

HANDLING OF COMPLAINTS ON SHIPPING SERVICES BY PUBLIC RELATION OF THE JUANDA CUSTOMS AND EXCISE TYPE MIDDLE CUSTOMS OFFICE

Suprihatin^{1*}, Fuad Fauzi^{2*}, Ratna Puspita Sari^{3*}, Aulia Afniar Rahmawati⁴, Edelweis Putri Prima⁵

^{1*} Program Studi Ilmu Komunikasi Stikosa-AWS, Jl, Nginden Intan Timur I No. 18, Nginden Jangkungan, Jawa Timur, Indonesia, email: meetitien@stikosa-aws.ac.id

^{2*} Program Studi Ilmu Komunikasi Stikosa-AWS, Jl, Nginden Intan Timur I No. 18, Nginden Jangkungan, Jawa Timur, Indonesia, email: cakfufauzi@gmail.com

^{3*} Program Studi Ilmu Komunikasi Stikosa-AWS, Jl, Nginden Intan Timur I No. 18, Nginden Jangkungan, Jawa Timur, Indonesia, email: ratnapuspita.s@stikosa-aws.ac.id

^{4*} Program Studi Ilmu Komunikasi Stikosa-AWS, Jl, Nginden Intan Timur I No. 18, Nginden Jangkungan, Jawa Timur, Indonesia, email: aulia@stikosa-aws.ac.id

^{5*} Program Studi Ilmu Komunikasi Stikosa-AWS, Jl, Nginden Intan Timur I No. 18, Nginden Jangkungan, Jawa Timur, Indonesia, email: edelweis.prima@stikosa-aws.ac.id

Corresponding author: Suprihatin, meetitien@stikosa-aws.ac.id 087753315459

Abstract: *The number of complaints about shipping services carried out by the Office of Supervision and Services of the Customs Madya Type (KPPBC TMP) Juanda has received special attention from the leadership because it affects the institution's image. In public relations, in this case, the Information Counseling and Services Section (P.L.I.) is required to solve the problem. The study aims to determine the role of KPPBC TMP Juanda Public Relations in handling complaints related to shipping services. The method used in this research is a qualitative method with a descriptive approach to describe how consumer complaints are responded to and managed by analyzing information and information from employees in charge of shipping goods services and employees assigned to the P.L.I. Section. Additional information was obtained from observing the agency's social media. The results showed that the dominant complaints came from migrant workers as senders or their families as recipients of goods. Complaints are submitted through official channels and social media and can be accessed by the public. The public relations of KPPBC TMP Juanda has planned and implemented many programs to solve this problem. However, the same complaints still occur because the shipment goods service users are not regular users. In addition, the public relations department also needed help in delivering information to all levels of society.*

Keywords: *Complaints; Public Relations; Services; Bea & Cukai.*

INTRODUCTION

The Juanda Customs and Excise Supervision and Service Office (KPPBC TMP Juanda) is a work unit under the Directorate General of Customs and Excise (D.J.B.C.), Ministry of Finance of the

Republic of Indonesia. This office is one of the Customs Offices serving goods shipped abroad. Goods can be sent through P.T. Pos Indonesia or other companies that have obtained permits as Courier Service Entrepreneurs. For goods shipped from

abroad, the provisions of the Customs Law and the Excise Law apply, where goods shipped with a specific value (> USD 3) are subject to Import Duty and Tax in the context of import. In addition, provisions issued by other ministries/agencies regarding the prohibition and restriction of the importation of goods also apply. Import prohibitions apply to goods that are indeed prohibited from entering the territory of Indonesia, such as the import of B3 waste (Toxic & Hazardous Goods). Restrictions mean that there are types of goods that may be imported, but the quantity is limited or may be imported with permission from the relevant ministry/agency that issues the restriction rules. For example, passengers from abroad are only allowed to bring a maximum of two (2) mobile phones. Another example is the shipment of medicine/food from abroad, which must obtain permission from the Food and Drug Supervisory Agency (B.P.O.M.).

