AN ANALYSIS OF THE STRUCTURE OF SERVICE ENCOUNTERS IN TRAVEL DOCUMENT DIVISION OF ANTA TOUR & TRAVEL SURABAYA

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Abstrak. Artikel ini membahas penggunaan *service encounters* yang terjadi di Divisi Dokumen Perjalanan di Anta Tour & Travel. Pembahasan berpusat pada percakapan yang terjadi di Divisi Dokumen Perjalanan di Anta Tour & Travel Surabaya. Artikel berutujuan menganalisa unsur-unsur struktural dan pola organisasi dari *service encounter* di Divisi Dokumen Perjalanan di Anta Tour & Travel Surabaya, dalam kerangka kerja analisis wacana. Pendekatan yang dipakai adalah deskriptif kualitatif. Ada delapan unsur *service encounter*: *greeting*, *turn allocation*, *service bid*, *specification of needs*, *additions to compliances*, *resolusion*, dan *closing*. Unsur-unsur ini disusun dalam organisasi yang spesifik yang menghasilkan pola umum service encounters.

Kata kunci: service encounter, patern of organization, discourse analysis.

INTRODUCTION

Since its introduction to modern science the term 'discourse' has taken various and has many definitions. Discourse could be described as "language-in-use" or socially "stated text and tall", i.e, analysis ask how written, oral, and visual text are used in specific context to make meanings, as opposed to analyzing language as an abstract system <http://www.discourse-analysis.de/.22k>. According to Crystal (1992:25), discourse is "A Continuous stretch of (especially spoken) language larger than a sentence, often constituting a coherent unit such as a sermon, argument, joke, or narrative". On the other hand, Dawkoska, being aware of differences between kinds of discourses indicates the unity of communicative intentions as a vital element of each of them. Consequently she suggests using terms 'text' and 'discourse' almost interchangeably betokening the former refers to the linguistic product, while the latter implies the entire dynamics of the processes (2001:81). According to Cook (1990:7) novels as well as short conversations or groans might be equally rightfully named discourses. In the study of language, discourse often refers to the speech patterns and usage of language, dialects, and acceptable statements, within a community <http://www.wisegeek.com/what.is.discourse.htm.39k>.

Spoken discourse, especially conversation, is possibly the form of discourse that poses the greatest problems in terms of analysis given its apparently unstructured nature. The number of interlocutors may vary and the use of non-verbal expressions can add to the difficulty of its analysis, given the use of 'talking turns' as McCarthy (1991:69) calls them, and the real possibility of interruptions and interjections, which nonetheless are part of

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discourse. What is more, the certain characteristics are common to all societies, for instance, indicating the end of thought or end of utterance. The words that are to point the beginning or the closing stages of a phrase are called 'frames'. McCarthy (1991:13) claims that it is thanks to them that people know when they can take their turn to speak in a conversation.

Service encounter is a part of spoken discourse. In service encounter conversations, there are structures or elements of service encounter. They are Greeting, Turn Allocation, Service Bid, Service Offer (which is divided into Compliance, Specification of need, and addition to compliance), and Resolution. Besides, among the customers and staffs are easy to anticipate elements for instance: greeting, where the response is also greeting; apology with the response in the form of acceptance or informing – and acknowledging as a response. Such pairs of statements are known as adjacency pairs. Good service is the main feature of such discourse, and it is interesting to investigate in this encounter, how the conversation is structured that would meet the need and satisfaction of the customers. The purpose of this study is to investigate the elements and pattern of the conversation structure in service encounters. Specifically this study investigates these following problems: (1) What are the structural elements of service encounters at Travel Document Division of Anta Tour & Travel Surabaya?, (2) What is the structure of exchange of service encounters at Travel Document Division of Anta Tour & Travel Surabaya?, and (3) What are the patterns of Organization of Service Encounters in Travel Document Division of Anta Tour & Travel Surabaya.

