

ABSTRAK

Penelitian Laporan Akhir ini berjudul "Proses Seleksi Karyawan *Customer Service*, Pasasi, dan Operasional pada PT Maskapai Lion Air Group Palembang". Tujuan penelitian adalah bagaimana proses seleksi karyawan *customer service*, pasasi, dan operasional pada PT Maskapai Lion Air Group Palembang, jenis penelitian menggunakan pendekatan kualitatif dengan metode studi kasus, sumber data terdiri dari data primer yaitu wawancara dilakukan dengan Admin Area Manager untuk menggali detail proses seleksi dan hambatan dan data sekunder yang berupa data-data mengenai struktur organisasi dan proses seleksi serta hambatan yang terjadi. Pengumpulan data dilakukan melalui wawancara dan studi dokumentasi. Penelitian ini menggunakan analisis data yang menggunakan teknik deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa berdasarkan data tahun 2025, perusahaan memiliki 18 karyawan dengan komposisi 3 *customer service*, 5 pasasi, dan 10 operasional dan proses seleksi terdapat 7 tahapan, yaitu: Mengajukan surat permohonan pembuka lowongan kerja ke pusat, proses rekrutmen, proses seleksi, pemeriksaan medis, pengumuman, tanda tangan kontrak awal, pelatihan. Adapun hambatan yang ditemukan dalam penelitian ini yaitu, hambatan dalam internal yaitu calon pelamar yang tidak bisa dihubungi, pelamar yang tidak memenuhi persyaratan, hilangnya jaringan, pelamar tidak lulus tes administrasi, kurangnya keterampilan, dan tidak memiliki pendidikan dan pengetahuan memenuhi standar. Hambatan eksternal yaitu biaya, SDM, tempat pelaksanaan seleksi.

Kata Kunci: *Customer Service*, Karyawan , Operasional, Pasasi, Seleksi

ABSTRACT

This final research report is titled "The Employee Selection Process for Customer Service, Pasasi, and Operational at PT Maskapai Lion Air Group Palembang." The purpose of the research is to examine how the for selecting customer service, pasasi, and operational staff at PT Lion Air Group Palembang. The research uses a qualitative approach with a case study method, and the data sources consist of primary data obtained through interviews with the Area Manager to explore the details of the selection process and obstacles, as well as secondary data in the form of data regarding the organizational structure and selection process, as well as the obstacles encountered. Data collection was conducted through interviews and document analysis. This study utilized qualitative descriptive data analysis techniques. The results of this study indicate that based on data from 2025, the company has 18 employees with a composition of 3 customer service representatives, 5 sales representatives, and 10 operational staff, and the selection process consists of 7 stages: submitting an application letter for job openings to the headquarters, the recruitment process, the selection process, medical examinations, announcements, signing the initial contract, and training. The obstacles identified in this study include internal obstacles such as unreachable job applicants, applicants who do not meet the requirements, loss of network connection, applicants failing the administrative test, lack of skills, and lack of education and knowledge meeting the standards. External obstacles include costs, human resources, and the location of the selection process.

Keywords: Customer Service, Employees, Operations, Selection, Screening