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HANDLING OF COSTUMER COMPLAINT ON THE SMALL BUSINESS SERVICES FIELD

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Abstract

Majority of Magetan community, Indonesia, and surrounding areas use motorcycle for daily activities. Geographically, Magetan is located on the slopes of Lawu mountain and less traveled by public transportation. That condition is an opportunity to increase margin of Suzuki Magetan mainly on maintenance and repaired of 2W Suzuki. This research aims to describe handling of complaints customer on the services small business. This research is using qualitative descriptive method and expected to be able to add knowledge to other small business in the same field. Findings the research is service counter apologized about the problem or situation. Mechanics and patners has been established and work on the schedule specified so that they always ready at any time needed. The students of intership program help the mechanics work, so that could be ending complaint about long queues. Involve all employees in the company to ensure everyone in the company feel responsible. The medium used to communicate with consumers is the mobile marketing. Mobile marketing that are widely used by consumers is phonecall, SMS and Whatsapp. Blog, facebook, and other social media are also used, however, rarely customers communicate personally with these medias.

Keywords : Complains, Consumers, Problem Solving, Empathy, Mobile Marketing

1. INTRODUCTION

The majority of Indonesian have motorcycles. One family often have more than one motorcycle which used for daily activities. It also occurred in Magetan city and surrounding areas, geographically, Magetan, located on the slopes of Lawu mountain, and less traveled by public transportation. That condition is an opportunity to increase margin of Suzuki Magetan mainly on maintenance and repaired of 2W Suzuki. To more facilitate and provide the best services to the customers, Suzuki Magetan also provides spare-part so that customers don't have to wait long time because the barriers are not in charge of spare-part.

Based on observations to the database company, customer complaints are typically long queues because Suzuki Magetan only has four mechanics. The next complaints were customers feel the distance is too far in reaching the location because does not have branches elsewhere. When they have complaints because various problems, they feel difficult to reach location. Reliability database containing contact information for customers and prospects is an important element in an effective direct marketing (Moriarty, Sandra. Mithcell.Nancy. Wells, William, 2011). Complaints are often negative emotions felt by consumers who have a problem or get a less good, in other words the consumer expectations does not met (Indomobil Niaga International, 2009)

Complaints can make unsatisfied customers and even angry. Currently, the research object is the only one company repaired and maintenance of machine 2W Suzuki. Complaints are known from the informal interview both face to face interview when met in showroom or through phone, SMS, WA, BBM, doing by sales service then recorded and stored in the database. Interview informally make casual consumers and relax than a formal interview so answers tend not contrived. According to Tjiptono (1997:138) there are at least four aspects to deal the complaints, yaitu (1) empathy towards customers who are angry; (2) speed in the handling of complaints; (3) the fairness or justice in problems solving or complaints; (4) easy for consumers to contact the company.

2. RESEARCH METHODS

This research aims to describe handling of complaints customer on the services small business. This research is using qualitative descriptive method and expected to be able to add knowledge to other small business in the same field. Qualitative researchers, whether they employ interviews, ethnography, participant observation, or some combination thereof, are interested in asking “how questions” (Allen, M., Titsworth. S. & Hunt.S.K, 2009). “The characteristics of qualitative research (Sugiyono, 2013) are: qualitative research has the natural setting as the direct source of data and researcher is the key instrument, the data collected were in the form of words of picture rather than number, concerned with process rather than simply with outcomes or product, tend to analyses their data inductively, "meaning" is of essentials to qualitative approach. Photographs provided strikingly descriptive data, are often used to understand the subjective and is product are frequently analyzed inductive. Data collection of this research is through participant observation as a moderate participant, it means the researcher maintains a balance between being insider and outsider. Participant observation according to Brewer is ‘a method in which observers participates in the daily life of the people under study’ (Jackson, 2014).

3. FINDINGS

Services product of Suzuki Magetan firstly is 2W Suzuki, but currently expands the market into another brand. Appropriate Suzuki standards it does not allowed, but that strategy can be one of the promotional strategy to increase sales, to get prospects, and repurchase of Suzuki products.

a. Empathy Towards the Angry Customers

The key when handling complaints first is addressing potential negative emotions/anger diffuse. Service counter apologized about the problem or situation. Based on direct observation, showing concern is not always able to reduce anger consumer quickly, shows the concern does not mean agreeing to anger consumers, service counter is prohibited from speculating on what

the cause of consumer anger or disappointment, service counter with a mechanic's team must show sincerity. For example, damaged new spare-part and inaccuracy repaired is one of the main causes of the consumer anger. Service counter with verbal and non-verbal communication skills quickly addressing angry consumers because of the unexpected services, and coordinate with the mechanics to resolve problems that led to angry customers. The customer is considered as companions so they can communicate privately.

