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Analysis of Service Quality on Customer Satisfaction at Merchant Mixue Summarecon Digital Center Branch, Tangerang

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ABSTRACT

Product quality is determined by several factors, one of which is customer satisfaction. Unfortunately, many companies are more concerned with the products or services offered and are not concerned with service quality. This study aimed at assessing the service quality provided by Mixue at the Summarecon Digital Center branch. This research was a descriptive study. The research sample was Mixue visitors at the Summarecon Gading Serpong branch, Tangerang. The inclusion criteria for research subjects were 17-30 years old and willing to fill out a research form via Google form. A total of 30 respondents took part in this study. There are 10 indicators of questions which include ease of parking, the comfort of the place, cleanliness of the outlet, speed of cashiers in payment, additional facilities, speed of employees in serving, employee friendliness, employee knowledge of products, affordable prices, and product suitability with photos on the menu. After obtaining data from respondents, the importance and performance of the Mixture were analyzed with gap analysis, then the indicators were calculated. The results of the study show that the main focus components for increasing customer satisfaction are the comfort of the place, ease of parking, and the speed of the cashier in payment, which is in quadrants 1 and 2. Employee friendliness and cleanliness of toilets are also important and affect Mixue customer satisfaction which is in quadrant 4. In conclusion, Mixue at the Summarecon Digital Center branch needs to pay attention to several things to increase customer satisfaction with its services. Things that need to be prioritized are the convenience of the store, the speed of cashier service, the price according to the quality of the goods, the conformity of the products being sold with menu photos, and employee knowledge regarding the product.

1. Introduction

Service quality is one of the important factors in running a business (Suharyono et al., 2021; Sugiono et al., 2021). This is because, service quality is the main basis for knowing customer satisfaction (Adnyana et al., 202). If a company provides excellent service quality, of course this will encourage its customers to feel satisfied with the goods or services offered. encourage customers to feel satisfied with the goods or services offered. Conversely, if the company is unable to offer good service quality, customers will

feel disappointed, even though the products or services offered have good quality (Adnyana et al., 2021). In addition, service quality can also be an additional value of the product or service offered. Even the quality of service can also cover the shortcomings of the product or service. can also cover the shortcomings of the product or service offered (Adelina et al., 2019). Furthermore, the quality of service quality is the only thing that can be offered by a service provider company that can differentiate it from other service provider companies. can distinguish it from



other service provider companies.

Unfortunately, many companies are more concerned with the products or services offered and are not concerned with service quality. The quality of service is still often misunderstood by entrepreneurs (Tannady et al., 2022). The quality of service itself varies, from how frontliners meet and greet customers, to the quality and cleanliness of the place where goods or services are provided (Tannady et al., 2023). Even the smallest aspects, such as bathroom cleanliness to the completeness of tissue provision, can be a factor in customer satisfaction.

One of the newly opened places, Mixue, located at Summarecon Digital Center (SDC), is one of the places that has recently been visited by students at Serpong, Tangerang, Indonesia. Some students feel dissatisfied with the place, one of which is due to the lack of quality of service provided. Some studies have been conducted on a similar topic of service quality on customer's satisfaction (Daengs et al., 2013; Idzni et al., 2021). The results showed that service quality in restaurants did not have a positive and insignificant effect on customer satisfaction. It means that if service quality increases, restaurant consumer customer satisfaction will also increase, although not too significantly (Mahsyar et al., 2020). This study aimed to assess the service quality provided by Mixue at the Summarecon Digital Center branch.

2. Literature Review

Product quality is determined by several factors, one of which is customer satisfaction. A previous study stated that a product is said to give full satisfaction to customers if the product meets their expectations. Quality can also mean that a product has certain standards, and the producer or creator always tries to innovate and improvisation-related products to meet customer expectations.

Ramya et al., (2019) stated that service quality is one of the conditions for the success of a service company. The quality of service of a service company

is often seen as a comparison between the service expected and the service actually received (Adelina et al., 2019). Therefore, all companies should be able to provide satisfactory service to their customers by providing high-quality products or services (Andajani, 2015; Tannady et al., 2023).

Service quality is influenced by two factors, namely perceived service and expected service. The previous study considered that service quality is good and satisfying if the service received or recognized meets expectations (Indriyani et al., 2016). If it exceeds, the service quality will be the ideal service quality. Conversely, if the service received is lower than expected, then the service quality is considered poor. The impact of service quality depends on the service provider's ability to consistently meet customer expectations. Andajani (2015) states that service quality is a measure of assessment of the service received by customers. From these several definitions, it can be concluded that service quality is an effort that focuses on fulfilling the wants and needs of consumers so that they can be conveyed appropriately and correctly.

