speed is really needed by all communities throughout Indonesia, down to remote villages.

PT Indonesia Comnets Plus (ICON+) is a subsidiary of PT PLN developing a mission to meet the needs and expectations of stakeholders in providing information

and communication technology (ICT) solutions. PT Indonesia Comnets Plus (ICON+) is a company operating in the telecommunications sector which focuses on providing telecommunications networks, services and content, specifically to support PT technology and information systems.

PLN and the public. Through its subsidiary, PT ICON+ launched a fixed broadband internet service. With synergy between PLN subsidiaries, PLN is confident that it will realize this noble ideal through ICONnet, providing reliable, affordable and unlimited internet services. With the increasing development of internet service providers in Indonesia, in the face of increasingly fierce competition between internet service providers, every company must improve its service system in order to be able to survive in society. One way is to determine excellent service, because the best service provided will provide a good image and name for the company.

Implementing excellent service requires the support of Human Resources (HR), especially administrative staff who are reliable and ready. This is because the administrative staff will provide excellent service, especially when dealing directly with customers, one of them is in handling customer complaints. Therefore, the administrative staff in the company needs to be paid attention to.

In this case, the services provided by PT Indonesia Comnets Plus (ICON+) administrative staff for the community are still inadequate. Judging from its implementation, there are still some customers who feel that the administration staff in providing services is not in line with their wishes and expectations.

There are several obstacles related to the excellent service of administrative staff in handling customer complaints at PT Indonesia Comnets Plus (ICON+) Duren Tiga, South Jakarta, including: The administrative staff's communication skills are poor so they cannot convey solutions to problems to customers, the turnaround time in handling complaints is long. so that customers feel disappointed, and employees pay less attention to excellent service.

So, based on the background above, in preparing this final assignment, the author is interested in studying "**Excellent Service of Administrative Staff in Handling Customer Complaints at PT Indonesia Comnets Plus (ICON+) Duren Tiga, South Jakarta**".

Based on the problem limitations above, the problem formulation for this final assignment is as follows: [1] How is the administrative staff's excellent service in

handling customer complaints at PT Indonesia Comnets Plus (ICON+) Duren Tiga, South Jakarta? [2] What are the obstacles to excellent service from administrative staff in handling customer complaints at PT Indonesia Comnets Plus (ICON+) Duren Tiga, South Jakarta?

RESEARCH METHODS

[1] Data Type. According to Ginantra (2020:12-13) data types are divided into 2 (two), namely as follows: [a] Primary data: this is data taken directly from the object, where the data source directly provides data to the data collector who directly provides data to the data collector without going through intermediary media through the interview process, answering questionnaires, or discussion forums. [b] Secondary Data: secondary data is data obtained indirectly from data sources or research objects, where secondary data is data that supports primary data needs, such as reading literature, books, magazines, newspapers, journal articles or reports. [2] Data Collection Techniques: [a] Primary data: collected through field writing during Field Work Practices (PKL) by means of discussions and observations direct operational activities at the place of writing at PT Indonesia Comnets Plus (ICON +) Duren Tiga, South Jakarta. [b] Secondary Data: compiled by studying and collecting information through books, journals, laws, government decisions from the internet.

LITERATURE REVIEW

Definition of Excellent Service

According to Rangkuti (2017:290) Excellent Service (Customer Care) essentially means maximum service, or the best service, and is a key factor in the company's success. For this reason, excellent service must be provided continuously under any circumstances. In order to remain able to survive serving the Indonesian people in accordance with the company's short-term and long-term goals.

According to Windasuri (2017:33) states that "Prime service is a different and unique service, a service typical of our brand, which is right for our customers and our business field".

According to Rahmayanty (2013:18) excellent service with high quality standards and always following developments in customer needs at all times. Consistently and accurately.

According to Bintoro (2014: 107), excellent service is a translation of the term "" which literally means the best or very good service. It is called very good or the best because it complies with the service standards that apply or are owned by the providing agency service. The essence of public service is providing excellent service to the community which is a manifestation of the obligations of government officials as public servants.

According to Kasmir (2017:47) service is defined as the actions or actions of a person or organization to provide satisfaction to customers or fellow employees. Based on these opinions, it can be concluded that excellent service is a service that is able to provide advantages beyond expectations. Services must have good quality standards. Service can also be interpreted as a process of personal recognition and development because in providing service a person must make improvements to themselves.

Definition of Staff

According to Gunawan (2014:32) The work of an organizational leader is hard work, takes up a lot of time and thought and it can almost be said that the work is never finished. Basically, the main task of every leader in any organization is to achieve the goals of the organization he leads. These goals can be grouped according to level, namely: Strategic Goals, Operative Goals and operational goals/targets.

