

**THE ROLE OF CLIENT SERVICE IN EVENTS HANDLING AT SPLASH
IDEA EVENT ORGANIZER**

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Abstract

The tourism industry in Indonesia is supported by the MICE (Meetings, Incentives, Conferences, Exhibitions) service sector. With the increasing MICE industry, event organizers are also developing, providing services professionally, offering business opportunities, and client service becoming an important part of the event organizer. This research aims to analyze the role of client service in handling events at Splash Idea Event Organizer, using a descriptive qualitative approach. It was found that the handling of events at Splash Idea Event Organizer consists of three stages: pre-event, during event, and post-event. During these stages, client service is tasked with being the liaison between the client and the team, responsible for ensuring client satisfaction, handling complaints, and building long-term relationships. Client service plays a significant role in strengthening the reputation of Splash Idea Event Organizer.

Keywords: Event Organizer, Client Service, Client Loyalty

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INTRODUCTION

Tourism is a leading sector that has a positive impact on development in all lines, both in terms of socio-culture, especially in terms of economic growth (Aziz, 2022). In 2019, tourism contributed foreign exchange amounting to Rp280 trillion (Kemenparekraf, 2020). The tourism industry in Indonesia is also supported by the MICE (Meetings, Incentives, Conferences, Exhibitions) service sector. Supported by the industrial revolution and the development of technology, knowledge, and business competition, many international and national scale meetings are held, causing the MICE industry to grow rapidly (Kusuma, 2019).

Becoming a MICE destination cannot solely rely on beautiful natural wealth and culture (Setiawan, 2018). In 2017, Indonesia issued a guideline to enhance the competitiveness of MICE destinations in Indonesia through the Minister of Tourism Regulation No. 5 of 2017 concerning Guidelines for MICE Destination Organization. There are four indicators: the first is MICE accessibility, which facilitates the flow of people and goods; the second indicator is MICE attractions, which are facilities available in MICE destinations such as venues, exhibition accommodations, and others; the third indicator is MICE amenity criteria, which are closely related to the environmental condition and image of the destination; the last factor is human resources (Permenparekraf, 2018). Creative human resources in their fields have become a challenge in the MICE industry today (Dewidianto, 2024).

MICE activities always involve many actors, thus creating economic influences that benefit various parties. Several potential parties that gain significant advantages from the MICE sector include Event Organizers (EO), Professional Conference Organizers (PCO), printing companies, souvenir companies, hospitality, travel agencies, transportation, and Small and Medium Enterprises (SMEs) (Kusuma, 2019).

One of the main actors in the MICE business is the event organizer. An Event Organizer is an organization that provides professional services to support and organize events according to the client's wishes and is responsible to the client. Their duty is to organize all event needs from the preparation stage (pre-production), event implementation (production), and reporting and evaluation process (post-production) (Innaka, 2019 in Dewidianto, 2024). With the increasing MICE industry in Indonesia, event organizers are also developing, providing professional services, offering business opportunities, and contributing to regional income, enhancing human resource skills, increasing competitiveness, and opening new job prospects (Muarif et al., 2024).

The quality of service provided by an event organizer to clients will reflect the excellence and image of an organization (Hutchinsona et al, 2009 in Qamariah, 2021). This also plays an important role in determining the success of an event, because professional service will provide a good experience for clients, thus creating client loyalty for business sustainability (Caruana, 2002 in Qamariah, 2021). Clients as users will choose to use the services of an event organizer again if they are satisfied with the services provided by the company (Salim & Bushiri, 2024). Essentially, service quality is a form of consumer assessment of the level of service received (perceived services) compared to the level of service expected (expected services). If the quality provided approaches expectations, the potential for client satisfaction will be greater (Pradipta et al, 2014).

Success in managing events and providing quality services involves a balance of control between event organizers and teamwork, highlighting the important role of leadership and team collaboration (Muarif, 2024). Client service is an important part or spearhead of companies engaged in the service sector, including event organizers. In an industry that heavily relies on customer satisfaction and experience like MICE, the role of client service is not limited to answering questions or handling complaints, but also reflects the professionalism and overall image of the event organizer.

