

Role of Transition Leadership and Environment on Employee Spirit

Edmundo Nazario¹

Professional Practitioner¹

Correspondence Email: edmundonazario@domeindustry.com¹

Abstract

The existence of very busy peak periods is a problem in itself for service marketing. From the data above, it can be said that many outlets do not necessarily have high consumption value either. Consumers pay in return for the convenience, service and satisfaction they receive from the service, not for ownership of the service. 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. Service quality is the best matrix for evaluating consumer satisfaction in comparison between expectations and perceptions of service. Service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. Services in general are intangible and cannot be fully owned by consumers.

Keywords: business, competition, satisfaction.

INTRODUCTION

From the data above, it can be said that many outlets do not necessarily have high consumption value either. 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. There are several factors that can influence consumer satisfaction, namely service quality and product quality. Consumers pay in return for the convenience, service and satisfaction they receive from the service, not for ownership of the service. 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.

METHOD

Service is an activity or benefit offered to consumers or service users so that it can satisfy or meet consumer needs and desires. From the data above, it can be said that many outlets do not necessarily have high consumption value either. It is impossible to produce quality products and services without quality people and processes. Service is an intangible task that satisfies the needs of consumers or business users. 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. Quality not only emphasizes aspects of the final result, namely products and services, but also concerns human quality, process quality and environmental quality.

RESULT AND DISCUSSION

If not controlled, this can have a negative impact on the company, because many customers feel dissatisfied. 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. 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.

CONCLUSION

Service businesses place great importance on the human element. 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. 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. Service quality is an effort to fulfill consumer needs and desires as well as the accuracy of delivery in keeping with consumer expectations. Services in general are intangible and cannot be fully owned by consumers. 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.

REFERENCES

- Gai, A. M., Witjaksono, A., & Maulida, R. R. (2020). Perencanaan dan Pengembangan Desa.
- Gai, A. M., Purwati, S., Violin, V., & Ibrahim, M. M. (2024). The Application of Plural Panelist Synthesis Method in Identifying Determinant Factors That Influence Economic Growth. *Jurnal Sistim Informasi dan Teknologi*, 18-22.
- Gai, A. M., Poerwati, T., Maghfirah, F., & Sir, M. M. (2020). Analysis of sustainable livelihood level and its influence on community vulnerability of Surumana village, central Sulawesi. *Journal of Regional and Rural Development Planning (Jurnal Perencanaan Pembangunan Wilayah dan Perdesaan)*, 4(3), 209-220.
- Soewarni, I., Sari, N., Santosa, E. B., & Gai, A. M. (2019). Dampak Perkembangan Pariwisata Terhadap Ekonomi Masyarakat Di Desa Tulungrejo, Kecamatan Bumiaji-Kota Batu. *Jurnal Planoeearth*, 4(2), 52-57.
- Gai, A. M., Soewarni, I., & Sir, M. M. (2018, April). The concept of community poverty reduction in coastal area of Surabaya based on sustainable livelihood approach. In *IOP Conference Series: Earth and Environmental Science* (Vol. 137, No. 1, p. 012099). IOP Publishing.
- Gai, A. M., Zakaria, M., Harsono, I., Nurdiani, T. W., & Munir, A. R. (2024). Analysis of the influence of digital payment process, quality of application, and online service on repurchase intention of online shopping platform customers. *Jurnal Informasi dan Teknologi*, 200-205.
- Gai, A. M., Mahmudin, T., Violin, V., Utama, A. N. B., & Apramilda, R. (2024). Analysis of The Effect of Cultural Tourism Development, Accessibility and Economic Policy on Tourism Competitiveness in Indonesia. *International Journal of Engineering, Science and Information Technology*, 4(2), 16-20.
- Gai, A. M. (2020). Konsep Pemberdayaan Nelayan Pesisir Kota Surabaya Sebagai Bentuk Adaptasi Perubahan Iklim Berbasis Sustainable Livelihood. *Jurnal Planoeearth*, 5(1), 45-51.
- Hairunnisa, S. K., Gai, A. M., & Soewarni, I. (2018). Valuasi Ekonomi Hutan Mangrove Di Wilayah Pesisir Desa Boroko Kabupaten Bolaang Mongondow Utara Provinsi Sulawesi Utara. *Jurnal Planoeearth*, 3(1), 17-22.
- Gai, A. M., Chatra, A., Ibrahim, M. M., Anantadjaya, S. P., & Nawangwulan, I. M. (2024). Analysis of The Influence of Information Availability, Economic Factors and Changing

