CUSTOMER’S SATISFACTION TO THE SERVICES PROVIDED BY PT.SMART SINAR SURYA (smartfren)

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma program, Faculty of Letters and Fine Art
Sebelas Maret University

By:
Kanissa Mahavira
C9306061

ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA
commit to user
2011
APPROVAL OF SUPERVISOR

Approved to be examined before the board of examiner,

English Diploma Program, Faculty of Letters and Fine Arts,

Sebelas Maret University

Title : CUSTOMER’S SATISFACTION TO THE SERVICES PROVIDED BY PT. SMART SINAR SURYA (smartfren)
Name : Kanissa Mahavira
NIM : C 9306061

Supervisor

Dra. Diah Kristina, M.A, Ph.D
Supervisor
NIP.195905051986012001

commit to user
APPROVAL OF THE BOARD OF EXAMINERS

Title : Customer’s Satisfaction to the Services Provided by PT. SMART SINAR SURYA (smartfren)

Name : Kanissa Mahavira
NIM : C 9306061
Examination Date : February 1st, 2011

Accepted and Approved by the Board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts,
Sebelas Maret University

The Board of Examiners:

1. Yusuf Kurniawan, S.S., M.A. (____________________ )
   Chairperson NIP. 197111301999031

2. Karunia Purna, K.S.S, M.Si. (____________________ )
   Secretary NIP. 19821124009122002

3. Dra. Diah Kristina, M.A, Ph.D (____________________ )
   Examiners NIP.195905051986012001

Faculty of Letters and Fine Arts,
Sebelas Maret University
Dean,

Drs. Sudarno, M. A
NIP. 195303141985061001
MOTTO:

Know that along with patience there will be victory,  
Along with problems comes solution,  
And along with difficulties comes easiness.  
(HR. Tirmidzi)
DEDICATION

I dedicate this entire final project report to:

* My beloved parents
* My brother
* My best friend
PREFACE

Assalamu’alaikum Wr.Wb

Alhamdulilah, First of all the writer would like to say thank to Allah SWT for all the blessings and the guidance. The writer also expresses her gratitude to everyone who has supported her in completing and finishing the final project entitled “Customer Satisfaction to the Service’s Provided by PT.SMART SINAR SURYA (SmartFren)”.

The final project contains information about the result of the research conducted by the writer and along with the solutions. The writer expects that this final project is useful for the readers.

Finally, the writer realizes that this final project is far from perfect. The writer is open to receive the criticism and suggestion from the readers for the betterment of the final project.

Surakarta, January 2011

The Writer
ACKNOWLEDGEMENT

First of all, the writer would like to thank to ALLAH SWT for all the blessing and guidance to accomplish this final project report entitled “Customer Satisfaction to the Service provided by PT.SMART SINAR SURYA (Smartfren)”.

The writer would like to thank the following important persons whose contributing have made this final project is able to be completed:

1). Drs. Sudarno, M.A. The Dean of Faculty of Letters and Fine Art Sebelas Maret University.
3). My Supervisor, Dra. Diah Kristina, M.A, Ph.D for her kindness in guiding me in the completion of my final project.
4). My Academic Consultant, Drs. Mugijatna, M.Si., Ph.D
5). My lecture thank you very much for the knowledge.
6). Mr. Herman Tandijo, thanks for giving me an opportunity to do my job training.
7). The best regard to goes my family. My beloved parents, papa, and mama who always support me, and my brother Kevin.
8). Muhammad Shodiq, for supporting and loving me always.
9). Thanks to, mas adit ‘jemblink’ my inspiration who supports me when I was down in finishing the final project.

commit to user
10). Thanks to mbak lucky, for her kindness in guiding me to finishing the final project, she is an angel.

11). My best friend, especially Mega, Sari, Tegar, Rere, Karin, Alfa, mbak Eqi. Thanks for all the advice, I love you all

12). My friends in The Faculty of Letters and Fine Arts, especially for B class year 2006 and 2007

13). Mbak Heny, I do not know for what reason, but I just want to say thanks.

14). Summer, for all inspiration in my life.

15). Mbak Nining and mbak Wida, mas Budi, Viktor who has helped me during the job training.

16). Pak Dar, mas Sar, mbok Jum as my place to spending leisure time and having jokes.

17). All of people, whom I cannot mention one by one, thanks for your help and support.