Splash Idea is an event organizer focused on corporate events, established since 2008, offering branding (corporate identity, marketing & print collateral), advertising, Event and Activation (event planning & management, live streaming service), printing (company profile, corporate stationery, label & packaging, corporate branding & collaterals), digital marketing (content creation, social media management, KOL Management, website optimization), photo and video production (motion graphic animation, photo & video production, social media reels & ad production).

During its operations, Splash Idea has a client service that serves as the spearhead of the company in establishing communication and building good relationships with clients and event participants. Client service at Splash Idea has very important tasks during the pre-event, during the event, and post-event processes, which are directly related to clients.

Based on the importance of the role of client service in creating a positive experience for clients, research was conducted on the extent to which client service plays a role in handling corporate events. This research aims to understand the role of client service in addressing the needs and expectations of corporate clients conducted at Splash Idea. By understanding this role more specifically, it is hoped that the results of this research can contribute to the

development of more effective service strategies that are customer satisfaction-oriented in the MICE industry.

METHOD

This research uses a descriptive qualitative approach which aims to understand the phenomenon of what is experienced by the research subjects, in this case, client service at Splash Idea Event Organizer, descriptively in the form of words and language in a specific natural context and by utilizing scientific methods. Data collection was conducted through observation from September to December 2024 and semi-structured interviews with key informant stakeholders at Splash Idea Event Organizer who communicate directly with clients, supplemented by literature studie. Key informants in this study were client service staff, client service manager, and commercial director of Splash Idea Event Organizer.

RESULT AND DISCUSSION

1. The Process of Events Handling at Splash Idea

The process of events handling is divided into three stages: pre-event, during event, and post-event.

a. Pre event:

The pre-event stage is the stage of preparing the concept and preparation needed for the implementation of the event. The first handling carried out by Splash Idea is communicating with the client through client service emphasizing the process of understanding the client's expectation, needs, and requests in organizing an event. After obtaining data about the client's expectation, client service is tasked with compiling a summary of information called a brief.

After compiling the brief, it is continued with *the first meeting* with the client, project officer, production leader, creative leader at this meeting to discuss the event concept, budgeting, venue, production needs, and manpower. Client service is tasked with compiling a memo of the meeting which is a summary of the meeting that has been held. The memo of the meeting and a summary of the initial information from the first communication are given by the client service to the creative team to be studied and entered into the designing process, followed by the preparation of the second meeting presentation. Client service is tasked with reviewing the presentation material and matching it with the

MoM and client brief, then scheduling and preparing the second meeting with the client.

In the second meeting, client service plays a role in recording all important things in the meeting, especially revisions from the client to prepare the preparation of key visual design. Key visual design notes are then used for production purposes and client service is tasked with informing the client of all progress of the team's work until the time of the event is approaching.

The last meeting for preparation is held 7-5 days before the event. This meeting is held to check the needs of the event, ensure everything is ready and well coordinated, and ensure participant data. Client service is responsible for ensuring the meeting runs smoothly and writing down all notes in the meeting.



Figure 1 Last Meeting Preparation
Source: Own Work, 2024

b. During Event

The during event stage is the stage of implementing the event that has been planned in advance. Splash Idea Event Organizer begins the loading in stage of production goods for event needs. This loading in process is carried out one day before the event is held, accompanied by the person in charge of the field and client service. The person in charge of the field is tasked with ensuring that all vendors and production goods are installed according to plan, the client service is tasked with recording incoming and outgoing goods according to the checklist and planning and becoming the center of communication between the client and the event organizer team. Delivering revisions from the client to the event organizer team.

During the event, all persons in charge are tasked according to the tasks that have been previously distributed. Client service will be at the front of house (FOH) and maintain communication with all divisions and clients until the event is over.



Figure 2 During Event
Source: Own Work, 2024

c. Post Event

The post event stage is the evaluation stage carried out after the event is completed. The post event begins when loading out the production goods, returning them to the responsible vendor, and ensuring the venue is clean as before. The person in charge of the field and client service are tasked with ensuring the loading out process runs smoothly. Furthermore, client service is tasked with compiling evaluation documents starting from the pre-event process, during the event, and post-event as well as compiling accountability documents and attaching payment invoices to the client.



