



## Performance Analysis Of Marketing and Customer Service Division Using The 5W1H Method and Fishbone Diagram At PT XYZ

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**Abstract.** *In an era of increasingly fierce competition in the energy sector, companies are required to not only meet customer needs, but also to improve service quality and customer satisfaction in a sustainable manner. This study aims to analyze and improve the performance of the Marketing and Customer Service Division at PT XYZ by applying the 5W1H method and the Fishbone Diagram. The study identified a number of factors that contributed to the division's low performance, including a lack of adequate training and decreased work motivation. Through in-depth analysis, this study provides strategic recommendations to improve the quality of training, the development of an integrated information system, and the establishment of clear service standards. The implementation of these recommendations is expected to improve productivity, service quality, and customer satisfaction, as well as strengthen the company's position in a competitive market.*

**Keywords:** *Diagram Fishbone, 5W1H Method, Customer Service*

### 1. INTRODUCTION

In an era of increasingly fierce competition in the energy sector, companies are required to not only meet customer needs, but also to improve service quality and customer satisfaction on a sustainable basis. The energy sector, as the backbone of the economy, has undergone a significant transformation due to increasingly complex market dynamics and increasingly high consumer demands. Fierce competition encourages energy companies to not only provide energy supply, but also to commit to providing excellent customer service. Unfortunately, the reality on the ground shows that there are a number of challenges that hinder the achievement of these goals. Problems that arise in this division include low performance in customer service, lack of work motivation among employees, and the need for more effective training to improve human resource competence.

This study uses the 5W1H analysis method and Fishbone diagram as an effective tool to identify the root cause of the problem. The 5W1H method allows researchers to dig into detailed information about what, who, when, where, why, and how an event occurred. Meanwhile, Fishbone diagrams help in visualizing the cause-and-effect relationship between the various factors that contribute to the problem. The combination of these two methods is expected to produce a comprehensive understanding of the problems faced, so that appropriate and sustainable solutions can be formulated.

Through in-depth analysis and the application of appropriate strategies, this study aims to provide recommendations that can be implemented by the management of PT XYZ. Thus, it is hoped that this division can achieve its strategic goal of increasing customer satisfaction and supporting the company's future growth. This research was conducted to identify factors that affect customer satisfaction, measure the current level of customer satisfaction, and formulate strategic recommendations to improve it with the 5W1H method and Fishbone diagrams.

## **2. LITERATURE REVIEW**

Customer service has become a key pillar in the modern business world. In an era where competition is getting tougher and customers have increasingly high expectations, companies can no longer ignore the importance of providing optimal customer service. The quality of customer service is not just an additional aspect; Rather, it is the main element that can distinguish the success and failure of a company (Nafisah & Surianto, 2024). Customer service plays a central role in the relationship between a company and its customers. As business complexity increases and the diversity of products and services increases, a good understanding of customer service is becoming increasingly important (Wood, 2009). Customer service is an important part of a company's success and reputation. A superior customer service not only solves the problem but also makes the customer have a satisfying and memorable experience. That's why allocating time and resources to improving customer service is essential for modern companies (Ariyanto et al., 2024).

Marketing is a discipline that focuses on identifying, creating, and delivering value to customers. Through a deep understanding of the market and consumer behavior, marketing builds mutually beneficial relationships between organizations and customers. Marketing activities cover the entire product life cycle, from development to post-sales, with the main goal of achieving competitive advantage and sustainable business growth (Sunyoto & Mulyono, 2020). Marketing is an important activity carried out by companies and entrepreneurs. For some companies, marketing is a separate department and has its own cost allocation. The marketing concept aims to provide satisfaction to the needs and desires of consumers (Ritonga, 2020).

The 5W1H technique is a basic concept that functions as information gathering. Sentences used to find information can be called question sentences. In this concept, it is very detailed that the question sentence used is 5W1H which means what (what), when (when), who (whoa), where (where), why (why) and how (how) (Danastiningrum & Akbar, 2019). 5W 1H

is a guide that contains questions so that it can be used as a basis to gather the information needed from the source (Saputra et al., 2024). The 5W+1H method can help to analyze the problems that occur by using several What, Where, Why, Who, When, and How interrogations. Based on the results of the analysis that has been carried out, it can be a reference in solving problems in a company (Wulandari & Setiafindari, 2023).

Fishbone Diagram in general is a graphical representation that displays data on the causative factors from failure or non-conformity to the deepest sub-sub-analysis of the factors that cause problems (Aristriyana & Ahmad Fauzi, 2023). Fishbone diagram is one of the methods / tools in improving quality. Often this diagram is also called a cause effect diagram. The inventor was a Japanese scientist in the 60s. Dr. Kaoru Ishikawa, a scientist born in 1915 in Tokyo, Japan who is also an alumnus of chemical engineering at the University of Tokyo. So it is often also called an ishikawa diagram (Kurnia & Nasarudin, 2023). This diagram serves to show the priority causes that affect quality and have an effect on the problem being studied. In addition, we can also know the causes clearly that have an effect and have consequences for the main factor that we can observe on the arrows that look like fish bones (Rohmah et al., 2023).