In these problems solving, service counters work as follows: listening to all the information, clarify the actual complaints, preparing solutions, negotiate solutions, action and follow-up plan. To avoid the case, service counter always gives the information thoroughly and contact consumers quickly to say anything that must be repaired or replaced, the estimated cost, and estimated repaired time after getting information from mechanics. Service counter shows the spare part that wears out. If there are additional costs, service counter must obtain the customers agreeing in advance.

Service product in Suzuki Magetan gives warranty for new spare-part with the terms of purchase and replaced there, services warranty and provide for 7 days from the date of repaired.

B. Quickly in Handling Complaints

Service counter are contributing to the speed and accuracy of handling complaints, for example claim. A proper claim-handling will result in loyal customers. Claim is done if there is damage on the new spare-part or repaired inaccuracy. But the claim is rare because of the spare-part original rarely suffered damaged.

Mechanics and service counter response quickly over complaints and issues facing customers. Standby mechanic has been established and the picket on the schedule specified so that they always ready at any time needed. Standby mechanic consists of mechanic and partners. Partner mechanics is the mechanic who have small place to work in rurals but have qualified skill.

The partner's mechanic serve customers who have emergency complaints when the standby mechanics are not able to serve at a moment. The motorcycle broke down on the road,

inappropriate repaired and the location is far from Suzuki Magetan is an example events involve the partner mechanics serving customers. The partners work temporary or until the repair is completed. The partners when they feel difficulty to repair or do not have the complete toolkits, the 2W will be handled for a while and then repaired in Suzuki Magetan.

Handling complaints about long queues, Suzuki Magetan make the cooperation with vocational schools of mechanical engineering in the internship program. Students is given skills to repaired machine and communication skills with customers. They help the mechanics working so that could be ending complaint about long queues. The time used for standard maintenance to a 2W is approximately +/-30 seconds could be achieved. As for the repaired is dependant to heavily, medium, and light. Students help the mechanics work quickly.

The mechanics come to consumer's house or office when they do not have enough time for visiting at Suzuki Magetan with terms at least three motorcycles to repaired. In addition, standby mechanics visit at some traditional markets based in the schedule to serve the customers where their residence far from Suzuki Magetan.

The standby mechanics visiting the consumers who do not have enough time for going to Suzuki Magetan with terms of at least three units. In addition, standby mechanics going out in some markets in Magetan specified in the schedule in order to serve the customers who the territory of residence far from Suzuki Magetan.

c. Fairness or Justice to Problems Solving or Complaints

Complains customer is an opportunity to strengthen the consumer's loyalty. In solving the complaint, Suzuki Magetan have standards that involve all employees in the company with the aim to ensure everyone in the company feel responsible. Facing a complaint is to clarify the complaint resolution procedure, talk with understood language by customers, set the period of closing, explain how the company can be contacted if a problem occurs back, hold the answer to the customer by way of agreeing to some of their comments.

Suzuki Magetan classified the type of complaints as follows: (1). verbal complaints directly to the PIC (verbal and direct), (2). negative complaints from consumers to the company

(negative and indirect), (3). consumers spend their money elsewhere (action not directly). A common type occurred is no. 1. the local community generally are accustomed to expressing like or dislike directly. It motivates Suzuki Magetan to be better to serve. Unexpected type is no. 3, the company does not know what the complaints consumer about.

d. Easy for Consumers to Contact the Company.

Suzuki Magetan is a small business. The medium used to communicate with consumers is the mobile marketing. With mobile marketing, communication takes place quickly. According to the Marketing Association, mobile marketing is the use of wireless media, especially phonecells and PDAS (Moriarty, Sandra. Mithcell.Nancy. Wells, William, 2011).

Mobile marketing that are widely used by consumers is a phone. SMS and Whatsapp. Text messaging-TE allows Suzuki Magetan and mutual customers to send messages. Almost all customers and prospects using SMS and Whatsapp in communicating with Suzuki Magetan. Consumer use of such media to contact Suzuki Magetan to get answers in personnel. Open communication for 24 hours. With the media, communication occurs informally, open, and two-way, rather than blogs and social media. Two-way communication is most persuasive communication type for marketers (Moriarty, Sandra. Mithcell.Nancy. Wells, William, 2011)

Blog, facebook, and other social media are also used by Suzuki Magetan to communicate with customers. However, based on observation, there are rarely customers communicate personally with these medias. A blog is a web page such as diary created by the individuals to talk about things that interest them(Moriarty, Sandra. Mithcell.Nancy. Wells, William, 2011).

Conclusion

Handling of complaints customer on the services small business are: Service counter apologized about the problem or situation. Mechanics and partners has been established and work on the schedule specified so that they always ready at any time needed. Make the cooperation with vocational schools of mechanic engineering in the internship program. The students help the mechanics work, so that could be ending complaint about long queues. Involve all employees in the company to ensure everyone in the company feel responsible. The medium used to communicate with consumers is the mobile marketing. Mobile marketing that are widely used by consumers is phonecall, SMS and Whatsapp. Blog, facebook, and other social media are also used, however, rarely customers communicate personally with these medias.

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