Spoken Discourse and Service Encounters

In the study of language, discourse often refers to the speech patterns and usage of language, dialects, and acceptable statements, within a community <http://www.wisegeek.com/what.is.discourse.htm.39k>. "A type of discourse might be characterized as a class of either written or spoken text" (Cook 1990:156). Besides, from the point of view of production, spoken and written differs in the demands on language-producers. The speaker has available to him the full range of 'voice quality' effects (as well as facial expression, postural and gestural systems. Armed with these he can always override the effect of the words he speaks. "As interlocutors are most often in face-to-face encounters (unless using a phone) they take advantage of extralinguistic signals as grimaces, gesticulation, expressions such as 'here', 'now', or 'this' are used. Employment of nonsense vocabulary, slang, and contracted forms (we're, you've) is another feature of oral discourse. Among other significant features of speech are rhythm, intonation, speed of uttering and, what is more important, inability to conceal mistakes made while speaking (Crystal 1995: 291, Dawkoska 2001:07).

Discourse structure patterns operate across turn and are thus overtly interactional and sequential. They show us how participants choose to act on each other through their choice of speech functions (i.e. speech acts), such as "demanding", "challenging", "contradicting", or "supporting", and how participant choices function is a key resource for negotiating degrees for familiarity. If interectants wish to explore their interpersonal relations, they must choose speech function which keeps the conversation going, and this

frequently means that intimate relations involve interactants reacting to each other in confronting, rather than supporting, moves.

Service encounters are traditionally described as the interaction that occurs between customer-contact employees and customers, have been frequently discussed in marketing literature (Bitner, 1990; Bitner *et al.*, 1990; Czepial *et al.*, 1985; Carlzon, 1987; Lewis and Entwistle, 1990). There is general agreement that these service encounters play a important role in external customer satisfaction and to the success of the company. Lewis and Enwistle suggest many other service encounters also occur within the organization, in addition to those between external customers and customer contact employees which are equally important in determining the quality of service provided to the final customer. Lewis and Enwistle argue,"if these internal encounters are unsatisfactory, then the (external) customer may end up dissatisfied, complain, and see the fault as lying with the customer-contact employee" (Lewis and Enwistle, 1990,p. 50).

The structure of service encounters has been an interesting topic since late 1970s and early 1980s. Hasan (1978, 1980) and Martin (1979) have both used the linear representation in their schematic structures of Service Encounters. There are generally six main elements of schematic structure in service encounters http:// applij. oxfordjournals.org/content /4/3/242.extract:

1. Greeting.

Greeting is an act of communication in which human beings (as well as other members of the animal kingdom) intentionally make their presence known to each other, to show attention to, and to suggest a type of relationship or social status between individuals or groups of people coming in contact with each other. While greeting customs are highly culture- and situation-specific and may change within a culture depending on social status and relationship, they exist in all known human cultures. Greetings can be expressed both audibly and physically, and often involve a combination of the two. This topic excludes military and ceremonial salutes but includes rituals other than gestures. Greetings are often, but not always, used just prior to a conversation.The realization of this element depends largely on the frequency of interaction and the social distance (Hasan 1978, Ventola 1979) between the interactants.

2. Turn Allocation

The purpose of which is to bring the interactants face to face if this has not already happened in the course of starting the interaction. This element involves calling to approach and approaching.

3. Service Bid

This is an indication of readiness to serve and the acceptance of the service offer.

4. Service/ Service Offer

It involves requesting and giving goods and services. The customer has a 'need' and the server is expected to provide **'compliance'** to this need, to fulfil the need. If the need has not been particularized enough, **'specification of the need'** may be necessary. Further, if the compliance has not been completely satisfactory to the customer, **'additions to the compliance'** may be needed.

5. Resolution

If the service concerned material goods Resolution may occur. It is a decision about whether the customer takes the goods/ services or not.

