

ABSTRACT

This study aims to determine the communication strategy in handling customer complaints carried out by Tenant Relations PT Srihapan Mega Persada. This research uses descriptive qualitative method. The subjects of this study were employees of PT Srihapan Mega Persada, namely the manager of The Suites Tower building. Continuous improvement follow-up communication strategy is a strategy used to make continuous improvement. The author as a planner, collecting data, analyzing data and as a reporter from research results. The data used are primary data from interviews and secondary data in the form of supporting literature. There are 3 patterns of customers in submitting complaints. The three steps are (1) Via Phone (2) Via Chat Whatsapp/Email and (3) Coming Directly to the manager's office. The focus of research in this study is what factors affect customer complaints of PT Srihapan Mega Persada. In resolving complaints, there are several other divisions that assist Tenant Relations according to the type of complaint submitted and from each division it is annulled back to the Tenant Relations section for resolution. Tenant Relations at The Suites Tower building implements the implementation of communication strategies in handling complaints by Tenants through a customer complaint handling approach. the steps and steps taken in handling the complaint are based on applicable company procedures. This study concludes that the implementation of SOP on complaint management applied by the company is in accordance to the situation and conditions at PT Srihapan Mega Persada.

Keywords : *Tenant Relations, Complaint, Customer*

