

ABSTRACT

Yanuaresita Reno Panggalih, 213106054, 2024. The Communication Barriers of Customer Service Officer on Handling Cases by Passenger in Yogyakarta International Airport. English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.

PT Angkasa Pura I is a State-Owned Enterprise (BUMN) that works in the field of airport services. In this final project, the writer makes the Yogyakarta International Airport Customer Service Officer as a respondent. This final project report discusses the communication barriers experienced by YIA Customer Service Officers and strategies for handling complaints at the airport. This research was conducted using quantitative descriptive method. The writer chose questionnaire distribution, observation, and documentation as data sources in this report and Microsoft Office data processing program as a data processing tool. The results of this study are 50% of YIA CS officers think that attitudinal barriers are quite influential in communication, 75% of YIA CS officers think that behavioral barriers are quite influential in communication, 75% of YIA CS officers think that cultural barriers are quite influential in communication, 69% of YIA CS officers think that language barriers are quite influential in communication, and 81% of YIA CS officers think that environmental barriers are quite influential in communication, including in the category quite influential. In addition, YIA CS officers apply the first 5 steps, namely active listening, understanding the situation, apologizing/empathizing, providing information, and offering assistance. This is good enough to handle complaints and obstacles that exist when communicating with passengers.

Keywords: Customer Service, Handling Complaint, Communication Barriers, Airports

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PT Angkasa Pura I merupakan Badan Usaha Milik Negara (BUMN) yang bekerja dibidang pelayanan jasa kebandarudaraan. Dalam tugas akhir ini penulis menjadikan Customer Service Officer Bandara Internasional Yogyakarta sebagai responden. Laporan tugas akhir ini membahas hambatan komunikasi yang dialami Customer Service Officer YIA dan strategi penanganan komplain di bandara. Penelitian ini dilakukan dengan metode deskriptif kuantitatif. Penulis memilih penyebaran angket, observasi dan dokumentasi sebagai sumber data dalam laporan ini dan program pengolah data Microsoft Office sebagai alat pengolah data. Hasil dari penelitian ini adalah 50% petugas CS YIA berpendapat bahwa hambatan sikap cukup berpengaruh dalam komunikasi, 75% petugas CS YIA berpendapat bahwa hambatan perilaku cukup berpengaruh dalam komunikasi, 75% petugas CS YIA berpendapat bahwa hambatan budaya cukup berpengaruh dalam komunikasi, 69% petugas CS YIA berpendapat bahwa hambatan bahasa cukup berpengaruh dalam komunikasi, dan 81% petugas CS YIA berpendapat bahwa hambatan lingkungan cukup berpengaruh dalam komunikasi, termasuk dalam kategori cukup berpengaruh. Selain itu, petugas CS YIA menerapkan 5 langkah pertama yaitu mendengarkan secara aktif, memahami situasi, meminta maaf/berempati, memberikan informasi, dan menawarkan bantuan. Hal tersebut sudah cukup baik untuk menangani keluhan dan hambatan yang ada saat berkomunikasi dengan penumpang.

Keywords : Customer Service, Menangani Masalah, Hambatan komunikasi, Bandara