Analysis of Service Quality to Increase Customer Satisfaction of Libro Café

Hendy Tannady[1*], Ananta Aditia[2], Bima Bhadra[3], Clara Cung[4]

[1,2,3,4]Department of Management, Universitas Multimedia Nusantara

Corresponding Author: hendy.tannady@umn.ac.id[1)]*

Keywords: *Customer Satisfaction, Service Quality, Café*	*This research was conducted using a quantitative survey method which managed to collect 30 respondents who were students of one private university in Banten. The goal of this study is to evaluate how satisfied customers are with the level of service offered by Libro Café, a café that is housed within a university. The first and ninth indicators are both in quadrant I, which represents areas that are very important yet nevertheless perform poorly. This cafe should pay attention to and develop these two aspects so that customers can feel satisfied with the queuing system and the friendliness of Libro cashiers and baristas. Then in quadrant II, there are the second and third indicators which discuss the payment system or payment methods and the cafe area's cleanliness. Being in the second quadrant denotes significant relevance and performance. It is advised that the café continue with this because it is a very wonderful thing. It is in quadrant III, which indicates that its importance and performance are modest, there is the tenth indicator. This indicator discusses Libro café, which sells products at reasonable and affordable prices. Even though the urgency level is not that important, this indication needs to be taken into account and developed because it is a part of quadrant III. Last but not least, quadrant IV, which is low in relevance but high in performance, there are indicators 4 to 8, which are in this quadrant IV. This is also a good thing.*

Introduction

A consumer's response to a good or service that lives up to their expectations is known as customer satisfaction. Customers will be satisfied when their requirements, wants, or expectations are met, which will lead to repeat business or continuous loyalty. To preserve operational viability over the long run, customer pleasure is crucial. Customer satisfaction can serve as a benchmark to identify future changes that are necessary to prevent customers from feeling unhappy or disadvantaged (Erhan et al., 2019). Someone who returns to make a transaction and tells others about his good experience with the product can be said to be satisfied. If there are customers who are dissatisfied with Libro product, then these customers have the potential to not make further transactions and have the possibility of complaining about their dissatisfaction with other customers or potential customers. So, this will be a threat to the café.

The caliber of service is one of the elements that can affect whether there is client happiness. The service can be considered satisfactory if the level of quality meets the customer's expectations, namely from the perspective of the customer receiving the service provided which can be judged by how well or poorly the quality of service has been provided to customers. Customers will be influenced by the service quality. If the service is carried out in a good and correct way, then the customer will feel satisfied and will return to make further transactions. Therefore, every business actor is required to always prioritize the quality of his services (Herwanto et al., 2013).

The degree of customer satisfaction can be raised by providing high-quality services; whether these services meet or exceed expectations depends on how satisfied the clients are with the experience. To meet client expectations, customer service quality must be significantly improved. The SERVQUAL (service quality) method, a service quality approach that is frequently used as a reference in marketing research, can be used to measure service quality in general (Khare, 2013).

This method has been developed by Pasuraman, Zethaml, and Berry (Pasuraman, 1990). The foundation of SERVQUAL is the comparison of two key elements, specifically the customer's impression of the actual service they receive from the service provider. When the customer's expectations are exceeded, the service is considered to be of high quality; yet, when such expectations are not met, the service is considered to be of low quality. Five methods have been developed by Parasuraman, Zeithaml, and Berry, namely tangible, reliability, responsiveness, assurance, and empathy. According to Muhammad Tajuddin, et al., SERVQUAL is a comparison of what ought to be delivered and what is. Muhammad Tajuddin, et al., added that there are two important things that need to be developed to improve service quality, namely information systems for management needs and employee motivation and information systems used to spread useful value for customers of information systems (Suyoto & Tannady, 2022).