6. Closings

Closings are always occurred in the last of conversation. Its function is to end the conversation after the happening of resolution, or after the customer gives the final decision.

RESEARCH METHOD

The research design of this study is descriptive qualitative (Bogdan and Biklen 1982:28), that it aims to gather an in-depth understanding of human behavior and the reasons that govern such behavior. It investigates the *why* and *how* of decision making, not just *what*, *where*, *when*. <http://en.wikipedia.org/wiki/Qualitative_research#Data_analysis>. The source of the data is the seven recorded conversations between the customer service staffs and customers in the Travel Document Division in Anta Tour & Travel Surabaya, i.e. five face-to-face conversations and two conversations by phone. In total the records last for three hours. In the analysis, the data are examined to find out the structural elements of the conversations and the general structure of service encounter conversations.

RESULT AND DISCUSSION

Elements of service Encounters

There are 8 elements of them: Greetings, Turn Allocation, Service Bid, Services, Specification of needs, Addition to compliances, Resolutions, and Closings.

1. Greetings

Greeting almost occurs in the beginning and the end of all conversations, for both face to face conversation and conversation by phone. The function of greeting in the writer's conversations is expressing among customers and the staffs. Greetings are mostly pronounced by the staffs, in order to show politeness, attention, and care. This element must be done in every conversation because it is an important thing, especially in starting a new conversation, besides its function in showing politeness and care. In total, there are sixteen greetings in the whole conversations. Greetings are expressed by both staff and customer, so that this element is divided into two groups, a group showing greetings spoken by the staff and a group showing greetings spoken by the customer. From the data the form of greeting is often occurred as:

a. Greetings expressed by the Staff:
   (1)   **(Data 1;Turn 2A)** *'Selamat Siang Bapak.' (*Good Afternoon, Sir*)*
   (2)   **(Data 4;Turn 1A)** *'Selamat Siang Bu Tjokro…Apa Kabar?'*
         (Good Afternoon Mrs. Tjokro...How are you??)
   (3)   **(Data 5;Turn 1A)** *'Anta Tour Selamat Pagi'*(Good Morning Anta Tour)

b. Greetings expressed by the Customers:
   (4)   **(Data 2;Turn 2A)** *'Permisi'* (Excuse Me)

(5) **(Data 4;Turn 2A)** *'Siang Nus...baik-baik..kamu yak apa?'*
(Good Afternoon, Nus..I'm fine. And you?).

In data (5), the customer replies the staff's greeting and shows the care (*'Siang Nus...baik-baik..kamu yak apa?'/ 'Good Afternoon, Nus..I'm fine. And you?').* This sentence shows that greeting not only show the care of the staff, but also the customer.

2. Turn Allocation

Turn Allocation occurred twice in data 1 and data 7. Its function is to bring the interlocutors face to face encounter, if this has not already happened in the course of starting interaction. This element involves calling for approaching. This element is expressed by the customers in order to show their demands, when the staffs do not greet them first. This element is not really necessary because sometimes it could be replaced by greeting. There are two turn allocations in whole data:

(6)   **(Data 1;Turn 1A)** *'Mas.'*
(7)   **(Data 7;Turn 1A)** *'Mas Stefanus ya?'* ('You must be Stefanus?')

3. Service Bid

Service Bid occurs before service. Service Bid always happens in whole conversations, and shows the indication of readiness to serve and acceptance of service. In total, service bid happens 33 times. It is expressed both by the staff and customers. The forms are:

a. Service Bid expressed by the staff:
(8)   **(Data 1;Turn 2B)** *'Bisa dibantu'* (Can I help you?)
(9)   **(Data 5;Turn 1B)** '*Dengan Stefanus bisa dibantu'* (Stefanus's speaking can I help you?)
(10)   **(Data 1;Turn 4A)** *'Bisa Bapak'*(Of course you can, sir)
(11)   **(Data 2;Turn 4A)** *'Visa kemana bapak?'* (Which visa do you wish to apply, sir?)
(12)   **(Data 3;Turn 12A)** *'Silakan pak'* (Please, sir)
(13) **(Data 3;Turn 18A)** *'Iya pak, ada lagi yang perlu ditanyakan pak?'*
(Yes sir. Are there any more questions, sir?)
(14)   **(Data 4;Turn 15A)** *'Baik bu, untuk document lain sudah siap'*
(Yes madame, another document is done)
(15)   **(Data 5;Turn 3A)** *'Baik bapak silakan no faxnya'*
(Your fax number, please.)
(16) **(Data 6;Turn 3A)** *'Baik bapak silakan e-mailnya'*
(Your e-mail account, please.)
(17)   **(Data 6;Turn 5A)** *'Baik, saya ulang ya pak: Yolanda.Cute@yahoo.com*
(I will repeat the e-mail sir: Yolanda.Cute@yahoo.com)

b. Service Bid expressed by the Customers:
(18)   **(Data 2;Turn 4A)** *'Makasih mas'* (Thank You.)
(19)   **(Data 2;Turn 12A)** *'Ini'* (Here you are.)

(20) **(Data 3;Turn 3A)** *'Saya mau bikin paspor baru'* (I want to make a new passport.)
(21) **(Data 3;Turn 5A)** *'Belum pak, ini paspor pertama saya'* (No sir. This is my first passport.)
(22) **(Data 4;Turn 12A)** 'Oalah..oke Nus' *(Ok, I see Nus.)*
(23) **(Data 3;Turn 9A)** *'Hargane macem-macem yo pak'* (So many prices, isn't it?)

Sometimes the customer expressed the condition of his document. This is also a part of service bid because the customer needs the staff to give the service offer, in this case solving his document problem.

(24) **(Data 3;Turn13A)** *'Iya pak...jadi nama di akte lahir sama di kartu keluarga dan KTP itu gak sama pak. Jadi nama di Akte lahir memakai nama tionghoa dan nama di Kartu Keluarga dan KTP memakai nama Indonesia, nama saya sekarang'* (Yes, sir. So the name in birth certificate and in family list card and ID card is not same. In birth certificate using my Chinese name, but in family list card and ID card using my Indonesian name, my current name.)

4. Service
Services involve the customer's requests and when the staff giving goods and services. It is occurred in all conversations after greetings happened, especially after the staff's readiness to serve, or called as Service Bid. As service bid, service also expressed by the staff and customers, so the writer divided them into two groups. In Total, there are 41 kinds of services. The forms of services are among others:
a.Service expressed by the staff:
(25) **(Data 1;Turn 4B)** *'Silakan Duduk'* (Have a seat, please)
(26) **(Data 1;Turn 6A)** *'Untuk Visa sekali masuk, dua kali masuk, atau multiple pak'* (For single entry, double entry, or multiple visa Sir?)
(27) **(Data 1;Turn 12A)** *'Paspor dan foto ukuran 4x6 sebanyak 2 lembar dengan background warna putih pak'* (Passport and 4x6 photograph with white background, Sir.)
(28) **(Data 2; Turn 8A)** *'Turki USD 70 dan Dubai Rp 800.000,- pak'*
(The price for Turkey visa is USD 70 and Dubai is Rp 800.000 Sir.)
(29) **(Data 2;Turn 13A)** *'Maaf pak, untuk visa Dubai memerlukan dua digit nama, jadi seperti nama bapak "Soebodro" harus ditambahkan nama ayah bapak pada paspor, biayanya Rp 275.000,- pak'* (I am sorry Sir, Dubai Visa needs to give the two digits name, as your name "Soebodro" must be added your father's name in the passport remark. The price is Rp 275.000,-
(30) **(Data 3;Turn 6A)** *'Baik pak, silakan dilengkapi syarat-syaratnya: KTP, Kartu Keluarga, Akte Lahir, dan Akte Pernikahan. Semua dalam bentuk asli pak'*
(Yes Sir, please enclose the terms: ID Card, family list card, birth certificate, marriage certificate. All those documents must be in original, Sir.)

