

Application of Services in Increasing Consumer Satisfaction

Kenik Riyanita^{1*}, Zaenal Abidin², Al Munip³

¹Institut Islam Al-Mujaddid Sabak, Tanjung Jabung Timur, Indonesia

²Institut Islam Al-Mujaddid Sabak, Tanjung Jabung Timur, Indonesia

³Institut Islam Al-Mujaddid Sabak, Tanjung Jabung Timur, Indonesia

*Correspondent Author: kenikriyanita44@gmail.com

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Abstract:

The services in this study are: first, how the service increases consumer satisfaction in the shafi'i store. Second, what are the obstacles faced by Toko Syafi'i in increasing consumer satisfaction. This type of research uses qualitative research with a descriptive approach. The types of data collected in this study consist of primary data and secondary data. the qualitative approach is the application of a natural approach to the study of a problem related to individuals, phenomenal, symbols, documents, and social phenomena. The step taken is to collect information about the application of services in increasing consumer satisfaction at paju traders in the traditional market of Dendang District. The results of the research: first, how the service provided by the shafi'i store in increasing the satisfaction of its customers, which must be in demand by many customers and many people. Second, what are the obstacles faced by shafi'i stores in increasing consumer satisfaction, the solution is to create services that are in accordance with the rules and provide quality products.

Keywords:

Service, Reliability, Means of communication.



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INTRODUCTION

The market is a meeting place for sellers and buyers to make transactions to buy and sell goods or services. The conditions that must be met in order for a transaction to occur are that there must be at least two parties, each party has goods or something of value to the other party, each party can communicate and channel his wishes, and there is freedom for each party to accept or reject the tawarank. The public is more familiar with the types of markets, namely traditional markets and modern markets.

Consumer satisfaction has a real impact. This is because there is a variable indicator of satisfaction, there is a big influence, namely on the indicator of product attributes. Until now, traditional markets still have an important role in society. Traditional markets actually also have advantages that modern markets do not have (Ahmad Saputra, 2015). To be able to win the competition, business actors must be able to provide better service than their competitors. Diverse customer behavior is a challenge in keeping customers from turning away.

The role of maintaining service quality is indispensable for companies in addition to being

supported by quality products. The quality of service provides an encouragement to customers to maintain a strong relationship with the company. In the long run, such a bond allows companies to carefully understand customer expectations and their needs (Dedi Suharyadi, 2018). Service quality is an important factor and root that is able to provide satisfaction for its customers related to the results of word-of-mouth behavior such as complaints, recommendations and exchanges or transfers. Service quality as an effort to create comfort for customers so that customers feel that they get more value than expected (Arie Sulistyawati, 2015).

Service Quality is defined as a Dynamic Condition related to Service Products, People, Processes, and the Environment that meet or exceed expectations. Quality is a word that for service providers can be useful and can be done well, have quality that is worth the price. Good service also supports the Quality or Quality of the Company itself, so that good service has an impact on the high and low level of Customer Satisfaction.

The company is expected to be able to provide satisfaction so that it can have an impact on trust. Service Quality is a variable that is very influential in creating Consumer Satisfaction and Loyalty, especially in the marketing of Services (Agusti mardhika Putra, 2021). Technological advancements will result in very stiff competition to acquire and retain customers. Service quality is a must that companies must do in order to be able to survive and continue to gain customer trust. Consumption patterns and customer lifestyles demand companies to be able to provide quality services (Luthfitus Sholehah, 2018).

METHOD

This type of research is using qualitative methods, Qualitative research is a type of research that produces discoveries that cannot be achieved by using statistical procedures or by other quantitative methods. Qualitative research can be used to research community life, history, behavior, organizational functionalization, social movements, or kinship relationships (Eko Murdiyanto, 2020). Qualitative approach is a process of research and understanding based on a methodology that investigates a social phenomenon and human problems. In this approach, the researcher creates a complex picture, examines the words, detailed reports of the respondents' views, and conducts a study on the natural situation. Qualitative methodology is a research procedure that produces descriptive data in the form of written and oral words from people and observed behaviors (Sutrisno Hadi, 1986). Qualitative research is carried out under natural conditions and is inventive. In qualitative research, researchers are key instruments.

Therefore, researchers must have a broad theoretical and insightful background so that they can ask, analyze, and construct the object being studied more clearly. This research emphasizes more on the meaning and is bound by the value of the research. Based on the above understanding, the qualitative approach is the application of a natural approach to the study of a problem related to individuals, phenomenal, symbols, documents, and social phenomena. The step taken is to collect information about the application of services in increasing consumer satisfaction at paju traders in the traditional market of Dendang District, therefore qualitative research is research that emphasizes on understanding problems in social life based on holistical, complex, and detailed conditions of reality or natural settings (Umar Sidiq, 2019).