(Operational Objective). Achieving these goals is the task of each leader according to their level. Upper Level Leaders (Top Managers) or Executives have responsibility for achieving strategic goals, Middle Leaders (Middle managers) or managers for achieving operational goals and executive leaders (Lower managers) or Supervisors for achieving operational targets. In a dynamic world that is full of change and these changes are difficult to predict, causing the implementation of leadership duties to become increasingly complex.

The role given by staff turns out to be quite correct, and if this ability is maximized it does not rule out the possibility that a staff member can become part of the organization, considering how big the role of staff is, then a leader must be able to provide opportunities for staff to do the best things for other than personal development of the staff, as well as their professionalism.

The definition of staff according to Rahmat in his book entitled Administrative Philosophy (2013: 103), "staff (assistant experts) consist of experts in their respective fields as advisors (brain trust) and function in the field of thought"

Definition of Administration

Definition of Administration according to Welasari (2017:11) "Administration can be formulated as cooperative group activities to achieve common goals". According to Siagian (2017: 13) "the definition of administration is the entire process of cooperation between two or more people which is based on certain rationality to achieve predetermined goals".

According to Mariarti Rahman in her book entitled Administrative Science (2017:6), administration comes from Latin: Ad = intensive and ministare = serve, help, fulfill. Administration refers to activities or efforts to help, serve, direct or organize all activities in achieving a goal.

Functions of Administrative Staff

According to Siagian (2015:83) Basic classification of functions. Administrative and management functions are divided into 2 (two) main classifications, namely: [1] Organic Function: namely all functions that absolutely must be carried out by administration and management. The inability to carry out these functions will result in the slow or rapid demise of the organization. [2] Complementary Function: complementary functions are all functions which, although not absolutely carried out by the organization, should also be carried out well because the implementation of these functions will increase efficiency in carrying out activities, facilitate efforts to achieve goals efficiently, economically and effectively.

Understanding Customer Complaints

Understanding Customer Complaints According to Rusadi (2017:52) complaints are an expression of dissatisfaction felt by consumers. Customer complaints are something that cannot be ignored because ignoring them will make consumers feel ignored and in the end the company will be abandoned by consumers.

According to Supriyadi (2017:32-33). Complaints are one part of negative expressions that result from a discrepancy between reality and someone's desires. In the event of dissatisfaction, there are at least four possible customer responses,

namely: First, do nothing. This means they did not convey their complaints to anyone. However, most of them immediately switched to other sharia banks.

Second, stop buying products and/or conveying word-of-mouth to family, friends and those closest to you (private action). This information usually flows quickly and has an impact on the company's image. As a result, companies can lose potential and current customers. Third, submit a complaint directly and/or ask for compensation from the company. If this happens, the company actually still benefits.

At least the company gets valuable feedback from the various complaints submitted and there is an opportunity to resolve the problem before it spreads widely. If complaints are handled effectively and satisfactorily, consumers who were initially dissatisfied will become satisfied and return to buying the company's products. This is very different from consumers who immediately stop using the product and switch to competitors without complaining, so the company doesn't know cause of customer disappointment. Unfortunately, only 4% of disappointed customers complained, the remaining 96% remained dissatisfied and conveyed their dissatisfaction to around eleven people. Fourth, complain via the mass media, to consumer institutions or related government agencies, sue the producer legally. This is the form of complaint that is most feared by every company. Marketing communications and public relations play a vital role in anticipating and handling possible forms of complaints. Fifth, dissatisfied customers deliberately do something to hurt or take revenge on the company. Actions taken can take various forms, such as destroying merchandise or displays, hiding or moving items from previous places.

DISCUSSION AND RESULTS

Excellent service from administrative staff in handling customer complaints at PT Indonesia Comnets Plus (ICON+) Duren Tiga- South Jakarta

Of the 3 (three) duties and functions of PT administrative staff. ICON+ above, the author will only highlight task number 2, namely monitoring customer complaints. Excellent service provided by administrative staff in handling customer complaints at PT Indonesia Comnets Plus itself using the qontak.com application which can be accessed via the qontak chat application or via the website <https://chat.qontak.com/login>. The qontak.com application is an omnichannel CRM application or commonly known as WhatsApp Business which functions to manage and organize customer service with ticket management on one platform to increase

customer loyalty. And also connects many communication channels such as email, telephone and social media on one platform to streamline customer service.

In handling customer complaints in the qontak.com application itself, there are 7 (seven) accounts. 2 (Two) spv accounts, 5 (Five) for agent account. The first account responsible is the manager whose job is to control the work performance of agent accounts 1 to 5. The second account responsible is the supervisor, and the other 5 agents responsible are administrative staff.

