

# The Role of Customer Service in Improving the Quality of After-Sales Service and Product Warranty

Amalia Zahra<sup>1\*</sup>, Elsa Ningsih<sup>2</sup>, Fitri Norhidayati<sup>3</sup>

<sup>1,2,3</sup>Islamic Banking Study Program, Faculty of Islamic Economics and Business, Institute of Islamic Religion Darussalam Martapura.

E-mail: zhra.liya098@gmail.com<sup>1\*</sup>, ningsihelsa166@gmail.com<sup>2</sup>, norhidayatifitri@gmail.com<sup>3</sup>

## *Abstract*

*In an era where business competition is increasingly fierce, the quality of after-sales service and products is the main key in building strong relationships between companies and customers. In the midst of ever-growing market dynamics, the role of customer service has become very important to ensure customer satisfaction through the services provided after purchase. This aims to find out the role of customer service in improving after-sales service and product warranties. The method used in this research is literature or literature study where the researcher collects references, materials from relevant sources such as books and journals related to the problem being studied. The results obtained show that customer service has a very important role in improving after-sales service and product warranties. By providing direct assistance to customers after a sales transaction, customer service functions as a guardian of a strong relationship between the company and the customer*

**Keywords.** *Customer Service, Product Guarantee, After Sales Service*

## **INTRODUCTION**

Competition between companies revolves around customer service, which plays a vital role in improving customer satisfaction and service quality. When marketing a product, whether goods or services, customer service is essential because it allows consumers to evaluate the company's performance. By providing exceptional service through the Customer Service department, the goal is to foster a positive perception of the company's image. Customer service is an integral activity carried out by companies to increase the value of their offerings and ensure consumer satisfaction, fostering strong relationships between the two parties (Rasyid, Hasniati, & Yusuf, 2016).

After sales service is a service that is the company's responsibility to provide for the products it sells.(Yusuf, Abduh, et al., 2023). This service can be in the form of further consultation or guarantees in the form of replacing damaged goods (spare parts), repairs and provision of spare parts (Sitanggang, 2015). In general, a warranty is a company's guarantee that consumers will receive quality products that meet specifications. A warranty is an after-sales service provided by the company that produces the product so that consumers feel calm if at any time there is damage to the product they purchased (Haque, 2021).

This article will dig deeper into the role of customer service in improving the quality of after-sales service and product warranty and how customer service can help in fixing product issues, providing technical assistance, and providing needed information to customers. By understanding the importance of customer service in the context of after-sales service and product warranty, companies can allocate resources more effectively, improve customer satisfaction, and strengthen their position in a competitive market.

## **RESEARCH METHODS**

This study uses a literature study method or library research, where researchers rely on literature sources to collect research data. The approach used is qualitative because the data collected is descriptive. Library research or literature study is carried out by looking for references from various relevant sources, such as books and journals related to the topic being studied.

## **RESULTS & DISCUSSION**

## **Customer Service**

In terms of language, customer service consists of two words, namely "customer" which means customer (consumer), and "service" which means service (service). Customer service is all activities used to satisfy customers with the service provided by someone. So, basically customer service can satisfy all customer needs. The services provided include receiving complaints from consumers or problems experienced by consumers (Kasmir, 2007). Customer service must be able to find solutions to problems faced by customers (Permana, 2022). Customer service officers have an important role because they are the ones who deal directly with customers. Improving customer service is very important in order to increase customer satisfaction and loyalty because they have a significant position, namely contributing income to support the survival of the company. The requirements to become a customer service are:

### **1. Physical Qualifications**

A customer service needs to have an attractive physical appearance, including an attractive face, skin color, and appropriate body proportions. Ideally, a woman's height is 160 cm and a man's 165 cm, with a proportional weight. Body balance is important because a customer service who is too thin or too fat may not be attractive to customers. In addition, physical and mental health are also needed.

### **2. Mental Readiness (Psychological)**

In addition to physical qualifications, mental readiness is very important. Customer service must have strong mental resilience to face the challenges of serving customers. This mental resilience is reflected in behaviors such as patience, friendliness, and a positive attitude. It is important to avoid negative attitudes such as anger, excessive emotion, and despair.

