

Role of Service Strategy and Marketing Proper Policy on Business Execution

Surath Joe¹

Professional Practitioner¹

Correspondence Email: surath.joe@professional.org¹

Abstract

Service businesses place great importance on the human element. High consumer value creates customer loyalty. During peak periods, it is possible that the services provided by producers are very minimal, for example speeding up service times in order to serve as many customers as possible. If not controlled, this can have a negative impact on the company, because many customers feel dissatisfied. Consumers pay in return for the convenience, service and satisfaction they receive from the service, not for ownership of the service.

Keywords: business, competition, satisfaction.

INTRODUCTION

Consumers pay in return for the convenience, service and satisfaction they receive from the service, not for ownership of the service. Service is an activity or benefit offered to consumers or service users so that it can satisfy or meet consumer needs and desires. Service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. From the data above, it can be said that many outlets do not necessarily have high consumption value either.

METHOD

However, in the business world, it is not enough to be in this position, we have to be competitive and number one, and one way to win the competition is to improve service quality, because increasing service quality will make consumers satisfied and loyal. The existence of very busy peak periods is a problem in itself for service marketing. There are several factors that can influence consumer satisfaction, namely service quality and product quality. Service is an intangible task that satisfies the needs of consumers or business users. It is impossible to produce quality products and services without quality people and processes.

RESULT AND DISCUSSION

However, in the business world, it is not enough to be in this position, we have to be competitive and number one, and one way to win the competition is to improve service quality, because increasing service quality will make consumers satisfied and loyal. The existence of very busy peak periods is a problem in itself for service marketing. Services in general are intangible and cannot be fully owned by consumers. Service quality is the best matrix for evaluating consumer satisfaction in comparison between expectations and perceptions of service. From the above definition, it can be concluded that quality is a quality standard where each element is interconnected and can influence performance in meeting customer expectations.

CONCLUSION

Service is an activity or benefit that one person can offer to another which is essentially intangible and does not result in ownership of anything. This is the basis for consumers to be able to buy products or services from the same place repeatedly and not switch to other competing companies. Services in general are intangible and cannot be fully owned by consumers. Quality not only emphasizes aspects of the final result, namely products and services, but also concerns human quality, process quality and environmental quality.

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