

Evaluation of The Implementation of Standard Operating Prosedures (SOP) In Term Of Excellent Service By Customer Service Officer At Grapari Garuda Telkomsel Surabaya

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Abstract.

Increasingly competitive business competition in this era makes service quality an important factor in maintaining customer loyalty. This study aims to determine the implementation of standard operating procedures (SOPs) for excellent service by GraPari Telkomsel Garuda Surabaya customer service. The research method used in this study is a qualitative approach through observation at GraPari Telkomsel Garuda Surabaya. The results of the study indicate that GraPari Telkomsel Garuda Surabaya has standard operating procedures (SOPs) for excellent service that regulate the workflow of customer service in providing services, from greeting customers, identifying needs, service processes, handling complaints, to closing services. The implementation of standard operating procedures (SOPs) for excellent service at GraPari Telkomsel Garuda Surabaya has been consistent, however, there are still weaknesses and challenges in its implementation, such as a lack of clarity regarding appearance guidelines for customer service representatives at GraPari Telkomsel Garuda Surabaya and customer service representatives who also serve as cashiers.

Keywords: *Standard Operating Procedures (SOP); Customer Service; Excellent Service and GraPari Telkomsel.*

I. INTRODUCTION

Increasingly competitive business competition in this era makes service quality an important factor in maintaining customer loyalty. Companies engaged in the service industry, such as Telkomsel, must be able to provide excellent service to meet the ever-evolving expectations of customers. Key aspects of excellent service include the ability and competence of customer service representatives to deliver services that align with customer expectations, a thorough understanding of products, providing solutions to customer issues, and consistency in applying standard operating procedures (SOP) for service delivery [1]. Service is an action offered by one party to another, which is essentially intangible and does not result in ownership of something [2]. Good service quality creates satisfaction, builds customer loyalty, and strengthens a company's positive image. Poor service, on the other hand, can damage a company's good image and lead to customer dissatisfaction. The quality of service provided depends on the service provider's ability to consistently meet customer expectations [3]. Service mechanisms are essentially activities carried out to meet customer needs and expectations. However, to make service excellent, more than just performing basic tasks is required. Excellent service is service performed perfectly, with the aim of creating customer satisfaction through high service quality standards, both in terms of systems and service staff, consistently and exceeding customer expectations [4].

This study focuses on GraPari Telkomsel Garuda Surabaya as a case study because the researcher has internship experience at Telkom, enabling access to the necessary internal data and information during the research. The study aims to examine the implementation of service at GraPari Telkomsel Garuda Surabaya based on standard operating procedures (SOP). GraPari is a service center and the frontline for direct interaction with customers. The effectiveness and efficiency of services depend heavily on the ability of customer service to apply procedures in accordance with Standard Operating Procedures (SOP). These

Standard Operating Procedures (SOP) are designed to ensure that every service is provided quickly, accurately, and professionally. Excellent service practices are not always consistently achievable. Sometimes there are challenges that can affect service quality, such as discrepancies between the implementation of service SOPs and real-world conditions, as well as a lack of understanding among customer service staff regarding the standards for excellent service. This research is important to conduct in-depth discussions on how customer service practices at GraPari Telkomsel Garuda Surabaya are carried out, while also presenting recommendations that can be used to improve the quality of customer service at GraPari Telkomsel Garuda Surabaya.

II. METHODS

The research in this article uses a descriptive qualitative method that aims to describe the phenomenon of implementing excellent service at GraPari Telkomsel Garuda Surabaya customer service based on the applicable excellent service standard operating procedures (SOPs). This method is used to understand the problem in depth through the collection of non-numerical data conducted through observation. Primary data was collected through interviews with Telkomsel regarding information about the standard operating procedures (SOP) for excellent service that govern the GraPari Telkomsel customer service system. Secondary data was obtained from documents containing the standard operating procedures (SOP) for excellent service at GraPari Telkomsel Surabaya. Data analysis in this study uses the Miles and Huberman model, which involves reducing and presenting data to draw conclusions. This approach allows researchers to gain a comprehensive understanding of the implementation of operational standards (SOP) for excellent service carried out by GraPari Telkomsel Garuda Surabaya customer service.

III. RESULT AND DISCUSSION

GraPari Telkomsel Garuda Surabaya customer service has implemented standard operating procedures (SOP) for excellent service in carrying out its duties as a service provider. The competence of customer service in providing services to customers is very good and aligns with the standards and guidelines set by Telkomsel. The consistency of GraPari Telkomsel Garuda Surabaya's customer service in adhering to the standard operating procedures (SOP) for excellent service is evident throughout the service process, from welcoming customers, identifying customer issues, processing services, to closing the service. Additionally, customer service is capable of handling complaints by providing direct solutions or forwarding complaints to the relevant unit if the issue is beyond the scope of customer service [1]. The ability of GraPari Telkomsel Garuda customer service to provide solutions and meet customer needs significantly impacts the quality of service provided [3]. The standard operating procedures (SOP) for excellent service at GraPari Telkomsel Garuda have established a well-structured workflow for customer service in delivering service [2]. However, the standard operating procedures (SOP) for excellent service at GraPari Telkomsel Garuda still have weaknesses, namely the lack of clear rules or standards governing personal appearance, including appropriate attire in accordance with company standards. It is therefore highly recommended that Telkomsel provide a comprehensive and detailed explanation of the guidelines for personal appearance in accordance with the standard operating procedures (SOP) for excellent service established by Telkomsel.

With clear standards or guidelines regarding appearance, it is hoped that customer service can create a better and more professional impression on customers. This can enhance the company's image and customer trust in Telkomsel. The implementation of the standard operating procedures (SOP) for excellent service by customer service at GraPari Telkomsel Garuda Surabaya is already quite good and in accordance with the established regulations. However, in practice, customer service faces challenges when they have to take on the role of cashier for transactions made by Telkomsel customers. In such situations, customer service representatives at GraPari Telkomsel Garuda are often seen leaving their service desks to retrieve the Electronic Data Capture (EDC) machine and change from the back room. This situation does not align with the standards outlined in the GraPari Telkomsel Surabaya City customer service SOP and may result in less efficient service delivery, as customer service representatives are required to act as cashiers simultaneously. Therefore, it is highly recommended that Telkomsel add cashier units to maximize better and more efficient

service. Despite the challenges faced, GraPari Telkomsel Garuda customer service always strives to provide perfect service to consistently create customer satisfaction and exceed Telkomsel customers' expectations [4].

IV. CONCLUSION

The standard operating procedures (SOP) for excellent service at GraPari Telkomsel Garuda Surabaya are clear and well implemented, which has a positive impact on customer satisfaction. However, there is a weakness in the standard operating procedures (SOP) for excellent service, namely the lack of explanation regarding how GraPari Telkomsel Garuda Surabaya customer service staff should present themselves in the guideline document. Additionally, the implementation of the standard operating procedures (SOP) for excellent customer service faces challenges, such as activities that are not aligned, such as customer service representatives also serving as cashiers. This can reduce the effectiveness of service and impact the overall customer experience. Therefore, it is highly recommended to add cashier units to maximize more efficient and effective service for Telkomsel customers.

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