b. Expressed by the customer:
- (31) **(Data 1;Turn 3A)** *'Disini bisa ngurus Visa ke China?'* (Can I make a Chinese Visa here?)
- (32) **(Data 2;Turn 2B)** *'Mau Tanya Visa'* (I need to ask about Visa.)
- (33) **(Data 2;Turn 6A)** *'Iya. Jadi gini, saya mau ikut tour ke Turki dan Dubai* (Well I wish to join the tour to Turkey and Dubai.)

  (Data 4;Turn 6A) *'Ini. Coba kamu cek ae dulu. Apa sing kurang kamu info aku sekarang ya'* (Here you are, please check. In case you find anything wrong please inform me.)
- (34) **(Data 5;Turn 2B)** *'Mas saya tolong difax syarat-syarat bikin paspor baru'*
  (Please send me by fax the terms of making a new passport.)
- (35) **(Data 7;Turn 3A)** *'Mas saya disuruh bu Riva untuk minta contoh surat referensi bank'* (Mrs. Riva asked me to bring the sample of bank reference letter.)

5. Specification of needs

Specification of needs usually occurrs in the middle of conversation, when the customers express their more needs to the staffs. Specification of needs happen when the need of the customers has not been particularized enough, and always occurr in whole conversation. In total, there are 12 data of specification of needs, some of which are as follows.
- (36) **(Data 1;Turn 5A)** *'Syaratnya apa saja ya mas?'* (What are the terms and conditions, sir?)
- (37) **(Data 1;Turn 7A)** *'Bedane opo pak?'* (What are the differences, sir?)
- (38) **(Data 3;Turn 7B)** *'Kalo' biaya bikinnnya berapa ya pak? Terus isa jadi berapa hari?* (How much should I pay for the visa? And how long does the process take?)
- (39) **(Data 4;Turn 10A)** *'Lo iya ta? Soale aku baca di syarat yang kamu fax itu disuruh sertakan SIUP sama TDP asli lo'* (O really? Because in the terms that you give me via fax explained that SIUP and TDP must be enclosed.)
- (40) **(Data 6;Turn 2C)** *'Bisa tolong di E-mail syarat-syaratnya ke anak saya yang di Singapore?'* (Would you please to send the terms via e-mail to my daughter in Singapore?)

6. Addition to compliances

Addition to compliances usually occurrs after specification of needs happened. Its function is to fulfill the customer's need, in case the specification of need has not been completely satisfactory to the customer, and occurrs in some conversations (Conversation 2, 3, 4, and 6). In total, there are seven data of addition to compliances. The forms are:
- (41) **(Data 2;Turn 13A)**, *'Aneh-aneh ae mas. .gini kan aku jadi tambah bayar'*
  (How strange. It costs me more for this.)
- (42) **(Data 3;Turn 15A)** *'Apa harus seperti itu pak? Kenapa? Apa saya boleh tau'*(Is that a must sir? Why? Please let me know.)
- (43) **(Data 4;Turn 18B)** *'Tolong langsung kamu masukkan konsulat ae Nus, biar cepet'*
  (Please send them directly to the consulate, so that the visa process could be fast.)

(44) **(Data 6;Turn 6A)** *'Sip. Tolong di E-mail secepatnya ya mas'* (Alright. Please send the email as soon as possible.)

7. Resolution

Resolution always occurs in the last part of conversation before closing. Resolution could be found in almost whole conversations except in the last two by phone conversations. Resolution contains a decision about whether the customer takes the goods/ services or not. There are eight data indicating resolutions.

(45) **(Data 1;Turn 9A)** *'Oooo gitu..sekali masuk ae mas. Piro Hargae?'* (Yes, I see. For single entry visa please. How much I should pay for the visa?)

