Service Quality Analysis to Increase Customer Satisfaction at Milk Tea Coffee

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Abstract

This research aims to analyze service quality to increase customer satisfaction. This research uses a quantitative type of research. This research used a population of students and used purposive sampling with 30 respondents. The method for collecting data uses the e-questionnaire method using Google Forms. The data that has been obtained is processed using importance-performance analysis. Based on the research results, it was found that all service quality indicators that support increased satisfaction have negative values. The indicator with the lowest level of performance is the availability of supporting facilities (Q4; -0.933), followed by the level of cleanliness of the outlet (Q3; -0.700), in third place, namely the suitability of the menu served with what is offered (Q10; -0.633), in third place. Fourth is the ease of finding a parking space (Q1: -0.600); fifth is the level of employee service (Q7: -0.533). Followed by the comfort level of the outlet (Q5; -0.467), then in seventh place there is the level of speed of service (Q6; -0.400), then in order of depth, namely the level of knowledge of the product from the waiter (Q8; -0.400), then continued with the communication ability to answer questions. from service (Q9; -0.367) and finally, namely, interior beauty (Q2; 0.333).

Keywords: *service quality, consumer satisfaction*.

INTRODUCTION

Dynamic business development always has its own impact on the people involved. One of them is the increasing quantity of business people from time to time. In 2022, Kominfo noted that there will be around 64 million MSME business people in Indonesia. One sector that contributes to business actors is the F&B business sector. Based on BPS data, in 2020, there were around 1.51 million MSMEs operating in the F&B business sector. This number continues to increase until 2022, when there will be around 1.9 million F&B MSMEs that have generated around $200.26 trillion in gross domestic income. This value increased by 3.68% compared to the previous year, namely 193.16 trillion. These figures illustrate that the F&B business sector has profitable business opportunities for business people in it. However, behind the profits obtained, there is complexity in operating the business. The complexity of the F&B business lies in the many indicators that are the subject of consumer assessment of its output products, which will be taken into consideration for customer satisfaction. Indicators such as taste, price, and the composition of food and drinks, which are subjective, come from consumers, while indicators such as service, which come from business people, are part of consumer assessment.

Customer satisfaction is a level where the estimated product performance meets the buyer's expectations, based on consumer satisfaction theory, which states that all assessment indicators offered by F&B business actors must be able to meet the expectations of consumers. However, as an F&B business actor, the only indicator that can be controlled is the quality of the service offered to consumers. In its development, F&B business actors can develop five aspects that can form a quality service: physical form, reliability, responsiveness, guarantee, and empathy. With quality service, it is hoped that it can increase consumer satisfaction with the product as well as the value of the product. One of the F&B businesses that became a trend in Indonesia in 2013 and still exists today is Koi THE. As one of the pioneers of contemporary bubble tea in Indonesia with its flagship product, Golden Bubble Milk Tea, it has 270 outlets spread across Southeast Asia. Behind its success in marketing its products, there is a big threat from competitors to its business. This is based on the ease with which products can be duplicated by competitors and consumer behavior, which tends to be subjective in evaluating a product, so that it is possible that consumers will switch to competitors who offer the same product but are in accordance with their desires and can satisfy their needs. So the cafe must look for differentiation in its business so that competitors cannot duplicate the business identity. One way that can be done is to provide differentiation and focus on service quality so that the cafe has its own added value in the eyes of consumers. This is implemented by providing training to employees, providing additional facilities such as wifi, sofas, and air conditioning, and distributing service SOPs. However, with the existing services, can it increase customer satisfaction? So in this research, the author will carry out "Service Quality Analysis to Increase Customer Satisfaction."

RESEARCH METHODS

This research uses a quantitative type of research, with the research object being students. This research used a population of students and used purposive sampling with 30 respondents. There are sample criteria for filling out the questionnaire, namely university students who have consumed the product three times. The method for collecting data uses the e-questionnaire method using Google Forms. The data that has been obtained is processed using importance-performance analysis. In this analysis, we will map the relationship between interests and performance of each attribute studied so that a gap will emerge in the form of a gap between the implementation that occurs in the field and also the expectations of the attributes studied. The gap or problem is obtained from the value of the performance indicator, which is divided by the level of importance so that the gap value will appear. The smaller the gap value, the greater the level of problem, and conversely, the greater the gap value, the smaller the level of problem on that attribute. The purpose of this measurement is to obtain a relationship between consumer perceptions and priorities for improving service quality, which will be described in the analysis quadrant. In each quadrant, there is an indicator scale that describes the level of importance and performance of an attribute. So it will be used as evaluation material for the company to be able to develop and improve these attributes.

