

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the research and development that has been conducted, it can be concluded that the Self-Training Customer Service Manual for Staff at PT Rimba Raya Putra Shuttle Travel was developed as a training resource using the ADDIE model, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. This training manual was developed to meet the company's need for a structured training resource, given the lack of written guidelines that could serve as a reference for providing customer service. Based on the results of this needs analysis, the training manual was designed to include customer service standards, professional communication guidelines, bilingual service phrases, telephone communication etiquette, procedures for handling customer complaints, a company profile, and standard operating procedures related to customer service duties. The development process then continued through expert validation, product revisions based on validator feedback, implementation among users, and an evaluation to determine the product's suitability.

The results of expert validation demonstrated that the guidebook is highly feasible as a self-training media. The content aspect obtained a score of 95%, while the media presentation aspect achieved 90%, both categorized as "Very Appropriate." In addition, the summative evaluation results indicated consistently positive responses from users across all four evaluated dimensions. The visual media product aspect obtained a percentage score of 85.0%, the material aspect achieved 82.2%, the usability aspect obtained 82.2%, and the user satisfaction aspect also achieved 82.2%, yielding an overall percentage score of 82.8%. All four aspects were categorized as "Very Appropriate" based on Arikunto's (2013) feasibility criteria, demonstrating that the guidebook is practical, easy to understand, and suitable for use in a real working environment.

Furthermore, the guidebook contributes to improving customer service staff understanding of service standards, communication procedures, complaint-

handling techniques, and bilingual service interaction. By providing a structured and accessible reference, it supports independent learning and promotes consistency in service delivery among staff members.

The Customer Service Guidebook produced through this study offers PT Rimba Raya Putra a practical, staff-ready reference that addresses real gaps in service consistency and communication particularly for handling both local and international customers.

5.2 Suggestions

This study has limitations because the product was implemented in only one company with a limited number of respondents, and the evaluation focused on the product's feasibility, usability, and user acceptance. Therefore, future research is expected to test the effectiveness of the guide in improving customer service performance over a longer period and across a broader organizational scope.

Thus, for future research, it is recommended that subsequent studies explore how a digital or interactive version of this guidebook affects staff retention of the material, or evaluate its long-term impact on actual service performance through a longitudinal approach. Further research may also consider evaluating the long-term impact of self-directed training based on the guidebook on actual service performance through an experimental or longitudinal approach. In addition, further research is encouraged to explore the development of digital or

And for PT Rimba Raya Putra Shuttle Travel, it is recommended that the Customer Service Guidebook be used as a self-directed training tool as well as a work reference for all customer service staff, particularly new employees. Furthermore, the guide's content needs to be updated periodically to ensure it remains aligned with changes in company policies, operational procedures, and customer needs.