Figure 3 Post Event
Source: Own Work, 2024

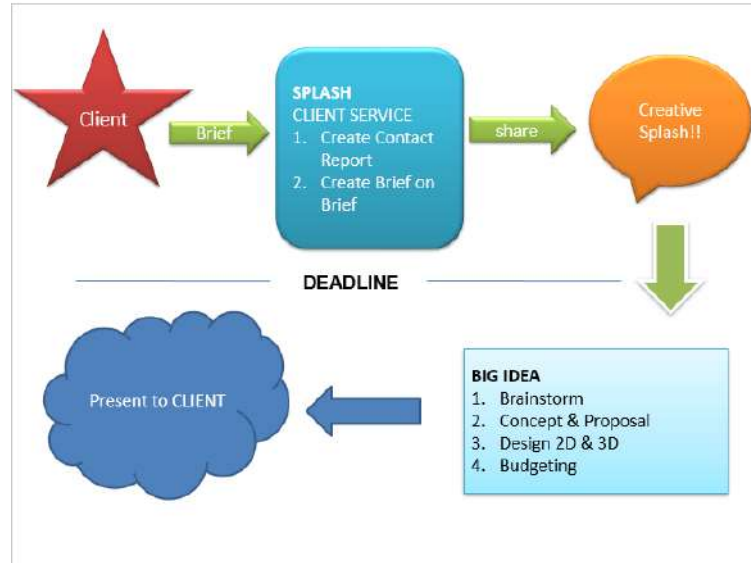


Figure 4. Client Service Standard Operating Procedures

Source: Splash Idea Event Organizer, 2024

This is how standard operating procedure flow of the client service team's performance in handling each stage of event implementation, starting from client requests to presentations to clients.

2. The Role of Client Service in Events Handling.

In Splash Idea Event Organizer, client service plays a crucial role in providing the best experience to clients. The experience given to clients starts from the first interaction until the completion of the event reporting, therefore the quality of service to clients determines the success, reputation, and relationship between the event organizer and the client. The following are the roles of client service in Splash Idea Event Organizer:

Client service at Splash Idea Event Organizer acts as a communication liaison between clients and the Splash Idea team. Client service plays a role in understanding client needs, providing regular work progress updates, preparing meeting agendas, conveying changes, obstacles, or additional needs quickly to the team and clients, listening to feedback and responding to client questions well .

In addition to dealing directly with clients, client service also deals directly with the Splash Idea Event Organizer team. Playing a role in providing information, expectations and needs from clients in detail and professionally to the internal team (multimedia, creative, production, and finance), ensuring that the pre-event, during-event, and post-event processes run well and smoothly.

During the event planning process, many unexpected things happen, client service is tasked with calming clients if there are obstacles, providing solutions to clients, and managing client expectations to remain realistic and in accordance with the initial goals. Communication skills, problem-solving skills, and being responsive to challenges are skills that client service at Splash Idea must have.

The communication process during event handling plays an important role in shaping client satisfaction and loyalty, more or less influenced by the experience formed during communication. As a center of communication with clients and teams, client service becomes the face of the organization, not just part of operations but the foundation of trust, reputation, and long-term success of an organization. The better the experience given to clients, the greater the client satisfaction and loyalty.

CONCLUSION

Event handling by Splash Idea Event Organizer encompasses the pre-event, during-event, and post-event stages, each of which involves various communication and coordination processes with multiple parties, including clients and the Splash Idea team.

Client service plays a crucial role in the success of an event organizer. They serve as the primary communication bridge between the client and the team, ensuring that every need, request, and expectation is fully understood and accurately translated into event execution.

Moreover, they are responsible for ensuring client satisfaction, handling complaints professionally, and building sustainable long-term relationships. With responsive, communicative, and solution-oriented service, the role of client service not only enhances the quality of service delivery but also strengthens the overall reputation and success of Splash Idea Event Organizer.

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