Surakarta, January 2011

Kanissa
ABSTRACT

Kanissa Mahavira, 2011 , Customer’s Satisfaction to the Services Provided By PT.SMART SINAR SURYA (Smartfren), English Diploma Program, Faculty of Letters and Fine Arts , Sebelas Maret University.

Along with the advancement of technology, telecommunication business operator develops quickly. It demands creativity and totality in terms of best service, which focuses on the fulfillment of the needs, satisfactions, and happiness of the customers. This research is aimed to know whether the services given by The Customer Relations Division have met the customers needs, satisfaction, and enjoyment.

In this research, the method used is descriptive qualitative method. The data collecting technique consists of observation, interviews and library study. The observation was done directly in the research field. The interview was given to 10 informants who are the regular customers of the company. Library study as the other information source is done to complete the information needed.

The data were analyzed to know whether the work of customer relations division was effective in fulfilling the needs, satisfaction, and enjoyment of the customers. It is also used to figure out whether the efforts having been done all along were useful in handling every complaint and criticism. Based on the data analysis, several conclusions have been drawn. The consumers had different perception and most of them were satisfied with the services given all this time.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL OF SUPERVISOR</td>
<td>ii</td>
</tr>
<tr>
<td>APPROVAL OF THE BOARD OF EXAMINERS</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iv</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ix</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
<td>x</td>
</tr>
<tr>
<td>CHAPTER I INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>A. Background</td>
<td>1</td>
</tr>
<tr>
<td>B. Research Question</td>
<td>2</td>
</tr>
<tr>
<td>C. Research Objectives</td>
<td>2</td>
</tr>
<tr>
<td>D. Significance of the Study</td>
<td>3</td>
</tr>
<tr>
<td>CHAPTER II LITERATURE REVIEW</td>
<td>4</td>
</tr>
<tr>
<td>A. Customer’s Satisfaction</td>
<td>4</td>
</tr>
<tr>
<td>B. Customer’s</td>
<td>5</td>
</tr>
<tr>
<td>C. Customer’s Relations</td>
<td>6</td>
</tr>
<tr>
<td>CHAPTER III METHODOLOGY</td>
<td>8</td>
</tr>
<tr>
<td>A. Type of Research</td>
<td>8</td>
</tr>
<tr>
<td>B. Technique of Data Collection</td>
<td>8</td>
</tr>
<tr>
<td>C. Types of Data</td>
<td>9</td>
</tr>
<tr>
<td>D. Source of Data</td>
<td>9</td>
</tr>
</tbody>
</table>
CHAPTER IV DATA ANALYSIS ................................................................. 13
Customer’s Response towards the Services Satisfaction in
PT.SMART SINAR SURYA SURAKARTA ................................................ 14
CHAPTER V CONCLUSION AND SUGGESTION ................................. 19
A. Conclusion ....................................................................................... 18
B. Suggestion ....................................................................................... 29
BIBLIOGRAPHY
APPENDICES

commit to user
CHAPTER I

INTRODUCTION

A. Background

Customer’s satisfaction is a respond of feeling satisfied, which appears because of consuming a product, service, or small part of the service (Buttle Francis, 2004: 29)

Customer’s satisfaction is a barometer of the service quality of a product or service. Customer’s quality has a close relation with customer satisfaction, because it is a medium to achieve satisfaction and establish relationship. A high quality and good service produces a mutual relationship between customers and the companies.

Customers have significant role for a factory, because the customers are the source of material income. Without consumers and customers, a company would lose its existence. Therefore, customers’ satisfaction is a vital aspect to survive and win in the business world competition. However, it is not easy to actualize customers’ satisfaction thoroughly.

PT. SMART SINAR SURYA, a business industry on telecommunication service, and the distributor of SMARTFren operator/provider, tries to minimize disappointment of the service and optimize satisfactory of the service to the customers. Those are all conducted to fulfill the needs and desires of the customers on communication services given by the company. Therefore, in this research the writer tries to explore the public relations activities, focusing more on...
external public namely Customer Relations represented by Customer Service section.

Considering above-mentioned problems, the writers decided to do a study entitled “THE CUSTOMER’S SATISFACTION TO THE SERVICES PROVIDED BY PT. SMART SINAR SURYA (SMARTfren)”.

