

Service Quality Analysis to Increase Customer Satisfaction at Minimart Located at Private University

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Abstract

This research aims to analyze service quality to increase customer satisfaction at minimarkets. In this research, the sample of respondents used was 30 students. The sampling method used in this research was a purposive sample. The data used in this research uses primary and secondary data. Data was obtained through the results of distributing questionnaires. The data analysis technique uses quantitative methods, assisted by the importance performance analysis (IPA) method. based on the research results, the data are: Quadrant 1 which shows high importance low performance, things that need to be paid attention to because according to consumers it is important, quadrant 2 which shows high importance high performance where the performance and interests of consumers have been met well so it needs to be maintained, quadrant 3 which shows low importance low performance where the company's performance is not good but according to consumers is not important so it needs to be paid attention to but is not a priority, and finally quadrant 4 which shows low importance high importance things which according to consumers are not important but in terms of performance the company has done well. The results of the analysis that has been carried out show that there are several indicators that fall into quadrant 1, namely Q1 and Q2. Next, Q3, Q4, and Q7 enter Quadrant 2. Quadrant 3 only has one indicator, namely Q5, and the last quadrant contains four indicators, namely Q6, Q8, Q9, and Q10.

Keywords: *service quality, consumer satisfaction, minimarkets.*

INTRODUCTION

Along with very rapid developments in the current era of globalization, competition in the business world is getting tighter. This can be seen in the development of retail businesses such as minimarkets, which are growing very rapidly. Even though the retail business experienced a decline due to the pandemic, it has now started to recover. Based on data from Euromonitor, it is known that the number of retail businesses in Indonesia has reached more than 3.61 million, which is divided into several parts, namely 3.57 million units of traditional grocery stores, 38,323 retail in the form of department stores, 1,411 retail in the form of supermarkets, 358 retail in the form of forecourts, and 285 retail in the form of a hypermarket. Of the large number of retail businesses, each minimarket competes to increase customer satisfaction. Consumer satisfaction is a situation demonstrated by consumers when they realize that their needs and desires are as expected and are being fulfilled well. To increase consumer satisfaction, one way is to create a strategy by paying attention to service quality. Service quality is an

effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations.

Service quality plays an important role in increasing company productivity, especially for companies operating in the service sector, both in sales and services. As is known, supermarkets and minimarkets are businesses in the sales service sector, so service quality must always be considered. Poor service quality will have an uncomfortable effect on consumers, and indirectly, over time, they will be able to switch or move to competitors. For this reason, this research was carried out to analyze the level of service quality that has been carried out by minimarkets, and it is hoped that the data resulting from this research can be used as a reference for companies in increasing customer satisfaction.

Several previous studies underlie the following research conducted by Hekmat Poor et al. (2012) in "Quality of health services hospitals affiliated to the University of Medical Sciences and Health Services in Arak" and concluded that in all dimensions of quality, perception quality (available quality) was not exceeded by expectations of quality (optimal conditions of patients) or did not comply with them. Most weaknesses in different quality dimensions were related to access to services. Furthermore, Ghafari et al. (2011), in their research, "Study of the Relationship between Service Quality Dimensions and Customer Satisfaction in the Banking Industry," concluded that customer perception of electronic service quality has a positive effect on the rate of preference for traditional service. Also, customer perceptions of e-service quality are more effective than customer perceptions of traditional service quality on customer satisfaction. Kumar et al. (2010), in their research on "Modelling and evaluating quality measurement using neural networks," found that the proper presence of signs and guidelines in Islamic banking in Malaysia, how to use e-banking services is one of the factors affecting customers' perceptions of the total service quality. In addition, Cronin & Taylor (2008), in their research on "Measuring Service Quality: A Reexamination and Extensiveness," found that service quality is the arrangement of customer satisfaction, and customer satisfaction will have a significant impact on purchasing decisions.

RESEARCH METHODS

The object of this research is the minimarket in front of the campus. What is meant by a sample is a portion or representative of the population studied; a sample is a part of the number and characteristics possessed by a particular population. In this research, the sample of respondents used was 30 students. The sampling method in this research uses a purposive sample, namely sampling, which is carried out by taking subjects not based on strata, randomness, or area but based on the existence of a certain objective. This technique is usually carried out due to several considerations, for example, the constraints of the limited time required, the limited research funds, and the limited personnel required, so that it cannot take large and distant samples. The data used in this research uses primary and secondary data. Primary data was obtained through the results of distributing questionnaires that had been carried out to students, while secondary data was obtained based on articles and journals of previous research that had been carried out. The questionnaire is structured based on predetermined variable attributes, where these variables are related to the level of consumer satisfaction. The data analysis technique uses quantitative methods; the data obtained is taken from respondents who have filled out questionnaires and are assisted by the importance performance analysis (IPA) method. In carrying out these measurements, the first step we took was determining

the research object. The research object that we have determined is analyzing service quality to increase customer satisfaction at minimarkets. After determining the research object, the second step we took was to prepare a questionnaire that would be distributed specifically to students who had visited minimarkets using G-form. After we looked for respondents, the next step we took was to carry out a Gap 5 analysis.

