

Employee Readiness and Sustainability in Organization Crisis

Marco Favali¹

Professional Practitioner¹

Correspondence Email: marcofavali@domeindustry.com¹

Abstract

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. 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. 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.

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

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. 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.

RESULT AND DISCUSSION

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

CONCLUSION

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 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. 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.

REFERENCES

- Gai, A. M., Witjaksono, A., & Maulida, R. R. (2020). Perencanaan dan Pengembangan Desa.
- Rahmaddian, T., Semiarty, R., & Lita, R. P. (2019). Evaluasi Implementasi Kebijakan Standar Pelayanan Minimal Unit Radiologi Rumah Sakit Umum Daerah (RSUD) Dr. Rasidin Padang. *Jurnal Kesehatan Andalas*, 8(3), 583-589.
- Ifora, I., Oktaviani, D., Fauziah, F., & Rahmaddian, T. (2023). Anti-inflammatory activity and cyclooxygenase-2 inhibitory effect of Peperomia pellucida (L.) kunth extract. *Research Journal of Pharmacy and Technology*, 16(8), 3727-3732.
- Hanum, N. Z., Rahmaddian, T., & Fitria, F. (2022). Analisis Sikap Masyarakat terhadap Lesbian, Gay, Biseks, Transgender (LGBT) di Kota X Sumatera Barat. *Jurnal Riset Hesti Medan Akper Kesdam I/BB Medan*, 7(2), 169-174.
- Ifora, I., & Rahmaddian, T. (2022). Antioxidant Potential of Garcinia cowa Roxb. *A Review*.
- Rahmaddian, T., & Faaghna, L. (2023). Evaluasi Implementasi Sistem Informasi Manajemen Rumah Sakit (SIMRS) Rekam Medis dengan Metode Problem Solving Tools di Rumah Sakit X. *Jurnal Kesehatan*, 12(2), 339-345.
- Dwita, F., Supardi, S., Santoso, A. T., & Dexon, C. (2024). How to Improve Sustainability Performance Through Human Resource Management and green Supply Chain Management Strategies in the industrial Manufacturing Sector. *International Journal of Business, Law, and Education*, 5(2), 1702-1715.
- Takrim, M., & Santoso, A. T. (2023). PENGARUH KEMAMPUAN KOMUNIKASI DAN KECERDASAN EMOSIONAL TERHADAP KINERJA KARYAWAN: THE EFFECT OF COMMUNICATION ABILITY AND EMOTIONAL INTELLIGENCE ON EMPLOYEE PERFORMANCE. *Anterior Jurnal*, 22(2), 94-100.
- Selfiana, S. R., Soedomo, A., & Trigunadi, A. (2020). Preliminary research: Testing talent mapping instrument for top secretary's career development. *European Alliance for Innovation*, 15(3), 315-337.
- Novialumi, A., Dwita, F., Supardi, S., & Santoso, A. T. G. (2025). Pelatihan Kepemimpinan bagi Pelaku Wisata Komunitas untuk Mendukung Ekonomi Lokal yang Berkelanjutan. *RENATA: Jurnal Pengabdian Masyarakat Kita Semua*, 3(2), 193-198.
- Takrim, M., Shalahuddin, S., & Santoso, A. T. (2022). Peran Himpaudi Bekasi Barat dalam Meningkatkan Kinerja SDM pada PAUD. *Jurnal Administrasi dan Kesekretarian*, 7(1), 25-40.

- Selfiana, S., Trigunadi, A., & Widiawati, K. (2022). Pelatihan Luring Surat Menyurat Guru dan Tenaga Kependidikan Anak Usia Dini Kecamatan Mustika Jaya. *Jurnal Karya untuk Masyarakat (JKuM)*, 3(1), 46-57.
- Santoso, A. T., Hafid, A., Zuhro, F., Sos, M., Sulistiani, I., Kom, M. I., ... & Kom, M. I. (2025). *KONSEP DASAR ILMU KOMUNIKASI*. Cendikia Mulia Mandiri.
- Mamis, S., Kom, S. I., Kom, M. I., Hasan, H., Seneru, W., Santoso, A. T., ... & Firmansyah, A. M. (2025). *DASAR ILMU KOMUNIKASI*. Cendikia Mulia Mandiri.
- Pasaribu, W., Apriliyanti, M. I., Santoso, A. T., Delu, A. R., Sos, S., Yuli Laraeni, S. K. M., ... & Rahma Saiyed, S. S. (2025). *Pengaruh komunikasi dalam membentuk sikap dan perilaku*. Cendikia Mulia Mandiri.
- Selfiana, S., Trigunadi, A., & Sudomo, A. (2021). Pelatihan Daring Menangani Telepon, Korespondensi Bahasa Indonesia dan Bahasa Inggris Siswa Sekolah Menengah Kejuruan. *MATAPPA: Jurnal Pengabdian Kepada Masyarakat*, 353-361.
- Herdiansyah, H. (2022). *BIODIVERSITAS & ILUMINASI Pengembangan Ragam Motif Batik Berdasarkan Naskah Kuno*. Jejak Pustaka.
- Suryanto, A. B. (2024). *Mitigasi Bencana dan Kearifan Masyarakat Ambon*. Skriptoria Ahliney Manuskrip.
- Herdiansyah, H. (2023). Literasi bencana dan konservasi lingkungan: dalam manuskrip dan tradisi lisan Banyuwangi.