

Service Quality Analysis to Increase Satisfaction Lawson's Mini Mart Customer

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Abstract

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, now the retail business has 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. Based on the research we have conducted, namely analysis of service quality to increase customer satisfaction in minimarkets, we have produced several indicators which 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.

Keywords: globalization, retail, importance performance analysis.

INTRODUCTION

Along with very rapid developments in the current era of globalization, competition in the business world it 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, now the retail business has 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 consumer 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 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 cause an uncomfortable effect on consumers and indirectly over time they will be able to

switch/move to competitors. For this reason, this research was conducted to analyze the level of service quality that has been carried out by Lawson minimarkets and it is hoped that the data resulting from this research can be used as a reference for the Lawson company in increasing customer satisfaction.

METHOD

The object of this research is the Lawson minimarket which is located in front of the campus. According to Suharsimi Arikunto (in Heridiansyah, 2012) what is meant by sample is a portion or representative of the population being studied, whereas according to Sugiyono, sample is a part of the number and characteristics possessed by a particular population. In this research, the sample of respondents used was 30 campus students. The sampling method in this research uses a purposive sample, namely sampling which is carried out by taking subjects not based on strata, random 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 limited time required, limited research funds, 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 campus 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 data taken from respondents who have filled out questionnaires and are assisted by using 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 Lawson. 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 Lawson using G-form. After we looked for respondents, the next step we took was to carry out a Gap 5 Analysis.

RESULT AND DISCUSSION

The results of data processing 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 Lawson 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 Lawson supermarkets must prioritize so that the quality of service can be improved so that it can be well received by consumers and consumer satisfaction can be achieved well. As we know, analyzing importance performance is divided into 4 quadrants which determine how important or priority the company needs to improve first.

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 consider 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, high performance indicators. This is because according to consumers this indicator is not important but the company shows good performance. Based on the picture above, which is Lawson's importance performance analysis, 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 Lawson gives poor ratings to customers. Therefore, it is hoped that in the future Lawson can focus and quickly fix/improve these problems.

In quadrant 2 there are Q3, Q4 and Q7. This shows that employee friendliness towards customers, ease of payment systems, prices of products sold are things that consumers think are important, they have shown good performance to customers so that customers are satisfied and it is hoped that Lawson will continue to maintain its good performance to its customers. In quadrant 3 there is Q5. This shows that speed in payments is included in low importance, low performance. Which according to consumers is not important and Lawson also provides poor performance to customers. Therefore, it is hoped that in the future management can be paid attention to and improved, but it will not be a priority. In quadrant 4 there are Q6, Q8, Q9 and Q10. This shows that product completeness, employee knowledge of the product, employee willingness to help customers and product layout are things that consumers think are not important, but Lawson has provided good performance in this regard so it is hoped that Lawson will maintain good performance in the future. and re-evaluate to consider whether the indicator will continue or be discontinued because consumers think it is less important and there are still other priorities that need attention.

CONCLUSION

Based on the research we have conducted, namely analysis of service quality to increase customer satisfaction in minimarkets, we have produced several indicators which 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 at Lawson minimarkets, while for importance performance analysis it shows that the company's performance is good/bad in the eyes of consumers and which according to consumers is important/not important.

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