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Analysis of Service Quality to Increase Customer Satisfaction at Alfamidi Super on Jl. Medang Lestari, Gading Serpong

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Abstract

The purpose of this study is to measure the level of service that has been provided by the minimarket to consumers. In this study, the sample used was students, totaling approximately 34 respondents. This study used primary data because primary data was obtained through distributing questionnaires to students. Data analysis uses gap 5. In Quadrant 1 which shows high importance low performance is an element that needs to be considered because in the eyes of consumers this element is an important thing, in quadrant 2 which shows high importance high performance where performance and importance are owned in perception the consumer has been fulfilled well so that this element needs to be maintained, in quadrant 3 which shows low importance low performance where the performance of a company is not good but in the eyes of consumers it is not so important that it needs to be considered but not a priority for the company, and the last one in the quadrant 4 which shows low importance, high importance is something that is seen by consumers as not important, but in terms of the company's performance has been done well so as not to create low quality.

Keywords: service, consumer, importance, performance, quality.

INTRODUCTION

In this day and age, developments do not only occur in technological aspects, but social aspects such as individual or consumer behavior are also experiencing changes and developments. Digitalization makes it easier for consumers to access and manage information influencing consumer behavior, such as decisions taken, aspects that are considered in making purchases, values that are valued, and other things that can influence the buying behavior of a consumer. This encourages companies to improve their performance according to the expectations of the consumers themselves, especially retail shops, which continue to make developments according to the development of their consumers.

To be able to create a good image at a retail store, it is necessary to determine or research the aspects that make consumers interested in coming and shopping at that store. Things that encourage consumers to come and shop can be driven by quality. availability, employee friendliness, easy access to locations, and other aspects that consumers consider important. Therefore, a store needs to consider whether all the elements it has (availability, quality level, etc.) already have numbers or quality service in the eyes of its consumers.

One of the stores that is known and frequently visited by consumers in the Medang Lestari area, Gading Serpong, namely Alfamidi Super, is inseparable from the level of service expected by its customers, which in this study measures the level of service that Alfamidi Super has provided to its consumers, and it is hoped that this research will provide data or a source of reference for Alfamidi Super Medang Lestari in the Gading Serpong area so that they can improve their services and uphold increasing customer satisfaction.

Research previously conducted by Amudha Ramachandran and Vijayabanu Chidambaram (2012) with the research title "A review of customer satisfaction towards service quality in the banking sector" concluded that the level of product and service quality in a company determines the level of quality of customer satisfaction, where the company can complete various complaints problems through a recovery service strategy. Research previously conducted by Mohammed Wamique et al. (2016) with the research title "The Impact of Service Quality on Customer Satisfaction: A Study on Selected Retail Stores in India" provides an explanation that customer satisfaction in retail largely depends on the perception of the quality of service offered by the retailer or retailer. Managing the perceived quality of service means that the company must match the expected service and perceived service to each other so that customer satisfaction is achieved. Another study conducted by Muhammad Arslan (2014) with the research title "Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Stores in Pakistan" explains that consumers in large retail stores do not mind price because consumers consider that stores charge a reasonable price. Most consumer purchases depend on brand image and service quality.

Service is the philosophy of people in a company, regardless of whether the company produces products or services, to always provide the best value to its customers. According to Loina, in her 2001 book entitled Public Relations: Fostering Good Relations with the Public, she Says that service is an overall process of forming a corporate image, both through the news media and internally, and communicating company views to government leaders and other interested parties. According to Chaffey (2008), service is an activity or benefit that has no form and can be handed over to other people who act as customers and do not own it. Kotler stated that service can be defined as an action or performance that is given by someone to another person. According to Groonros (1990) and Ratminto and Atik (2005), service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things provided by service-providing companies and are intended to solve consumer or customer problems.

Quality consists of several characteristics that are both direct and attractive. Benefits directly related to customer satisfaction are obtained directly from the consumption of products with excellent properties, such as defect-free products, etc. At the same time, attractive benefits are associated with consumer satisfaction resulting indirectly from consuming the product. According to Tjiptono (2008), service quality is the fulfillment of customer needs and desires and the accuracy of delivery to offset customer expectations. Thus, there are two main factors that influence service quality: expected service and perceived service.

Lupiyoadi (2006) says that issues of quality in the world of business now seem to have become the price that must be paid by companies in order to survive in their business. Quality is the value given by the customer. In addition, quality is defined as the overall features and characteristics of a product or service in terms of its ability to meet predetermined or latent needs. The concept of quality itself is basically relative, depending on the perspective used to determine the characteristics of the specifications. The factor that determines the level of success and quality of service is the company's ability to provide services to customers. The company's success in providing quality services to its customers, achieving a high market share, and increasing its profit are largely determined by the methods used by Lupiyoadi (2006).