The process for submitting customer complaints via the qontak.com application is as follows: [a] Customers contact the WhatsApp number listed on Instagram/Facebook which is directly connected to the qontak.com application, [b] Message received by administrative staff, [c] The administration staff immediately provides a form in the form of Name, PLN ID, HP No., location details, and questions/complaints, [d] Administrative staff are waiting for replies to customer complaints, [e] Customers convey what they are complaining about, [f] The administrative staff will confirm with the technician regarding the customer's complaint, [g] After receiving information from the technician, the administrative staff conveys it back to the customer.

The SOPs (Standard Operating Procedures) that have been set by PT Indonesia Comnets Plus Duren Tiga are as follows; [a] Receive customer chat, [b] Reply to customer chats within a maximum of 1x24 hours, [c] Provide a customer complaint form, [d] Analyze customer complaints, [e] Confirm customer complaints to the relevant officers, [f] Discuss complaints, [g] Inform customers of the results of actions, [h] Ensure customers receive and feel satisfied with the solutions provided, [i] Resolved chat with customers.

According to the author's observations, the administrative staff's excellent service in handling customer complaints is either in accordance or not in accordance with the company's SOP (Standard Operating Procedures). The application of administrative staff in handling customer complaints is as follows: [a] In receiving customer chats, administrative staff have fulfilled the specified SOP, [b] In responding to customer chats, the administration staff has not responded to customer chats according to the provisions set by the company's SOP, [c] In providing customer complaint forms, administrative staff have fulfilled the specified SOP, [d] In analyzing customer complaints, administrative staff have not fulfilled the specified SOP. Administrative staff often underestimate customer complaints, [e] In

confirming customer complaints to the relevant officers, the administrative staff has carried out according to the specified SOP, [f] In discussing complaints, administrative staff have not fulfilled the specified SOPs. Often times, administrative staff still fail to provide answers to what customers have asked. They only give one form to fill out, [g] In informing customers of the results of actions, administrative staff often forget to provide the results that the technical team has provided to convey back to customers, [h] In ensuring customers receive and feel satisfied with the solutions provided, administrative staff still do not fulfill the specified SOPs. Because, administrative staff ignored other questions, [i] In resolved chats with customers, the administrative staff has carried out according to the SOP that has been given.

This is because there are still many shortcomings in the administrative staff in handling customer complaints. Weaknesses made by administrative staff in handling customer complaints are as follows: [a] Administrative staff still take a long time to respond to customer complaints, or exceed the specified time limit, [b] Administrative staff do not yet master product knowledge so they cannot deliver the right solutions to customers, [c] Administrative staff did not resolve customer complaint chats according to what should be done based on SOP (Standard Operating Procedures).

Constraints on excellent service from administrative staff in handling customer complaints at PT Indonesia Comnets Plus (ICON+) Duren Tiga-South Jakarta In the implementation of services there are often several obstacles including the following: [a] Administrative staff lacks product knowledge. In handling customer complaints, the administrative staff does not understand the product so that when they provide solutions, they are not solution-based, which makes many customers dissatisfied. [b] Too long response. An obstacle often experienced by administrative staff is giving a long response. Remembering that the work of administrative staff is not only serving customer complaints, but there are many duties and responsibilities of administrative staff. So many complaints have piled up and have not been read.

CONCLUSIONS AND RECOMMENDATIONS

Based on the description and analysis results of the discussion of problems regarding excellent service from administrative staff in handling customer complaints at PT Indonesia Comnets Plus Duren Tiga, South Jakarta, the following can be concluded: [1] Excellent service provided by administrative staff in handling customer

complaints at PT Indonesia Comnets Plus itself using the qontak.com application. However, the excellent service provided is still not in accordance with the SOP (Standard Operating Procedures) that have been set by PT Indonesia Comnets Plus Duren Tiga, and the administrative staff at PT Indonesia Comnets Plus also work as customer service, [2] There are several obstacles in handling customer complaints, including: administrative staff lacks product knowledge and responses to resolve customer complaints take too long. Efforts must be made to overcome existing obstacles in handling complaints from customers, namely by means of administrative staff having to better understand product knowledge, and administrative staff having to implement excellent service in accordance with SOPs (Standard Operating Procedures) in their work.

Suggestions: In connection with several conclusions that the author has put forward and discussed, at the end of this chapter the author provides several suggestions, with the hope that the suggestions that the author provides will be useful so that they can be used in an effort to overcome the problems faced later, among several suggestions from the author, namely: [1] PT Indonesia Comnets Plus organizes excellent service training, especially for handling customer complaints routinely for administrative staff, so that administrative staff can be more optimal in handling customer complaints. And, add employees or customer service, [2] For several existing obstacles, PT Indonesia Comnets Plus should provide outreach regarding product knowledge, and administrative staff should be able to be faster and create time management so that no more chats are neglected.

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