CHAPTER II

LITERATURE REVIEW

A. Service

A service is any acts or performances that one part can offer to another that is essentially intangible and does not result in the ownership of anything. It’s production may or may not be tied to physical product. (Philip Kotler, 1994 : 464)

A service is an important thing in company. The relationship between service and image is very strong. A good service will create a good image for a company. It is very important for the company which focused on service business in order to get customer satisfaction.

According to Kotler (1994:561), the quality service is divided into five determinants as follows:

1. **Reliability**: ability to perform the promised service accurately and reliably.

2. **Responsiveness**: willingness to assist in providing services to customers soon or responsiveness.

3. **Confidence**: knowledge and politeness of employees and their ability to make trust and confidence or assurance.

4. **Emphaty**: requirements for care, personal attention to customers.

5. **Tangible**: the appearance of physical facilities, equipment, personnel, and media communication.

The five determinants are very important to make customer satisfy. Customer satisfaction also gives impact to the image of the company.
B. Public Relations

Cultip and Center (2000:4) state that, Public Relations is “the management function which evaluates public attitudes, identifies the policies and the procedures of an individual or organization for public interest, plans, and executes a program to achieve public’s understanding and acceptance”.

Dr. Rex F. Harlow has analyzed a lot of Public Relations that were written between early 1900s and 1976s. He combines these definitions including conceptual and operational elements. He defines it in “Effective Public Relations”.

“Public Relations is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between an organization and its publics; involves the management of probably lems or issues; helps management to keep informed and responsive to public opinion, defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of an effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.” (Cultip, Center & Broom, 1999:4)

Based on the description above Public Relations can be defined as a series of efforts and activities done by the company and its public which the aim to reach the successful of the business competition.

C. Customer’s Service

Generally, customer service is every activity that is assigned or proposed to provide customer satisfaction through service provided by somebody. So basically, customer service serves every customers needs. Services provided include receiving complaints or problems
faced by customers. A Customer service staff must be clever in finding a way to solve problems faced by customers.

The quality of service is given from a company to customers in order to get good image of the company. According to Jefkins (1995:19) image is an idea or mental perceptions from the public to a company. Additionally, according to Kristina (2010:30) image is one of keys in Public Relations, image determines reputation of the company, reputation can create customer satisfaction. So, customers will be satisfied when the services or products meet their expectation. In other way, when the services or products are not suitable as expected before, they will be unsatisfied.

A Customer Service officer has important role to create customer satisfaction by manage their service. Customer satisfaction could create customer or public opinion for the company.

**D. Customer Satisfaction**

An opportunity business in Indonesia this time grows quickly, so many companies which is owned by government or private to achieve big profit with their public. In order to make customers loyal to a product or service that produced, a company should effort to get customer satisfaction. Customer satisfaction is the main goal from every company.

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables, which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction also can vary depending on other factors of the customer, such as other products against which the customer can compare the organization’s products. The customer is asked
to evaluate each statement in terms of his /her perception and expectation of performance of the service being measured.

(www.wikipedia.org/customerservice; Accesed Juli 30,2015:21.01)

E. Description of PT. Pos Indonesia (Persero)

PT. Pos Indonesia (Persero) Surakarta is one of public service institutions at Jl. Jendral Soedirman No. 8 Surakarta 571000. It is a strategic location around many famous places such as Indonesia Bank, Vastenburg castle and Slamet Riyadi statue. Everyday, PT. Pos Indonesia (Persero) Surakarta can serve the customers that will be sending package, document, money, and paying tax. The opening hour is 08.00 AM until 05.00 PM, on Monday – Saturday.

1. The Function and Purpose of PT. Pos Indonesia (Persero)

1.1 Function

To give the means of good and reliable communication for the public and government to support the national establihsment.

1.2 Purpose

PT. Pos Indonesia (Persero) has an effort to become world-class communication provider that cares to environment so it can give maximum service.

2 The Vision of PT. Pos Indonesia (Persero)

The vision of PT. Pos Indonesia (Persero) is to become skillful post company to give the best solution and to become the first choice of domestic stakeholders in creating business developing with partnership system, which is supported by excellent human resources who hold high value.