- Trends on Travel Agent Business Sustainability in Digital Era. *Jurnal Sistim Informasi dan Teknologi*, 6-11.
- Gai, A. M., Dwijayani, H., Pattiruhu, F. J., Joesidawati, M. I., & Safari, A. (2024). Analysis of The Influence of Comprehensive Environmental Study and Regional Heritage Preservation on The Growth In The Valuation of Tourism Site Towards World Class Tourism. *Innovative: Journal Of Social Science Research*, 4(3), 7287-7295.
- Gai, A. M. (2020). Pemberdayaan Masyarakat Nelayan Berbasis Sustainable Livelihood di Pesisir Kota Surabaya.
- Sari, N. (2018). *Dampak Perkembangan Pariwisata Terhadap Ekonomi Masyarakat Di Desa Tulungrejo, Kecamatan Bumiaji-Kota Batu* (Doctoral dissertation, Institut Teknologi Nasional Malang).
- Sasongko, I., Gai, A. M., & Immaduddina, A. (2022, February). The concept of rural tourism recovery pasca Covid-19, Kertosari Village, Purwosari Sub-district, Pasuruan Regency, Indonesia. In *International Conference on Government Education Management and Tourism* (Vol. 1, No. 1).
- Gai, A. M. (2020). Strategi pemberdayaan masyarakat kawasan penyangga di tn sebangau berdasarkan perspektif sustainable livelihood approach. *Jurnal Planoearth*, 5(2), 129-134.
- Aini, N., Shen, Z., Wikantiyoso, R., Tutuko, P., & Gai, A. M. (2023). Evaluation of the Shape of Tree Crowns to protect Air Quality on the Roadside from the CO₂ Dispersion produced by Transportation. *International Review for Spatial Planning and Sustainable Development*, 11(2), 26-41.
- Sasongko, I., Gai, A. M., & Azzizi, V. T. (2024). Sustainable development concept of heritage Kampung tourism using novel prioritization approach. *Sustainability*, 16(7), 2934.
- Soares, G. L., Hidayati, A. N., & Gai, A. M. (2020). Analisa Kebutuhan Infrastruktur Di Kawasan Perbatasan Indonesia dan Timor Leste (Desa Asumanu, Tohe Dan Maumutin). *Jurnal Plano Buana*, 1(1), 1-10.
- Syafara, M. C., Imaduddina, A. H., & Gai, A. M. (2023). Pengembangan Kawasan Pariwisata Coban Ciblungan Kabupaten Malang: Indonesia. *Jurnal Plano Buana*, 4(1), 22-34.
- Gai, A. M., Manti, M. L., Witjaksono, A., Marito Sir, M., & Aini, N. (2021). Evaluation of the Development Phase of the Pujon Kidul Tourism Village in Malang Regency using the Irritation Index Model Approach. In *International Conference on Hospitality and Tourism Studies (ICONHOSTS)* (Vol. 1, No. 1).
- Gai, A. M., Artiyani, A., & Soewarni, I. (2020). Pemberdayaan Kelompok Nelayan Sukolilo dalam Upaya Peningkatan Sustainable Livelihood, dan Mitigasi Bencana di Wilayah Pesisir Kota Surabaya. *SINERGI: JURNAL PENGABDIAN*, 2(2), 35-39.
- Gai, A. M., & Soewarni, I. (2017). The Characteristics and Poverty Level of People in Sukolilo Fisherman Village Surabaya Based on Sustainable Livelihood Approach. *Journal of Economics and Sustainable Development*, 8(20).
- Mansor, S., Ahmad, R., Abdullah, J., & Gai, A. M. (2023). Role of University Campus in Driving Sustainability in Southeast Asia: A systematic content analysis. *Asian Journal of Environment-Behaviour Studies*, 8(26), 19-36.
- Gai, A. M., Sir, M. M., & Maulida, R. R. (2022, April). Influence analysis of regional loans on basic infrastructure establishment to recover economy during the Covid-19 Pandemic in Sikka Regency, East Nusa Tenggara, Indonesia. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1015, No. 1, p. 012012). IOP Publishing.
- Mansor, S., Ahmad, R., Abdullah, J., & Gai, A. M. (2023). Campus Planning and Design across Southeast Asia: A Scoping Literature Review from 2002-2022. *Environment-Behaviour Proceedings Journal*, 8(24), 69-78.

