

# Evaluation Of Complaint Handling: Case Study Of Cashier Section PT Surabaya Industrial Estate Rungkut

Yudita Berenika Mbulu<sup>1</sup>, Ikhwan Kholid<sup>2\*</sup>

<sup>1</sup>Diploma Program in Banking and Finance, Faculty of Economics and Business, Universitas Hayam Wuruk Perbanas, Surabaya, East Java, Indonesia

<sup>2</sup>Faculty of Economics and Business, Universitas Hayam Wuruk Perbanas, Surabaya, East Java, Indonesia.

\* Corresponding Author:

Email: [ikhwan.kholid@perbanas.ac.id](mailto:ikhwan.kholid@perbanas.ac.id)

---

## Abstract.

*Handling customer complaints is an important element in maintaining service quality and building customer loyalty. This research aims to evaluate the complaint handling process in the cashier section of PT Surabaya Industrial Estate Rungkut (SIER), identify the obstacles faced, and formulate strategic solutions to improve service effectiveness and efficiency. The method used is descriptive qualitative with data collection techniques through interviews, direct observation, and documentation. The results showed that the complaint handling process at the cashier still faced various obstacles, both internal such as lack of training, ineffective communication, and low work motivation, as well as external obstacles such as regulatory dynamics and evolving customer expectations. Slow and unresponsive complaint handling has the potential to reduce tenant satisfaction and loyalty levels. Therefore, it is necessary to increase employee competence through training, improve the complaint management system, and utilize information technology to create faster, more accurate, and customer satisfaction-oriented services. This research is expected to be a valuable input for PT SIER in developing strategies to improve service quality in the future.*

**Keywords:** Complaint handling; customer satisfaction; cashier; service and PT SIER.

---

## I. INTRODUCTION

Customer complaints are an integral part of the interaction between companies and consumers. According to Jeanpert human interaction in handling complaints can significantly affect customer satisfaction. This suggests that the way cashiers interact with customers who make complaints can determine whether or not those customers will remain loyal. In the context of PT Sier, the cashier plays an important role in handling complaints that arise from customers[1]. complaints that are not handled properly can lead to far-reaching negative impacts, including loss of customers and poor company reputation[2]. The cashier is one of the direct interaction points between the company and the customer.

At PT Surabaya Industrial Estate Rungkut (PT SIER), the cashier not only serves financial transactions, but also becomes a place for customers to submit questions, criticisms, and even complaints. Therefore, the ability of cashier employees to handle complaints is an important aspect in maintaining the company's service image[3]. This research was conducted by the researcher at PT SIER, which is one of the leading companies in the industrial sector in Indonesia. The researcher, who is currently undergoing an internship program at the company, had the unique opportunity to access information directly from the division related to the focus of the research. This not only provides an advantage in terms of the accuracy of the data obtained, but also allows the researcher to understand the internal dynamics of the company in more depth.

## II. METHODS

Research design is a crucial first step in any research, including in this research entitled "Evaluation of Complaint Handling Case Study of PT SIER Cashier Section". This research will use a descriptive approach, which aims to provide a clear picture of customer complaint management practices at the PT SIER cashier department. This descriptive research will include an in-depth analysis of how customer complaints are handled, as well as the effectiveness of the procedures applied in handling these complaints. In this context, descriptive research will help researchers to understand and describe phenomena that occur without

changing or manipulating existing variables. One of the reasons for choosing a descriptive research design is because this research aims to describe the situation in the field objectively. The main focus of the research is on the complaint handling process itself, whose handling is assisted through the system that supports it. This is done to keep the research focused and not widen to other aspects that may require a more in-depth study.

This research will focus on the cashier section of PT SIER, which is the main interaction point between the company and customers. Therefore, all data collected will relate to the management of complaints that occur at the cashier's desk only, without covering other aspects of customer service in the company. The data collection method used in this research is very important to obtain accurate and relevant information. Primary data is one of the important components in research methodology, where the information obtained by researchers comes directly from the original source without involving third parties. Secondary data refers to information that already exists and has been collected by others previously, so researchers do not directly obtain this data from its original source. Secondary data has an important role as additional or complementary information in a study, which can help strengthen the analysis and provide a broader context for the phenomenon under study. The data analysis technique used in this research is a qualitative descriptive data analysis technique which includes Qualitative Analysis, Data Transcription and direct observation.

### III. RESULT AND DISCUSSION

This research aims to evaluate how PT SIER handles complaints from customers or tenants, especially in the cashier section. This research was conducted through direct observation methods, interviews with employees, and analysis of complaint data received by the cashier's department during a 4-month period. Data obtained, there are several important findings that need to be discussed further. The process of handling customer complaints is carried out directly by cashiers who act as the frontline in providing services, so they become the first point of contact to receive and respond to any complaints or input from customers quickly and responsively. In handling complaints, cashiers should have organized guidelines or references so as not to cause doubts in handling complaints that occur. Based on the results of interviews and direct observations conducted at PT Surabaya Industrial Estate Rungkut (SIER), a number of obstacles faced by cashiers in carrying out their duties were identified. One of the main problems is the high volume of communication received by cashiers, especially through chat platforms. Tenants often send messages repeatedly, or what is often referred to as "spam", in the hope of getting a quick response.

