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Analysis of Service Quality to Increase Customer Satisfaction at Lawson Gading Serpong Retail Stores

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Abstract

The purpose of this research is to find out what factors influence the level of customer satisfaction when shopping at retail. Surveys were conducted to collect data. The survey was conducted for 1 week, with a total of 30 respondents. The survey results that have been obtained are then entered into the recap file, which is then explained in more detail in the Excel file. In the Excel file, the data that has been obtained is divided into two measurement categories: importance and performance. Then calculate the gap. The results of the Gap 5 analysis show that 80% of the indicators considered important by consumers in providing satisfaction do not provide good performance. Then, in the IPA analysis, it was also found that many indicators were still lacking in terms of performance, even though their level of importance was quite high. It was concluded that Lawson, as one of the well-known retail stores, is still lacking in terms of performance.

Keywords: customer satisfaction, retail, importance, performance.

INTRODUCTION

Consumer shopping behavior is a factor that influences the success of a brand. The level of consumer satisfaction is a measure of loyalty to a brand. Consumers will be satisfied if the value is balanced with the costs they incur (Kotler, 2010). Perceived quality is the consumer's perception of the quality that will be obtained from a minimarket, which can affect consumer purchase intentions and have an impact on consumer loyalty (Gil-Saura, etc., 2013). Satisfaction will only be obtained if the quality obtained is equal to or exceeds consumer expectations. So that every brand must be able to give a good first impression and maintain and increase consumer satisfaction with the brand. Therefore, it is necessary to understand the strengths and weaknesses of the brand in order to take appropriate actions (Le-Hoang, etc., 2020).

Changes in consumer behavior (Altering consumer attitude) can be done in three ways: changing consumer confidence in products, changing the brand image in the eyes of consumers, and also changing the way consumers view similar competitor brands. Measurement is needed to be a benchmark for producers to see what consumer expectations are for a brand. According to Kotler (2000), consumers tend to compare what they get with

their expectations. Business developments that occur in Indonesia are very rapid from year to year, one of which is in the retail industry. This development is, of course, influenced by lifestyle and consumer behavior, which also change. There are many retail companies in the market, giving rise to intense competition between retail companies. Therefore, retail companies must be able to provide something that can attract consumers to make purchases as well as provide a sense of satisfaction for consumers who have already made purchases.

Lawson is a retail company founded by J. J. Lawson that experienced very rapid development in the US region. Lawson later changed ownership to become Daiei Lawson Co., Ltd. In its development, Lawson began to open branches in several countries, one of which is Indonesia, with the characteristics of selling Japanese specialties such as bento, odeng, etc. In 2011, Lawson collaborated with an Alfamidi company, which has continued to grow to this day. In the midst of retail competition, manufacturers need to see opportunities in all situations in order to stay ahead of competitors. With increasing competition, the way for producers to win the competition is to provide balanced value and benefits to consumers at a good price and quality. Based on a research journal conducted by Nikita Nungkiprasiska (2012), the first step that companies can take is to conduct research so that business voters can determine what strategies need to be taken to maintain their existence in the market.

In addition, research was also conducted by Rangkuti (2010), who stated that there are factors that influence consumer perceptions of satisfaction, namely service quality, which includes expectations, reliability, responsiveness, assurance, and empathy. Similar research was also conducted by Reyner Rian (2013), who found that service quality is not the only factor that influences customer satisfaction; there are also other factors that he did not have time to examine more deeply, such as price, location, store convenience, internet connection, etc. In which of these previous studies has emerged a gap that still needs to be studied more deeply? So in this study, to measure the quality of Lawson's services, we don't only look at them from the service side but also from the side of price, convenience, etc.

METHOD

In conducting the research analysis, the researchers held discussions or collective bargaining to determine the object as well as the research subject. After the object and subject were determined, we then determined what indicators would influence the measurement of service quality in stores. Based on the predetermined indicators, the researcher then conducted a survey to obtain respondent data. The survey was carried out using Google Forms, where the link forms were distributed to all students outside the Management study program with the condition that the respondent must have purchased any product at a retail store. The survey was conducted for 1 week, with a total of 30 respondents. Data measurement was carried out using a Likert scale of 1–5, with criteria for a score of 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree. The survey results that have been obtained are then entered into the recap file, which is then explained in more detail in the Excel file. In the Excel file, the data that has been obtained is divided into two measurement categories: importance and performance. The importance table contains the answers of each respondent on how important an indicator is in a retail store. Then, in the performance table, it contains the answers of each respondent about the experience they had directly at the retail store. From the average importance and performance tables for each indicator, the gap is calculated, which is shown in the Gap 5 table. After obtaining the conclusion from the Gap 5 calculation, we then carry out an Importance Performance Analysis (IPA) analysis, where the IPA results are shown in the form of a scatterplot graph. All measurement processes, starting from

determining Lawson, indicators, making surveys, and calculations, are carried out together using Google Sheets, Docs, and Forms, which makes it easier for researchers to communicate and work on assignments together at the same time.