(46) **(Data 1;Turn 13A)** *'Ok mas. Nanti sore saya suruh pegawai saya kesini buat kirim dokumentnya. Tolong cepet diproses ya'* (Ok. I will ask my man to send the document by this evening. Please make the process fast.)

(47) **(Data 2;Turn 9A)** *'Ok tak bayar sekalian. Kebetulan aku ya bawa paspor. Tapi fotoe besok ae ya.'* (ok I will pay it now. I accidentally also bring my passport. But I wll give the photograph tomorrow.)

(48) **(Data 2;Turn 15A)** '*Ok deh gak apa-apa. Nanti mas saya hubungi lagi ya'*
(Never mind, I will call you later.)

(49) **(Data 3;Turn 19A)** *'Ndak ada pak. Makasi. Ntik tak hubungi lek document wes siap ok. Ntik langsung bapak ambil ndek rumah ae.* (It is alright, thanks. I will call you later by the time the document is ready. Then you could take it in my home.)

(50) **(Data 4;Turn 14A)** *'Harus baru ya..oke aku tak foto abis gini'*
(The photograph must be brand new, isn't it? Ok, I will take a photograph after this.)

8. Closings

Closings always occur in the end of conversation. Closings can be found in whole conversations. Its function is to end the conversation after the happening of resolution, or after the customer gives the final decision. Closings are expressed by the staff and customers, so that the writer divided them into two groups. In total, there are 12 closings.

a. Closing expressed by the staff

(51) **(Data 4;Turn 21A)** *'Baik bu terima kasih. Selamat siang'* (Thank you Madame, good afternoon.)

(52) **(Data 1;Turn 16A)** '*Terima Kasih kembali pak. Selamat Siang'* (You are welcome. Good afternoon.)

(53) **(Data 2;Turn 16B)** '*Baik pak terima kasih'* (Alright thank you.)

b. Closing expressed by the customer:

(54) **(Data 1;Turn 15A)**'*Ok makasih ya mas'* (Thank You.)

(55) **(Data 3;Turn 21A)** *'Ok Pak Stefanus terima kasih ya'* (Thank You Mr. Stefanus.)

(56) **(Data 4;Turn 20B**) *'Thank You lo ya'* (Thank You.)

(57) **(Data 4;Turn 22A)** *'Siang Nus'* (Good Afternoon Nus.)

Pattern of Organization of Service Encounters in Travel Document Services

From whole data that are analyzed there are two general patterns of service encounters: the Basic Pattern and one variation of the basic Pattern.

The Basic Pattern is structured as follows:

Greeting^Service Bid^Service^Spesification of need^Addition to compliance^ Service^Resolution^Closing

The variation of the basic Pattern consists of:

Turn Allocation^Greeting^Service Bid^Servive^Specification of need^Addition to compliance^Service^Addition to compliance

CONCLUSION AND SUGGESTION

Based on the data analysis, the structural elements of service encounters that are found at Travel Document Division of Anta Tour & Travel Surabaya are Greetings, Service Bid, Services, Specification of needs, Additions to compliances, Resolutions, and Closings. Every element occurs and plays their function in conversation. The structure of exchanges is also found in every conversation.   From whole data, there are also two patterns of service encounters, those are Basic Pattern and Variation of Patterns. Basic Pattern, is a pattern that often occur in whole data, consisting of Greeting, Service Bid, Service, Spesification of need, Addition to compliance, Service, Resolution, and Closing. Variation of Pattern, is a pattern that occured as a variation from the basic pattern. They are consisting of: Turn Allocation, Greeting, Service Bid, Servive, Specification of need, Addition to compliance, Service, and Addition to compliance.

This research is limited in terms of the amount of data and kinds of service. It will be interesting that further research could be done in different place, with different subjects and with more samples involved to achieve more conclusive and more accurate result.

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