

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

CHAPTER I

INTRODUCTION

1.1 Background

The transportation service industry in Indonesia has experienced significant growth, with shuttle travel service playing an important role in supporting economic activities, tourism, and daily life. As mobility and demand increase, various companies providing shuttle travel services have emerged, resulting in fierce competition. In this competitive environment, companies strive to provide the best quality in order to build customer satisfaction and trust.

This is not only in terms of punctuality and fleet suitability, but also service. Service quality is an important factor for the company's image and business continuity in the service sector (Tjiptono & Chandra, 2020). Poor service quality may reduce customer satisfaction, weaken customer trust, and negatively affect a company's competitiveness. Therefore, it is necessary to have customer service personnel who are competent in maintaining the company's image, as they are the front line in dealing with customers.

Customer service functions as an information provider, complaint handle, and reflects of the company's values professionalism. According to Kasmir (2017), the competencies required of a customer service resolve customer problem or complaints. These competencies influence the perception service quality and customer satisfaction with the company. In addition, customer service competencies also include a professional attitude and an understanding of the code of conduct for service

The service code of ethics serves as a standard of guideline for customer service in providing services so that they are able to be polite, fair, responsible, and able to adapt professionally in various service situations. A customer service representative is also expected to be able to maintain integrity and honesty. Consistent application of the code of ethics is important in building customer trust,

especially in the transportation service industry, which includes aspects of comfort, safety, and service accuracy. Without clear ethical standards, there is a potential for inconsistency in service personnel's treatment of customers. Research Zeithaml et al. (2018), shows that a weak understanding of service standards and work ethics is a factor in the emergence of miscommunication and inconsistency in service, which would have an impact on customer satisfaction.

The importance of customer service competencies, particularly in the application of service ethics and communication, needs to be reviewed at the operational level of a company. Sometimes the application of ideal service standards is not consistent because it is influenced by the characteristics of the organization. Therefore, it is necessary to review the actual conditions in the field to identify the gap between service standards and service implementation.

PT Rimba Raya Putra Travel and Shuttle Group is a surface transportation service company that provides intercity services on strategic routes in Central Java and its surroundings. This company, which focuses on transportation services, has served around 109,500 passengers per year, 1% of whom are international passengers. Given the high demand and intense competition in the industry, PT Rimba Raya Putra Travel and Shuttle Group faces significant challenges in maintaining service quality to retain customer trust. In its operational processes, customer service is at the forefront in dealing with customers, both face-to-face and through telecommunications tools.

Based on direct observations during the internship and analysis of customer reviews on the Google Reviews platform and WhatsApp complaint box, the researcher found various problems in customer service, particularly in terms of communication, service attitude, and consistency of information. Several customers complained about unfriendly responses, delays in providing information, and inconsistent service between staff members. These findings indicate that service standards have not been optimally implemented, which affects the perception of quality and the company's image. At the same time, the presence of foreign

customer also requires appropriate service competencies, such as language skills, which are currently a challenge for staff.

As said customer service staff at the company as researcher interviewed, it was found that the company did not yet have structured training media as guidelines for carrying out service tasks. So far, customer service has been carried out based on verbal instructions and the experience of senior staff. This has resulted in differences in understanding and application of service between staff members. The inconsistency of service in a service company is influenced by the lack of training media designed according to actual needs, customer service staff who do not have guidelines in applying the same service standards and code of ethics, resulting in suboptimal service (Noe, 2020).

In addition, several previous studies, such as the study Hutasuhut et al. (2021) entitled *How a learning organization cultivates self-directed learning. Journal of Workplace Learning*, that cultivating a self-directed learning culture within an organization can support employees in developing work-related competencies more consistently. However, most previous studies have focused on examining the relationship between customer service competencies and service performance. Limited studies have developed practical training products that can be directly used by customer service staff, particularly in the shuttle travel industry. Therefore, there is a gap between the existing customer service issues and the availability of practical training media designed to address those issues.