3. Methods

This research was a descriptive study. The research sample was Mixue visitors at the Summarecon Gading Serpong branch, Tangerang. The inclusion criteria for research subjects were 17-30 years old and willing to fill out a research form via Google form. A total of 30 respondents took part in this study. There are 10 indicators of questions which include ease of parking, the comfort of the place, cleanliness of the outlet, speed of cashiers in payment, additional facilities, speed of employees in serving, employee friendliness, employee knowledge of products, affordable prices, and product suitability with photos on the menu.

After obtaining data from respondents, the importance and performance of the Mixture were analyzed with gap analysis, then the indicators were calculated. Gap analysis is an analysis tool designed



to measure the difference between the actual state or organizational performance at a certain time interval and the desired or potential state in the future. Importance performance analysis was also conducted by looking at quadrant 1, quadrant 2, quadrant 3, and quadrant 4 to find question indicator points that have high importance, high performance, low importance, and low performance. The results of data analysis are presented in the form of tables and narrative reports.

4. Results and Discussion

Table 1 presents the results of the gap analysis of 10 service quality indicators. It can be seen from the 10 indicators that there are 5 top ones that need to be prioritized to be addressed by the company. First of all, the company really needs to fix indicator 2, namely the comfort of the place. It is true that the Mixue place is too narrow with a customer capacity that sometimes exceeds the space they provide. Many customers have to queue in a long mixue queue that exceeds the place limit. The narrow place also makes customers less

comfortable dining in. It needs to be justified in indicator 4, namely speed in cashier payments. Mixue SDC branch should speed up their cashier payments So the payment queue is not too long. As for indicator 9, namely affordable prices, according to customers, there are still some prices from Mixue that are not affordable. Alternatively, the Mixue SDC branch can sort the prices of each product. Indicator 10 is the suitability of the product with the photo on the menu, where the image in the picture does not match the expectations that have been imagined by the customer. For that, Mixue can fix it through additional information from the product image description. Finally, indicator 8 is employee knowledge of the product. This indicator may be improved or further improved. From the results obtained that Mixue employees do not provide detailed information to customers, especially customers who are new to Mixue. From the five indicators, the Mixue company can improve it even better.

Table 1. Gap analysis 5 Mixue SDC.

Indicators	Performance	Importance	Gap
Q2	3,600	4,000	0,400
Q4	4,667	4,400	0,267
Q9	4,800	4,533	0,267
Q10	4,767	4,333	0,433
Q8	4,633	4,133	0,500
Q6	4,633	4,100	0,533
Q3	4,433	3,767	0,667
Q1	4,800	4,067	0,733
Q7	4,600	3,500	1,100
Q5	4,233	2,867	1,367

Table 2. Importance performance analysis Mixue SDC.

IMPORTANCE	Quadrant I Comfortable place	Quadrant II Ease of parking Cashier speed in payment Speed of service Employee knowledge of products Affordable price Product conformity with photos on the menu
	Quadrant III Additional facilities (Toilets, WiFi, and power outlets)	Quadrant IV Toilet cleanliness Employee friendliness



From the results obtained, it is divided into 4 quadrants. Each quadrant has its own category. Quadrant 1 is a concentration on the comfort of a place that has high importance and low performance, where it can be improved again with the case considered important by customers regarding this matter. Making this a factor that is still considered not in accordance with the expectations desired by customers, the level of satisfaction is still low and must be improved (Suharyono et al., 2021). Quadrant 2 makes factors that are important to customers and factors that are still considered appropriate but need improvement to be more balanced. These 2 indicators, such as ease of parking, cashier speed in payment, employee speed in serving, employee knowledge of products, affordable prices, and product suitability with photos on the menu, must be a place that can be maintained. Basically, this is still the advantage of Mixue in the eyes of customers.

Quadrant 3 is additional facilities (toilets, Wifi, and power outlets). Where the quadrant has less important factors assessed by customers. Basically, the results obtained have not been customer satisfaction. The increase in this indicator, it can be reconsidered because the influence on the benefits felt by customers is very small. Finally, quadrant 4 has two question indicators in the form of toilet cleanliness and employee friendliness. This is something that is less considered important by customers. Indeed, customers do not use these indicators. In this case, Mixue companies can run or not, so customers will not care too much. Even the company can save costs incurred.

5. Conclusion

Mixue at the Summarecon Digital Center branch needs to pay attention to several things in increasing customer satisfaction with its services. Things that need to be prioritized are the convenience of the store, the speed of cashier service, the price according to the

quality of the goods, the conformity of the products being sold with menu photos, and employee knowledge regarding the product.

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