

CHAPTER I

INTRODUCTION

1.1 Background

"The customer is always right" is an old saying of the service industry, and it is imperative to be always mindful that customers are the reason that the business is still exist. The way in which a product or service is sold to a customer can often be as important as quality and price. Good customer service or usually called excellent service is essential to ensure that any customers can become regular customers of the business.

It is important for every company to have excellent customer service. In other words, companies should provide efficient, effective, and excellent service, because customers are at the heart of everything they do. Excellent service is about understanding the needs of different customers, keeping promises, and delivering consistently high standards. According to Barata (2004, p.24) excellent service is a concern to customers by providing best services to facilitate ease of fulfillment and satisfaction, so that they are always loyal to the company.

Furthermore, providing excellent service will keep the companies' customers coming back. Moreover, it will give the companies the competitive advantage they need to survive in this tough and increasingly uncertain business climate. Kesmir (2017) states that, how the companies serve their customers can directly affect their individual goals as well as their team's and company's performance. Therefore, excellent service is important to support the goal of the company.

There are many companies in Palembang that run their business focusing on public services. For example: Angkasa Pura focuses on air transportation, PDAM runs in the cleaning water supply, Pos Indonesia as the postal service, and Kereta Api Indonesia Palembang runs in the land transportation, for train and LRT. The Light Rail Transit South Sumatera (LRT South Sumatera) is an operational light rail transit system in Palembang, Indonesia, which connects Sultan Mahmud Badaruddin II International Airport and DJKA. LRT is the latest public transportation in Palembang, which was first operated for the public on 1st August

2018. Other public transportations in Palembang that have been popular are Trans Musi, taxi, bus, and online taxi. The purpose of the LRT is to step up the comfort of public transportations' customers and to reduce the traffic jam in Palembang caused by the mass number of transportation and public transportation in Palembang. Due to the purpose of the LRT, this company needs to pay attention to the excellent service for the customers, so that many customers will use LRT as their daily public transportation. There are many segmentations of the customers who use the LRT, such as; high school students, college students, employees, etc.

Based on the interview and observation done by the writer, it was found that there were complaints from the customers of LRT South Sumatera about public facilities like Wi-Fi and toilet, hospitality of the employees, regulations in LRT, and even the schedules. Therefore, it is important to know the customers' perception of the excellent service in order to know what aspects should be improved or persisted.

Giving the customers good services and fulfilling their expectation is important so that they will trust and use the LRT more often. Then as an English Department student who focus in hospitality industry, should know, learn, and observe the excellent customer service in LRT. For that reason, the writer chooses the title "The Customers' Perception of Excellent Service in LRT South Sumatera" to be her final report project.

1.2 Problem Formulation

The problem of this study is "what are the customers' perception of excellent service in LRT South Sumatera?"

1.3 Report Purpose

The purpose of this report is finding out customers' perception of excellent service in LRT South Sumatera.

1.4 Research Benefit

The benefits of this final report are:

1. For students

To understand about the customers' perception of excellent service in LRT South Sumatera.

2. For polytechnic

To give information and knowledge to the readers especially the students of English Department in State Polytechnic of Sriwijaya about the customers' perception of excellent service in LRT South Sumatera.

3. For LRT South Sumatera

To give information about the customers' perception of excellent service in LRT South Sumatera so that they can improve their service.

1.5 Data Collection

The methods used in collecting the data in this final report are:

a) Observation

The writer observed the customers' perception of excellent service in LRT South Sumatera.

b) Literature Study

The writer learned and read literatures, books, and journals which related to the customers' perception of excellent service in LRT South Sumatera.

c) Interview

The writer conducted direct interview to some of the customers about their perception of excellent service in LRT South Sumatera.

d) Questionnaire

The writer distributed some questionnaire to some of the customers about their perception of excellent service in LRT South Sumatera.