This situation not only creates pressure for cashiers, but can also affect overall operational efficiency. The first stage is receiving complaints. At this stage, it is important for the company to create a supportive atmosphere so that customers feel comfortable to express their complaints. For example, in the context of PT Surabaya Industrial Estate (SIER), employees in charge of customer service should be trained to listen actively and show an open attitude. This can be done by maintaining eye contact and using positive body language. By doing so, customers will feel that their complaints are valued and cared for. The next step is to respond to the complaint by providing empathy so that the tenant who raises the complaint feels heard, then investigate the complaint that was conveyed and then a solution can be given to the complaint submitted. no less important step is the follow-up to complaints from customers. [4] A well-done follow-up can increase the level of customer satisfaction and create a better long-term relationship between the company and the customer. Therefore, PT SIER needs to develop an effective follow-up system so that customers feel cared for and valued. [5]

### IV. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the handling of complaints at the cashier section of PT Surabaya Industrial Estate Rungkut (SIER) has a number of strengths and challenges that need to be considered. This research aims to evaluate the complaint handling process, identify the obstacles faced, and provide recommendations for improvement. Thus, handling complaints at the PT SIER cashier requires a more structured and systematic approach. Implementation of clear SOPs, employee training, and improvements in internal communication can increase the effectiveness of complaint

handling and ultimately increase customer satisfaction. This will not only have a positive impact on customers, but also on the company's reputation and sustainability in an increasingly competitive market.

## V. ACKNOWLEDGMENTS

The author respectfully expresses profound gratitude to PT Surabaya Industrial Estate Rungkut (PT SIER) for the opportunity and support provided during the implementation of this research. Appreciation is also extended to the employees and archival staff of PT SIER for their cooperation and assistance during the data collection process. Furthermore, the author conveys sincere thanks to the academic staff and lecturers of the Faculty of Economics and Business, Universitas Hayam Wuruk Perbanas, for the valuable guidance and knowledge imparted throughout the course of study. This research was conducted as part of the academic requirements at the Faculty of Economics and Business, Universitas Hayam Wuruk Perbanas.

## REFERENCES

- [1] Jeanpert, S., Jacquemier-Paquin, L., & Claye-Puaux, S. (2021). The role of human interaction in complaint handling. *Journal of retailing and consumer services*, 62, 102670
- [2] Peng, X., Li, Y., Si, Y., Xu, L., Liu, X., Li, D., & Liu, Y. (2022). **A social sensing approach for everyday urban problem-handling** with the 12345-complaint hotline data. *Computers, Environment and Urban Systems*, 94, 101790
- [3] Syari, D. A., & Toni, A. (2021). Tenant Complaint Handling Communication Model In The Parama Apartment: Tenant Complaint Handling Communication Model In The Parama Apartment. *PRecious: Public Relations Journal*, 1(2), 202-217
- [4] Wibowo, A. T., Sutrisno, T. F., & Kenang, I. H. (2023). The Role of Soft Total Quality Management Towards Operational Performance at PT SIER. *Jurnal Aplikasi Bisnis Dan Manajemen (JABM)*, 9(1), 85-85.
- [5] Sari, R. P., & Kom, S. I. (2016). Analisis Strategi Penanganan KeluhanKonsumen (Complaint Handling) PT. Jasa Raharja (Persero) Yogyakarta Dalam **Pelayanan Asuransi Laka Lantas**.
- [6] Erwin Harahap, D., Astuti Kuswardani, R. ., HS Siregar, T. ., & Darwis, M. . (2024). Nira Production In Terms Of Slope Level In South Tapanuli District. *International Journal of Science and Environment (IJSE)*, 4(4), 112–116..
- [7] Fitra Syawa Harahap, Arman, I. ., Harahap, N. ., Ahmad Syawaluddin, F. ., & Fitra Yana, R. . (2022). Provision of Chicken Manure and Urea Fertilizer on the Chemical Characteristics of Ultisol Soil in Bilah Barat District. *International Journal of Science and Environment (IJSE)*, 2(3), 98–103.
- [8] Tari Honda, J., M. Yelwa, J. ., Ulteino, A. N. ., Abudllahi, S. ., A. S, U. ., Anchau, H. G. ., & Michael Kalu, K. . (2023). Optimization Of Biosorption Conditions For Crude Oil Spills Using Acetylated And Unacetylated Biosorbents Derived From Cissus Populnea Leaves Stem And Roots. *International Journal of Science and Environment (IJSE)*, 3(2), 51–65. <https://doi.org/10.51601/ijse.v3i2.67>
- [9] Sinambela, M, Simangunsong, S, & Harahap, A. (2023). Conditions Of Phytoplankton Community Structure In Lake Toba Ajobata, Toba Samosir Regency. *International Journal of Science and Environment (IJSE)*, 3(2), 66–70.
- [10] Rosenta Purba, I., & Harahap, A. . (2022). Plankton Diversity In The Labuhanbatu Bilar River. *International Journal of Science and Environment (IJSE)*, 2(2), 63–68. <https://doi.org/10.51601/ijse.v2i2.27>
- [11] Utandi Harahap, S. ., Syawal Harahap, F., Walida, H. ., & Rizal, K. . (2024). Study Of Soil Physical Properties Of Oil Palm Plants (Elaeis Guinensis Jacq) In The Labuhanbatu University Practice Area In Rantau Selatan District. *International Journal of Science and Environment (IJSE)*, 4(3), 91–96.
- [12] Effectiveness Of Regional Regulation Number 20 Of 2001 Regarding Regulation Of Street Traders And Seasonal Street Traders In Tarakan City. *International Journal of Educational Research & Social Sciences*, 4(3), 429–434. <https://doi.org/10.51601/ijersc.v4i3.652>.