Service

Service as an activity or benefit that has no form and can be transferred to other people who act as clients and not as property. Service is an activity, service, or benefit offered to other people that does not take any form and does not lead to ownership. According to the Big Indonesian Dictionary, an endeavor to meet the needs of others is how service is defined. Service is a series of activities that involve the attitude and behavior of bank officers in receiving customers' presence or communicating with them directly or indirectly. Kotler defines services as any actions or actions that can be offered by one party to another, in this case, for example, a seller and a buyer, they are ultimately immaterial, don't lead to possession of anything, so services cannot be seen. Another viewpoint on services put forth by Zeithaml et al. is that they are an economic activity whose output is not a product consumed that is used concurrently with production and provides consumers with added value (such as enjoyment, entertainment, relaxation, and health) and are typically intangible. These two definitions show that services cannot be seen or touched because they have no form, but they can be felt by the service user (Tannady & Purnamaningsih, 2023).

Services have several characteristics that are generally distinguished or classified into 4 categories, namely: a). The intangible. Services and products are not the same. whether one is able to own the items. Before being purchased and consumed, services cannot be touched, tasted, smelled, heard, or seen. Thus, people cannot judge the quality of these services before they feel or consume them themselves. b). Cannot be separated (inseparability) Services are inseparable, meaning that in marketing services, the interaction between service providers and customers is a special feature, both of which affect the results of these services. c). Variability Because services are non-standardized output, there are many differences in their form, quality, and type depending on who provides them, when they are provided, and where they are provided. d). Services are perishable goods that can't be kept in storage. As a result, the service will disappear if it is not used (Tannady et al., 2022).

Quality

Quality is an important indicator for a business in intense competition. Quality can be defined as a set of product attributes that support its ability to meet specific or defined needs. Quality is something that consumers need and want. Activities to confirm whether policies in terms of quality (standards) can be seen in the final results are quality control. Quality control includes a broad understanding, namely aspects of policy, standardization, control, quality assurance, quality development, and legislation. Quality control is a management tool for improving product quality when necessary, maintaining high quality, and reducing the number of defective materials. Quality control, then, is an effort to maintain the quality or quality of goods purchased so that they comply with product information that can be determined based on company policy. In terms of quality control, all purchased products must be controlled according to standards, and all deviations must be recorded and analyzed so that they can be used for increased production in the future (Tan et al., 2017).

Service Quality

Because it contains information about customer satisfaction, an key factor in determining consumer perception is service quality. Service quality is the customer's expectation for service before and after service is provided. Service quality as a customer service relationship that focuses on the customer experience during the transaction process. Service quality can be an important focus in marketing strategy because it contains various factors that can affect the product manufacturing process so that products can reach the hands of customers. If there are deficiencies in the process, they can be immediately evaluated in order to ensure customer satisfaction and loyalty (Gunawan et al., 2022).

Service quality using the SERVQUAL method, which is divided into 5 dimensions and consists of 22 indicators. Technical quality and functional quality are two different categories of service quality. Technical quality is the aspect of a product's performance that relates to the provision of a service, while functional quality is the quality of the interaction between the client and the service provider company during the service process provided. Evaluating service quality can be done using the SERVQUAL scale. There are 5 dimensions and a total of 22 measurement indicators in SERVQUAL, namely: reliability, responsiveness, assurance, empathy, and tangible results (Gunawan et al., 2022).

Research Method

The survey research method, which emerged in the twentieth century, is used to collect large or small amounts of information data from a set of specific research objects. In particular, psychologists, sociologists, economists, political scientists, and statisticians devised this survey methodology. This study uses a quantitative survey methodology for collecting the data to be used in the analysis. This survey was conducted in the form of a digital questionnaire in the form of Google Forms with the aim of maximizing time and energy effectiveness in the data collection process, which will later be applied in this research. A survey methodology is a quantitative research technique used to gather information on beliefs, views, traits, and behaviour related to variables that occurred in the past or present and/or to test various hypotheses about sociological and psychological variables from the sample. The sample is collected from certain specific populations that are the object of a study. In order to describe the attitudes, opinions, behaviours, or characteristics of research respondents, survey research involves conducting surveys or distributing questionnaires or scales to a single sample. Researchers will then draw conclusions about trends in the population that is the subject of their research after analysing the results of this survey. The sampling technique in this methodology is also generally carried out randomly, collecting data using research instruments and analysing data that is quantitative or statistical in nature with the aim of testing the hypotheses that have been set.

