

**DEVELOPMENT OF A CUSTOMER SERVICE
GUIDEBOOK AS A SELF-TRAINING MEDIA FOR
STAFF TO IMPROVE SERVICE QUALITY AT PT
RIMBA RAYA PUTRA TRAVEL & SHUTTLE**



FINAL ASSIGNMENT

**A Partial Fulfilment of the Requirements for the Degree of
Bachelor of Applied Foreign Languages**

by

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2026**

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Fitri Nur Kholisa

APPROVAL SHEET A FINAL ASSIGNMENT

**DEVELOPMENT OF A CUSTOMER SERVICE GUIDEBOOK AS A
SELF-TRAINING MEDIA FOR STAFF TO IMPROVE SERVICE
QUALITY AT PT RIMBA RAYA PUTRA SHUTTLE TRAVEL**

by

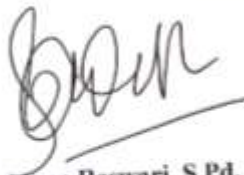
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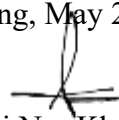
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ABSTRACT

This study involved the development of a Customer Service Guidebook as a self-paced training resource for staff at PT Rimba Raya Putra Travel and Shuttle Group, as well as testing its feasibility. The development was conducted using the R&D method based on the ADDIE model. Initial analysis revealed that the company did not yet have standardized service guidelines, resulting in inconsistent service delivery among staff and a need for a structured training solution. The resulting guidebook consists of 36 pages, covering service standards, communication guidelines, examples of service phrases in two languages (Indonesian and English), complaint handling procedures, and standard operating procedures for service. This product was evaluated for its suitability by a subject matter expert and nine internal respondents eight customer service staff members and one manager. The subject matter expert's evaluation yielded excellent results, with a "Very Appropriate" rating for both content and media presentation. User feedback was similarly positive, with an overall score of 82.8% falling into the "Very Appropriate" category. These results indicate that the developed guidebook is suitable for use and has the potential to serve as a practical solution for improving customer service quality within the company.

Keywords: Customer Service, Guidebook, Self-Training, ADDIE Model, Shuttle Travel.

ABSTRAK

Penelitian ini merupakan pengembangan Buku Panduan Layanan Pelanggan sebagai media pelatihan mandiri bagi staf di PT Rimba Raya Putra Travel and Shuttle Group sekaligus menguji kelayakannya. Pengembangan dilakukan menggunakan metode R&D dengan model ADDIE. Dari hasil analisis awal, ditemukan bahwa perusahaan belum memiliki pedoman layanan yang baku, sehingga penyampaian layanan antar staf cenderung tidak konsisten dan membutuhkan solusi pelatihan yang terstruktur. Buku panduan yang dihasilkan terdiri dari 36 halaman, mencakup standar layanan, pedoman komunikasi, contoh frasa pelayanan dalam dua bahasa (Indonesia-Inggris), prosedur penanganan keluhan, hingga standar operasional prosedur pelayanan. Untuk menguji kelayakannya, produk ini dinilai oleh seorang ahli materi serta sembilan responden dari internal perusahaan, yakni delapan staf layanan pelanggan dan satu manajer. Penilaian ahli materi menunjukkan hasil yang sangat baik, dengan kategori "Sangat Sesuai" pada aspek konten maupun penyajian media. Respons dari pengguna pun tidak jauh berbeda, dengan skor keseluruhan 82,8% yang masuk kategori "Sangat Tepat." Dari hasil tersebut, menunjukkan bahwa buku panduan yang dikembangkan layak digunakan dan berpotensi menjadi solusi nyata dalam meningkatkan kualitas layanan pelanggan di perusahaan.

Kata Kunci: Customer Service, Buku Panduan, Self-Training, Model ADDIE, Shuttle Travel.