Quadrant 1, where the attributes in this quadrant have a high level of importance but the performance of the company is low; the attributes in quadrant II have a high level of performance and importance; the attributes in quadrant II have a low level of importance and performance, so they have low priority. Meanwhile, the attributes in quadrant IV have a high level of performance but are not very important. In this research, using attributes is the implementation of five service quality measurement instruments,

namely tangible, reliability, responsiveness, assurance, and empathy, which are processed into 10 indicators that describe the attributes used to measure the level of service quality.

The following are the structured steps used to process the data in this research: Collect data using a questionnaire. Process the data into Excel form by dividing the data into two tables, namely the importance data table and the performance data table. Then the data is divided to calculate the average of the 10 existing indicators. Move the processed data to the gap analysis table, then make a difference between the data on performance and importance so that it will display the gap level of the problem, then sort it in order from smallest to largest. Then transfer the data in the gap analysis table into plain scatter form. Then calculate the overall average of each indicator value. Then look for the highest axis using MAX (all indicators) and the lowest axis using MIN (all indicators). Fill in the minimum bound value using the minimum axis, then in the x-axis format, the minor units are filled in based on the average importance reduced by the initial axis, and in the y-axis format, the major units are filled in based on the average performance reduced by the initial axis. Then remove the x and y value format and replace it with the name of each indicator. Then form vertical and horizontal lines to form quadrant lines.

RESULTS AND DISCUSSION

Based on the gap analysis, it shows that the performance and level of importance of service indicators all show negative performance; all of them are under performance expectations. The first position is filled by the Q4 indicator, which is an indicator that describes the availability of supporting facilities (toilets, sockets, and Wi-Fi). With a value of -0.933, this shows that the outlet has insufficient supporting facilities, which are needed by customers. The second position is filled in by the Q3 indicator, which is an indicator of the outlet's cleanliness level with a value of -0.700, with this value indicating that the outlet is dirty and unclean. Then the third indicator with poor performance is Q10, which is an indicator of the suitability of the menu served with what is offered on the menu, with a value of -0.633. This indicator illustrates that there is acceptance of menu products that do not match what is offered on the menu. The fourth indicator is Q1, which is the ease of finding parking, with a value of -0.600, thus indicating that the parking space provided now is small or lacking, so it is difficult to find parking. Then the fifth indicator Q7 is the level of service from employees, with a value of -0.533, with a negative gap indicating that the level of service from employees is still felt by employees to be lacking. The sixth indicator, namely Q5, is the comfort level of the outlet. With a value of -0.467, this indicator illustrates that the outlet is felt by consumers to be less comfortable. Then proceed with the seventh indicator, namely Q6, namely the level of speed of service to customers, which is still considered inadequate by consumers. The Delman indicator is Q8, namely the level of product knowledge with a value of -0.400, which describes the level of service knowledge of products that is lacking. Then the ninth indicator, namely Q9, which differentiates service communication abilities in answering questions from customers, is still lacking with a value of 0.367. And the last is the Q2 indicator, namely the beauty of the outlet, which is considered less beautiful by consumers with a value of -0.333.

Based on data in the form of a comparison value between performance and importance, the data will be configured in quadrants, which will describe the level of urgency for an indicator to be improved, indicators to maximize its performance, indicators that are unproductive, and indicators that can be deleted because they have no

impact on the satisfaction and interests of consumers. Based on coordinates, the performance value becomes the horizontal axis, while the importance value becomes the vertical axis. So, the greater the value on the x-axis or performance value, the indicator has good performance; conversely, the smaller the indicator value on the x-axis indicates a low level of performance for the indicator. This applies to the importance value, or Y axis. The higher the level of importance of an indicator for consumers, the higher the value; conversely, the less significant the importance of an indicator is for consumers, the smaller the indicator value will be.

Quadrant I is a quadrant that describes the indicators contained in the quadrant that have a high level of importance for consumers but have a low level of employee performance or service quality. The indicators contained in this quadrant are Q4, Q3, and Q10. Each indicator represents the availability of supporting facilities (toilets, sockets, and Wi-Fi), the level of cleanliness of the outlet, and the suitability of the menu served with what is offered. Based on this information, it can provide input for companies to pay attention to the indicators in Quadrant I because these can be important indicators for consumers and can stimulate increased satisfaction. It is recommended that companies improve the provision of facilities such as Wi-Fi, power sockets, and toilets, as well as maintain standardization of the menu served and cleanliness for consumers. So, it will fulfill the reliable and intangible elements of service quality, and it is hoped that the availability of this service will have an impact on consumer satisfaction. Meanwhile, the most indicators in quadrant II describe these indicators as having a high level of performance and the importance of customer needs for these indicators in order to increase consumer satisfaction. The indicators included in Quadrant II are Q7, Q5, Q8, and Q6, each of which describes the level of service to consumers, the comfort level of the outlet, the level of employee knowledge of the product, and the level of speed of employee service. The indicators in quadrant II have worked optimally and have met the level of consumer satisfaction perception regarding service quality. So, it is recommended that companies maintain consistency in the quality of the indicators in quadrant II. There is a contradiction in the gap analysis table, which includes the Q7 indicator as an indicator that needs to be considered in order to improve service quality and stimulate increased consumer satisfaction. However, applying the quadrant curve shows that the Q7 has good performance and good importance too. This is the performance value and importance of these indicators that exceed the axis boundaries that separate each quadrant, so that indicator Q7, namely the level of service from employees that is still acceptable to consumers, can have a positive influence in efforts to increase consumer satisfaction based on service quality.

