

## Service Quality Analysis to Increase Customer Satisfaction Retail in Tangerang Regency

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### *Abstract*

Consumer shopping behavior is a factor that influences the success of a brand. The level of consumer satisfaction is a measure of loyalty to a brand. Consumers will feel satisfied if the value is balanced with the costs they incur. Perceived quality is the consumer's perception of the quality they will get from a minimarket, which can influence consumer purchase intention and have an impact on consumer loyalty. From the results of measurements that have been carried out using both Gap 5 analysis and Importance-Performance Analysis (IPA), we came to the conclusion that Lawson, as one of the well-known retail stores, is still very poor in terms of performance. The results of the Gap 5 analysis show that 80% of the indicators considered important by consumers in providing satisfaction do not provide good performance. Then in the IPA analysis, it was also found that many indicators were still lacking in terms of performance even though their importance level was quite high.

**Keywords:** consumer, behavior, ipa analysis.

### INTRODUCTION

Consumer shopping behavior is a factor that influences the success of a brand. The level of consumer satisfaction is a measure of loyalty to a brand. Consumers will feel satisfied if the value is balanced with the costs they incur (Kotler, 2010). Perceived quality is the consumer's perception of the quality they will get from a minimarket, which can influence consumer purchase intention and have an impact on consumer loyalty (Gil-Saura, etc., 2013).

Satisfaction will only be obtained if the quality obtained is the same or exceeds consumer expectations. So every brand must be able to give a good first impression and maintain and increase consumer satisfaction with the brand. Therefore, it is necessary to understand what the brand's strengths and weaknesses are in order to take appropriate action (Le-Hoang, etc., 2020). Regarding changes in consumer behavior (Altering consumer attitude) can be done in 3 ways, namely, changing consumer confidence in the product, changing the brand image in the eyes of consumers, and also changing the way consumers view similar competing brands. Measurements are needed to be a benchmark for producers to see what consumers' expectations are for a brand. According to Kotler (2000), consumers tend to compare what they get with their expectations.

Business development in Indonesia is very rapid from year to year, one of which is in the retail industry. This development is of course influenced by lifestyle and consumer behavior which is also changing. There are lots of retail companies in the market, giving rise to tight competition between retail companies. Therefore, retail companies must be able to provide something that can attract consumers' interest in making purchases, as well as provide a sense of satisfaction for consumers who have purchased.

## METHOD

In carrying out research analysis with the title "Service Quality Analysis to Increase Customer Satisfaction at the Lawson Gading Serpong Retail Store", researchers conducted discussions/collective negotiations to determine the object and subject of the research. After the object and subject were determined, we then determined what indicators were needed. This might have an influence on measuring the service quality of the Lawson store in Gading Serpong. From the indicators that have been determined, the researcher then conducted a survey to obtain respondent data. The survey was carried out using Google Forms, where the form link was distributed to all UMN students outside the Management study program, with the condition that respondents had to have purchased any product at the Lawson Gading Serpong store. The survey was conducted for 1 week, with a total of 30 respondents. Data measurement was carried out using a 1-5 Likert scale with score criteria of 1 strongly disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree.

The survey results that have been obtained are then entered into a recap file, which is then described in more detail in the excel file. In the excel file, the data that has been obtained is divided into 2 measurement categories, importance and performance. The importance table contains each respondent's answer to how important an indicator is in a retail store. Then, the performance table contains the answers of each respondent about the experiences they had directly at the Lawson Gading Serpong store.

From the average importance and performance table for each indicator, the gap is then calculated which is shown in the Gap 5 table in the results of the discussion in chapter 4. After getting a conclusion on the Gap 5 calculation, we then carry out an Importance Performance Analysis (IPA) analysis, where to Science results are shown in scatterplot graphic form, as in the results of the discussion in chapter 4 below. All measurement processes starting from determining Lawson, indicators, making surveys, and calculations are carried out together using the help of Google Sheets, Docs, and Forms, which makes it easier for researchers to communicate and work on tasks at the same time together.

## RESULT AND DISCUSSION

From the measurements that have been carried out, the results obtained show that 80% of the indicators chosen as benchmarks for Lawson brand performance show a large gap between the performance value and its importance value. Where it was found that Q1 (cashier performance in serving) was the largest with a value of -1.6. This is followed by the Q6 indicator (shopping area comfort) with a value of -0.767. Furthermore, many respondents also thought that the Q3 indicator (employees' understanding of the product and ability to provide reliable information) was quite poor with a gap value of -0.567. Then there are 2 indicators that show the same gap value, namely Q2 (employee consistency when offering promos) and Q7 (products available at the Lawson Gading Serpong store), with a gap value of -0.5.

Apart from the 5 gaps above, there are also 3 indicators with smaller values but also showing large gap results, such as Q9 (physical evidence), which is considered less comfortable with a gap value of -0.333. This is followed by Q4 (match between the price paid and the one displayed), which shows a fairly high gap value of 0.3. Then at number 8 there is the Q5 indicator (availability of payment facilities) with a gap value of -0.233.

From the results of this gap analysis, we also found that there are 2 indicators that show positive gap values, which means the performance value is higher than the importance value, these 2 gaps are Q8 and Q10. Where Q8 (friendliness of all Lawson Gading Serpong employees) provides a good experience with a gap value of 0.233. As well as the Q10 indicator (brand loyalty such as membership which provides lots of promos/discounts) with a gap

value of 0.333. To measure service quality, we also use the Importance-Performance Analysis (IPA) tool. Where IPA is part of a marketing research technique that measures consumer behavior and attitudes towards the products we offer. The results of the IPA can be seen in the form of a scatterplot graph, which helps show which parts require major attention from the brand. Natural science analysis can be carried out using the quadrant model.

From the measurement results obtained in the Gap 5 analysis table, we then processed the data into scatterplot graphic form as in the image above. Where from data processing it was found that there were 4 indicators that fell into quadrant 1, namely indicators Q1 (cashier performance in serving), Q6 (comfort of the shopping area), Q3 (employees' understanding of the products being sold and their ability to provide reliable information), and Q9 (physical evidence at Lawson Gading Serpong store). The entry of 4 of these 10 indicators into quadrant 1 shows that the Lawson Gading Serpong store failed to provide good and satisfactory performance to consumers, while the 4 indicators are considered very important with importance values Q1 4,667, Q6 4,367, Q3 4.2, and Q9 4,033 out of 5 point.

Furthermore, it was found that there were 4 indicators in quadrant 2, namely Q7 (products available at the Lawson Gading Serpong store), Q5 (availability of payment facilities), Q8 (friendliness of all Lawson Gading Serpong employees), and Q4 (suitability between the price paid and the one in the display case). The 4 indicators included in this quadrant are considered good because quadrant 2 represents indicators with a high level of importance, which is also accompanied by a high level of performance. This indicator is a factor that provides satisfaction to consumers. The level of importance of this indicator is considered quite high, including Q7 & Q5 4,467, Q8 4,333, and Q4 4,267. From this IPA analysis, the Lawson brand can see that these 4 indicators are indicators whose performance must be maintained.

## CONCLUSION

From the results of measurements that have been carried out using both Gap 5 analysis and Importance-Performance Analysis (IPA), we came to the conclusion that Lawson, as one of the well-known retail stores, is still very poor in terms of performance. The results of the Gap 5 analysis show that 80% of the indicators considered important by consumers in providing satisfaction do not provide good performance. Then in the IPA analysis, it was also found that many indicators were still lacking in terms of performance even though their importance level was quite high.

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