This study employs the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model as the framework for developing the Customer Service Guidebook. The ADDIE model was selected because it provides a systematic and structured process for developing instructional products based on users' needs. In addition, the model is flexible and adaptive to the conditions encountered during the development process, making it suitable for developing practical training materials in the service sector. Previous studies, such as Nasution & Taufik (2025), have also demonstrated that the ADDIE model is effective for

developing training manuals because it incorporates systematic and evaluative stages.

To address the identified issues, this study develops a product entitled “*Buku Pelatihan Self-Training Customer Service untuk Staf Rimba Raya*” using the ADDIE development model. The guidebook contains several essential topics, including the company profile, standard operating procedures (SOP) and job descriptions of customer service staff, customer service appearance standards, communication standards for face-to-face service, communication through chat and telephone, customer service ethics and code of conduct, bilingual service expressions in Indonesian and English, as well as customer complaint handling procedures. The contents of the guidebook were developed based on the results of observations, interviews with customer service staff, company service procedures, and literature related to customer service communication, ethics, and complaint handling.

In previous studies that primarily focused on examining the relationship between customer service competencies and service quality, this study emphasizes the development of a practical training product tailored to the actual needs of customer service staff in the shuttle travel industry. Therefore, this study is expected to produce a valid and practical Customer Service Guidebook that can support competency development, improve service consistency, and contribute to service quality improvement at PT Rimba Raya Putra Travel and Shuttle Group.

1.2 The Problem Statements

- a. How is the process of creating a Customer Service Guidebook as self-training media for customer service staff at PT Rimba Raya Putra Shuttle Travel?
- b. How is the feasibility of the Customer Service Guidebook as a self-training media for customer service staff at PT Rimba Raya Putra Shuttle Travel based on expert validation and user evaluation?

1.3 Aims of the Study

The purpose of compiling this customer service manual is to explain and describe the implementation of good customer service at PT Rimba Raya Putra Shuttle Travel. In addition, this manual is expected to facilitate customer service staff at PT Rimba Raya Putra Shuttle Travel, in providing effective, efficient, and professional service to customers, thereby building a positive image for the company.

1.4 Advantages of The Study

1.4.1 Theoretical Advantages

a. For Student

For students, this research can enrich their understanding of the concepts of service quality, customer service ethics, and service communication, especially in the transportation service industry. This research can also serve as an academic reference in future development research related to the service sector.

b. For Company

Theoretically, this research can serve as a conceptual basis for companies in planning and evaluating customer service standards. The concepts and principles of service examined can be used as a reference in developing service policies within companies.

c. For University

Being a reference for students of the Applied Foreign Language Study Program, especially the English concentration who would study and research related to customer service.

1.4.2 Practical Advantages

a. For Students

Being a place to implement the theory in the field of customer service obtained from lectures in terms of customer service, especially direct customer service, by telephone, and handling customer service complaints.

b. For Company

The results of this study are expected to provide a practical solution for companies through the availability of a structured and easy-to-use customer service guidebook. This guidebook can help companies improve the quality and consistency of their services, particularly in terms of ethics and communication, thereby supporting efforts to increase customer satisfaction and trust.

c. For University

This research provides practical benefits for universities as a form of tangible contribution to the industrial world through applied research results. The products produced can strengthen the role of universities in producing academic work that is relevant to the needs of the world of work and improve the quality of graduates who are ready to compete in the service sector.

1.5 Output

The output of this research is a training book entitled “Buku Panduan Self-training Customer Service Guidebook untuk Staff Rimba Raya.” The training book consists of 36 pages with containing several topics including, including: an introduction containing the company profile and service orientation. Then continues with several topics such as: the role, operation, and the flow of customer service; Customer service ethics and code of conduct, customer service communication standards both face-to-face and telecommunication tools by using bilingual (Indonesia & English); and handling customer service complain. This training book is expected to become a valid, practical, and effective standard training media for customer service staff at PT Rimba Raya Putra in an effort to optimize service quality through the integration of ethics and communication.