

the same field, it shows that the construction sector has also started to compete tightly in Construction business in Indonesia. Competition in business somehow has many positive influence where companies in competition have to show their ability to produce high quality products and in addition, service also plays a significant role to win the competition besides the price, furthermore competition forces companies to come up with new ideas, in order to move forward and shape the mindset to follow the path to success.

To be able to compete with other construction companies, the company must have a competitive advantage that makes the products difficult to imitate, which will only be obtained by employees who are productive, innovative, creative, always enthusiastic and loyal.

There are products imported from Europe, China, Turkey, Germany, Italy, America, Germany and many other countries which are ready to offer to the customers along with all the benefits, and some of those companies already have a number of customers throughout Indonesia.

In this era of globalization, competition in all fields is getting tighter and tighter, so that there is no other way to survive in this competition except by developing a creative and innovative attitude. By being active and innovative will differentiate the Corporation from others, be unique and be aggressive will create the chance to be at the forefront of increasingly fierce business competition. Everyone has a creative and innovative attitude, but not everyone is able to develop it. To achieve this requires a seriousness, perseverance and a mission that must be taken.

With a very large number of companies and various brands on offer, many companies are competing in providing their best service to customers. Likewise, the service program to customers starting from the concept of caring for consumers continues to be developed in such a way by PT Garuda Teknik Indonesia so that currently, service programs and missions in increasing relationships known as Customer Relationship Management (CRM) have become one of the main tools in carrying out marketing strategies to win the competition. The best service provided by each company is one factor to be considered in Customer decision making process. The success of excellent service depends on the alignment of abilities, attitudes, appearance, attention, actions, and implementation responsibilities.

The importance of excellent service to customers is usually closely related to the service business which is carried out with efforts to provide a sense of satisfaction and foster a sense of trust in customers, so that customers feel that they are important or cared for properly. However, it is not enough to give satisfaction and attention to customers, more than that how to respond to customer desires, so that they can give a positive impression.

The implementation of excellent service by the company to its customers, both for internal customers and external customers, has an important role in business because the survival of the company is very dependent on customer loyalty and customer satisfaction to the company.

Customer satisfaction is a condition where the wants, expectations, and needs of customers are met. A service is considered satisfactory if the service can meet the needs and expectations of customers. Measurement of customer satisfaction is an important element in providing better, more efficient, and effective services. If the customer is dissatisfied with the service provided, then the service is ineffective and inefficient.

As in the case that is often experienced by PT Garuda Teknik Indonesia, where services which are delivered by PT Garuda Teknik Indonesia often lacks of attention to fulfil the needs of the customers, so that makes customers feel dissatisfied with their services. This happens because PT Garuda Teknik does not tolerate any form of late payment by customers when customers ask for relief in paying off their payments, where things like this should be discussed together and agreed on the solution for both companies instead PT Garuda Teknik doesn't seem to be willing to know about how to find win - win solution for both companies, what they want is that the customer should pay the invoice according to the due date.

In addition, PT Garuda Teknik Indonesia is also often less responsive in serving their customer complaints. Cases that are often found are when customers make transactions with nominal value is less than Rp. 100,000,000 (One hundred Million Rupiah), PT Garuda Teknik does not provide delivery services to the customer's place, while the customer expects PT Garuda Teknik to deliver their order to them. Apparently, PT Garuda Teknik does not include delivery service to customers who make transactions below this nominal value. Some customers found to be disappointed with the system implemented by PT Garuda Teknik and are often considered less responsive in serving customers.

In practice, excellent service should be supported by quality human resources who are reliable, have a far-sighted vision and can develop strategies and tips for excellent service that have advantages. The existence of good service makes customers feel happy and appreciated, so that customers will come back again and continue their business relationship with the company, then they will tell the satisfaction and goodness of service obtained to other colleagues, so that it can affect the growth of the company and can add opportunities or to get new customers.

Besides this, the quality of excellent service is also determined by the large number of customers who trust in the products offered by PT Garuda Teknik Indonesia. The more this product gets trust in the market, of course the customers will increase the order of the products. Customers are divided into two groups, namely long time customers and new customers. The two customers must get the attention of the company or producer according to the characteristics and needs of each group, so that they feel what their choice in buying products is in accordance with expectations so that it can lead to trust and good cooperation.

Georg Fischer Pipe is a corporation which strongly supports research and development also in energy saving, uses of raw materials and resources. GF research and development sites are located in Europe, Asia and America. Founded in 1802, the Corporation is headquartered in Switzerland and has 125 companies, 48 of them production facilities in 30 countries.

The author is interested in making observations on the services of PT Garuda Teknik Indonesia as the distributor of Georg Fischer. Therefore, the author takes the title of this research "The Role of Salesmen in Building Service Excellence to Customers at PT Garuda Teknik Indonesia".