RESULT AND DISCUSSION

Table 1. Analysis of Gap 5 Retail Stores

Indicators	Performance	Importance	Gap	Sort	Sort value
Q1	3.067	4.667	-1.600	Q1	-1.600
Q2	3.267	3.767	-0.500	Q6	-0.767
Q3	3.633	4.200	-0.567	Q3	-0.567
Q4	3.967	4.267	-0.300	Q2	-0.500
Q5	4.233	4.467	-0.233	Q7	-0.500
Q6	3.600	4.367	-0.767	Q9	-0.333
Q7	3.967	4.467	-0.500	Q4	-0.300
Q8	4.567	4.333	0.233	Q5	-0.233
Q9	3.700	4.033	-0.333	Q8	0.233
Q10	3.400	3.067	0.333	Q10	0.333

From the measurements that have been carried out, the results show that 80% of the indicators selected as benchmarks for retail brand performance show a large gap between the performance value and its importance value. Where it is found that Q1 (cashier performance in serving) has the greatest value of -1.6. Followed by the Q6 indicator (convenience in shopping areas) with a value of -0.767. Furthermore, many respondents also thought that the Q3 indicator (employees' understanding of the product and the ability to provide reliable information) was quite bad, with a gap value of -0.567. Then there are 2 indicators that show the same gap value, namely Q2 (employee consistency when offering promos) and Q7 (products available at the store), with a gap value of -0.5.

Apart from the 5 gaps above, there are also 3 indicators with smaller values but also showing large gap results, such as Q9 (physical evidence), which is considered less comfortable with a gap value of -0.333. Followed by Q4 (conformity between the price paid and what is displayed in the window), which shows a fairly high gap value of 0.3. Then, in order 8, there is the Q5 indicator (availability of payment facilities) with a gap value of -0.233. From the results of this gap analysis, we also found that there are 2 indicators that show positive gap values, which means that the performance value is higher than the importance value. The 2 gaps are Q8 and Q10. Where Q8 (the friendliness of all store employees) provides a good experience with a gap value of 0.233. As well as the Q10 indicator (brand loyalty such as membership, which provides lots of promos and discounts) with a gap value of 0.333.

From the measurement results that have been obtained in the Gap 5 analysis table,

we process the data into the form of a scatterplot graph. From data processing, it was found that there were 4 indicators that entered quadrant 1, namely indicators Q1 (cashier performance in serving), Q6 (convenience of the shopping area), Q3 (employees' understanding of the products being sold and their ability to provide reliable information), and Q9 (physical evidence in retail stores). The inclusion of 4 out of 10 of these indicators into quadrant 1 indicates that the store failed to provide good and satisfactory performance to consumers, while the other 4 indicators are considered very important with importance values of Q1 4,667, Q6 4,367, Q3 4.2, and Q9 4,033 out of 5 points.

Furthermore, it was found that there were 4 indicators that were in quadrant 2, namely Q7 (products available in the store), Q5 (availability of payment facilities), Q8 (friendliness of all Lawson Gading Serpong employees), and Q4 (appropriateness between the price paid and what was displayed in the storefront). The 4 indicators that fall into this quadrant are considered good because quadrant 2 represents indicators with a high level of importance that are also accompanied by a high level of performance. Which of these indicators is a factor that gives satisfaction to consumers? The importance level of this indicator is considered quite high, including Q7 and Q5, 4,467, Q8, 4,333, and Q4, 4,267. From this IPA analysis, the Lawson brand can see that these four indicators are indicators whose performance must be maintained.

Of the 10 indicators, there are 2 that fall into quadrant 3, namely Q2 (employee consistency when offering promotions) and Q10 (brand loyalty such as membership). This quadrant shows indicators that are not a priority for the brand because of their low level of importance and performance. These two indicators show a fairly high level of importance, where Q2 is 3,767 and Q10 is 3,067. This importance level is also accompanied by a Q2 performance score of 3,267 and a Q10 score of 3.4. In addition, even though it is included in quadrant 3, the Q10 indicator is one of the best indicators for satisfaction because its performance value is higher than importance, with a difference of 0.333.

CONCLUSION

From the results of measurements that have been carried out using both Gap 5 analysis and Importance-Performance Analysis (IPA), we have come to the conclusion that Lawson, as one of the well-known retail stores, is still lacking in terms of performance. The results of the Gap 5 analysis show that 80% of the indicators considered important by consumers in providing satisfaction do not provide good performance. Then, in the IPA analysis, it was also found that many indicators were still lacking in terms of performance, even though their level of importance was quite high. Therefore, from the measurement results that we have carried out, the suggestions that we can provide are: Retail stores must make changes to their strategy regarding the way they serve consumers, as well as regarding how they can provide convenience in terms of shopping areas. This is because, based on the results of the survey conducted, many respondents agree that these four indicators are important factors for retail stores to operate. So, it is hoped that with the Lawson brand improving these four indicators, it will provide satisfaction for consumers. For indicators that are already good (in quadrant 2), the Lawson brand must be able to maintain its performance. Because even though these four indicators are included in quadrant 2 with high scores, they still show a negative gap between the level of performance and its importance. For the two indicators that fall into quadrant 3, it is hoped that this will also become a concern for the Lawson brand. Because even though quadrant 3 is considered to have a level of importance that is not too high, so it

is not a priority, if the Lawson brand can improve its performance in these 2 indicators so that it enters quadrant 4, then in our opinion, it will form a very good image in the minds of consumers.

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