Result and Discussion

Gap Analysis 5

Table 1. Gap Analysis of 5 Levels of Satisfaction of Respondents with Libro Café

Indicators	Performance	Importance	Gap
Queuing system	4,367	4,800	-0,433
Payment system	4,233	4,633	-0,4
Libro area cleanliness	4,033	4,433	-0,4
Cashier speed in making payments	4,267	4,600	-0,333
The speed of the barista in serving orders	4,400	4,700	-0,3
The dexterity of the cashier or barista to help customers when placing an order	4,367	4,533	-0,166
Cashiers and baristas serve customers quickly	4,367	4,533	-0,166
Cashier and barista knowledge of the product	4,367	4,500	-0,133
Friendliness of cashiers and baristas	4,367	4,467	-0,1
Selling products at reasonable and affordable prices	4,500	4,533	-0,033

Considering the outcomes of the Gap 5 study of the degree of satisfaction using 10 indicators related to the service quality provided, we found that all service indicators were in accordance with the importance of or things that consumers actually want. This is evidenced by the importance value of all indicators being greater than the performance value. The queuing system indicator has a 0.433 difference between importance and performance, where importance has a higher value. The importance-performance gap for the payment system indication is 0.4, with importance having a higher value. There is a 0.4 difference between importance and performance in the cleanliness of the Libro area, where importance has a higher value. The difference between importance and performance on the cashier's speed indicator for processing payments is 0.333, with importance having a higher value. The barista speed indicator in serving orders has a 0.3 difference between importance and performance, with importance having a higher value. The cashier or barista dexterity indicator to help customers when placing an order has a gap between importance and performance of 0.166, where importance has a greater value. The indicators for cashiers and baristas serving customers quickly have a gap between importance and performance of 0.166, where importance has a greater value. The cashier and barista knowledge indicator about the product have a gap between importance and performance of 0.133 where importance has a greater value. The cashier and barista friendliness indicator have a gap between importance and performance of 0.1, where importance has a greater value. The final indicator, selling products at reasonable and affordable prices, has a 0.033 difference between importance and performance, where importance has a higher value.

Analysis Importance Performance Analysis

The important-performance analysis can be used to sort the various components of a group of services and indicate the actions needed. They advise using the importance-

performance analysis method to gauge how satisfied customers are with a given service. In order to determine how satisfied customers are with the performance of the study company, Libro Café, and how well service providers comprehend what customers want from the services they give, it is important to quantify the level of conformance.

Based on the graph of the importance-performance analysis results of the satisfaction level of students towards this café from 10 indicators related to the service quality provided, the results will be categorized into 4 quadrants, consisting of the quadrants I (high importance, low performance), II (high importance, high performance), III (low importance, low performance), and IV (high importance, high performance) (low importance, high performance). Based on the responses from 30 students, the first indicator that discusses the queuing system is included in quadrant I, it demonstrates the high importance but low performance of the queue system indication. Given the importance of customers, this should be taken more seriously, the queuing system is important. However, in reality, what happened was that the queuing system was still classified as lacking based on the experiences of the respondents. The second indicator focuses on the payment system, while the third focuses on the cleanliness of the area. The respondents gave quadrant II's payment and cleaning system for the area a high level of priority and performance. This is a good thing where the payment system is a cashless system and the cleanliness of the area, which is very good according to customers, must be maintained.

Then in the fourth indicator relating to the speed of the cashier in making payments and the fifth indicator, which discusses the speed of the barista in serving orders, 30 respondents considered that the two indicators had the same value and were in quadrant IV. This indicates that while the two indicators perform well, they are not highly important. This is advantageous. The café still offers the greatest services despite the fourth and fifth indications being viewed as having a lower level of importance. In indicator 6, it is about the dexterity of the cashier or barista to help customers when making transactions. On this indicator, the results show that the dexterity of the cashier or barista to help customers when making transactions is a factor with a medium level of relevance and a high level of performance since, according to the survey results, the sixth indication is a part of quadrant IV. This is also a good thing and can benefit.

