

## How to Increase Customer Satisfaction at Minimarket with using Servqual Analysis ?

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*Abstract: Service quality is one of the important things that must be considered in business because it plays an important role in increasing company productivity. This study was conducted to determine whether there is a gap between the performance of Indomaret Allogio Gading Serpong and the expectations of its customers. Research analyzes service quality using the gap analysis measurement method which is part of the Importance Performance Analysis (IPA) method. The method used is a quantitative method by conducting a survey using Google Form to 30 respondents who have made purchases at Indomaret Allogio Gading Serpong. The results of the study found that the availability of facilities, toilet cleanliness, and shopping convenience are the top priorities that must be improved. Then the completeness of the product, employee product knowledge, and employee service speed are important indicators to be maintained. Ease of parking and the beauty of the outlet interior are low priorities. The friendly attitude of employees and the ability of employees to answer questions are considered as excessive indicators.*

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## Introduction

In the current era of global competition, customer satisfaction is one of the keys to the success of a company or organization. Customers who are satisfied with the services provided will tend to become loyal customers and recommend products or services to others (Jamaludin, 2018). In the business world, customer satisfaction plays an important role in determining the success of a company (Mongdong & Tumewu, 2015). Companies that succeed in creating customer satisfaction can increase customer loyalty and generate better profitability. This means that customer satisfaction is not only important from a consumer point of view, but also very important for the success of a company managerially (Prasastono & Pradapa, 2012).

Service quality is one of the important things that must be considered in business because it plays an important role in terms of increasing company productivity, especially companies engaged in services, both sales services and service services (Tho'in, 2011). Perceptions of quality are based on long-term time, cognitive evaluation, and the process of providing services. The benefits of service quality accumulate over time or can be said to be beneficial over a long period of time so that service companies must identify efforts to provide appropriate service quality and implement them effectively (Prastiyani et al., 2016). When a business is able to provide quality service to its customers, it will lead to customer satisfaction (Putri & Fatmasari, 2018). Customer satisfaction itself has the benefit of maintaining the relationship between the company and its customers, encouraging the creation of customer loyalty, encouraging consumers to make repeat purchases, forming a positive word of mouth recommendation, and can increase the company's sales profit (Purnamaningsih & Rizkalla, 2020).

Previous research research on service quality states that service quality and commitment have no significant effect on customer retention while other variables have a significant effect. The effect of customer satisfaction fully mediates the relationship between service quality and customer retention (Quddus & Hudrasyah, 2014). This study contributes to restaurants in order to combine strategies to improve service quality, commitment, and customer satisfaction, so that customer retention is realized through repeat purchases (Rizqiawan & Prihantono, 2020). In another research study on service quality, it states that service quality dimensions have a significant effect on customer satisfaction; customer satisfaction has a significant effect on customer loyalty; and reveals that service quality dimensions have a significant effect on customer loyalty through customer satisfaction (Sriwidodo & Indriastuti, 2010).

Indomaret as a large retail company in Indonesia, understands very well that customer satisfaction is the key to their business success (Sundari et al., 2022). In the face of increasingly fierce competition, Indomaret must be able to create services that satisfy customers in order to maintain and increase its market share (Tannady & Purnamaningsih, 2023). Therefore, research on service quality analysis to improve customer satisfaction can be very relevant for Indomaret.

## Research Method

The object of this research is Indomaret Allogio Gading Serpong, where the research will analyze service quality using the gap analysis measurement method which is part of the Importance Performance Analysis (IPA) method. The method used is a quantitative method by conducting a survey using Google Form to 30 respondents who have made purchases at Indomaret Allogio Gading Serpong.

## Result and Discussion

### GAP 5 Analysis

Analysis Gap 5 aims to assist a business in estimating the amount of resources, time, and costs required by the company so that it can achieve a stable state in the future as expected. In the table there are 10 indicators that show the magnitude of the gap between Indomaret Allogio's performance and customer expectations:

Table 1. Gap Analysis 5 Indomaret Allogio

Indicators	Performance	Importance	Gap
Q3	3,800	4,667	-0,867
Q1	3,633	4,500	-0,867
Q4	3,700	4,567	-0,867
Q5	3,833	4,633	-0,800
Q10	3,867	4,667	-0,800
Q6	4,000	4,700	-0,700
Q8	3,900	4,600	-0,700
Q7	4,000	4,500	-0,500
Q9	4,033	4,500	-0,467
Q2	3,767	4,067	-0,300

The table above contains the average performance and importance of the 10 indicators. The gap is obtained from performance minus importance. The gap section table shows the order of the gaps from the smallest value to the largest value. Based on the table, the results state that Indicator Q3 with a performance value of 3.800 and an importance of 4.667 results in a gap of -0.867. Indicator Q1 with a performance value of 3.633 and an importance of 4.500 results in a gap of -0.867. Indicator Q4 with a performance value of 3.700 and an importance of 4.567 results in a gap of -0.867. Indicator Q5 with a performance value of 3.833 and an importance of 4.633 results in a gap of -0.800. Indicator Q10 with a performance value of 3.867 and an importance of 4.667 results in a gap of -0.800. Indicator Q6 with a performance value of 4.000 and an importance of 4.700 results in a gap of -0.700. Indicator Q8 with a performance value of 3.900 and an importance of 4.600 results in a gap of -0.700. Indicator Q7 with a performance value of 4.000 and an importance of 4.500 results in a gap of -0.500. Indicator Q9 with a performance value of 4.033 and an importance of 4.500 results in a gap

of -0.467. Indicator Q2 with a performance value of 3.767 and an importance of 4.067 results in a gap of -0.300.