### **3. Personality**

Customer service personality also plays an important role in providing good service. Customer service needs to have a friendly, polite, and gentle personality. In addition, energy and speed in serving are also needed. Business spirit, sense of humor, and enthusiasm to continue to move forward are also added values.

### **4. Social Skills**

Customer service social skills play a role in building good relationships with customers (consumers). They must be wise in interacting and able to socialize with various people.

Good speaking skills and success in establishing interpersonal relationships are key to meeting these social requirements. (Kasmir, 2007).

Example of customer service implementation in the current era where customers have an important role in business success, call centers are a strategic basis for companies that prioritize customer service. A call center is an approach to customer relationship management that focuses on relationships through a call center. This call center is very useful for increasing customer satisfaction, helping to increase operational efficiency, and increasing customer retention (Barantum, 2024).

### **After Sales Service**

After sales service or called after sales service is a significant part of product marketing. After sales service refers to the service provided to customers after the transaction process has occurred by the company. (Mubarak et al., 2023). The purpose of this service is to ensure customer satisfaction is met, build close partnerships with customers, create good relationships, and build customer loyalty. Usually companies provide after-sales services as their commitment to the products they have sold. According to Kotler, a company must determine how to provide after-sales services, for example, providing warranties, repair services and providing spare parts (Mugni, 2016). The types of after-sales services

1. Warranty (Guarantee)

Warranty refers to a guarantee or life span of a product sold, often accompanied by a money back or repair agreement.

2. Repair services (Maintenance services)

Repair refers to the quality of service provided for the product in question. The purpose of this repair or maintenance is to ensure that the product continues to function properly when used by the customer.

3. Parts

Spare parts refer to certain equipment or supplies that are usually produced by only one factory or a limited number of factories, usually not available on the market except for common types of spare parts (Mulyadi, 2018)

### **Warranty**

Warranty, or "guarantee" in English, is a form of service provided by a company or manufacturer to customers or consumers to ensure customer satisfaction and fulfillment of consumer rights. This includes a guarantee that the goods purchased are in accordance with

the value paid by the consumer, as well as guaranteeing that the goods are free from defects or hidden damage during the specified warranty period. Warranty is part of after-sales service where the company or manufacturer is responsible for replacing or repairing goods that do not comply with the guarantee (Shidarta, 2000). Warranty, also known as a guarantee, is a form of protection provided by a company or manufacturer to customers to ensure the quality of the goods purchased is in accordance with the expected value (Rasyid et al., 2023). Warranty provides assurance that the item is free from defects or hidden damage that may occur after purchase, and can be claimed during the specified warranty period. Warranty claims can be submitted if the item is damaged or defective that is not caused by consumer actions such as being dropped, exposed to water, or broken. For example, if the purchased cellphone suddenly dies after a few days of use, this can be claimed as part of the warranty, and the store will usually replace it with a new unit or make repairs. Warranties are divided into several types:

1. Global (International) Warranty

This warranty is the most superior type of warranty because it can be claimed anywhere, as long as the country is included in the coverage area of the product manufacturer. For example, the purchase of goods in Indonesia can be claimed for warranty in other countries, such as China, as long as the country is included in the distribution area of the manufacturer.

2. National Official Warranty

Warranty provided by the company that owns the product and is only valid in that country. Although this warranty has a fairly long period, usually two to three years, this warranty is not recommended for people who often travel abroad because it is difficult to claim the warranty outside the country of origin.

3. Distributor Warranty

This warranty has a relatively short validity period, around one year, and claims can only be made at distributor centers which are limited to several large cities.

4. Store Warranty (Seller Warranty)

Warranty provided by the seller at the time of purchase of the product. This warranty usually has a relatively short period of time, only a few days, without replacing the original product warranty. Claims can be made if the product experiences problems during the store warranty period (Tussyakdiyah, 2020).

## **The Role of Customer Service in Improving After-Sales Service and Product Warranty**

In customer service, the responsiveness dimension relates to the company's ability and readiness to provide assistance to customers quickly and on time. Customer service responses can be assessed positively by customers, and can develop capabilities in consumer service. The main responsiveness relates to the company's response to customers, namely through customer service. Individual attention increases customer satisfaction, as does the customer service response to customer problems that can affect their satisfaction. Customer service responsiveness in providing unhindered service will have an impact on customer satisfaction. The better the quality of service, the lower the customer complaints about the service.(Makiah et al., 2022). Customer service is a major determinant of customer satisfaction because they play a role in evaluating the quality of a service or product. Loyal customers are those who are very satisfied with a product or service, tend to recommend it to others. Service providers usually improve their service quality to stay competitive, retain existing customers, and attract new customers as a primary strategy (Hafidz, & Fadillah, 2024).

