

ABSTRAK

Implementasi Strategi Negosiasi dalam Penanganan Komplain Pelanggan oleh Customer Service Polytron Service Center Solo

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Strategi negosiasi merupakan teknik untuk mendapatkan keputusan bersama dalam bernegosiasi. Strategi negosiasi tidak hanya digunakan dalam hal jual beli namun strategi negosiasi dapat digunakan dalam menangani komplain pelanggan atas pelayanan jasa atau barang. Penelitian ini ingin mengetahui bagaimana strategi negosiasi dalam penanganan komplain pelanggan di Polytron Service Center Solo yang dilakukan oleh customer service. Obyek penelitian ini dilakukan untuk mengkaji teori strategi negosiasi *collaborative*, *competitive*, *accommodating*, *avoiding*, *compromising* dalam penanganan komplain pelanggan. Hasil yang diperoleh dari penelitian ini terdapat penanganan komplain pelanggan oleh customer service dengan menerapkan 5 tahapan yaitu mendengarkan dan memahami, klarifikasi dan penyamaan persepsi, penjelasan dan permohonan maaf, solusi dan *tacking action* serta tahap *follow up*. Teknik dan cara bernegosiasi diimplementasi melalui beberapa cara yaitu *collaborative (win-win)* dengan memberikan pelayanan yang maksimal kepada pelanggan dan berpedoman dengan fokus pada pelanggan, *accommodating (lose to win)* diimplementasikan ketika customer service bertemu dengan pelanggan bertipe *influence*, perusahaan akan memberikan solusi yang paling menguntungkan pelanggan, *avoiding (lose - lose)* diimplementasi dengan cara menyampaikan hal yang sesungguhnya sesuai prosedur yang ada di perusahaan, dan melakukan penanganan sesuai SOP yang ada, *compromising (split the different)* diimplementasikan customer service dengan memberikan pilihan solusi, dengan menawarkan solusi jalan tengah ketika keiinginan kedua belah pihak tidak tercapai, dan yang terakhir strategi yang jarang sekali terimplementasi pada saat penanganan komplain yaitu *competitive (win-lose)*.

Kata kunci : Strategi negosiasi, komplain, pelanggan, proses.

ABSTRACT

Negotiation strategy is a technique for obtaining joint decisions in negotiations. Negotiation strategies are not only used in terms of buying and selling but negotiation strategies can be used in handling customer complaints about services or goods. This study wants to find out how the negotiation strategy in handling customer complaints at the Polytron Service Center Solo is carried out by customer service. The object of this research was to examine the theory of collaborative, competitive, accommodating, avoiding, compromising negotiation strategies in handling customer complaints. The results obtained from this study are the handling of customer complaints by customer service by implementing 5 stages, namely listening and understanding, clarifying and equalizing perceptions, explaining and apologizing, solutions and tacking actions and the follow-up stage. Techniques and ways of negotiating are implemented in several ways, namely collaborative (win-win) by providing maximum service to customers and guided by a focus on customers, accommodating (lose to win) implemented when customer service meets influence-type customers, the company will provide solutions that are most profitable for customers, avoiding (lose - lose) is implemented by conveying the truth according to existing procedures in the company, and handling according to existing SOPs, compromising (split the different) is implemented customer service by providing a choice of solutions, by offering a middle ground solution when the wishes of both parties are not achieved, and the last strategy is rarely implemented when handling complaints, namely competitive (win-lose).

Keywords: Negotiation strategy, complaints, customers, process.