

ABSTRAK

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Judul Laporan Skripsi : Analisis Strategi Komunikasi *Customer Service* dalam Meningkatkan Kualitas Pelayanan Pelanggan di Kantor Mitra Perwakilan JNE Puri Mansion (Studi Kasus Pemaksimalan Pengiriman Periode Juli 2023)
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Peningkatan keluhan yang signifikan pada bulan Juli 2023 terkait pemaksimalan pengiriman di Kantor Mitra Perwakilan JNE Puri Mansion dapat menimbulkan dampak negatif pada semua pihak yang terlibat, termasuk pengirim, penerima, dan perusahaan pengiriman. Penelitian ini bertujuan untuk mengetahui strategi komunikasi *Customer Service* dalam meningkatkan kualitas pelayanan pelanggan di Kantor Mitra Perwakilan JNE Puri Mansion pada kasus pemaksimalan pengiriman periode Juli 2023.

Teori yang digunakan dalam penelitian ini menggunakan teori *Customer Relations Management* yang memiliki peran dalam membangun dan memelihara hubungan yang positif antara organisasi dan publiknya dengan menggabungkan konsep strategi dari Fred R. David, penelitian ini mencoba menganalisis perumusan, implementasi, dan evaluasi strategi komunikasi yang digunakan oleh *Customer Service* KMP JNE Puri Mansion.

Penelitian ini menggunakan paradigma konstruktivisme dan metode penelitian studi kasus dengan pendekatan kualitatif. Subjek penelitiannya adalah pihak yang bisa memberikan informasi terkait penelitian ini seperti Manager, Supervisor dan senior staff *Customer Relations Management* serta tiga pelanggan KMP JNE Puri Mansion.

Hasil penelitian menunjukkan bahwa strategi komunikasi *Customer Service* di KMP JNE Puri Mansion memiliki dampak positif terhadap kualitas layanan pelanggan dengan melakukan komunikasi proaktif berupaya secara aktif berkomunikasi dengan pelanggan selama kasus pemaksimalan pengiriman. Komunikasi tersebut mencakup penyediaan informasi yang jelas, *follow up* dan edukasi kepada pelanggan mengenai kendala proses pengiriman dan estimasi waktu kedatangan paket. KMP JNE Puri Mansion juga menentukan saluran komunikasi yang efektif yaitu telepon kantor, telepon dari handphone *Customer Service*, dan pesan langsung melalui WhatsApp dipilih sebagai saluran komunikasi utama yang dapat mendukung strategi komunikasi.

Kata Kunci : Strategi, Strategi Komunikasi, *Customer Service*, Kualitas Pelayanan, KMP JNE Puri Mansion

ABSTRACT

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Study Program : Communication Studies
Thesis Report Title : Analysis of Customer Service Communication Strategy in Improving Customer Service Quality at JNE Puri Mansion Representative Partner Office (Case Study of Maximizing Delivery for July 2023 Period)
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A significant increase in complaints in July 2023 related to maximizing deliveries at JNE Puri Mansion Representative Partner Office may have a negative impact on all parties involved, including shippers, recipients, and delivery companies. This study aims to determine the Customer Service communication strategy in improving the quality of customer service at the JNE Puri Mansion Representative Partner Office in the case of maximizing delivery for the July 2023 period.

The theory used in this study uses the theory of Customer Relations Management which has a role in building and maintaining a positive relationship between the organization and its public by combining the concept of strategy from Fred R. David, this study tries to analyze the formulation, implementation, and evaluation of communication strategies used by KMP JNE Puri Mansion Customer Service.

This research uses constructivism paradigm and case study research method with qualitative approach. The research subjects are parties who can provide information related to this research such as Managers, Supervisors and senior staff of Customer Relations Management and three customers of KMP JNE Puri Mansion.

The results showed that the Customer Service communication strategy at KMP JNE Puri Mansion has a positive impact on customer service quality by conducting proactive communication, trying to actively communicate with customers during delivery maximization cases. The communication includes providing clear information, follow-up and education to customers regarding the constraints of the delivery process and the estimated time of arrival of the package. KMP JNE Puri Mansion also determines that effective communication channels, namely office phones, telephone from mobile Customer Service, and direct messages via WhatsApp are chosen as the main communication channels that can support communication strategies.

Keywords : Strategy, Communication Strategy, Customer Service, Service Quality, KMP JNE Puri Mansion