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FRONTLINER SERVICES IN PT KAI COMMUTER JABODETABEK NEW KLENDER STATION, EAST JAKARTA

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ABSTRACT

Service excellent will produce satisfaction for customers. Many companis now are providing the best service to get consumers satisfaction. This research is to find out the implementation of service excellent provided by the frontliner officer PT KAI Commuter Jabodetabek at Klender Baru Station in East Jakarta. The research conducted through qualitative method from January to February 2017. Frontliner officer who became the main service at PT KCJ in Klender Baru Station is divided into several parts including: Officer Counters, Announcer, Passager Service and Inside Security Officer (PKD). The results show that PT KCJ has a good service procedure, and also shown through the report that PT KJC has less complaint from the passenger. Nevertheless, service excellent implementation is still facing the obstacles, such as train travel disturbance, queue at the counter, and lack of seats to wait for the train. Suggestions for PT KCJ to add train travel and additional facilities such as seats and gate-in gate-out Machines.

Keywords: Service Excellent, Front liner, Train

PROEM

Excellent service has become a demand for transportation service users. Prima Service Culture according to Rahmayanty (2014: 78), became the basis and foundation in corporate culture that will lead to GCG (Good Corporate Governance) with the form of excellent service management and the realization of CSR (Corporate Social Responsibility) to the community. Similarly, PT KAI Commuter Jabodetabek, as a provider of transportation modes that support the passengers to the office and other interests, are required to provide excellent service.

PT KAI Commuter Jabodetabek is one of the subsidiaries of PT Kereta Api Indonesia (Persero) which manages Jabodetabek Commuter Railway. As a party responsible for the management of the Commuter train Jabodetabek, Commuter Jabodetabek train service can not be separated from various problems, especially that

happened to frontliner officer. Among other things, passengers do not want to queue when purchasing tickets, lack of understanding of passengers about how to use THB tickets (Ticket Daily Hours) or KMT tickets (Multi Trip Cards), ticket cancellations due to disturbance of PERKA (Railway Travel), and gate-in machines or gate-out error.On the other hand, Passengers as users of the Commuter Jabodetabek train service still have a complaint against the Commuter Jabodetabek train service. Based on the above background, the authors are interested to take the title: "Frontliner Services In PT KAI Commuter Jabodetabek New Klender Station, East Jakarta".

THEORETIC

According to Majid (2009: 59) "Excellent service is how to make customers feel important and privileged". Barata in Majid (2009: 59) said that "Service excellence is the development of customer care and customer service". Soedjas (2014: 3) explains that "Excellent service is a service that is more than just fitting, must be extraordinary, unusual. Service that not only makes it satisfied, but very satisfied". According Rahmayanty (2014: 7) one of the companies / agencies that should be use the excellent service is the transportation service.

Soedjas (2014: 9) explains that "Frontliner is a person or group of people who are directly related or dealing with consumers". Majid (2009: 19) defines "frontliner is the officer who is at the front line". The task of the frontliner is to provide clarity to the customers. Frontliner railways are passenger service, announcer, counter attendant, and security guard. In the railroad world, passenger service is the same as customer service. According to Majid (2009: 7) "Customer service is the science and art of serving customers as the spearhead of the company in the front line, functionally located in all lines, both in the stage before, during, and after in production and non-production of a company ". Officers announcer is the officer who provides information related to train travel and company policy. Announcer railway is a broadcaster at the station. The main terms of broadcaster according to Romli (2009: 38) are "golden voice". Train ticket officers currently use e-ticketing. According to Bienz (2008: 53), "e-ticketing is a way of documenting the sales process of the customer's travel activities without having to issue a document physically or paper ticket". Inside the railway security is usually referred to as PKD

(Security Officer) in charge of securing the station. Ariani (2009: 180) explains that "security is the security of services offered".

METHOD

This qualitative research is conducted through documentation and observation study through data collection from books and documents related to Jabodetabek Commuter Train. While the data collection through direct observation done on the process of service activities in PT KAI Commuter Jabodetabek (hereinafter referred to PT KCJ) station of New Klender, East Jakarta. The author also conducted interviews with direct question and answer with the Head Station and frontline officer PT KCJ.

RESULT

Commuter Trains Indonesia (www.krl.co.id) stated that the main task of PT KCJ is to organize the business of rail transport services using commuter rail transportation facilities (KRL) in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek). As part of the excellent service, PT KCJ commenced the modernization of KRL transport in 2011 by simplifying routes into five major routes, deleting express KRLs, applying women-only trains, and renaming the AC-economy KRLs into Commuter Line trains, followed by renovations, rearrangements, sterilization of infrastructure facilities including railway lines and stations. On July 1, 2013 KCJ began applying electronic ticket (E-Ticketing) and progressive tariff. KCJ currently serves 72 stations in Jabodetabek with a route of 184.5 km.