Research that uses an induction approach that has the puIDRose of preparing theoretical or hypothetical constructions through the disclosure of facts is research that uses a qualitative paradigm. Nature of research Judging from its nature, this research is descriptive research, meaning research that describes certain objects and explains things related to or systematically describe certain facts or characteristics of a certain population in a certain field factually and carefully (Arikunto Suharsini, 2018). This research was conducted at the traditional market of Safi'i Shop Clothes Traders, Sidomukti Village, Dendang District, East Tanjung Jabung Regency. The presence of research is to obtain data from informants everything we need, and the presence of research in the field researchers act in the field as research instruments and data collectors.

RESULTS AND DISCUSSION

Result

The first time Toko Syafi'i was established in Sidomukti village in 2012 with the aim of providing convenience to the community in meeting the needs of shopping for clothes with quality and affordable prices. Toko Syafi' is presented to provide solutions for consumers in shopping. So Toko Syafi'i is present as something that is very desirable and loved by all circles because it is very helpful in meeting primary needs. Syafi'i Shop is located on the traditional market road of Sidomukti village. Based on data obtained from Mr. Syafi'i's store, it is known that at the time the research was carried out, the amount of revenue (turnover) from the Syafi'i Shop was IDR. 400,000 – 500,000 so that the income earned for (one) month averages IDR.12,000,000.

Based on the interview, the owner of the Syafi'i Shop is a store that sells women's, men's and children's clothes completely. Starting from clothes, pants, skirts, jeans, hijabs, bed sheets, and others are all available at the Shafi'i Shop and at a very good price according to the existing quality, for the time being there is no store bookkeeping because we are still managing ourselves so the bookkeeping is not there for the administration of the owner of the Syafi'i Shop. Based on data obtained from Mr. Syafi'i's store, it is known that at the time the research was carried out, the amount of revenue (turnover) from the Syafi'i Shop was IDR. 400,000 – 500,000 so that the income earned for (one) month averages IDR.12,000,000.

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Discussion

1. Physical evidence Physical evidence (tangible)

It includes physical facilities, equipment, employees, and communication facilities. This can mean the appearance of physical facilities, such as buildings and front office rooms, the availability of parking spaces, success, room skills and comfort, the completeness of communication equipment, and

the appearance of employees. Infrastructure related to customer service must also be considered by the company's management. A magnificent building with cooling facilities, sophisticated telecommunication equipment or quality office furniture, etc. is a consideration for customers in choosing a product/service.

2. Reliability (reliability)

It is the ability to provide the promised service promptly, accurately and satisfactorily. This means that the company provides its services right from the first moment (right the first time). In addition, it also means that the company in question fulfills its promises, for example delivering its services according to the agreed schedule. In this element, marketing is required to provide reliable products/services. Products or services should not be damaged/failed. In other words, the product/service must always be good. The members of the company must also be honest in solving problems so that customers do not feel cheated. In addition, marketing must keep promises when promising something to customers. Again, it should be noted that a promise is not just a promise, but a promise must be kept. Therefore, the time schedule needs to be carefully arranged.

a) Responsiveness

It is the desire of the staff to help consumers and provide responsive service. Responsiveness can mean the response or response of employees in helping customers and providing fast service and which includes the attitude of employees in serving customers, the speed of employees in handling transactions and handling. The members of the company must pay attention to specific promises to customers. Another element that is also important in this quick response element is that company members are always ready to help customers. Whatever the position of a person in the company, you should always pay attention to the customers who surround the company.

b) Assurance

It includes the knowledge, ability, courtesy, and trustworthy nature possessed by the staff; free from danger, risk or doubt. When competition is very competitive, company members must appear more competent, meaning they have knowledge and expertise in their respective fields. The security factor, which is to provide a sense of security and security to customers, is important.

c) Empathy Empathy

It is easy to do relationships, good communication, personal attention, and understanding the needs of consumers. Each member of the company should be able to manage their time so that they are easily contacted, either by phone or in person. Also try to communicate individually so that the relationship with customers is more intimate. Company members must also understand the customer, meaning that the customer is sometimes like a child who wants everything or the customer is sometimes like a talkative parent. By understanding the customer, you mean the customer, but at least try to compromise instead of resisting.

First, the aspect of physical evidence is one of the important indicators in sharia marketing strategies, especially in micro businesses. Physical evidence includes facilities, equipment, employee appearance, and communication tools that support customer convenience. Research by Zeithaml, Bitner, and Gremler (2018) shows that good physical appearance can enhance the perception of

professionalism and foster customer trust (Zeithaml et al., 2018). This is in line with Hapsari (2021), who emphasized that simple yet clean and neat infrastructure in micro enterprises can increase customer loyalty, even though it is not as luxurious as in large companies (Hapsari, 2021).

