

CHAPTER I INTRODUCTION

1.1. BACKGROUND OF THE STUDY

As a business school majoring in management with international business concentration, the researcher will analyze the service quality towards customer satisfaction in PT Vardion Digital Nebula.

Service is the process of ensuring the satisfaction of customers with products or services and also one of the key factor in establishing a company's reputation and brand. Service is an important part of maintaining ongoing client relationships, which is the key to continuing revenue. For this reason, many companies have worked hard to increase their customer satisfaction levels.

Service officers are at the front line of the company; therefore they must make an effort to provide quality services rather than conducting management policies or service structures. It's easier to create a successful management policy and a system or structure for service delivery rather than providing quality front-line customer service personnel.

Services can be performed in various ways, such as in person interaction, phone call, self service systems, etc. According to Ettore, the customers information should be obtained to better understand their view of the service provided. The quality of service provided, determines the level of satisfaction of the customer even though what is seen as quality by one customer may not necessarily be quality to another.

Indonesia is a developing country while its people are very open with new technology. The development of information technology and telecommunications in Indonesia today has supported all communities, governments and businesses. The development of information technology and telecommunications also makes the market more dynamic, requiring its customers. Business people must respond to this situation based on wisdom.

Enterprise resource planning (ERP) is the integrated management of core business processes, often in real-time and mediated by software and technology ERP is usually referred to as a category of business management software typically a suite of integrated applications that an organization can use to collect, store, manage, and interpret data from these many business activities. This technological development also supports emerging new types of companies, one of which is Enterprise Resource Planning (ERP).

Table 1.1 Number of Customer Complaint in 2018

Month	Number of Customer Complaint
January	7
February	8
March	5
April	10
May	3
June	9
July	8
August	8
September	12
October	7
November	4
December	10

Source : Prepare by Writer (2019)

From the table above, it shows that each month in 2018 there are customer that complaints, the highest complaint is in September which 12 customers complaint to the company. Right now the current status of PT Vardion Digital Nebula is they are only a start up at the moment so they need feedback and suggestion from their customers about their weaknesses, strength and other things that they are lacking, while most of their services they provide is given through internet, PT Vardion Digital Nebula only met their customers a few times, this makes hardly receive any feedback they need that can be used as evaluation so the company can grow.

In this study, researcher will study whether customer service provided by PT Vardion Digital Nebula can provide satisfaction to its customers. PT Vardion Digital Nebula is a company that provide enterprise resource planning service.

PT Vardion Digital Nebula providing their services to their customers through telecommunication and e-mail media. How responsive they are and how well they serve customers when using their services or want to submit complaints to PT Vardion will greatly affect the satisfaction of their customers.

Satisfaction (satisfaction) is a feeling of pleasure or disappointment that arises because someone compares the perceived performance of the product to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance is in line with expectations, customers will be satisfied. If performance exceeds expectations, customers will be very satisfied and happy. The customer's assessment of product performance depends on many factors, especially the type of loyalty relationship that the customer has with a brand. Consumers often form a more pleasant perception of a product with a brand that they already consider positive (Kotler and Keller, 2016).

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. In a competitive market place, customer satisfaction is seen as a key of business strategy because high levels of customer satisfaction can bring several positive aspects to a company. Therefore, it is important for the company to provide quality service to their customers as to satisfy them, make them loyal and retain them at the end. That's why the researcher title is **“The Effect of Service Quality toward Customer Satisfaction in PT. Vardion Digital Nebula at Jakarta”**

1.2. PROBLEM LIMITATION

The problem that they have in PT Vardion Digital Nebula is they have few human resources and lack of receiving feedback this certainly can affect the quality of services provided, because with few employees it is also difficult to respond swiftly to all requests from customers. This condition might cause PT Vardion Digital Nebula difficulties in providing good services to their customers.

Due to the limited time of research, the researcher limits the subject of this final paper and focused more on the service quality in PT Vardion Digital Nebula with the purpose to make the writer easier to proceed in research. For variable x, which is service quality, the writer will focus on the dimensions of the service quality including reliability, responsiveness, assurance, empathy, and tangibles. For the variable y, which is customer satisfaction, the writer will focus on the customer satisfaction level. Because of this Startup Business is based in Jakarta, for the company data retrieval, the writer will retrieve it via email and Google form.

1.3. PROBLEM FORMULATION

The problem formulations in this research paper are as follows:

1. How satisfied the customer is with the services provided by the company?
2. How the service quality can affects customer satisfaction ?

1.4. OBJECTIVES OF THE RESEARCH

The objectives of this research are:

1. To assess customers expectation and perception level towards service quality of the Service Counter staff in five dimensions, such as tangibility, reliability, responsiveness, assurance and empathy.
2. To evaluate how service quality affects customer satisfaction.

1.5. BENEFIT OF THE RESEARCH

The benefit of this research can be seen from two sides, as follows:

1.5.1. Theoretical Benefit

Theoretically the results of this study are expected to be useful to provide a reference for the introduction of customer satisfaction and customer service quality.

1.5.2. Practical Benefit

Practically the results of this study are useful as follows:

- a) For the writer

Gain knowledge and develop office management knowledge especially regarding service quality

b) For the community

The results of the research can be used as an initial reference to create and explore about service quality

1.6. SYSTEM OF WRITING

The system of the research is as follow:

Chapter I: Introduction

This chapter will describe the background of the study, problem limitation, problem formulation, objective of the research, benefit of the research which contain theoretical benefit and practical benefit, and systems of the writing.

Chapter II: Literature Review and Hypothesis Development

This chapter will discuss the theoretical background, previous research, hypothesis development, research model, and framework of thinking. This chapter contains the definitions and theories that form the basis of the research that taken from various sources.

Chapter III: Research Methodology

This chapter describes the research design, population and sample, data collection method, operational variable definition and variable measurement, and data analysis method.

Chapter IV: Data Analysis and Discussion

This chapter will describe the general view of research object, data analysis that contains descriptive statistic, result of data quality testing, and result of hypothesis testing, and discussion of the results that obtained from this study

Chapter V: Conclusion

This chapter will describe the conclusions from the results, the implication, and some recommendation from researchers.