Table 1. Passenger Volume, January - February 2017
New Klender Station, East Jakarta

Date		
	January	**February**
1 s/d 7	75.145	76.287
8 s/d 14	77.245	77.543
15 s/d 21	76.452	78.052
22 s/d 28	75.895	79.867
29 s/d 31	33.189	0
Sum	337.926	311.749

Source: Data of PT KCJ Monthly Report, Klender New Station - East Jakarta, 2017

The table above shows the number of passengers recapitulated on a weekly basis by the station and staff. In February the volume of passengers decreased due to the construction of station facilities. The number of passengers decreased above explains that railway users are heavily influenced by various factors, but the prominent factor is the quality of service. The services in question are not only human services, but more than that the service covers the whole of what is owned by PT Kereta Api Indonesia, which is proper and adequate railway facilities, easy transaction system, convenient public facilities, friendly and helpful officers, and etc. Following below detailed explanation of the research results.

1. Frontliner Part of Excellent Service

The excellent service culture of PT KCJ is seen from its mission of prioritizing safety, service, comfort, and punctuality, as well as environmentally sound. The prime spearhead of excellent service on the front line of KCJ is frontliner, the officer who is dealing directly with the customer. PT KCJ, especially in East Jakarta's New Klender Station, has its frontliner, passengers service, announcer, counter officer and station security officer or PKD. Here are the frontliner services of PT KCJ:

a. Announcer Officer. The announcer clerk is required to be able to communicate well and courteously. Officer announcer prioritizes courtesy, clear, fast and responsive in providing information for the satisfaction of passengers Jabodetabek commuter train, and is required to speak English to provide information to foreign passengers.
b. Passenger Service Officer. The passenger service officer is the same as the customer service clerk. In PT KCJ New Klender Station East Jakarta, passenger service officers more often handling complaints passengers. In terms of providing more services, passenger service officers equipped with some excellent service science, including attractive, able to serve, respond and answer suggestions, critics, and complaints.
c. Counter Officer. The duty of the counter is preparing tickets, serving ticket sales, reporting the results of ticket sales. The clerk should be well-dressed, always friendly and polite, patiently giving direction and understanding, especially service users who do not understand how to

transact at the station counter, immediately apologize to the service user in case of a mistake in the transaction and fix it immediately, smile and say thank you every times finished serving service users. Working Clerk Procedure to refund KMT ticket (Multi Trip Cards) i.e. if there are passengers who want to file refund or change KMT card that is not detected then passenger fill out the filing form to station staff, then KMT will check the last balance according to usage. KMT will be stored 1x 24 hours to avoid travel transactions. After no transaction in a day, the staff checks the KMT at the POS counter when the balance is read by the system then the staff hand over the KMT to the counter officer to refund the KMT. If the KMT is not read by the POS system counter then the station staff makes B239 bookkeeping report and refund the manual that is returning the balance of KMT passengers in accordance with the SOT computer.

d. Internal Security Officer (PKD). Security officers at New Klender Station are in charge of maintaining security and order at the station. The SOP of Inside Security Officers at New Klender station are:
   1) Obligation of each Security Officer, ie performing security and service functions to all KRL service users. Resolving the problem correctly, decisively and courteously. Coordinate with related parties in case of accident, crime or incident that interfere with security and safety, KRL Facility and KRL service user. Create a Procedural Report in case of accident, crime or event that interfere with passenger safety and safety, KRL Facility and KRL service user. Know the departure schedule, travel relations and ticket prices.
   2) Obligation On Implementing the Service, i.e. alert in place / post that has been determined according to plotting. Supervise and ensure the security of buildings, assets and vital objects in the station. Keep an eye on and ensure the security and order of passengers when buying tickets, enter or exit at the gate, walk on passenger crossing, on the passenger platform. Banned street vendors, street vendors and street singers.

3) Obligation of PKD in Peron Area, which is to supervise and maintain the security and order of passengers while on the platform. Ensure the passenger's ride and descent have been completed by means of one of the officers who are close to the back row walking toward the front row and gesturing to the officer who is near the machinist. Helps ensure the security and order of passengers upon passing the crossing passanger. Ensure the safety of incoming and departing railway stations. Ensure all KRL doors are closed and there are no passengers on the roof (PAA). Prohibit people from smoking on the platform except in the smoking area.
4) Duty PKD at entrance, i.e. standby at distance between 2 - 3 meter from gate. Ensure all passengers, children older than 3 years old, TNI / POLRI members entering the ticket station (except for employees who have been regulated in Directors' Circular Letter No. SK.026 / CU / KCJ / VIII / 2013 regarding Employee Card Use for KRL Travel Jabodetabek) and prohibit unauthorized persons from entering the station. Ensure passengers enter / exit the station through the gate. Checking Secured Daily Ticket (THB) or Multi-Trip Card (KMT) that passengers cannot pass on or exit through gate and process according to applicable THB and KMT SOPs. Schedule of Frontliner Officer. The following table is the schedule of frontline officer of PT KCJ New Klender station in January and February 2017.

