

## **ABSTRACT**

*Research on the physical distribution with the scope of the discussion of the physical distribution in controlling the amount of customer complaint aims to describe the physical distribution activities to handle customer complaint PT Paboxin Sidoarjo. Their description of the physical distribution activities in controlling customer complaint PT Paboxin is expected to provide benefits, which can find a solution in dealing with customer complaints that occur to the product PT Paboxin.*

*This study uses data customer complaint that occurred during the period from January to December 2014. The description of physical distribution activities starting from: 1) the prerequisite of satisfaction, 2) sequential approach, 3) training with the method used is descriptive so that the three activities can describe the activities of Physical Distribution The PT Paboxin in handling customer complaint.*

*Results from this study showed that of the data that has been processed, the level of customer complaints is still high because of physical distribution activities have not been perfect, the addition standard complaint form PT Paboxin not in accordance with the standard that should be so still a lot of information that is not written. So PT Paboxin still have to do a lot of repairs.*

**Keywords:** *physical distribution, customer complaint.*

## INTISARI

Penelitian mengenai *physical distribution* dengan ruang lingkup pembahasan mengenai *physical distribution* dalam mengendalikan jumlah *customer complaint* ini bertujuan untuk menggambarkan kegiatan *physical distribution* untuk menangani *customer complaint* di PT Paboxin Sidoarjo. Adanya gambaran mengenai kegiatan *physical distribution* dalam mengendalikan *customer complaint* di PT Paboxin ini diharapkan dapat memberikan manfaat, yaitu dapat menemukan solusi dalam menangani komplain *customer* yang terjadi terhadap produk PT Paboxin.

Penelitian ini menggunakan data *customer complaint* yang terjadi selama periode Januari – Desember 2014. Penggambaran aktifitas *physical distribution* dimulai dari: 1) prasyarat kepuasan, 2) pendekatan sequential, 3) pelatihan dengan metode yang digunakan adalah deskriptif sehingga Ketiga aktifitas tersebut dapat menggambarkan aktifitas *Physical Distribution* di PT Paboxin dalam menangani *customer complaint*.

Hasil dari penelitian ini menunjukkan bahwa dari data yang telah diolah, tingkat komplain *customer* masih tinggi karena aktifitas *physical distribution* belum sempurna, Selain itu formulir standard komplain milik PT Paboxin tidak sesuai dengan standard yang seharusnya sehingga masih banyak informasi yang tidak tertulis. Sehingga PT Paboxin masih harus melakukan banyak perbaikan.

Kata Kunci: *physical distribution, customer complaint*.