Second, reliability is also a key factor in building customer trust. Reliability means the consistency of micro businesses in delivering promised services, including timeliness and product quality. Parasuraman, Zeithaml, and Berry (1988) stressed that reliability is the core dimension of service quality (Parasuraman et al., 1988). Mutmainah's (2020) study on sharia-based MSMEs in Central Java revealed that customers value timeliness and honesty in transactions more than luxurious physical facilities (Mutmainah, (2020). This indicates the importance of the right the first-time principle in service delivery. Next, the aspect of responsiveness plays a vital role. Responsiveness emphasizes the speed and willingness of employees to serve customer needs. According to Tjiptono (2016), response speed significantly influences customer satisfaction, particularly in service businesses (Tjiptono, 2016). Sari's (2022) research on halal food micro enterprises shows that quick responses to customer complaints strengthen business image and increase repeat purchases (Sari, 2022). This proves that the readiness to assist customers at any time is a significant added value.

Third, the dimension of assurance includes knowledge, competence, courtesy, and trustworthiness of service providers. Assurance becomes crucial in the context of sharia enterprises because customers evaluate not only technical aspects but also moral and ethical values. Kotler and Keller (2016) emphasized that employee competence and credibility enhance customers' sense of security in transactions (Kotler and Keller, 2016). Fahmi (2019) further added that sharia-based micro businesses must demonstrate honesty and trustworthiness (*amanah*) to compete with conventional products (Fahmi, 2019). The empathy dimension is equally important. Empathy is reflected in the ability of business actors to provide personal attention, understand the unique needs of customers, and build closer communication. According to Lupiyoadi (2014), service personalization through empathy plays a role in creating long-term relationships with consumers (Lupiyoadi, 2014). Jalilah (2022) found that micro entrepreneurs who built warm interactions with customers successfully increased loyalty despite limited capital (Jalilah, 2022). This demonstrates that emotional closeness is a valuable asset in sharia marketing.

When compared with previous studies, these findings show consistency between service quality theory (*servqual*) and its implementation in sharia micro businesses. As highlighted by Zeithaml et al. (2018), the five dimensions of service quality remain relevant even in small-scale businesses (Zeithaml et al., 2018). However, in micro enterprises, empathy and reliability appear to be more dominant than physical evidence due to limited capital, as also emphasized by Mutmainah (2020). Moreover, these findings reinforce the idea that the application of sharia marketing strategies is not solely profit-oriented but also grounded in ethical and spiritual values. As stated by Antonio (2017), sharia marketing must be based on principles of honesty, fairness, and transparency (Antonio, 2017). This aligns with the assurance and empathy dimensions, which emphasize the moral aspects of business relationships.

In practice, sharia micro businesses often highlight warm personal relationships rather than luxurious physical facilities. A study by Huda and Agustina (2022) confirmed that community trust

and participation are more easily built through empathetic direct interaction rather than relying solely on promotion or physical evidence (Huda and Agustina, 2022). Thus, micro businesses can remain competitive not by having large capital but by applying personal approaches consistent with sharia values. Interestingly, recent studies also highlight the role of digitalization in strengthening service quality in micro enterprises. Rahmawati's (2023) research revealed that using simple communication tools such as WhatsApp improves responsiveness and accelerates interactions with customers (Rahmawati, 2023). This shows that although sharia micro businesses are often perceived as traditional, they can still leverage technology to support the implementation of service quality dimensions.

In conclusion, the success of sharia marketing strategies in micro businesses is strongly influenced by service quality encompassing the five main dimensions: physical evidence, reliability, responsiveness, assurance, and empathy. However, compared to larger businesses, empathy and reliability tend to be more dominant. This demonstrates that emotional closeness, honesty, and keeping promises are the most relevant competitive advantages for sharia micro businesses in attracting and retaining customers.

CONCLUSION

Based on the analysis of the findings in the field and the discussion in the research entitled "Application of Services in Increasing Consumer Satisfaction in Syafi'i Shop Clothing Traders in Sidomukti Market, Dendang District", it can be concluded:

1. Application of Services in Increasing Consumer Satisfaction in Syafi'i Shop Clothes Traders at Sidomukti Market, Dendang District. Maintaining the quality of goods and providing satisfaction in products, and also providing good services such as communicating gently to consumers, and also providing goods needed in daily life. The shafi'I store also provides prices that are in line with the quality given, such as the daster at a price of IDR=35,000 and if you buy a lot of it, you will get a discount. Then the syafi'i shop also provides a good place and payan, for the place is also very easy to reach the alley next to the sidomukti market which the community must know
2. Inhibiting and Supporting Factors. It can be concluded that in every business there must be several problems, namely technological developments, so with the development of this technology, it is very difficult for business actors to sell clothes online, and other social media. So in the development of the times, business actors must know the model or trend of the product in their time. Then also with the competitive factor that we often encounter in the business world, especially in the scope of the market there are a lot of other traders in promoting their products, so we as business actors must be clever how to provide the best and best service and the best quality that is desired by consumers. young to the elderly, so we must provide encouragement or input to customers so that they can be interested in what we offer.

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