To increase customer satisfaction and encourage them to remain loyal in the long term, companies must prioritize planning and managing factors that support the implementation of relationship marketing more seriously.(Wafa et al., 2024). One effective way is to create a comfortable environment for customers during interactions or transactions, either directly or through online communication. When customers feel comfortable, they are more likely to remain loyal and even bring new customers to the company.

Companies also need to provide timely assistance when customers face problems such as showing alternative parts providers if the product they need is not available at that time. This approach not only helps customers solve their problems but also reminds them of the positive value of working with the company.

In addition, companies must be proactive in providing the latest information that is relevant to customer interests, such as product or service developments. This not only strengthens the relationship between the company and customers, but also shows the company's awareness and concern for the needs of their customers (Kurniawan, & Lubis, 2021).

*Customer service* has a very important role in improving after-sales service and product warranty management. Customer service acts as a channel between the company and the

customer after the purchase has occurred.(Yusuf, Azhari, et al., 2023). They are the spearhead in providing information about product warranties, explaining warranty terms and coverage, and helping customers understand the warranty claim process if needed. Some of the roles of customer service are as follows:

1. Providing Ongoing Customer Support

*Customer service* is the primary contact between the customer and the company after the sale. Customer service must be ready to provide assistance and answer questions, as well as listen to customer complaints regarding products, services, or problems that arise after the purchase.

2. Solve the problem

When customers have issues with a product or warranty, customer service can help resolve the issue quickly and efficiently. They can provide direction, or suggest a product replacement if necessary.

3. Increase Customer Satisfaction

By providing fast and effective service, customer service can increase customer satisfaction. When customers feel heard, valued, and given solutions to their problems, they tend to be more satisfied with their experience with the company.

4. Building Long Term Relationships

Good customer service not only solves current problems, but helps build long-term relationships with customers. So with this customer service can build consumer loyalty and encourage them to repurchase our products in the future.

5. Getting Customer Feedback

Through communication with customers or consumers, customer service can collect important feedback about products and services. This information can be used to improve products, processes, or services in the future (Fernandes, 2016).

This is in line with research by Hafidz and Fadillah which states that *customer service* are the main determining factors in determining customer satisfaction because they are the ones who play a role in responding to complaints and problems faced by customers promptly, and evaluating the quality of services or products through feedback carried out to improve quality in order to remain competitive, retain existing customers, and attract new customers who tend to create long-term relationships.(Hidayatullah et al., 2024). Therefore, it is important in choosing the right marketing strategy not only to focus on

product quality, but also on service quality to strategies for facing competitors and retaining customers.(Malihah, 2022).

Research by Kurniawan and Lubis also said that one effective way is to create a comfortable environment for customers during interactions or transactions, both directly and through online communication. Here *customer service* has an important role because when customers feel comfortable, they are more likely to remain loyal and even bring new customers to the company, and the company provides timely assistance when customers face problems such as showing alternative spare part providers if the product they need is not available at that time, as well as being proactive in providing the latest information that is relevant to the customer's interests, such as product or service developments.

Establishing communication with consumers is an absolute must for business actors in the midst of today's global competition. With an integrated communication pattern, the priority is customer satisfaction.(Syahputra, 2022). Customer service not only fosters customer loyalty, but also ensures that customers feel supported and appreciated after purchasing a product, which can ultimately strengthen brand image and increase customer trust in the company.

## **CONCLUSION**

Customer service plays a very important role in improving after-sales service and product warranty. Customer service acts as a strong link between the company and its customers by providing direct assistance to customers after making a purchase transaction. Not only do they help customers understand the product warranty and claim process, they also provide problem solving and provide suggestions for more efficient product use. By building positive relationships and providing satisfactory service, customer service helps improve customer satisfaction, increase their loyalty, and build a positive corporate image. Therefore, improving customer service is an important step for companies to maintain good relationships with customers and ensure the success of after-sales service and product warranty management.

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