- Witjaksono, A., Gai, A. M., & Poerwati, T. (2021, December). Kajian Perencanaan Pembangunan Permukiman Berwawasan Lingkungan di Kota Batu. In *Prosiding Seminar Nasional Unimus* (Vol. 4).
- Gaâ, A. M., Hidayat, W., & Santoso, E. B. (2010). Kajian Kesiapan Maumere Menjadi Kota Otonom. *Jurnal Tata Kota dan Daerah*, 2(1), 1-15.
- Gai, A. M., & Witjaksono, A. (2020). Identification of the most Influential infrastructure for the development of Disadvantaged Villages in Sumberpetung Village, Malang Regency, Indonesia. *International Research Journal of Advanced Engineering and Science*, 5(2).
- Gai, A. M., Endarwati, M. C., & Lamapaha, A. R. T. O. (2019, October). The study of Larantuka urban infrastructure service level to accommodate the connectivity of surrounding islands. In *IOP Conference Series: Earth and Environmental Science* (Vol. 340, No. 1, p. 012006). IOP Publishing.
- Gai, A. M., Nugraha, G., Judijanto, L., Kusnadi, I. H., & Rusman, H. (2024). Non-Parametric Analysis To Identify Microeconomic Variables Influence Income Distribution In Indonesia Big Cities. *Innovative: Journal Of Social Science Research*, 4(3), 1949-1957.
- Gai, A. M., Witjaksono, A., Sai, S. S., Wulandari, L. K., Jenahu, G. R., Levigo, V., & Antonius, P. (2023). Kemiskinan Berbasis Sustainable Livelihood Di Pedesaan Sekitar Destinasi Pariwisata Super Prioritas Labuan Bajo. *Prosiding SEMSINA*, 4(2), 96-100.
- Gai, A. M., Poerwati, T., & Maghfirah, F. F. (2018). Analisis Tingkat Sustainable Livelihood dan Pengaruhnya Terhadap Kerentanan Masyarakat Desa Surumana. *Sulawesi Tengah*.
- Gai, A. M., & Soemarno, L. I. (2014). Sustainable Livelihood-Based Coastal Area Development Model in Surabaya Coastal City.
- Sasongko, I., Soewarni, I., Gai, A. M., Imaduddina, A., & Azzizi, V. T. (2022, October). A Concept Development of Kayutangan Kampong Heritage in Implementing Sustainable Development. In *International Conference on Indonesian Architecture and Planning* (pp. 283-299). Singapore: Springer Nature Singapore.
- Witjaksono, A., Gai, A. M., Subroto, G., Seputra, P. W., & Sengkoen, A. P. A. (2024, March). INFORMATION SYSTEM MODEL OF ENVIRONMENTAL CARRYING CAPABILITIES BASED ON INTERACTIVE GEOSPATIAL TECHNOLOGY IN THE REALIZATION OF SUSTAINABLE CITY. In *The Third International Conference on Government Education Management and Tourism* (Vol. 3).
- Gai, A. M., Witjaksono, A., Sai, S. S., Wulandari, L. K., Maulida, R. R., & Jenahu, G. R. & Rasyid, PA (2024, March). SUITABILITY OF THE INFRASTRUCTURE POLICY TO SPATIAL POVERTY BASED ON THE SUSTAINABLE LIVELIHOOD APPROACH IN LABUAN BAJO, WEST MANGGARAI DISTRICT. In *The Third International Conference on Government Education Management and Tourism* (Vol. 3).
- Gai, A. M., Poerwati, T., Sir, M. M., Aswadi, D., & Hernawan, M. A. (2023). The Influence of Number of Industries, Nominal Wages of Labor and Educational Background on Employment Absorption in Medium and Large Industries Sector in Indonesia. *Jurnal Kewarganegaraan*, 7(2), 2598-2604.
- Gai, A., Ernan, R., Fauzi, A., Barus, B., & Putra, D. (2025). Poverty Reduction Through Adaptive Social Protection and Spatial Poverty Model in Labuan Bajo, Indonesia's National Strategic Tourism Areas. *Sustainability*, 17(2), 555.
- Selawaty, D., Lutfi, M., Gai, A. M., & Patrissia, R. U. (2024, March). Sustainable Tourism: A Challenge for Nature-based Tourism (NBT) Object. In *The Third International Conference on Government Education Management and Tourism* (Vol. 3).
- Gai, A. M., Ibnu, S., Setijawan, A., & Paru, M. A. (2023). Perencanaan Pariwisata Berkelanjutan Dalam Pengembangan Wilayah Dan Kota.

Gai, S. T., Maksimilianus, A., Widyastuti, S. H., MH, D., Vika, T., Widyatania, S. E., ... & MH, C. T. (2024). Hukum dan Strategi Pengembangan Wisata Halal.