

Analysis of The Role Brand Awareness And Brand Recognition On Purchase Decision Digital Fashion

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Abstract

Based on previous research which has the same research by previous researchers, based on measurement results using the service quality method, consumers are not satisfied with the service quality of package delivery services. Meanwhile, based on research in the hospitality sector, the quality of hotel service is quite good but service must also be improved. Meanwhile research on service quality at the Department of Population and Civil Registration has resulted in several criteria needing to be improved so that the service received by customers can be in line with expectations.

Keywords: research, service, expectation.

INTRODUCTION

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. 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.

METHOD

Service quality has five main dimensions used by consumers in evaluating a service, these five dimensions consist of Tangibles, 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 that are the main problem and are important to change, both in terms of facilities and existing human resources. This research will be accompanied by solutions on how to improve the quality of service.

RESULT AND DISCUSSION

Service is an effort to serve other people's needs, while serving is helping to prepare (helping someone with what they need). In essence, service is a series of activities which constitute a process. As a service process that takes place routinely and continuously, covering all the lives of people in society, the process of fulfilling needs through the activities of other people. According to previous researchers, service is an activity organized by an organization regarding the needs of consumers and will create a special impression.

CONCLUSION

Defines quality as fitness for use. This definition emphasizes the orientation towards fulfilling customer expectations, quality is a measure to assess that a good or service has the desired use value or in other words, a good or service is considered to have quality if it functions or has the use value as desired, assuming that quality is the overall nature of a product or service that influences its ability to satisfy stated or implied needs.

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