

Chapter 1

Introduction

1.1 Background

Transportation can be grouped into some modes that runs on land, sails on the sea and the mode of flying through the air. Modes on land are classified into modes of road and railway mode. A train is a form of rail transport that consists of series of vehicles driven along the railway line to transport cargo or passengers. In Indonesia, the company serves the railway transportation is PT Kereta Api Indonesia (Persero). Transport means attempt to move, mobilize, transport, or transfer an object from one place to another, where in other places this object is more useful or may be useful for certain purposes.. In transport, there are two important elements namely the transfer / movement and physically change the venue of the goods (commodity) and passengers elsewhere Miro (2005),

PT KAI is one of provider of rail transportation in Indonesia. Which is big and has many customers. These customers cannot be separated from service given by PT KAI. Until now trains become the favorite choice for public transportation to travel to other areas in Indonesia because it is cheap, fast, and anti jammed especially during national days or holidays. Because as we know that in holiday many people spend their holiday using their vehicles and they make traffic jam everywhere, so using train is the best way to solve traffic jam so that destination can be reached faster. PT Kereta Api Indonesia also provides good services to the passengers. Transport is the activity of the transfer of goods transport (cargo) and passengers from one place to another Salim (2000)

There are two types of company: first is the company that provides product like PT BA and second is the company that provides service like PT KAI Kertapati. There are some types in PT KAI : Ticket Economy, Business Executive Class. PT KAI gives good service to customer who use train by providing comfort seat, ac, and clean WC. The price for the ticket at railway station is about

32.000rupiah, If they don't buy at the railway station customer must pay 37.000rupiah. The Price of the ticket for are more expensive than economy class. As a result the service in business and executive class are better than economy class.

Service Quality is parameter which is used to measure a satisfaction felt by customer. Service Quality such as service given by employee when a consumer ask about the schedule of departure train and person in charge & answer it politely. It makes the customer happy. other example in sales ticketing the perosn in charge gives a good service when there is a passenger wants to ticket it that makes the passenger become comfortable with service is given by the employee

Service Quality is main factor to improve customer satisfaction. Customer will satisfy when they are given service excellence. Each person has different level of satisfaction. The Transportation provider like PT KAI has to understand what customers want to keep loyalty and satisfaction of customers. According to Parasuraman, and friends (1998)there are 5 elements to evaluate service quality use 5 dimensions :

- a. Tangibles
- b. Reliability
- c. Responsiveness
- d. Assurance
- e. Emphaty

Customer service is a service provided by a company to serve the needs and to provide satisfaction to customers that typically involve receiving orders for goods, answering questions or providing information, and handling of complaints relating to the products offered by the company and other function of customer service such as keepinggood relationship with customer in orer to create customer loyalty by giving service excellence. To give service excellence, the people from customer service have to work based on SOP with good implementation to create

service excellence. Therefore, the researcher believed that conducting this research was very important the title of the Research was SOP at Customer Service of PT KAI Kertapati

1.2The Problems Formulation :

1. What is the SOP of Customer Service at PT KAI Kertapati
2. How is the implementation of SOP at Customer Service of PT KAI Kertapati?

1.3 Purposes and benefits of the research

1.3.1The Purposes of the research :

- To know the implementation SOP at customer service of PT KAI kertapatipalembang
- To investigate the SOP at customer service of PT KAI Kertapati

1.3.2 the benefits of the research :

For the researcher

- He understands the SOP at Customer Service of PT KAI Kertapati
- He understands the implementations of SOP at Customer Service of PT KAI Kertapati

For the management of the company

- The management of PT KAI understands what to do regarding the implementations of SOP at Customer Service of PT KAI Kertapati

For the readers

- They understand the SOP at Customer Service of PT KAI Kertapati
- They understand the implementation of SOP at customer service of PT KAI Kertapati