

## **ABSTRACT**

This paper aims to analyse the necessity of culture-based training plan to improve customer service at The Social Hub based on customer needs and current performance. Both field and desk research are utilized to conduct this research. Field research involves interviews with respondents relevant to the research. Desk research covers information discovery through various sources such as company internal data, Saxion Library, Google Scholar, Elsevier, SAGE, SpringerOpen, JSTOR, Hofstede Insights, etc. The finding indicates that the application of cultural awareness by the community hosts at The Social Hub will positively impact customer service yet it will not significantly improve customer satisfaction. There are other aspects within current customer service that require further attention and development. In addition, Under the application of culture-based training, The Social Hub needs an external company specialized in culture-based training to design this training if they want to implement it. Online or face-to-face training is preferable and effectively improves community hosts' knowledge of new subjects.

**Keywords:** Culture-based training, Customer service, Customer satisfaction