3. The Mission of PT. Pos Indonesia (Persero)

The mission of PT. Pos Indonesia (Persero) is to give the best solution for business, government, and individul through suppplying system and communication service of witten,
logistic, finances transaction, and philately which has basis of integration net, reliable, and competitive in domestic and global market.

4. Products and Services in PT. Pos Indonesia (Persero) Surakarta

1). International Delivery

International delivery is one of kinds of document and goods express delivery which reach more than 200 countries in the world. It has track and trace facilities, they are :

a. EMS (Express Mail Service)

EMS is premium service of PT. Pos Indonesia (Persero) which has specification in document and goods delivery. There are 83 countries having EMS networks. The sending and accepting documents or goods can be accessed by email (Electronic Mail).

b. International Pos Package (Paket Pos Internasional)

It is goods delivery service of international pos package whether via air or sea to 184 countries with competitive price and extent to 5 continents: Asia, America, Europa, Africa and Australia.

c. Wesel Pos Internasional

Wesel Pos Internasional is a system of transferring money service for 14 countries (Brunei, Hongkong, Philippine, Iran, Japan, South Korea, Malaysia, Singapore, Qatar, Emirates Arab Union, Brazil, Austria, Thailand, Taiwan). It gives service in all of Online PT. Pos Indonesia (Persero).

2). Philately

Philately is a kind of hobbies of collecting stamps. There are various stamps printed in the world. The stamps are categorized into several themes, such as history, economy, politics, flora, fauna, etc.
3). Hybrid Mail

Hybrid Mail is an Electronic mail known as SMS (Short Message Service), they are:

a. *Ratron Simpati*

It is a short message service containing sympathy expression from one person to the others in the different area.

b. *SMS Ratron Lebaran-Ied Fitri*

It is Short Message Service (SMS) about short information to the people who do not have any and hand phone.

c. *SMS-POS*

It is such sending congratulation expression using Short Message Service (SMS) that is sent by the owner of hand phone to the people who do not have any hand phone, it will be accepted in form of gretting card.

4). *Ritel*

This is an innovation of pos office in extra serving to the customer by increasing the service value using *Kios Pos* as mediator of communication between the pos officer and the customer.

5). Logistic

a. Customized

b. Cargo Service (Layanan Kargo)

c. Another Logistic Service

d. Pos Freight (Kargo Pos)

6). Finances

PT. Pos also serves finance services using international standard service to complete the customers’ needs. The service are:

a. System Online Payment Point (SOPP)
The finance services are about serving money, paying a debt telephone cellular, assurance, credit, credit ballance, purchase credit balance and tax. PT. Pos Indonesia (Persero) Surakarta has a joint action with several companies, such as TELKOM, TELKOMSEL, INDOSAT, ADIRA, BAF, PLN, BANK MUAMALAT INDONESIA, BTN, CITY BANK, HSBC, BAKRI COMMUNICATIONS, OTTO FINANCE, AIG LIPO, GE CONSUMER SERVICE, ABN AMRO, FIF, SHARE-E, BHAKTI FINANCE, NUSA PRO, WANAARTA, HALO, MATRIX AND FLEXI.

b. *Wesel Pos Standard*

It is transferring money service to the whole of Indonesia. It can arrive in the destination place in 2 days after the sending process.

c. *Wesel Pos Prima*

It is transferring money service to the whole of Indonesia that can arrive in one day. The money will be delivered to the destination place.

d. *Wesel Pos Instant*

It is similar with *Wesel Pos Prima* and the money can arrive in at that day. The money will be delivered to the destination place.

e. *Western Union*

It is system of transferring money on line to foreign countries. The money will be received by the receiver only a few minutes in the destination countries in the online PT. Pos Indonesia (Persero).

7). *Pos Package*

Pos package is a delivering package to the whole of Indonesia via land, sea and air way as follows:

a. *Standard Pos Package*

b. *Express Pos Package*
c. Optimum Pos Package

8). Pos Letters

Pos letters are delivering letters from the sender to the receiver of letters in anywhere they are both in Indonesia and abroad.

