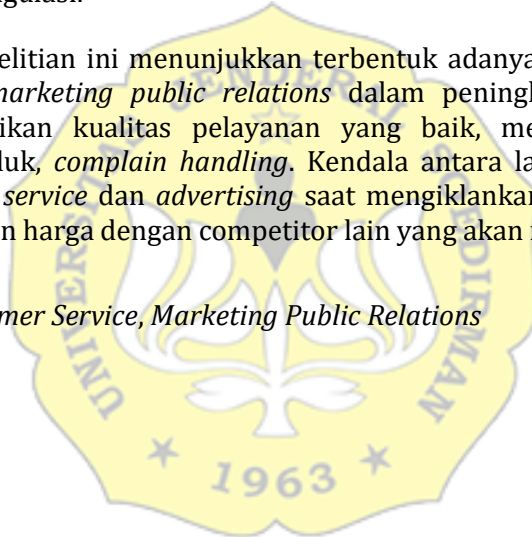


ABSTRAK

Salah satu pendekatan untuk meningkatkan penjualan dalam bisnis *online* adalah dengan mengetahui peran *customer service* yang juga sebagai fungsi *marketing public relation*. Peran penting *customer service* sangat berpengaruh terhadap penjualan sehingga *customer service* harus mengetahui perannya, diantaranya dengan memberikan informasi tentang produk dan layanan kepada calon pembeli, memasarkan produk, memproses pengiriman, menerima keluhan dan mempertahankan pelanggan. Peran *marketing public relation*, memang tidak berkaitan dengan penjualan secara langsung, namun *marketing public relation* memberikan persepsi terhadap *customer* yang dapat dijadikan suatu upaya penting bagi program utama dalam perusahaan. Dengan mengambil judul peran *customer service* sebagai fungsi *marketing public relation* dalam peningkatan penjualan CV. Moala Indonesia. Tujuan dari penelitian ini yaitu mengkaji peran *customer service* sebagai fungsi *marketing public relation* dalam meningkatkan penjualan, kendala dan upaya yang dilalui *customer service* sebagai fungsi *marketing public relation* dalam meningkatkan penjualan. Metode penelitian yang digunakan kualitatif. Keabsahan data diuji dengan triangulasi.

Hasil penelitian ini menunjukkan terbentuk adanya peran *customer service* sebagai fungsi *marketing public relations* dalam peningkatan penjualan adalah dengan memberikan kualitas pelayanan yang baik, memberi informasi serta promosikan produk, *complain handling*. Kendala antara lain (1) kemampuan dan kinerja *customer service* dan *advertising* saat mengiklankan/ mempromosikan; (2) adanya persaingan harga dengan competitor lain yang akan membandingkan dengan retail lain.

Kata kunci: *Customer Service, Marketing Public Relations*



ABSTRACT

One of many approach in increasing sales in online businesses is to understand the importance of customer service, which also serves as a function within public relations. Customer service responsibilities do have considerable effect on sales, therefore it is vital to understand their function, which includes giving product and service information to prospective buyers, selling items, processing shipments, handling complaints, and keeping customers interested. Even if marketing public relations is not directly related to sales, it can build a customer perception that can be used to support the company's main program. By taking the title of customer service roles as a function of marketing public relations in increasing CV Moala Indonesia.. The purpose of this research is to investigate the role of customer service as a function of marketing public relations in growing sales, as well as the challenges and efforts that customer service encounters as a result of marketing public relations in increasing sales. The research method that are used is qualitative method. The validity of the data was tested by triangulation.

The findings of this research demonstrates the significance of customer service as a part of marketing public relations in increasing sales by offering high-quality service, giving information and promoting the items, and also addressing the complaints. The difficulties faced including (1) The ability and effectiveness of customer service and advertising when advertising/ promoting; (2) Price rivalry with other rivals who will compare prices with other merchants.

Keywords: Customer service, Marketing Public Relations

