

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background**

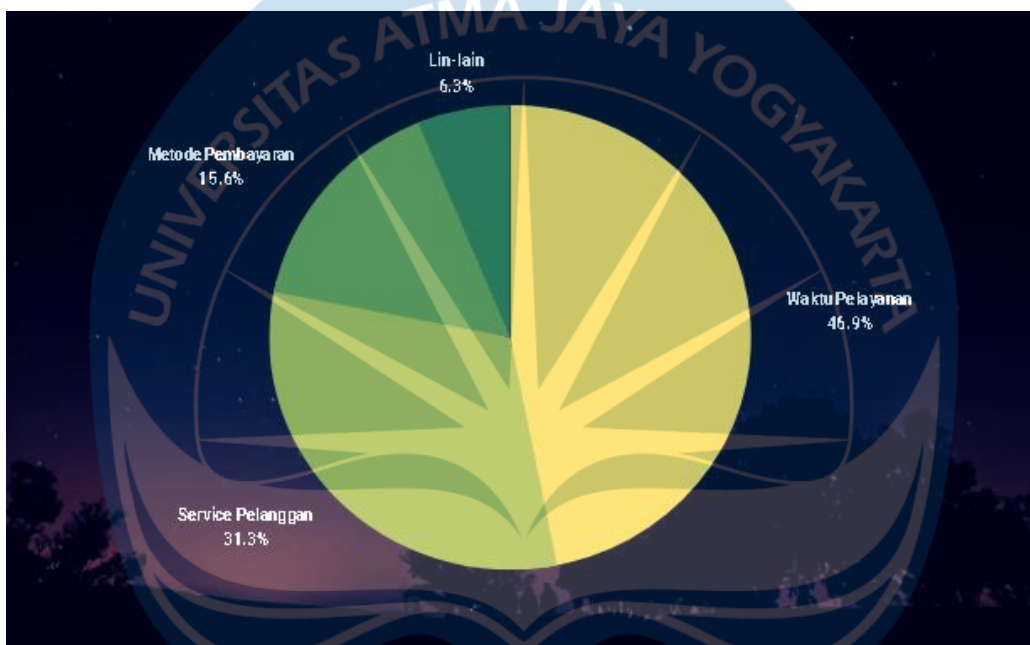
A company needs to develop activities in its business process to increase efficiency. In addition, to win the competition, the companies in the retail industry have to perform their activities in such a way that they can provide products or services with high quality, competitive cost, and faster delivery.

Rumah Batik Fendy is a fashion batik store established on 7th July 1992. The shop is located in Jl. Diponegoro, Dusun II, Gemblegan, Kalikotes, Kabupaten Klaten, Jawa Tengah 57451. Mr. Waloya is the founder and owner of the shop. Recently Rumah Batik Fendy has around ten shopkeepers at the store. The store provides many types of batik fashion models from various brands. Rumah Batik Fendy store occupies a building with three rooms: a product display space, a fitting room, and a storage room. Besides the store, Rumah Batik Fendy provides online services by using several e-commerce platforms, such as Tokopedia, Shopee, and Buka Lapak. Meanwhile, the offline sale method is operated in the physical store.

To know the current problem at Rumah Batik Fendy based on stakeholders' opinion, research with stakeholders were conducted. The stakeholders chosen are customers, shopkeepers, cashiers, and the owner. The research with the owner was already done with an interview, the owner stated how to reduce the number of shopkeepers, because the sales during the pandemic decreased. Then, research with shopkeepers was done in an interview, the problem is that products searching in the storage is difficult because the placement is irregular, and it is necessary to provide a placement map or tag in the storage. A research with the cashier was done with an interview too, the cashier needs help with an opinion about products price information, because the note is handwritten so the data was difficult and take a long time to search. For research with customers, already gave 32 questions to 32 customers participant to write their problem opinion about Rumah Batik Fendy. From 32 questionnaires, 18 participants have a problem opinion about service time, five participants have a problem with hospitality, then six participants have a problem with the layout, and three participants have a problem about product quality.

In this observation, most focus is on the customer's complaint because satisfaction determines the probability that they will return to the shop. From the questionnaire, samples found that most problem is with service time. Customers said that when

they want to ask about products only, they must wait for the shopkeepers to serve them. They complaint because one shopkeeper can only handle one customer. The problem is not only waiting for the shopkeeper to serve, but when customers ask about product information, it takes a long time to wait for shopkeepers to go to the storage until they come back again to the customers and give the product requested information such as number stock availability, size availability, and color availability. Customers regret this situation because Rumah Batik Fendy is the famous batik retail in Klaten City, but the quality of customer service time quality could not satisfying.



**Figure 1. 1. Percentage of Customer's Complaints**

### **1.2. Problem Statement**

Based on a survey/observation in Rumah Batik Fendy, the conspicuous problem is customer service time.

### **1.3. Objective of Research**

The goal of this capstone project's research is to find a solution to the issue of customer complaints that will shorten the processing time, satisfy consumers, be affordable, and require fewer shopkeepers overall. And make the uniqueness of this research how to make method solution without disturb the operational of the shop and not totally change the shop concept, but the solution is efficient.

#### **1.4. Problem Limitation**

The research focuses on offline customers of Rumah Batik Fendy. The research conducted from May-July 2021.

