

**PERAN CUSTOMER SERVICE DALAM MENGHADAPI KELUHAN
PELANGGAN
STUDI KASUS PT GARUDAFOOD TANGERANG**

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Abstract

Complain is a prove that customers are loyal to the company. This is company's and employees' responsibility to care about this problem, because customer satisfaction is an absolute thing and it need to be recognized. For this reason, from office boy to customer service have to give excellent service. They have to hold on ethics such as be polite, friendly, give greeting, give attention to the customer's problem, empathize to the customer's problem, find out the solution.

Keywords: customer service, pelanggan