Parasuraman explains in Lupiyoadi (2006) that there are five dimensions of SERVQUAL as follows: Reliability: the ability to provide the promised service reliably and accurately. In a broad sense, reliability means that a company delivers on its promises regarding supply, problem solving, and price. When viewed in the field of insurance services, a reliable service is when an insurance agent is able to provide services as promised and help solve problems faced by customers quickly. Responsiveness (responsiveness) is the ability to help customers and provide services quickly and accurately. This dimension emphasizes attentiveness and promptness when dealing with customer requests, inquiries, and complaints. Then, if we look more deeply at responsive service in an insurance company, we can see it in the ability of insurance agents to quickly provide services to customers and quickly handle their complaints. Assurance Knowledge, courtesy, and the ability of employees to generate confidence and trust This dimension may be very important for services that require a fairly high level of trust. Examples include banks, insurance companies, and doctors. Therefore, in an insurance service, certainty is very important to be given to its customers, such as security guarantees and convenience in participating in insurance programs. Empathy (caring and personal attention given to customers) The essence of the empathy dimension is to show customers through the services provided that they are special and that their needs can be understood and met. In maintaining good relations, of course, the services provided by agents must show their concern for customers. Tangible (physical evidence) In the form of the appearance of physical facilities, equipment, staff, and building materials. This dimension describes the physical form and services that will be received by consumers. Examples include office facilities, the cleanliness and comfort of the space used for transactions, and the neat appearance of agents. According to Engel and Minlard (2015), service and satisfaction after the transaction are important factors in retaining existing customers. So economically, a successful insurer implements the designated service program.

METHOD

The object of this research is Alfamidi, which is on Jalan Medang Lestari Gading Serpong. The sample is a part of the whole and represents the characteristics possessed by a population. If the population is large enough that it is certainly not possible for researchers to study everything in the population, some of the obstacles that will be faced include limited funds, manpower, and time. In this case, it is necessary to use samples taken from that population. Furthermore, what is learned from the sample will lead to conclusions that will later be applied to the population (Sugiyono 2008: 118). In this study, the sample used was students from any university, there were approximately 34 respondents. This study uses primary data because primary data is obtained by distributing questionnaires to students from any university.

RESULT AND DISCUSSION

The researcher identified five indicators that had the smallest gap values; table 1 is the result of the gap 5 analysis. The gap analysis itself is an assessment carried out to find out which indicators need to be prioritized first.

Table 1. Analysis of Gap 5 Alfamidi Super Medang Lestari

Indicators	Performance	Importance	Gap
Q1	4,46667	4,166667	-0,3
Q2	4,43333	4,333333	-0,1
Q3	4,46667	4,266667	-0,2
Q4	4,56667	4,366667	-0,2
Q5	4,66667	4,366667	-0,3
Q6	4,56667	4,4	-0,26667
Q7	4,56667	4,266667	-0,3
Q8	4,51724	4,333333	-0,18391
Q9	4,43333	4,366667	-0,06667
Q10	4,43333	4,344828	-0,08851

Q1: Parking facilities provided Q6: Product completeness Q2: Free parking fees for consumers Q7: Price of products sold Q3: friendliness of employees; Q8: knowledge of employees about products Q4: Ease of payment systems Q9: Availability of employees to help Q5: Speed of payment Q10: Layout (Layout).

From the results above, it can be seen the results of each component or question carried out in research studies, where Q1, Q5, and Q7 need to be considered because they have the smallest gap value with the number -0.3. With these results, Alfamidi Super Medang Lestari Gading Serpong can increase components in Q1 (ease of parking), Q5 (speed of payment), and Q7 (price of products sold). For the Q1 problem (ease of parking), Alfamidi Super can rearrange their parking lot, which can provide a line on the parking lot, which can make it easier for consumers to know the number of available parking lots. The Q5 problem (payment speed) can be improved by checking all payment technologies, such as debit machines, and whether the registers are effective and can be quickly operated, as well as repairs to components that are not fast enough. The Q7 problem (price of products sold) can be readjusted by checking segmentation and consumers reached, and whether price adjustments are in accordance with the consumers being worked on.

Indicators included in quadrant 1 are indicators that consumers think are important, but the performance shown by the company is poor. Indicators that fall into quadrant 2 are indicators that consumers think are important, and the performance of the company itself is also good. Between importance and performance, we have found a middle point. Indicators that fall into quadrant 3 are indicators of low importance and low performance. This is because, according to consumers after experiencing it directly, it is not important, and the performance of the company is also bad. Indicators that fall into quadrant 4 are indicators of low importance and high performance. This is because these indicators, according to consumers, are not important, but the company shows good performance.

CONCLUSION

Based on research on customer satisfaction service levels at the Alfamidi Super Medang Lestari store located in the Gading Serpong area, you can see which components are considered important by consumers and whether these components already have a good level of quality or not, this can be looking at the several research methods that have been carried out such as Gap analysis which helps to find out what elements need to be further improved in Alfamidi Super Medang Lestari and Importance Performance Analysis which helps to provide an overview of the performance of Alfamidi Super Medang Lestari which has been running well or poorly and the importance or not the importance of these components in consumer perceptions.

In Quadrant 1 which shows high importance low performance is an element that needs to be considered because in the eyes of the consumer this element is an important matter, in quadrant 2 which shows high importance high performance where the performance and importance possessed in consumer perceptions have been fulfilled properly so that need to maintain these elements, in quadrant 3 which shows low importance low performance where the performance of a company is not good but in the eyes of consumers it is not so important that it needs to be considered but not a priority for the company, and the last in quadrant 4 which shows low importance high Importance is something that is seen by consumers as unimportant but from a company performance point of view it has been done well so as not to create low quality.

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