B. Research Questions

In line with problem statement explained above, this study has the following research questions:

1. How do the customers perceive the services provided by PT.SMART SINAR SURYA?

2. Why are they satisfied or dissatisfied with the services provided by PT.SMART SINAR SURYA?

C. Research Objectives

The researcher has objectives as follow:

1. To describe the customers perception upon the services provided by PT.SMART SINAR SURYA.

2. To explore the reasons why the customer’s are satisfied or not satisfied with the services provided by PT.SMART SINAR SURYA.
D. Significance of the study

This research is expected to be beneficial for the following aspects:

1. In terms of theory, this study is intended:

   To know the significant relation between the service qualities of Costumer’s Service in PT SMART SINAR SURYA and the level of costumer’s satisfaction towards the services provided.

2. Practically, this study is expected to:

   a. Increasing the image of PT SMART SINAR SURYA by having a high quality of services.

   b. Evaluate the work of Costumer Relations in providing the services to their customers.
CHAPTER II

LITERATURE REVIEW

A. Customer’s Satisfaction

In order to understand the meaning of Customer’s satisfaction in more details, we can consider opinions from experts regarding the definition of customer’s satisfaction to be used as a guide, so that we will be able to understand the issue well.

According to Richard Oliver (1997:64), satisfaction is the customer’s respond towards the fulfillment of their needs. This refers to the judgment that a form of specialty of a good or service itself gives level of comfort related to the meet of a need, including need fulfillment under or exceed expectation of the customer’s.

While according to Kotler (1997:40), customer’s satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s received performance (or outcome) of a product received in relations to the person expectation.

In his book Service Marketing, Yazid (1999: 60) states that satisfaction is a difference between expectation and work demonstration something of (which is really accepted). If the expectation is high, but the work is ordinary, then satisfaction will not be achieved (it is very possible that the customer’s will be disappointed). On the contrary, if the work exceeds the expectation, satisfaction increases. This is due to the fact that the customer’s expectation tends to increase
in accordance with the increase of customer’s experience.

Meanwhile, Day (1998:147) in his book entitled Tse and Wilton states that satisfaction or dissatisfaction is the customer’s respond on inappropriateness evaluation felt between previous expectation and the product actual work after used.

Engel, et al. (1990) reveals that customer’s satisfaction is the post-purchase evaluation where the alternatives chosen at least give results (outcomes) same with or exceed the customer’s expectation. Additionally, customer’s satisfaction is a respond in the form of satisfied feeling for the consumption of a good or service, or a small part of the service. Buttle (2004: 29)

Furthermore, Fandy Tjiptono defines costumer’s satisfaction as a conscious evaluation or cognitive evaluation/ judgment in relation to whether the product performance is relative good or bad or whether the product suits the use or not. (http://kupublogs.blogspot.com/2010/03/pengertian-konsumen-dan-kepuasan_22.html. 05 / 05 / 2010 / 09.00)

B. Customer’s

According to Wikipedia Kamus Besar Bahasa Indonesia, customer’s are every person the user of good or service provided in the society, for his own interest and also family, other person and other living things and is not for sale. (http://id.wikipedia.org/wiki/Konsumen. 05 / 05 / 2010 / 09.00)
Nowadays it is not a secret anymore that actually consumer’s are the actual king, therefore producers who have holistic marketing principal are supposed to pay attention to everything which becomes the right of the consumers.

Some law experts state that consumer’s are the final user of good and service given to them by landowners. Furthermore, according to Philip Kotler, the definition of consumer is all individuals and households who purchase or obtain good and service for private consumption. In addition, Aziz Nasution states that consumers are generally everyone who gets goods and services used for certain purposes.

While based on Undang Undang Perlindungan Konsumen (UUPK), “Customers are any individual user of the goods or services that are available in the society, for himself, family, other persons, and other living things and not for sale.”(http://kupublogs.blogspot.com/2010/03/pengertian-konsumen-dan-kepuasan_22.html. 05 / 05 / 2010 / 09.00)

C. Customer Relations

Duck (in Barners, 2003: 146) defines relation as a very long and complicated process with many traps and challenges. It is not just an existing relation, it has to be initiated, conducted, developed and restored to keep it going well and not to be awful. It needs to be managed carefully and always needs skills from those involved.

commit to user
Another observation from Duck (in Barners, 2003) Relation is not such a permanent base or in other words a temporary transition. While according to Onung U. Effendy (1989:58), Customer Relations is a reciprocal communication activity in a company represented by public relations officers with customers, in order to maintain good relation with the foundation of trust and understanding with each other.

