

ABSTRACT

Customer complaint handling is an important aspect in maintaining customer loyalty, especially in the tea auction business. However, the complaint handling process, which has not been documented in a systematic and structured manner, causes delays in response and resolution of complaints. This final project aims to design a customer complaint handling and communication procedure that meets the requirements of ISO 9001:2015 clause 8.2.1 using the Business Process Management (BPM) approach. The data collection methods employed include observation, interviews, and literature review. After conducting a gap analysis, the design process was carried out by identifying process components using 18 business process items as a reference for designing the business process used as a complaint handling and customer communication procedure. This procedure provides systematic and structured guidance for handling and communicating between the Tea Auction Team, Customer Service, Producers, and Customers. Additionally, this procedure simplifies the systematic and structured handling of complaints from complaint reception, investigation, and escalation to the Producer until a solution is proposed and its implementation is monitored, ensuring that customer complaint information is better documented, thereby fostering customer satisfaction and loyalty. To assist in the procedure, a dummy website interface has also been created to provide customers with a platform to submit complaints directly and in a documented manner, monitor the progress of complaint handling, and ensure transparency at every stage of resolution.

Keywords: *Complaint Handling, Communication, Procedure, Auction, Loyalty.*