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Dandy Pawitan (in Adiyana Kuku, 2012), Sales are a kind of company representative whose job is to explain the product. Therefore, a salesperson must have good persuasive communication skills in promoting products so that customers are becoming interested in the products being sold.

The company's need for sales personnel is adjusted to the characteristics of a product to be marketed. Promotion of products for daily needs usually uses sales personnel with possible lower criteria than sales for products such as luxury products such as automotive. Thus, the selection of the use of sales personnel can be made based on the consideration of the product to be promoted. The suitability of the product being promoted with sales qualifications will likely increase consumer attractiveness for the product being promoted. Existence of physical character.

Elvie Mulia in her book "Power sales secrets to success in leading sellers" (2015) argues that Sales are a group to motivate the sales team to achieve targets, form a solid and superior sales team, and lead the sales team to achieve success and success.

Meanwhile, according to Ari Kurnia and Indscript in their book "101 great tips salesperson" (2015), Sales is a profession that mentally forges, trains negotiations, understands character and sees the positive side of products so that they are marketed according to targets.

Services are basically activities offered by organizations or individuals to consumers (which are served), which are intangible and cannot be owned. Services can be in the form of actions (services) or by providing rewards in the form of goods to consumers. Excellent

service is given to an organization / business company to its consumers in order to meet consumer needs with the aim that consumers feel satisfied and comfortable.

According to Moenir (2010) in order for the service to be satisfactory to the group of people being served, then from a technical point of view the implementation service directly implemented in the field must be able to meet the main requirements, namely: polite behaviour, how to convey something related to what people should accept. The services provided must be delivered in a timely and friendly manner. Meanwhile, the public sector service behaviour agenda states that excellent service are: (1) The best service from the government to customers or service users; (2) Excellent service exists when there is a service standard; (3) Customers are society in the broadest sense, external and internal society.

Daryanto and Ismanto (2014) argue that, Excellent service is the best service provided by the company to meet customer expectations and needs, both customers within the company and outside the company.

The function of excellent service is basically one of the efforts made by the company to serve buyers (customers) as well as possible, so as to provide satisfaction to customers and meet customer needs and desires, both in the form of goods and services. According to Zaenal Mukarom (2015) said that the function of excellent service is to serve customers in a friendly, precise, and fast manner to meet and satisfy the community according to their needs in order to: (1) Empowering the community as customers of public services; (2) Build and regenerate public trust in the government.

The purpose of Service Excellence practices is to provide services that can meet and satisfy customers or the community and provide service focus to customers. Public service is based on the axiom that "service is empowerment". Services in the profit-oriented business sector, while excellent service in the public sector aims to meet the needs of the community very well or best. (Daryanto & Ismanto, 2014).

Nina Rahmayanty (2013) argues that there are several goals of excellent service, namely: (1) Provide satisfaction and trust to consumers. Quality gives impetus to customers to forge a strong relationship with the company; (2) With excellent service on an ongoing basis, this will maintain and care for customers, so that customers will feel cared for and prioritize all their needs or desires; (3) To keep customers loyal to use the products or services offered.

Meanwhile, according to Daryanto (2014) the goals of excellent service are (1) To provide high quality service to customers; (2) To cause a decision on the part of the customer to immediately buy the goods/services offered at that time; (3) To foster customer confidence in customers for the goods/services offered' (4) To avoid unnecessary demands in the future against producers; (5) To create trust and satisfaction to customers; (6) To keep customers feeling cared for all their needs.

Some of the benefits obtained from the implementation of excellent service are as follows: (1) Excellent service can improve the company's image. The image or name of the company can be highlighted with an excellent service business. Companies that provide quality services and prioritize customers are those who have a strategy of survival and development. The faster and more precise the excellent service is carried out, the more powerful the company will be; (2) Excellent service can increase customer loyalty, which can be formed from customers to the company. This can happen because the company provides services that can satisfy customers, so customers will feel that the company can meet their needs well, as a result, customers will not move to another company; (3) Give a good impression to customers. Every meeting between a customer and a Frontliner (Customer Service) company must make an impression. When excellent service is carried out in accordance with company procedures, customers will feel highly valued and feel well protected, thus a good impression will be obtained and the benefits felt by the company from customers; (4) Companies will get appreciation according to what they have given to customers. All aspects carried out by CS as the vanguard of the company will receive appropriate feedback from its customers. A customer who comes and issues a complaint should be responded properly and wisely by CS, in return the customer will talk about the

quality of service to the community. In other words, the company will get free promotions from customers who feel that they are well served .

From the identification of problems and limitations of existing problems, the authors formulate the problems in this paper, namely: (1) How is the need for labour in the sales administration , for monitoring orders and delivery? (2)What are the obstacles that occur in handling open bidding?