### **3. METHODS**

The methodology of this study is designed to analyze and identify the factors that affect the performance of the Marketing and Customer Service Division at PT XYZ. The approach used in this study includes qualitative methods, which aim to provide a comprehensive overview of the existing problems. First, data collection was carried out through direct observation of the business processes taking place in the division, as well as interviews with team members to gain a more in-depth perspective on the challenges faced. Furthermore, the analysis is carried out by applying the 5W1H method, which helps in identifying what the problem is, who is involved, when the problem arises, why it happens, and how to solve it. In addition, Fishbone diagrams are used to map the root cause of the identified problems, so that more effective solutions can be found. The results of this analysis are then formulated in the form of strategic recommendations that are expected to improve division performance and customer satisfaction.

#### 4. RESULTS

As one of the electricity service and production units in Indonesia, of course, PT XYZ is customer-oriented, constantly striving to improve the quality of its services. One of the efforts that I as an intern make to optimize the performance of the Targeting and Customer Service division is to apply the 5WIH method to improve the performance of the Marketing and Customer Service division, so that the results of 5W1H can be obtained as shown in the following table:

**Table 1 Human Factor 5W1H Method**

Factor	What	Who	When	Why	How
Human	Lack of training	Member of the Marketing and Customer Service division	1 year ago	To increase the visibility of each employee	Conduct regular product training with relevant materials and Involving Experts
	Lack of Work Motivation	Member of the Marketing and Customer Service division	Before doing the work	Improving Employee Productivity and Quality	Improve employee welfare, provide clear career paths, and create Conducive work environment

**Table 2 Method 5W1H Engine Factor**

Factor	What	Who	When	Why	How
Infrastructure	Ineffective Communication System	Members of the Marketing and Customer Service	When doing work	Improve the smoothness of every worker's communication	Increase response time to customers When there are complaints
	Network Infrastructure that needs mantanance	Member of the Marketing and Customer Service division	Before doing the work	Improving Productivity and Quality of Performance	Conducting equipment inventory, replacing damaged or obsolete equipment, and allocating budgets for mantanance regularly

**Table 3 Method 5W1H Method Factor**

Factor	What	Who	When	Why	How
	Complaint handling process	Members of the Marketing and Customer Service	When doing work	Improve the performance and customer response of every worker	Simplify complaint handling procedures and use the system Online complaint tracking

Method	Lack of Job Evaluation	Member of Marketing and Service Division Customer	After doing the work	Improving Productivity and Quality of Performance	Develop an integrated information system that integrates all customer data, products, and services
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**Table 4 Method of 5W1H Material Factors**

Factor	What	Who	When	Why	How
Service Products	Lack of Consistency in Customer Service	Member of the Marketing and Customer Service division	When doing work	To increase customer comfort and trust	Create patented customer service standards and make a definite work scale every month
	Less competitive service	Member of the Marketing and Customer Service division	When doing work	To create more innovative and efficient service products	Conduct market research on a regular basis, develop innovative new products or services, and improve the quality of products or Existing Services

**Table 5 5W1H Method Environmental Method Factors**

Factor	What	Who	When	Why	How
Environment	There is a change in regulations from the government	Member of the Marketing and Customer Service division	After the change in regulations	Following changes in regulations from the government When there is an industrial development and the needs of the community	Conducting periodic monitoring and regulatory analysis while building a stronger network by government
	Fluctuations in Market Demand	Member of the Marketing and Customer Service division	When conducting customer research	Increasing Industrial sector and housing cluster around	Conduct in-depth analysis and data on the increasing sector Industrial

The following is a Fishbone Diagram to improve the performance of the Marketing and Customer Service division:

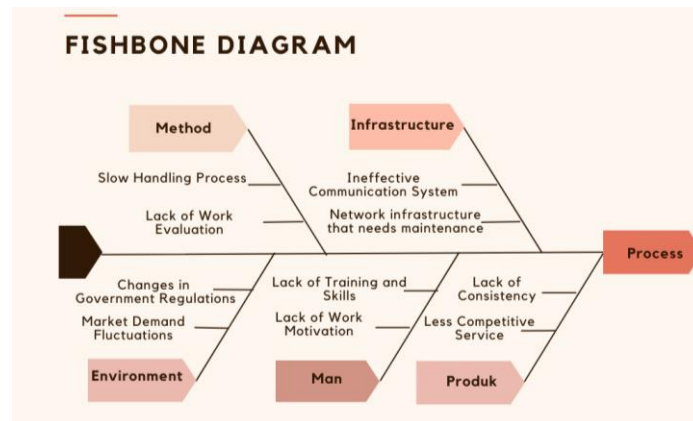


Figure 1 Diagram Fishbone

## 5. CONCLUSION

Based on the analysis conducted on the performance of the Marketing and Customer Service Division at PT XYZ, it can be concluded that there are a number of factors that contribute to the low performance of the division. Through the application of the 5W1H method and the Fishbone diagram, this study succeeded in identifying the root cause of the problem, which includes lack of adequate training, decreased work motivation. The recommendations resulting from this analysis emphasize the importance of improving the quality of training for employees, developing an integrated information system, and setting clear and consistent service standards. The implementation of these recommendations is expected to increase productivity and service quality, as well as strengthen relationships with customers. Thus, the improvement efforts made will not only improve the performance of the division, but also contribute to customer satisfaction and the company's sustainability in a competitive market.

## SUGGESTIONS

This research provides valuable insights for management in formulating more effective strategies to face future challenges, as well as a reference for further research in the field of customer service in the energy industry. It is recommended to conduct further analysis of the implementation of the recommendations resulting from this study. Follow-up research can evaluate the effectiveness of the training provided to employees and its impact on division performance, as well as identify other factors that may influence those outcomes.

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