The seventh indicator is cashiers and baristas who serve customers quickly. Respondents in this indicator thought it belonged in quadrant IV and was in the middle of indicators 4, 5, and 6. So, it may be inferred that the efficiency of cashiers and baristas in servicing clients is of low relevance but high quality. The eighth indication also talks about the product expertise of the cashiers and baristas. Customers consider that it is important for cashiers and baristas to know existing products. The ninth indicator is the friendliness of the cashier and barista. Respondents considered that this indicator was included in quadrant I. Where the friendliness of cashiers and baristas was considered very important for customers, but the performance presented by Libro was still lacking. Therefore, the café must pay more attention to this indicator so that it can be improved in the future. Finally, the tenth indicator related to café is that it sells products at reasonable and affordable prices. According to

respondents' experiences, this indicator is included in quadrant III, where the level of importance and performance are both low.

Conclusion

The first and ninth indicators are both in quadrant I, which represents areas that are very important yet nevertheless perform poorly. This café should pay attention to and develop these two aspects so that customers can be satisfied with the queuing system and the friendliness of cashiers and baristas. Then in quadrant II, there are the second and third indicators, which discuss the payment system or payment methods and the cleanliness of the area. Being in the second quadrant denotes significant relevance and performance. It is advised that the café be able to sustain this because it is a really nice thing. The tenth indication is located in quadrant III, which denotes a low level of relevance and performance. This indicator discusses which sells products at reasonable and affordable prices. Because this indicator is included in quadrant III, it also needs to be considered and developed in the future, even though the urgency level is not that important. Finally, in quadrant IV, where the importance is low but the performance is high. There are indicators 4 to 8, which are in this quadrant IV. This is also a good thing.

References

Erhan, T. P., Purnamaningsih, P., & Rizkalla, N. (2019). Brand's Cool Dimension Effect on Customer Satisfaction and Its Implication to Visual E-WoM. *IJNMT (International Journal of New Media Technology)*, *6*(2), 81-86.

Herwanto, D., Ikatrinasari, Z. F., & Yuliani E. N. S. (2013). Integration of service quality and importance performance analysis method in improving service quality at SMK Plus Laboratorium Indonesia, Karawang. *International Journal of Engineering and Applied Sciences*, 2(3), 1-8.

Khare, A. (2013). Retail service quality in small retail sector: the Indian experience. *Facilities,* 31(5), 208-222.

Gunawan, F. E., Wilujeng, F. R., Rembulan, G. D., & Tannady, H. (2020). Service quality analysis of smes tempe in province of Jakarta, Indonesia. *Technology Reports of Kansai University*, *62*(7), 3827-3833.

Suyoto, Y. T., & Tannady, H. (2022). Ideal Self-Congruence: Its Impacts On Customer Love And Loyalty To Luxury Brands In Indonesia. *International Journal of Professional Business Review*, *7*(6), e0769-e0769.

Tannady, H., & Purnamaningsih, P. (2023). Determinant Factors Customer Satisfaction and its Implication on Customer Loyalty: From the Perspective of Customers of Vespa. *International Journal of Science, Technology & Management*, *4*(2), 434-438.

Tannady, H., Sjahruddin, H., Saleh, I., Renwarin, J. M., & Nuryana, A. (2022). Role of Product Innovation and Brand Image Toward Customer Interest and Its Implication on Electronic Products Purchase Decision. *Widyakala Journal*, *9*(2), 93-98.

Tan, L. H., Chew, B. C., & Hamid, S. R. (2017). Service quality implementation in shaping

sustainable banking operating system: a case study of Maybank Group. *Qualitative Research in Financial Markets,* 9(4), 359-381. https://doi.org/10.1108/QRFM-01-2017-0002