Regulations regarding goods shipped from abroad already exist, namely the Regulation of the Minister of Finance number 188/PMK.04/2010 concerning Imports Carried by Passengers, Crew of Transportation Facilities, Border Crossers, and Goods Shipments and the Regulation of the Minister of Finance number 199/PMK.010/2019 concerning Customs Provisions, Excise and Taxes on Imports of Goods Shipments. The latest provision that will be enforced is the Regulation of the Minister of Finance number 96/2023 concerning Customs Provisions, Excise and Import Taxes on Imports of Goods Shipments, which will only be enforced on October 17, 2023. By the applicable

laws and regulations in Indonesia, once a regulation has been enacted, the public is deemed to know and must follow the provisions. However, it turns out that many people still complain about the services provided by Customs Offices throughout Indonesia and KPPBC TMP Juanda, in particular those that have been regulated by the laws and regulations mentioned above.

In this context, complaints raised by the public are recipients of goods, submitted not only through the official complaint channels provided by Customs but also through social media. This causes the problem to become more complicated. Publication on social media creates a commotion in the form of responses or judgments from netizens that are difficult to control. People who don't understand the problem also join in commenting. Coupled with the involvement of several influencers who have many followers, the problem also worsens.

Literatur Review

According to Simon J Bell and James A. Luddington (2006), customer complaints are feedback from customers directed at the company that tends to be negative. This feedback can be done in writing or verbally. Daryanto and Setyabudi (2014) define complaints as complaints or submissions of dissatisfaction, discomfort, irritation, and anger over a service or product.

Customer complaints, as explained by Simon J Bell and James A. Luddington (2006), are generally caused by problems such as weak responsibility

(responsiveness), weak assistance from company staff (helpfulness), product availability (product availability), company policies (store policy), and problems in service recovery (service recovery).

When having to deal with customer complaints, there are several steps that service employees can take: (1) opening up opportunities for customers to file complaints; (2) giving customers full and undivided attention; (3) listening completely; (4) asking key questions such as "anything else?"; (5) acknowledge the problems experienced by customers; do not deny or make excuses. 6. apologize; 7. provide solutions to problems conveyed by customers (Allen, Kepner, and Glasser, 2001).

Everyone is basically a customer. Namely every person, unit, or party that we transact with, either directly or indirectly, in providing products (Kotler, 2003:23), "Customer satisfaction is the result of your customer perceiving that your organization has met or exceeded his or her expectations regarding overall conduct and key performance criteria."

Gasperz (1997:33) provides several definitions of customers, namely: a) Customers are people who do not depend on us, but we depend on them; b) Customers are people who bring us to their desires; c) No one has ever won an argument with a customer; d) Customers are critical people who cannot be eliminated;

Frank Jefkins, in his book "Public Relations" (in Yadin, 2004), states that Public Relations is all planned internal

and external communication between an organization and its audience

Several Provisionns Regarding Shipment Goods

There are several provisions regarding shipment goods that currently apply:

1. Provisions regarding the imposition of Import Duty, Excise and Tax. Based on the Regulation of the Minister of Finance number 199/PMK.010/2019 concerning Customs, Excise and Tax Provisions on the Import of Shipment Goods, it is regulated, among others:
 - a. Shipment goods with a maximum customs value of FOB USD 3 are given exemption from Import Duty (B.M.), are subject to Value Added Tax (P.P.N.) and Income Tax Article 22 (PPh) is not collected.
 - b. Shipment goods with a customs value of more than FOB USD 3 are subject to Import Duty, V.A.T. and PPh. The rates are flat, namely BM 7.5%, V.A.T. 11%, and PPh is not collected except for certain goods, including:
 - 1) Books and other goods included in H.S. Code 4901, 4902, 4903, and 4904;
 - 2) Bags, suitcases and the like, which are included in H.S. Code 4202;
 - 3) Textile products, garments and the like, which are

included in H.S. Code 61, 62, and 63; and

- 4) Footwear, shoes and the like, which are included in H.S. Code 64. Subject to B.M. rates according to standard rates at B.T.B.M.I., 11% V.A.T., 10% PPh if you have an N.P.W.P. and 20% if you do not have an N.P.W.P.

