

CHAPTER 1

INTRODUCTION

A. Background

Nowdays, the competition in business is very competitive. There are many companies that run in the goods sector which are property, electronic, vehicle, furniture, etc. Meanwhile companies which run in merite sector are tour travel, shipping service, barber shop, pawn shop, vehicle repair shop. The most recent competitive business is in the merit sector on of them which involve in the merite sector is PT. Pos Indonesia (Persero). At present PT. Pos Indonesia (Persero) is company which runs in the merit. PT. Pos Indonesia (Persero) has many competitors they are JNE, TIKI, DHL, etc, in order to able compete with others competitor PT. Pos Indonesia (Persero) has to be always providing the excelent service to maintain good reputation of PT. Pos Indonesia (Persero) and to keep the customers' trust. If the customers have good perception on the PT. Pos Indonesia (Persero) so it will be able to compete with its competitors.

To maintain the good reputation a company need to have Public Relations division. Public Relations division has responsibility to make sure that the relationship between the company and their stakeholders run well. It is including a company which run in the shipping service. The duties of Public Relations in a company is to connect a company with public. A Public Relation must to know all of functions and duties all kind of sector in company well. In order public which want to know company can serve well. One of the Public Relations officer's duties in a company is she need to know strengths and weaknesses of a company well, Including can evaluate in order public to know a company worthy.

Customers Service is all the activities that given to the customer in order to getthe customer satisfied, the service that provide by Customer Service are giving information, handling complain and giving problem solving. Customer Service and Public Relation have

strong relation and influence because Customer Service support some activities of Public Relation officer. One of the duties of Customer Service is giving some informations by answering some customer questions. In this case, the Customer Service has responsibility to give the information clearly and correctly. The duties of Customer Service is to connect the comunication between the customer and the company.

The writer had job training in PT. Pos Indonesia (Persero) Surakarta for 1 month (from 2nd Mei 2014 to 31st June 2014) in Customer Service division. The writer analyze that the role of Customer Service is very important in getting customer trust and good image from public. Therefore the final project report is entitled **THE ROLES OF CUSTOMER SERVICE DIVISION TO PROMOTE CUSTOMER SATISFACTION IN PT.POS INDONESIA (PERSERO) SURAKARTA.**

B. Objectives

1. To describe the roles of the Customer Service division in promoting the high satisfaction of the customers.
2. To describe the customers perceptions about PT. Pos Indonesia (Persero) Surakarta.

C. Benefits

This researcher hopes that this research will be advantageous for:

1. The Writer

To assist the researcher in applying theories of Public Relations to the practice.

2. The Company

The report is expected to be beneficial as a reference in terms of quality control of PT. Pos Indonesia (Persero) Surakarta.

3. The Readers

The Readers will get additional knowledge about the roles of Customer Service division to promote customer satisfaction.