

ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya penerapan sistem layanan pelanggan yang efektif dalam meningkatkan kepuasan dan loyalitas pengguna jasa, khususnya di sektor kepelabuhanan yang menjadi simpul utama rantai pasok nasional. Penelitian ini bertujuan menganalisis implementasi sistem *Customer Service* melalui metode *Customer Visit* dan *Customer Call* di PT Pelabuhan Tanjung Priok Pangkal Balam serta menilai kontribusinya terhadap citra perusahaan. Pendekatan penelitian menggunakan kualitatif deskriptif dengan teknik observasi, wawancara, dan dokumentasi. Informan penelitian dipilih secara purposive, melibatkan staf dan manajer yang terlibat langsung dalam operasional layanan pelanggan. Hasil penelitian menunjukkan bahwa *Customer Visit* memperkuat kepercayaan dan loyalitas melalui interaksi tatap muka yang mampu menggali kebutuhan nyata pelanggan, sedangkan *Customer Call* efektif menjaga kesinambungan komunikasi jarak jauh meskipun masih terkendala keterbatasan teknis. Sinergi kedua metode ini menciptakan sistem pelayanan yang lebih komprehensif, adaptif, dan berorientasi pada hubungan jangka panjang. Secara teoritis, penelitian ini memperkuat literatur mengenai relevansi interaksi personal dalam *Customer Relationship Management*, sedangkan secara praktis memberikan rekomendasi strategis bagi perusahaan jasa pelabuhan untuk mengombinasikan pendekatan digital dan personal dalam membangun daya saing.

Kata kunci: *Customer Service, Customer Visit, Customer Call*, Kepuasan Pelanggan, Pelabuhan

ABSTRACT

This research is motivated by the importance of implementing an effective Customer Service system in increasing user satisfaction and loyalty, particularly in the port sector, which is a key node in the national supply chain. This study aims to analyze the implementation of the Customer Service system through Customer Visit and Customer Call methods at PT Pelabuhan Tanjung Priok Pangkal Balam and assess its contribution to the company's image. The research approach uses descriptive qualitative with observation, interview, and documentation techniques. Research informants were selected purposively, involving staff and managers directly involved in Customer Service operations. The results show that Customer Visits strengthen trust and loyalty through face-to-face interactions that are able to explore real Customer needs, while Customer Calls are effective in maintaining continuity of long-distance communication despite still being hampered by technical limitations. The synergy of these two methods creates a more comprehensive, adaptive, and long-term relationship-oriented Service system. Theoretically, this study strengthens the literature on the relevance of personal interactions in Customer Relationship Management, while practically provides strategic recommendations for port Service companies to combine digital and personal approaches in building competitiveness.

Keywords: *Customer Service, Customer Visit, Customer Call, Customer Satisfaction, Port*