Table 2. Schedule of Frontliner Officer of PT KCJ New Klender station in January and February 2017

No	Jabatan	Shift	Nama Petugas
1	Petugas Loket	Pagi	
			Fauzi, Fuad, Denar
2	*Announcer*	Pagi	
			Putra
3	*Passanger Service*	Pagi	
		Malam	Erdam
4	Petugas Keamanan Dalam (PKD)	Pagi	Hamdi, Musa, Cahyadi, Ruli, Egi, Anton, Irfan
		Siang	Landri, Yance, Taufik,

No	Jabatan	Shift	Nama Petugas
			Mulyadi, Londri, Andi, Toni
		Malam	Ade, Yoki, Budi, Daus, Andri, Danang

Source: Data of PT KCJ Monthly Report, Klender New Station - East Jakarta, 2017

The schedule of frontliner officers at the New Klender station is changed every two months. There are two entrance to the station that is the north door and the south door. For officers counters who serve every shift is divided into three people namely 2 people north counter officers and one officer counters south. For PKD officers is divided into 7 people each guard at the north and south entrances, the tracks, and every corner of the platform. For passenger service officer and announcer only one person who serve every shift.

2. Constraints in Service

In carrying out their duties, frontline officer PT KCJ New Klender station is inseparable from the obstacles, although already made SOP problem solving. The problems are as follows:

a. Announcer. The obstacles that Anouncer officers often face are:
   1) Loudspeaker Off / damaged. If the loudspeaker off then the announcer officer coordinates to the head station, so that the loudspeaker is repaired by the KCJ infrastructure and coordinates with the counter officers, passenger service officers, and PKD to inform passengers directly.
   2) Internet Network Trouble. If the internet network is experiencing a disturbance usually Announcer officers make a group chat like whatsapp announcer officer per region on the phone / smartphone, in order to provide information to the passenger position of the train.
   3) Traffic Disorder. In the event of KRL travel disturbance, Announcer officers apologize and provide information of delay to passengers and advise to find other transportation mode.

b. Passenger Service. Common obstacles include:
   1) Passenger report on missed stuff on the train. The Passenger Service officer immediately contacts the passenger service officer at the next train station and informs you that there are passenger items left behind. Furthermore, the search by the officer. If the goods are found then the passenger service officer will input the findings of goods in order to be able to inform to all officers passengers service PT KCJ.
   2) Passenger Complain on a Train Card which is subject to finalization. Officers will search for ticket history data on the computer and explain the use of ticket cards and sanctions, because there are still many passengers who do not know how to use the ticket card.
   3) Traffic Disorder. The passenger service officer will inform passengers before entering into the disturbance causing train delays and suggesting that passengers are in a hurry to use other transportation. If there are passengers who have already entered then the passenger service officers advise passengers not to place tickets on the payment machine and make travel cancellation at the counter.

c. Counter Officer. Common obstacles are:
   1) Error providing information. Case that is often experienced that is wrong to call the destination station, then the counter officers before printing tickets re-ask the passenger destination and provide receipt for the passenger order to recheck.
   2) KMT ticket broken or unreadable gate system. In case of damage or unread system, the counter officer will see the history of the card and if the card has been physically damaged, the officer will immediately return the balance of the passenger in accordance with the amount on the ticket. Traffic Travel interruption occurred. The counter attendant informed of KRL's delay and apologized for not being able to sell the tickets during the unfinished interruption and advised passengers to look for other modes of transportation. If the passenger who bought the ticket and paste the gate-in station then the counter officer canceled the trip.

d. Security Officer. Common obstacles are:

1) Difficulty of arranging passengers who won't to queue. In the condition is crowded and scramble it is limited with queue border to be safe and orderly not push each other.
2) Passengers who do not want to buy tickets for children with height 90 cm. Then the role of PKD explained the regulations.
3) There is a disruption of Train Travel so passengers are angry. The clerk remained calm and asked for an apology for the travel disruption.

Here are the data of passenger complaints at New Klender Station:

Table 3. Data Reports Of Train Passenger Complaints At New Klender Station, East Jakarta

Divisi/ Bagian Pelayanan		
	Januari	**Februari**
Announcer	-	-
Passanger Service	4	-
Petugas Loket	-	1
Petugas Keamanan Dalam	-	-
Jumlah	**4**	**1**
Total	**5**	

Source: Data of PT KCJ Monthly Report, Klender New Station - East Jakarta, 2017

CONCLUSION

The results of this study provide the following conclusions:

1. PT KAI Commuter Jabodetabek at New Klender Station, East Jakarta already has service procedure to improve passenger satisfaction.
2. In carrying out its duties, Frontliner Officer of PT KAI Commuter Jabodetabek New Klender Station, East Jakarta works hard to provide services according to procedure.
3. The obstacles faced by frontline officers of New Klender Station are train travel disturbances, computer errors, entrance system errors. But all obstacles that occur can be overcome by frontliner officers.

Based on the above conclusion, PT KAI Commuter Jabodetabek New Klender Station to make continuous improvement, including:

1. Add counters, waiting chairs, gate-in and gate-out machines to reduce the queue of passengers.
2. Provide training on excellent service on a regular basis to frontliner officers to maintain customer satisfaction.

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