In addition, according to Francis (2004:55), Customer Relations is a strategy, which combines process and internal function, external network to invent and deliver values to the customers for gaining profits. Customer Relations is based on quality customers’ data and make possible with the existence of information technology.

Furthermore, the significance of Customer Relations is to obtain information about customers concerning goods or products they use. In accordance with the Customer Relations policy which is to ensure customer’s/ customer’s-to-be that the goods/services will always be improved in quality, variations, and uses, it is necessary to provide stock resources consistent with a rational constructive policy, and to serve the customers with honesty, and to try to develop both the company and the consumers market. (Barnes, 2003)
CHAPTER III

METHODOLOGY

A. Type of Research

This research is categorized into qualitative descriptive research. Descriptive means it only describes a situation or event. (Jalaluddin Rakhmat, 1992: 24)

This research is meant to give explanation, control communication symptoms, present description or understanding of how and why a communication symptom or reality happen (Pawito, 2007: 35)

B. Technique of Data Collection

In this research, the writer collects the data using several ways. They are:

a). Interview

Interview is one of data collections in survey method through the list of questions performed orally to the informants or subjects.

The interview was done to 10 informants who were regular customers of PT. SMART SINAR SURYA, these people did many transactions with the company. The interview was done by asking several questions referring to the satisfaction of the customers given by PT. SMART SINAR SURYA.

b). Observation

Observation is a data collection method by directly obtaining the data from the research field source. The observation has been conducted in PT.
SMART SINAR SURYA, Jl. Yos Sudarso 155, and Surakarta.

c). Library study

Beside those two methods above, data collecting in this research was done by observing and recording based on various literature sources relevant to this research for the sake of data completion.

C. Types of Data

Data used in this research were primary and secondary data

- Primary data are the data obtained directly from the result of the observation and interview.
- Secondary data are the data used for supporting and completing the primary data, obtained from literatures, archives, relevant journals, and other supporting sources.

D. Source of Data

The data of this research were the results of interview with the consumers who were regular customers or those who had done transactions or purchasing activities in PT. SMART SINAR SURYA for several times, as shown by the table below:

- The table of the informants of PT. SMART SINAR SURYA
### Table No.3

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Gender</th>
<th>Status</th>
<th>Data coding</th>
<th>Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dita</td>
<td>Female</td>
<td>Front Liner</td>
<td>INF 1</td>
<td>+</td>
</tr>
<tr>
<td>2.</td>
<td>Agustinus Yulianto</td>
<td>Male</td>
<td>Owner</td>
<td>INF 2</td>
<td>+</td>
</tr>
<tr>
<td>3.</td>
<td>Rere Fatma</td>
<td>Female</td>
<td>Front Liner</td>
<td>INF 3</td>
<td>+</td>
</tr>
<tr>
<td>4.</td>
<td>Agatha</td>
<td>Female</td>
<td>Owner</td>
<td>INF 4</td>
<td>+</td>
</tr>
<tr>
<td>5.</td>
<td>Puguh</td>
<td>Male</td>
<td>Owner</td>
<td>INF 5</td>
<td>+</td>
</tr>
<tr>
<td>6.</td>
<td>Muhammad Shodiq</td>
<td>Male</td>
<td>Owner</td>
<td>INF 6</td>
<td>-</td>
</tr>
<tr>
<td>7.</td>
<td>Puspa</td>
<td>Female</td>
<td>Front Liner</td>
<td>INF 7</td>
<td>-</td>
</tr>
<tr>
<td>8.</td>
<td>Didik Rahmanto</td>
<td>Male</td>
<td>Owner</td>
<td>INF 8</td>
<td>+</td>
</tr>
<tr>
<td>9.</td>
<td>Nanda Aditya</td>
<td>Female</td>
<td>Owner</td>
<td>INF 9</td>
<td>+</td>
</tr>
<tr>
<td>10.</td>
<td>Andy</td>
<td>Male</td>
<td>Front Liner</td>
<td>INF 10</td>
<td>+</td>
</tr>
</tbody>
</table>

* For: (+)   Against: ( - )   Irrelevant: (=)

commit to user
E. Data Validation

In short, validity is the level of scales or instruments ability to measure what should be measured. In this research, data or sources triangulation technique is used to examine the data validity. This refers to variety of sources to obtain data under the same issues.

According to Moleong (2004:330), research through triangulation is the data validity examination technique, which uses the checking of other sources as ratio, namely: a) sources, b) methods, c) investigator and d) theory in qualitative research.