2. Provisions regarding import restrictions/prohibitions:

- a. Regulation of the Minister of Trade, which regulates the prohibition and restriction of import of goods, one of which is Regulation of the Minister of Trade Number 38/M-Dag/PER/8/2023, only allows the import of a maximum of 2 units of Mobile Phones and Tablets via shipment or directly carried by passengers arriving from abroad.
- b. Food and medicine must be imported with a permit from the Food and Drug Monitoring Agency (B.P.O.M.)
- c. Import of plants (e.g. fruits) and animals must obtain a permit from the Agricultural Quarantine Agency.
- d. The fish must be imported with a permit from the Fish Quarantine Agency.

The government indeed makes provisions regarding the imposition of B.M. and import taxes with the aim of protecting domestic production so that it can compete. Meanwhile, protecting

domestic production so that it can compete. Meanwhile, provisions regarding prohibitions and restrictions aim to protect the Indonesian people from the adverse effects of imported products such as medicine and food and to protect against pests (plants and animals) entering Indonesia. Thus, it is hoped that the Indonesian people will prefer domestic products to imported ones.

Delivery Service Flow

Shipping goods completed at the Juanda TMP KPPBC via Juanda Airport Cargo and the Surabaya M.P.C. Post Office. Courier Service Companies (P.J.T.) such as DHL, FedEx and others manage goods entering via cargo. At the same time, those entering via the Surabaya M.P.C. Post Office are handled by P.T. Pos Indonesia. Generally, the service flow between those managed by the Post Office and those at Cargo is the same.

The general flow of goods delivery services is as follows:

1. Postal Organizer/P.J.T. submits Consignment Note (C.N.) through the Electronic Data Exchange (P.D.E.) system to the Goods Delivery Computer Service System (S.K.P.) and prepares the goods to be scanned with an electronic scanner (X-ray) by Customs Officer X-ray operator.
2. The Service Computer System (S.K.P.) carries out the data research process and issues a response accepting or rejecting the C.N.
3. X-Ray Operator:
 - a. Performs scanning.

- b. Provides notes in the S.K.P. so that a physical inspection is carried out in some instances as described by the Physical Inspection S.O.P.
- c. Provides a green lane response in the S.K.P. for Goods Delivery that has yet to be physically inspected.
4. Document Inspection Officer (P.P.D.):
 - a. Examines C.N. data and supporting customs documents (if any).
 - b. Provide notes in the S.K.P. so that a physical inspection is carried out in some instances using the physical inspection procedure.
 - c. Examines the results of the physical inspection (if a physical inspection is carried out).
5. The Physical Inspection Officer (P.P.F.) conducts a physical inspection based on recommendations from the scan results or not

RESEARCH METHODS

The method used in this study is a qualitative method with a descriptive approach to describe how public relations handles public complaints regarding the delivery of goods and services carried out by KPPBC TMP Juanda. The study analyzed information and statements from employees assigned to the delivery service and employees assigned to the Information and Counseling Section as Public Relations. As additional information, the researcher conducted social media observations on institutional accounts related to public

complaints regarding the delivery of goods by Customs and Excise.

Bogdan and Taylor (in Moleong, 2013) define qualitative research as a set of research procedures that produce descriptive data in the form of written or spoken words from people and observable behaviour. The form of explanatory research is a research activity that seeks to describe, depict, and express an idea or thought as it is. Unlike quantitative research, the number of subjects in qualitative research is limited. This is also related to the need to obtain depth of analysis. In addition, the study results are subjective, so they cannot be generalized.

The data collection techniques used in this study were interviews and observations. The researcher prepared a list of questions and then interviewed public relations staff at the middle-type Customs and Excise Supervision and Service Office in the Juanda Customs area.

RESULTS AND DISCUSSION

Complaints on Delivery Service

The delivery service carried out by KPPBC TMP Juanda must comply with applicable regulations and consider the speed of service assisted by S.K.P. Although they have tried to provide the best service, it turns out that there are still people who still need to be satisfied with the quality of service offered. The public conveyed various complaints or dissatisfaction. From the results of interviews with informants, both employees who directly serve delivery goods and employees who work in the

Counseling and Information Services Section (Humas), complaints that are often conveyed by the public regarding delivery services include:

1. Objection or unwillingness to accept the determination by the P.P.D. regarding the value of B.M., V.A.T. and PPh that must be paid or point 7c in the flow of delivery services. Complaints that usually occur due to P.P.D. determination include:
 - a. The recipient of the goods feels that the price is not high, but the cost of B.M., V.A.T., or PPh is very high.
 - b. The recipient states that the goods were a gift from his brother, who works abroad, or he did not buy them himself. They consider the goods to be worthless.
 - c. The goods belong to migrant workers working abroad who send them to their Village, which are personal goods or gifts from their employers.
 - d. The goods sent do not have an invoice/proof of purchase, which causes the P.P.D. to have to set the price based on the reference price for the same or similar, and the result of the determination is higher.
 - e. The goods sent are subject to the green lane; no physical inspection is carried out, so the type of goods is unknown, and the notification does not clearly state it. After finding out that the determination made by the P.P.D. is high, the recipient of the goods complains because the goods are actually not as determined by the P.P.D., and the B.M., VAT, or PPh that should be paid are lower.

- f. The recipient of the goods questions why they were sent abroad but returned because the recipient rejected them b

CONCLUSION

The leading cause of complaints about the service of goods shipments at KPPBC TMP Juanda is public ignorance of the regulations regarding goods shipped abroad. The dominant complaints come from migrant workers who act as senders or their families as recipients of goods. Complaints are submitted through official channels and social media that the public can access, so special treatment is needed to resolve them.

In handling complaints about delivery services, KPPBC TMP Juanda's public relations department has carried out its role well in maintaining its image and forming a favourable public opinion. It defends itself from negative public opinion spread through influencers to continue to gain trust and support from the public, especially from the public outside the D.J.B.C. agency.

Public Relations of KPPBC TMP Juanda has planned and implemented several activity programs to resolve complaints about delivery services. However, the same complaints still occur because delivery service users are not routine users and consist of various groups of people who are not all willing or able to access the messages conveyed by public relations.

DAFTAR PUSTAKA

- Bell, Simon J. & James A. Luddington. (2006). *Coping With Customer Complaints*. Journal of Service Research.
- Bogdan, Robert and Taylor. (1992). *Introduction to Qualitative Research Methods*, Translated by Arief Rurchan, Surabaya: Usaha Nasional, 1992.
- Daryanto, & Setyobudi, I. (2014). *Consumers and Excellent Service*. Yogyakarta: Gava Media.
- Effendy, Onong Uchjana. (1991). *Public Relations: A Communicological Study*. Bandung: Remaja Rosda Karya.
- Kusumastuti, Frida. (2001). *Basics of Public Relations*. Bogor: Ghalia INA & UMM Press.
- Gaspersz, Vincent. (1997). *Quality Management*. Jakarta: Gramedia Pustaka Utama.
- Jefkins, Frank. (2004). *Public Relations*. Enhanced: Daniel Yadin. Jakarta: Erlangga.
- Kotler, Philip. (2003). *Marketing Management*. Eleventh edition, Jakarta: Indeks Gramedia.
- Regulation of the Minister of Finance number 188/PMK.04/2010 concerning Imports Carried by Passengers, Crew of Transportation Facilities, Border Crossers and Shipments.
- Regulation of the Minister of Finance number 199/PMK.010/2019 concerning Customs, Excise and Tax Provisions on Imports of Shipments.
- Rakhmat, Jalaludin & Deddy Mulyana. (1990). *Intercultural Communication*. Bandung: Remaja Karya.
- Rudy, May. (2005). *International Communication and Public Relations*. Bandung: P.T. Refika Aditama.
- Ruslan, Rosady. (2010). *Public Relations & Media Communication Management*. Jakarta. P.T. Raja Grafindo Persada.
- Sirait, Daud. (1970). *Introduction to Public Relations and Commercial Advertising*, Jakarta: Pramudya Paramita.
- Suhandang, Kustadi. (1998). *Public Relations*. Bandung: Nuance.
- Ulmer, Robert L., Sellnow, Timothy L., and Seeger, Matthew W. (2019). *Effective Crisis Communication: Moving from Crisis to Opportunity (4th edition)*. Thousand Oaks: SAGE Publications.
- Wysocki Allen F., Kepner Karl W., and Glasser Michelle W. (2001). *Customer Complaints and Types of Customers*. Quoted from: <http://edis.ufl.edu/HR005>.