METHODS

This research was conducted using qualitative research while the data collection methods in this study were using: (1) Observation Method. Data collection was carried out by direct observations made by the author when carrying out work practices and observing directly in the implementation of service activities in the Sales Division. (2) Literature Study Method. Collecting data by reading several books about Service Excellence available in libraries and bookstores which are related to the material for this research

RESULT AND DISCUSSION

Based on the results of direct observations at the research site, the researchers concluded that the service Excellence practices provided by PT Garuda Teknik Indonesia in fostering customer trust are not optimal, there are still things that need to be improved so that would make better service for customers. Some of the services which need to be improved are:

PT Garuda Teknik Indonesia is less sensitive in meeting customer needs so that it often receives complaints related to products, as well as company work procedures.

PT Garuda Teknik does not provide tolerance in any form to customers who pay bills beyond the specified time limit. In fact, customers often complain about the absence of talks to resolve problems when payment is due.

In responding to customer complaints about the performance and products received, PT Garuda Teknik does not immediately evaluate and find a way out of customer complaints, so that PT Garuda Teknik seems to be less concerned with customer complaints and does not learn from mistakes, so it often gets the same complaints as before because there is no joint evaluation with other employees.

Furthermore, in the implementation of policies, management often makes changes from time to time, but the socialization is not fast enough so that it often causes miscommunication within the company's internal and the process of delivering messages that are less consistent from one person to another. A real example that often happens is when there is a change in the price of a product, the management only socializes it to a few parties so that there is a miscommunication between sales and management.

In providing the best service, PT Garuda Teknik also often encounters obstacles that hinder their excellent service performance. Constraints that are commonly experienced by PT Garuda Teknik are when consumers buy products in very large quantities and demand fast product delivery times, but it fails to fulfil the due date for delivery as requested by buyers, even though PT Garuda Teknik does provide a number of products that are ready in the warehouse, but the stock is not sufficient to fulfil the total order that consumers want, so PT Garuda Teknik needs to import some of its products from factories in Malaysia to the warehouse, the whole process of delivering products from Malaysia takes at least 2 weeks, on the other hand consumers demand that the company has to deliver the order in a short time. This condition causes problem for PT Garuda Teknik in carrying out its excellent service.

Another obstacle commonly experienced by PT Garuda Teknik is the increasing number of competitors, such as distributors from China, who offer lower product prices than those offered by PT Garuda Teknik. This can be a threat to the existence of the company considering that many consumers prefer to buy products at low prices, although the quality is

not too different from that offered by PT Garuda Teknik. The last thing that often becomes an obstacle for PT Garuda Teknik in providing excellent service is the delay in payments made by many consumers so that it hampers the transaction process of PT Garuda Teknik with the Georg Fischer factory in Malaysia as well as the capital that has not been returned because it is still in arrears by PT Garuda Teknik consumers

CONCLUSIONS

From the results and discussions that have been described above, conclusions that can be made regarding Service Excellence at PT Garuda Teknik in increasing customer satisfaction are: (1) In carrying out its service Excellence practices, PT Garuda Teknik still has many shortcomings such as the lack of tolerance given to the customer regarding the payment due date which causes customers to complain about it, then the lack of evaluation measures within the company which makes customers complain about the same thing over and over again so that the excellent service is still not running effectively. And the last is the lack of consistency in the application of policies so that it often changes from time to time which causes miscommunication often occurs between sales and management. (2) The obstacle faced in carrying out excellent service is the deadline required by customers to provide products in large quantities, even though PT Garuda Teknik's products are imported to fulfil the order, but takes a long time to arrive in Indonesia. Then, more and more competitors have emerged in the market such as product from China with relatively low prices, and lastly, late payments made by customers have hampered capital turnover at PT Garuda Teknik, making it difficult to buy product stock from the factory.

From the efforts that have been made by the sales of PT Garuda Teknik Indonesia in their excellent service to increase customer trust, the authors provide suggestions as follows: (1) PT Garuda Teknik has to be more responsive to customer complaints about performance as well as quality of the products so that customers can have confidence in PT Garuda Teknik; (2) One of the obstacles experienced in its excellent service is the delivery of goods which takes a long time to arrive at the warehouse, in order to improve Customer satisfaction, PT Garuda Teknik has to provide more stock in the warehouses, or run a pre-order system for customers who want to buy products in very large quantities so as to minimize customer complaints about long delivery times; (3) To anticipate repeated customer complaints against the same mistakes, PT Garuda Teknik should conduct a monthly evaluation for solutions that must be carried out in meeting customer needs, so that customers believe in the excellent service provided by PT Garuda Teknik Indonesia; (4) Every salesman of PT Garuda Teknik has to be given special training to provide excellent service to consumers so that all sales can apply the same and consistent strategy in serving consumer needs which would gain consumer confidence.

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