F. Technique of Analysis

Data analysis is used to draw conclusions. Data analysis in qualitative communication research is basically developed in order to give meaning, interpret, or transform data into narration form and then refer to scientific findings until it reaches the final conclusions.

The technique of data analysis used in this research is interactive models of analysis, which includes steps like data reduction, data providence, and data verification/conclusion. Since this research is generated by those three steps and the activity of them is more of linear rather than like a cycle in interactive working structures.

While the technique of data analysis is explained as follows:
a). Data Reduction

Data reduction is a process of selection, focus, simplification, and abstraction of (raw) data in the field. It is part of the analysis, a form of analysis which sharpens, shortens, defocuses, sorts out, and arranges data so that final conclusion can eventually be drawn.

b). Data Presentation

It is an arrangement of information organization, which makes it possible for the research conclusion to be drawn by taking a look at the data presentation. It is expected that the researcher understands the circumstances and then make it possible to analyze or other actions based on the definition. The presentation includes various types of matrix, image or scheme, activity relation network, and table. Those are all designed to arrange information so that it can be easily seen and understood.

c). Data Verification

At the beginning of data collection, the researcher should start to understand the meaning of things he/she discovered by doing note taking for regulations, patterns, and propositions. Final conclusion will not take place until the end of data collection.
CHAPTER IV

DATA ANALYSIS

Customer’s satisfaction is an absolute point of importance for a company, especially the company which runs in distribution and service. As the biggest distributor for telecommunication company smartfren, PT. SMART SINAR SURYA always manages to maintain the satisfaction and trust of the customer’s until today. It is because the customer’s loyalty to a company is one of PT.SMART SINAR SURYA existence keys in the world of communication business in Surakarta.

Based on the interview towards 10 informants who were regular customer’s and made purchases in PT.SMART SINAR SURYA for many times. The data analysis shows how those customer’s responded the services given by PT.SMART SINAR SURYA. Further analysis on this is provided in the following chapter.

Beside that, the result of this research also contains complaints and expectations of the customers to PT.SMART SINAR SURYA in the future. A deeper investigation on the efforts done by customer relations section to overcome the customer’s complaints is also included in this research.

Data analysis used in this research is data triangulation. The researcher used interview and observation techniques. The data obtained from the sources,
which are the customers who have done transactions or purchase with PT.SMART SINAR SURYA for many times.

There were many positive arguments revealed by the customer’s during the interview. The interview was done to understand whether the customers were satisfied with the services provided by PT. SMART SINAR SURYA. The followings are further discussions answering the research questions:

**Customers’ response towards the service satisfaction in PT.SMART SINAR SURYA SURAKARTA**

According to Richard Oliver (1997:64), satisfaction is the customers’ respond towards the fulfillment of their needs. This refers to the judgment that a form of specialty of a good or service itself gives level of comfort related to the meet of a need, including need fulfillment under or exceed expectation of the customers.

Based on the definition above it can be concluded that the customer’s satisfaction is an essential matter in shaping service quality towards the customer’s. The researcher would like to investigate the consumer’s or public’ response towards the services which have been given by PT.SMART SINAR SURYA.

From the response, the company image will be shaped automatically as a distributor that is capable and understanding about the needs and expectations of the customer’s. This is what PT.SMART SINAR SURYA wants to achieve in building bonds with the consumers.
For this reason, the researcher has interviewed some regular customer’s. From the interview result of those 10 regular customer’s, there are 8 customer’s who are satisfied with the given services. As suggested by the following table:

**Table No.4**

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Gender</th>
<th>Status</th>
<th>Data coding</th>
<th>Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dita</td>
<td>Female</td>
<td>Front Liner</td>
<td>INF 1</td>
<td>+</td>
</tr>
<tr>
<td>2.</td>
<td>Agustinus Yulianto</td>
<td>Male</td>
<td>Owner</td>
<td>INF 2</td>
<td>+</td>
</tr>
<tr>
<td>3.</td>
<td>Rere Fatma</td>
<td>Female</td>
<td>Front Liner</td>
<td>INF 3</td>
<td>+</td>
</tr>
<tr>
<td>4.</td>
<td>Agatha</td>
<td>Female</td>
<td>Owner</td>
<td>INF 4</td>
<td>+</td>
</tr>
<tr>
<td>5.</td>
<td>Puguh</td>
<td>Male</td>
<td>Owner</td>
<td>INF 5</td>
<td>+</td>
</tr>
<tr>
<td>6.</td>
<td>Muhammad Shodiq</td>
<td>Male</td>
<td>Owner</td>
<td>INF 6</td>
<td>-</td>
</tr>
<tr>
<td>7.</td>
<td>Puspa</td>
<td>Female</td>
<td>Front Liner</td>
<td>INF 7</td>
<td>-</td>
</tr>
<tr>
<td>8.</td>
<td>Didik Rahmanto</td>
<td>Male</td>
<td>Owner</td>
<td>INF 8</td>
<td>+</td>
</tr>
<tr>
<td>9.</td>
<td>Nanda Aditya</td>
<td>Female</td>
<td>Owner</td>
<td>INF 9</td>
<td>+</td>
</tr>
<tr>
<td>10.</td>
<td>Andy</td>
<td>Male</td>
<td>Front Liner</td>
<td>INF 10</td>
<td>+</td>
</tr>
</tbody>
</table>

* For: (+)   Against: (-)   Irrelevant: (=)
Based on the table above, it can be seen that 8 informants show positive behavior which is satisfaction toward the service given, and there are only 2 informants who show negative responds in the form of dissatisfaction toward the service given by PT. SMART SINAR SURYA.

As what has been uttered by one of the informant named Dita (Front liner of ILUFA Singosaren) as follows:

“I am very satisfied. I feel satisfied because for as long as I become a front liner there were never any complaints from the customers. Besides, the ILUFA party is also satisfied with the service.”

Similar words come from Rere Fatma (Front Liner at Max-C, Kampung Sewu):

“Yes. I am satisfied, by using SMART, I have found what I need, which is to browse the internet since I’m a user of SMART Modem.”

Agatha (Owner of SUHA Computer & Cell) said that

“Totally satisfied. I do not even think of finding another provider, it’s more because of the system they provide. Sometimes there are rewards from PT. SMART SINAR SURYA, for we have done many stock purchases.”

Puguh (Owner of Elite Cell, Matahari Singosaren) :

“It has. It’s because from the PT. SMART SINAR SINAR SURYA itself gives many interesting offers in its role as a distributor.”
Agustinus Yulianto (Owner of YY Cellular):

“I am satisfied, because since I had business with them, I never felt disappointed.”

Andy (Front Liner of PEGASUS CELL, Widuran):

“I am satisfied, though there are several things which sometimes make me think that the company is not serious in delivering the order.”

Nanda Aditia (Owner of GARDOE CELL, Matahari Singosaren):

“I’m satisfied, it can be said that personally I’m very satisfied of the service to me all along.”

Didik Rahmanto (owner of MEGA CELL, Matahari Singosaren):

“So far, I feel satisfied with the service they give to my outlet. In such a professional working system they are able to maintain their commitment to me as one of their customers.”

It is obvious that there are efforts that want to be accomplished by PT.SMART SINAR SURYA in fulfilling the satisfaction as the customers’ assumption on the meets for their needs, and it has been positively appreciated. It can be seen from the response of the eight sources who feel satisfied on the services given by PT.SMART SINAR SURYA.
CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. CONCLUSIONS

Based on the discussions in the previous chapter, the writer has concluded some points:

a. Customer’s response towards the service satisfaction in PT.SMART Sinar Surya Surakarta

   Based on the analysis, it can be concluded that the customers of PT.SMART Sinar Surya Surakarta were satisfied with the provided service.

b. The efforts done by Customer Relations Division in responding the customers’ complaints

   Based on the observation, the writer summarized the efforts done by Customer Relations Division in responding the customer’s complaints were follows:

1. How to respond the customer’s needs and requests

2. How to respond to any given service system failure situations.

3. Responsiveness, acceleration, and friendliness of the staffs/ officers in giving the services.

   commit to user
4. How to respond to the problems proposed by the customers.

B. SUGGESTIONS

The writer would like to give suggestions to:

1. The staffs of Customer Relations Division

   The staffs of Customer Relations Division of PT.SMART SINAR SURYA SURAKARTA need to keep improve their ability, quality to be more competent, and reliable as customer service officers.

2. PT.SMART SINAR SURYA

   PT.SMART SINAR SURYA needs to maintain the good relation and trust with the customer’s by improving the service in order to achieve satisfaction for the customer’s.