Meanwhile, the service quality indicators in quadrant 3 are good indicators of low importance and performance, so these indicators should not be a priority in developing service quality. These indicators are Q1 and Q2, which have descriptions, namely ease of finding a parking space and interior beauty. It does not have a big influence on service quality, which can increase consumer satisfaction due to the low level of interest of consumers in indicators and low service quality performance. When compared with the gap analysis table, there is a contradiction in Q1, which is caused by the large level of difference between the performance and importance value indicators, namely -0.600, which has an impact on the inclusion of the Q1 indicator in the gap analysis table. There is an urgency to improve the quality of service, but if it is implemented in The Q1 quadrant curve is found in quadrant 3, which has a low level of importance and performance and is not a priority due to the lower importance value compared to the axis boundary that

separates the level of importance in each quadrant. So, it can be concluded that the ease of providing parking space has no significance for consumer satisfaction in providing quality services. The indicator in the 4th quadrant is Q9, which is the communication ability to answer questions from the waiter, where the employees already have the communication skills to be able to answer questions well, noun from the customer's side. This is not an important thing to be able to increase customer satisfaction through quality service. So, the advice to companies is not to prioritize these indicators and focus more on service quality indicators in quadrant I.

CONCLUSION

Based on research and data processing based on theory and the application of implications that have been carried out on service quality indicators in companies. Researchers can conclude that there are several ideas that can be taken into consideration for developing business strategies in order to increase consumer satisfaction through the company's service quality. Based on research, there is still service quality that has low performance but a high level of interest from consumers, so it can have an effect on reducing the level of consumer satisfaction on the basis of low service quality. Based on the gap analysis table, it can be concluded that all service quality indicators that support increased satisfaction have negative values. The indicator with the lowest level of performance is the availability of supporting facilities (Q4; -0.933), followed by the level of outlet cleanliness (Q3; -0.700), in third place is the suitability of the menu served with what is offered (Q10; -0.633), in order fourth is the ease of finding a parking space (Q1; -0.600), and fifth is the level of employee service (Q7; -0.533). Followed by the comfort level of the outlet (Q5; -0.467), then in seventh place there is the level of speed of service (Q6; -0.400), then in order of depth, namely the level of knowledge of the product from the waiter (Q8; -0.400), then continued with the communication ability to answer questions. from service (Q9; -0.367) and finally, namely, interior beauty (Q2; 0.333). So as evaluation material for companies to be able to provide facilities such as toilets, WiFi, power outlets, and parking, as well as provide training to employees to be able to present products according to what is offered. Then the company must implement cleanliness values for employees through regulations and training to be able to train employee behavior to be sensitive to the cleanliness of the outlet. As well as resolving employee service problems towards consumers, this can be done with operational standards and training so that employees are trained to be able to serve consumers well in order to increase consumer satisfaction based on good service quality.

There are several suggestions for companies to focus on indicators to improve service quality for indicators located in quadrant I, namely indicators Q4, Q3, and Q10. Suggestions from researchers to improve service quality by providing supporting facilities such as toilets, power sockets, and wifi Apart from that, you can also pay attention to and improve employee performance to be able to pay attention to the level of outlet cleanliness and the quality of service delivered to customers to increase consumer satisfaction. Furthermore, the researcher also suggests maintaining the company's service quality indicators against the indicators in quadrant II, namely the level of employee service to consumers (Q7), the comfort level of the outlet (Q5), the level of employee knowledge of the product (Q8), and the level of speed of employee service. (Q6). This is based on the high level of performance delivered by employees to employees, and for consumers, this indicator has an important level. So that the indicators contained in quadrant II can synergistically increase consumer satisfaction. Meanwhile, the indicators

in quadrant III, namely Q1 and Q2, and IV, namely Q9, can minimize the priority of the indicators in them due to the low level of interest of consumers in the indicators so that they do not have a big impact on consumer satisfaction in enjoying service quality. Such as the suggestions from researchers regarding indicators such as ease of finding a parking space (Q1), having a beautiful interior (Q2), and communication ability to answer questions from waiters (Q9), so that its existence remains but is not a priority in developing and improving service quality lines.

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