

Service Quality Analysis to Increase Satisfaction Customers at Hypermart Supermarket

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Abstract

Service Quality is a concise multi-item scale with good capabilities and foundations, which can be used by sellers to better understand and know the expectations and perceptions of customer service and can improve service. Service quality is divided into 2 parts, namely the expected service part and the perceived service part. The expectations section (expected service) is related to questions that aim to find out in detail the expectations or expectations of consumers regarding services. The perception section (perceived service) relates to questions that aim to measure consumer perceptions of the services provided by companies in certain groups. Based on the research conducted, there are several solutions to improve the performance of Hypermart supermarkets. Quadrant I - Solutions for Q4, Q5, and Q9, namely the company can focus on fixing existing problems as soon as possible. This is because these indicators are considered important by consumers, but Hypermart's performance on these indicators is not optimal. By improving these indicators quickly, consumers will be more satisfied with Hypermart's services. Quadrant III - Solutions for Q2, Q3, Q6, Q7, Q8, and Q10 which are in quadrant III, namely that companies must be able to consider which ones are priorities for improvement. However, Hypermart also needs to consider whether these indicators can attract more consumers if improved or not. Quadrant IV - The solution for Q1 which is in quadrant IV is that Hypermart can maintain performance and carry out evaluations to consider whether or not to continue these indicators because consumers consider these indicators to be less important.

Keywords: service quality, supermarkets, service quality.

INTRODUCTION

Hypermart is one of the well-known supermarkets spread across several regions/cities in Indonesia. Hypermart itself is a solution to family shopping needs that provides various types of products to fulfill consumers' basic needs. This Hypermart has been established since March 11 1986 and is one of the supermarkets that has been operating for a long time in Indonesia and has many consumers. However, consumer loyalty changed to other supermarkets, making Hypermart's reputation increasingly dim. Hypermart has many branches in Indonesia, so researchers focused on one location for analysis, namely Hypermart Gading Serpong. Hypermart Gading Serpong is a place that has a strategic location because it is passed by many motorbike/car drivers, even pedestrians. Even so, many consumers are turning to other places to shop. Seeing this situation, companies must conduct research on what causes consumer loyalty to decrease so they switch to other competitors. This is thought to be due to Hypermart's poor service quality and higher price offers compared to other supermarkets.

Because services are intangible, it is difficult to evaluate the quality of the service so consumers must consume the service first, who can then assess the quality of a service. Therefore, it is important for service companies to set high standards in determining good service quality. Service Quality has five main dimensions used by consumers in evaluating a service, these five dimensions consist of Tangibles (appearance of physical elements), Reliability (reliable and accurate performance), Responsiveness (fast and helpful), Assurance (credibility, security, competence, and politeness), and Empathy (easy access, good communication, and customer understanding). And later, from this research, the company must correct errors which are the main problem and are important to change, both in terms of facilities and human resources at Hypermart. This research will be accompanied by solutions on how Hypermart in Gading Serpong can improve the quality of its services.

METHOD

According to Parasuraman, Zeithaml and Berry (1988), Service Quality is a concise multi-item scale with good capabilities and foundations, which can be used by sellers to better understand and know the expectations and perceptions of customer service and can improve service. or service. According to Hindarwati and Jayasari (2014), service quality is divided into 2 parts, namely the expected service part and the perceived service part. The expectations section (expected service) is related to questions that aim to find out in detail the expectations or expectations of consumers regarding services. The perception section (perceived service) relates to questions that aim to measure consumer perceptions of the services provided by companies in certain groups.

According to Parasuraman et al (1988) divide service quality methods into 5 dimensions, namely the reliability dimension, assurance dimension, tangibles dimension, empathy dimension, and responsiveness dimension. The reliability dimension is a person's ability to provide services to the service provider in a precise and thorough manner, so that consumers can trust and rely on this ability. The assurance dimension is awareness and politeness on the part of employees or staff which is related to their capacity to provide confidence to consumers that the service provider can provide excellent service. The tangibles dimension is the performance of several facilities such as physical facilities, equipment and communication materials used during the service delivery process. The empathy dimension is the level of attention or concern for individuals that can be given by service providers to consumers. The responsiveness dimension is the capacity or desire of the service provider to provide service assistance quickly for what consumers need.

RESULT AND DISCUSSION

Quadrant I - This quadrant is the main priority which contains attributes that consumers consider important but in reality these attributes do not meet consumer expectations. The level of these attributes is lower than the level of consumer expectations. So the attributes in this quadrant must be improved further to satisfy consumer performance. Quadrant II - Quadrant II has a high level of desire and performance which shows important attributes or questions and has high performance. Then it needs to be maintained for the next time because it is classified as very important or desired and has satisfactory results.

Quadrant III - This quadrant is a low priority group. Attributes that fall into this quadrant are considered less important by consumers and in fact the company's performance is not very special or ordinary. Improving the attributes in quadrant group 3 needs to be considered because it must be looked at more deeply to see whether it does not have a big influence on consumers or vice versa.

Quadrant IV - Quadrant 4 is considered by consumers to be an excessive attribute of the

company. This quadrant has attributes with a low level of expectation. According to consumers, these attributes are not important but have good performance. So consumers feel that these attributes are excessive in a company. Quadrant I - Q4, Q5, and Q9 are included in quadrant 1, which means that according to consumers, these indicators are important indicators but at the Hypermart supermarket the performance is still poor. Quadrant II - There are no indicators in quadrant 2. Quadrant III - Q2, Q3, Q6, Q7, Q8, and Q10 are included in quadrant 3, which means that according to consumers these indicators are not important and after consumers experience these indicators in everyday life Later that day, it turned out that these indicators were also not good. Quadrant IV - Q1 is included in quadrant 4, meaning that according to consumers this indicator is not important, but Hypermart has good performance by consumers so that it is sometimes considered excessive by consumers.

CONCLUSION

Based on the research conducted, there are several solutions to improve the performance of Hypermart supermarkets. Quadrant I - Solutions for Q4, Q5, and Q9, namely the company can focus on fixing existing problems as soon as possible. This is because these indicators are considered important by consumers, but Hypermart's performance on these indicators is not optimal. By improving these indicators quickly, consumers will be more satisfied with Hypermart's services. Quadrant III - Solutions for Q2, Q3, Q6, Q7, Q8, and Q10 which are in quadrant III, namely that companies must be able to consider which ones are priorities for improvement. However, Hypermart also needs to consider whether these indicators can attract more consumers if improved or not. Quadrant IV - The solution for Q1 which is in quadrant IV is that Hypermart can maintain performance and carry out evaluations to consider whether or not to continue these indicators because consumers consider these indicators to be less important. So, it can be concluded that Hypermart must be able to consider which indicators can be improved or not depending on consumer needs and perceptions of the importance of these indicators.

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