5. Locations of PT. Pos Indonesia (Persero) Surakarta

PT. Pos Indonesia is located at Jl. Jendral Soedirman 8 Surakarta 57100 in the central of Solo. To serve community of Surakarta requiring services, PT. Pos Indonesia (Persero) Surakarta has facilities as the following:

1. Pos Office : 1 unit
2. Branch of Pos Office : 22 unit
3. Post rounded countryside : 3 unit
4. Pos sarling : 3 unit
5. Countryside Pos : 2 unit
6. Pos Agent : 20 unit
7. Depot BPM : 61 unit
8. School Pos : 8 unit
9. Letter Box : 796 unit
10. Trompol Pos : 24 unit
11. Mailbox : 109 unit
12. Counter in the Pos Office : 19 unit
13. Counter in branch of Pos Office : 64 unit

There are sub districts and village districts provided by PT. Pos Indonesia (Persero) Surakarta to complete the service to the customers.

a. Sub districts : 5 unit
b. Village districts : 51 unit
PT. Pos Indonesia (Persero) Surakarta has 22 branch offices, they are:

a. Branch of Pos Office Gading
b. Branch of Pos Office UNS (Sebelas Maret University)
c. Branch of Pos Office Jebres
d. Branch of Pos Office Mojosongo
e. Branch of Pos Office Nusukan
f. Branch of Pos Office Bekonang
g. Branch of Pos Office Semanggi
h. Branch of Pos Office Purwosari
i. Branch of Pos Office Kerten
j. Branch of Pos Office Pajang
k. Branch of Pos Office Gondangrejo
l. Branch of Pos Office Ngringo
m. Branch of Pos Office Jongke
n. Branch of Pos Office UMS (Muhammadiyah University)
o. Branch of Pos Office Makamhaji
p. Branch of Pos Office Cengklik
q. Branch of Pos Office Colomadu
r. Branch of Pos Office Solo Baru
s. Branch of Pos Office Pabelan
t. Branch of Pos Office Kartosuro
u. Branch of Pos Office Tipes
v. Branch of Pos Office Solo Barat

F. Customer Service of PT. Pos Indonesia (Persero) Surakarta
1. The Vision of Customer Service in PT. Pos Indonesia (Persero) Surakarta to give the best services to the customers.


G. The Writer’s Activities on the Job Training

The writer conducted the job training for a month, started from Mei 2nd 2014 to Mei 31st 2014 in PT. Pos Indonesia (Persero) Surakarta. The writer had duty as Customer Service but sometimes the writer helped the Delivery Division. The working hours started from Monday until Saturday at 08.00 a.m. to 05.00 p.m.

In PT. Pos Indonesia (Persero) Surakarta the writer did activities as the Customer Service. In Customer Service division the writer was trained by Miss Tyas and Miss Dilla all about Customer Service. She trained about the duties of Customer Service which must be done during the job training. In PT. Pos Indonesia (Persero) Surakarta, The writer helped Miss Tyas to promote the services to the customers. There are many duties of Customer Service, such as receiving complain of customer, answering question for the customer and solving the problem of the customer.

In this division, it has 1 shift when the writer is doing the activities, is:

Morning shift: 08.00 a.m – 02.00 p.m

The writer had only given morning shift. The facilities in the Customer Service division are a computer and a telephone to handling complain and giving services to the customers of PT. Pos Indonesia (Persero) Surakarta.

The activities done by the writer during the job training as Customer Service are as follows:
a) Accepting the customers complaint by letter, telephone, and email, even face to face to the Customer Service officer in PT. Pos Indonesia(Persero) Surakarta.

b) Answering the customer's questions about the products and services provided by PT. Pos Indonesia (Persero) Surakarta.

c) Giving information to the customer dealing with cost, kind of services, time of service, post code, sending instant money, getting money order via Western Union, meeting the supervisor having authority to legalize significant documents, and giving explanation the ways in setting advertisement of job vacancy in post office.

d) Making a note all of complaints from the customer in complaint book such as date of complain, sender and receiver of letter or package, data of delivery, reason of complaint and solve of the problem.

e) Helping the foreign customer how to get service in PT. Pos Indonesia (Persero) Surakarta. For example: to guide the foreign customers process to sending a package or money.

f) Solving the complaint from the customer to track the position of the customer’s package, post express, letter, EMS, by I-pos (Informasi Pos) or trace delivery program. The program is connected to all Post office in Indonesia. The Customer Service uses trace way by entering the receipt number, sender, and date of delivery in the computer.