### Importance Performance Analysis

Importance Performance Analysis (IPA) aims to map the relationship between the importance and performance of each attribute offered and the gap between performance and expectations of these attributes.



Figure 1. Importance Performance Analysis of Indomaret Allogio

In the figure above there are 4 lines that separate each indicator, in the figure there are 4 different quadrants. First, Q1 is a quadrant that has a very low level of satisfaction so that it is the top priority for improvement, according to consumers, indicators are important, but the company's performance is poor. Second, Q2 is a quadrant that is expected by customers and has been in accordance with what is perceived by customers, according to consumers important indicators and support also with good company performance. Third, Q3 is a low priority quadrant because it contains attributes that are considered less important by customers and in fact their performance is not too special, according to consumers the indicators are not important, the company's performance is also poor. Fourth, Q4 is a quadrant that has a low level of importance, but has a high level of performance implementation, according to consumers the indicators are not important, but the company's performance is very good.

In Figure 1 regarding the Importance Performance Analysis of Indomaret Allogio, the results show that Q1 indicators regarding the ease of parking are in quadrant III which means they have a low priority because Indomaret Allogio consumers consider the ease of parking to be less important and Indomaret's performance is also poor. Indicator Q2 regarding the beauty of the outlet interior is in quadrant III which means it has a low priority because Indomaret Allogio consumers consider the beauty of the outlet interior to be less important and Indomaret's performance is also poor. Indicator Q3 regarding the cleanliness of the outlet is in quadrant I, which means that it has a very low level of satisfaction with performance

because consumers consider that indicators are important but Indomaret's performance is poor. Indicator Q4 regarding the availability of facilities is in quadrant I, which means that it has a very low level of satisfaction with performance because consumers consider that indicators are important but Indomaret's performance is poor. Indicator Q5 regarding shopping convenience is in quadrant I, which means that it has a very low level of satisfaction with performance because consumers consider that indicators are important but Indomaret's performance is poor. Indicator Q6 regarding the speed of employee service is in quadrant II, which means that what is expected by customers and is in accordance with what is felt by customers, where consumers consider important indicators and Indomaret's performance is also good. Indicator Q7 regarding the friendly attitude of employees is in quadrant IV which means it has a low level of importance and has a high level of performance implementation, where consumers consider indicators not important, but Indomaret's performance is very good. Indicator Q8 regarding employee product knowledge is in quadrant II, which means that what is expected by customers and is in accordance with what is felt by customers, where consumers consider indicators important and Indomaret's performance is also good. Indicator Q9 regarding the ability of employees to answer consumer questions is in quadrant IV which means it has a low level of importance and has a high level of performance implementation, where consumers consider indicators not important, but Indomaret's performance is very good. Indicator Q10 regarding product completeness is in quadrant II, which means that what is expected by customers and is in accordance with what is felt by customers, where consumers consider important indicators and Indomaret's performance is also good.

## **Conclusion**

Based on the results of the importance performance analysis of Indomaret Allogio, the results show that: Indicator Q4, indicator Q3, and indicator Q5 are included in quadrant I, which means that the availability of facilities, cleanliness of toilets, and shopping comfort are top priorities that must be improved as soon as possible because they contain indicators that are considered important by Indomaret consumers but the performance of Indomaret is low. Therefore, the advice that can be given is to facilitate its customers properly, maintain toilet cleanliness, and do various ways that can make consumers feel comfortable when shopping, for example by using air fresheners with a refreshing fragrance. Indicator Q10, indicator Q8, and indicator Q6 are included in quadrant II, which means that product completeness, employee product knowledge, and employee service speed are important indicators to be maintained because the indicators are considered important by consumers and the performance of Indomaret is also very good so it is hoped that Indomaret can maintain this good performance.

Indicator Q1 and indicator Q2 are included in quadrant III, which means that the ease of parking and the beauty of the interior of the outlet are low priorities because they contain indicators that are not considered important by consumers and the performance of Indomaret is also not good so that it can be evaluated whether it is necessary to continue to

accommodate these indicators. Indicators Q7 and Q9 are included in quadrant IV which means that the friendly attitude of employees and the ability of employees to answer questions are considered excessive indicators because consumers do not consider indicators important but Indomaret provides high performance so that Indomaret can evaluate whether these indicators should be maintained or not, if the evaluation results show positive results, they should be maintained and vice versa if the evaluation results show negative results Indomaret should not need to maintain these indicators so that they can focus more on improving indicators that are considered important but Indomaret's performance is still low.

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