RESULTS AND DISCUSSION

Table 1. Gap Analysis 5

Indicators	Performance	Importance	Gap
Q1	2.867	4.833	-1.967
Q2	3.333	4.833	-1.500
Q3	4.067	4.400	-0.833
Q4	4.033	4.900	-0.800
Q5	3.733	4.833	-0.733
Q6	4.000	4.467	-0.600
Q7	4.000	4.600	-0.400
Q8	4.400	4.800	-0.333
Q9	4.200	4.533	-0.300
Q10	4.233	4.533	-0.267

The results from the table show that indicators Q1, Q2, Q3, Q4, and Q5 are the top 5 indicators that need attention. Q1 has the smallest result with a gap of -1.967; the second Q2 indicator has a result of -1.500; followed by the Q3 indicator with a gap of -0.833; the Q4 indicator with a gap of -0.800; and the Q5 indicator with a gap of -0.733. Therefore, the advice that can be given is that minimarkets should focus more on improving indicators Q1 (ease of parking) by providing more spacious parking spaces, Q2 (free parking fees for consumers) by providing a clear system for parking payments, Q3 (employee friendliness), namely by increasing employee friendliness and providing training, Q4 (ease of payment system), namely by expanding payment methods, and Q5 (speed of payment), namely by improving the payment system and employee performance. This is an indicator that must be prioritized by minimarkets so that the quality of service can be improved so that it can be well received by consumers and consumer satisfaction can be achieved.

Indicators included in quadrant 1 are indicators that consumers think are important, but the performance shown by the company is poor. Indicators included in 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 included in quadrant 3 are low-importance, low-performance indicators. This is because, according to consumers, after experiencing it directly, it is not important, and the company's performance is also poor. Indicators included in quadrant 4 are low-importance and high-performance indicators. This is because, according to consumers, this indicator is not important, but the company shows good performance.

Based on the research results, it shows that in quadrant 1, there are Q1 and Q2. This shows that ease of vehicle parking and free parking fees for customers are important, but minimarkets give poor ratings to customers. Therefore, it is hoped that in the future, minimarkets can focus and quickly fix or improve these problems. In quadrant 2, there are Q3, Q4, and Q7. This shows that the friendliness of employees towards customers, the ease of the payment system, and the prices of products sold by minimarkets are things that consumers think are important, and the minimarket itself has shown good performance to customers so that customers are satisfied. It is hoped that the minimarket will continue to maintain its good performance with its customers. In quadrant 3, there is Q5. This shows that speed in payments at minimarkets is of low importance and low performance. Which, according to consumers, is not important, and minimarkets also provide poor performance to customers. Therefore, it is hoped that in the future, the management of minimarkets can be paid attention to and improved, but this will not be a priority. In quadrant 4, there are Q6, Q8, Q9, and Q10. This shows that the completeness of the product, employee knowledge of the product, employee willingness to help customers, and the layout of minimarket products are things that, according to consumers, are not important, but minimarkets have provided good performance in this regard, so it is hoped that minimarkets will maintain good performance in the future and re-evaluate to consider whether the indicator will continue or be discontinued because, according to consumers, it is less important and there are still other priorities that need attention.

CONCLUSION

Based on the research we have conducted, namely an analysis of service quality to increase customer satisfaction in minimarkets, we have produced several indicators that, according to consumers, are important in increasing customer satisfaction. These indicators are divided into 4 quadrants, which are carried out using gap analysis and importance performance analysis. Through gap analysis, we know which indicators need to be prioritized in fixing problems in service quality in minimarkets, while importance performance analysis shows that the company's performance is good or bad in the eyes of consumers and which consumers think is important or not important. Quadrant 1 which shows high importance low performance things that need to be paid attention to because according to consumers it is important; quadrant 2 which shows high importance high performance where the performance and interests of consumers have been met well so it needs to be maintained; quadrant 3 which shows low importance low performance which is performance the company is not doing well but according to consumers it is not important so it needs to be paid attention to but is not a priority; and finally quadrant 4 which shows low importance high importance things which according to consumers are not important but in terms of company performance have been done well. The results of the analysis that has been carried out show that there are several indicators that fall into

quadrant 1, namely Q1 and Q2. Next, Q3, Q4, and Q7 enter Quadrant 2. Quadrant 3 only has one indicator, namely Q5, and the last quadrant contains four indicators, namely Q6, Q8, Q9, and Q10.

Suggestions that can be made based on the data analysis that has been carried out are that minimarkets can improve indicators of ease of parking and free parking fees because they are important indicators for consumers, but the implementation of minimarket performance is still low. Apart from that, minimarkets can maintain the performance of employee friendliness, ease of payment systems, and the price of products sold because this is an important indicator and minimarkets have performed very well. Apart from that, there are indicators that are not important and the performance presented is still low, namely payment speed, so this can be a consideration for minimarkets in order to achieve a good image. And finally, there are indicators that are not important but whose performance is good, namely product completeness, availability of employees to help, layout, and employee knowledge of the product. This needs to be maintained but can be a consideration for minimarkets so they can further improve important indicators.

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