

## ABSTRAK

Iriani Jayanti Nurcholimah Agia. 41153035140134. Komunikasi Pelayanan *Customer Care* Dalam Menangani Keluhan Pelanggan. Studi Deskriptif Kualitatif di PT Starcom Solusindo Bandung. Dosen Pembimbing: Lusy Mukhlisiana, S.Sos., M.I.Kom dan Nantia Rena Dewi Munggaran., S.S., M.Si.

Penelitian ini bertujuan Untuk Mengetahui Komunikasi Pelayanan *Customer Care* Dalam Menangani Keluhan Pelanggan di PT. Starcom Solusindo Bandung.

Penelitian ini menggunakan metode penelitian kualitatif, dengan paradigma penelitian konstruktivisme, dan pendekatan penelitian studi deskriptif kualitatif. Subyek penelitiannya adalah *manager oprational, network operation center, customer care* dan pelanggan yang ditentukan secara purposive berdasarkan berdasarkan pertimbangan peneliti dengan tujuan tertentu.. Proses pengumpulan data diperoleh melalui wawancara mendalam dan pengamatan peran serta terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, dan studi literatur lainnya, serta wawancara dengan pihak terkait.

Hasil penelitian menunjukkan bahwa komunikasi pelayanan *customer care* yang prima akan terwujud jika *ethos, phatos* dan *logos* dilakukan oleh *customer care*. *Ethos* merupakan kredibilitas *customer care* meliputi sikap aktif, kemampuan interpretasi, kecepatan, ketepatan dan ketelitian yang dilakukan *customer care*. *Logos* merupakan alasan logis, meliputi kemampuan menjelaskan informasi produk, memberikan informasi layanan dan kemampuan memberikan panduan teknik *self maintenance* kepada pelanggan. Dan *Phatos* merupakan daya tarik emosional meliputi keramahan, kesopanan dan kesabaran. *Customer care* yang menjalankan *ethos, phatos* dan *logos* akan membuat pelanggan loyal terhadap perusahaan.

Kata Kunci: komunikasi pelayanan, *customer care*, keluhan, pelanggan.

## **ABSTRACT**

*Iriani Jayanti Nurcholimah Agia. 41153035140134. Services Communications Customer Care in Handling Complaints. Descriptive Qualitative Study at PT Starcom Solusindo Bandung. Supervisor: Lusy Mukhlisiana, S. Sos., M.I.Kom and Nantia Rena Dewi Munggaran., S.S., M.Sc.*

*This study aims to determine Services Communication Customer Care in Handling Complaints at PT. Starcom Solusindo Bandung.*

*This study used qualitative research methods, the research paradigm constructivism, and Study of Descriptive Qualitative research approach. Subjects of the study are operational manager, network operations center, customer care and customer determined purposively based on the consideration of researchers with a specific purpose. The data collection process was obtained through in-depth interviews and observations of the role of the informant, while supporting data obtained through the study of documentation of previous research results, and Other literature studies, as well as interviews with relevant parties.*

*The results showed that communication service excellent customer care will be realized if the ethos, pathos, and logos done by customer care. Ethos is credibility of customer care includes active attitude, interpretation capabilities, speed, accuracy and precision are done by customer care. Logos are logical reasons, including the ability to explain products information, providing information services and ability to provide guidance technique of self-maintenance. And Pathos is an emotional appeal include friendliness, courtesy and patience. Customer care who runs ethos, phatos and logos will make customers loyal to the company.*

*Keywords: communication services, customer care, complaints, customer.*