

Customer Satisfaction Strategy through Improving the Quality of Services and Quality Products

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Abstract: The purpose of this study is to understand and analyze customer satisfaction strategies through improving service quality and product quality at warungtetanggamu.com. This research method uses qualitative research methods. The results of the EFAS and IFAS SWOT matrix analysis show that warungtetanggamu.com is on a strategic path, namely in quadrant I (+, +), the analysis results show that Warung Tetanggamu.com is an online shop with a very profitable position. The analysis method used is the SWOT analysis method of the EFAS and IFAS matrices. Analysis with external factors and internal factors at warungtetanggamu.com includes strengths, weaknesses, opportunities and threats. The data collection method is carried out by field research / field research. Data collection is carried out in natural conditions (natural setting) to produce data that actually occurs in the field. Based on the results of field research and analysis of EFAS: 2.90 and IFAS: 2.87 matrices, warungtetanggamu.com must continue to carry out a customer satisfaction strategy by improving service and product quality, to reduce weaknesses and avoid the threat of warungtetanggamu.com, it is necessary to improve service quality through internal promotion of employees so that the services provided are above customer expectations at the level of customersatisfaction.

Keywords : Strategy, Customer Satisfaction, Service Quality, Product Quality

1. INTRODUCTION

The Covid-19 pandemic has hit the world since the end of 2019 until now, affecting everyone. Currently, people are required to understand and follow the changes from offline shopping to online shopping. The change in traditional marketing to digital marketing has greatly helped the public and the government to fight Covid-19, the survey results (BPS, 2020) show that traditional markets and street vendors are the places that least comply with health protocols in preventing Covid-19 in Indonesia. The Ministry of Health (Kemenkes) issued Decree of the Minister of Health number HK.01.07 / MENKES / 328/2020 concerning Guidelines for Prevention and Control of COVID-19 in Office and Industrial Workplaces in Support of Business Continuity in Pandemic Situations. According to (Kotler, P., Kertajaya, H., Setiawan.I, 2019), the essence of marketing is to recognize the transitional role of traditional and digital marketing in building customer engagement and advocacy.

Marketing Mix According to Mc Carthy in the book Kotler and Keller, 2008 is a marketing tool used to achieve marketing objectives, including marketing tool items, namely product, price, promotion and place. Customer satisfaction is a feeling of pleasure or disappointment for someone that arises from comparing the product's perceived performance (or results) against their expectations, Kotler and Keller, 2008. Customer satisfaction is measured by how much conformity between customer expectations and reality about products and services. There are several ways to measure customer satisfaction, including: Complaint and Suggestion Systems, Mysterious Shopping (Ghost Shopping), Lost Customer Analysis, and Customer Satisfaction Surveys. A business is called successful if it succeeds in getting, retaining, and growing customers, Philip Kotler, Kevin Lane Keller, 2008.

The current condition, the community must be able to live side by side with the corona virus, which means that the community must continue to meet their daily needs, especially to meet the needs of basic necessities and vegetables without having to jostle to traditional markets. Warungtetanggamu.com is an online shopping site in Bandar Lampung that provides daily necessities such as groceries and vegetables. Warungtetanggamu.com helps people to fulfill their daily needs. This basic food business has only been released since July 1, 2020 or since the Covid-19 pandemic. In addition, warungtetanggamu.com also helps the people and government of Indonesia, especially in Bandar Lampung, to fight and prevent the transmission of Covid-19. Improved service quality and product quality continue to be improved as a strategy to satisfy customers.

2. LITERATURE REVIEW

2.1 Strategy

Strategy is an integrated and coordinated commitment and action that is made to exploit the capabilities owned and to achieve company goals (Fandy, 2015). Strategy is consistency in behaving, whether intentionally or not. According to Markides in Fandy (2015), strategy is part of decision making, including: (a). who is the target customer or who is not the target (Who), (b). Products and services offered or not offered (What), (c). What will be done to achieve the desired goal (How).

2.2 Customer Satisfaction

Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectation. Customer satisfaction is a person's individual opinion on the appearance of a product or service and is related to customer expectations (Schiffman Kanuk, 2007).

2.3 Service Quality

Service quality is a pattern and describes the situation and conditions of the customer to form expectations services from both past and future experiences, word of mouth advertising, and promotions by comparison the services they want according to expectations with what they get or receive (Kotler Keller, 2005).

2.4 Product Quality

Definition of product quality according to the definition of the American Society for Quality Control in the book (Kotler Keller, 2009), quality is a model and characteristic of both products and services in accordance with capabilities and aims to satisfy customers in meeting their needs according to their expectations.

2.5 Marketing Mix 4P

The marketing mix, which was initiated by Jerome McCarthy, is part of the marketing strategy used to define 4 factors of marketing decisions consisting of the 4Ps: product, place, price and promotion. The definition according to (Assauri, 2011) explains that the marketing mix is one of the elements in the marketing strategy, including the marketing mix strategy, which is a strategy that the company is currently implementing and is related to determining the company in presenting product offerings in certain market forms, and is the target or objective.

2.6 SWOT Analysis

SWOT analysis is a strength, weakness, opportunity and threat, is a system or process to consider internal and external factors that affect the performance of an organization in relation to

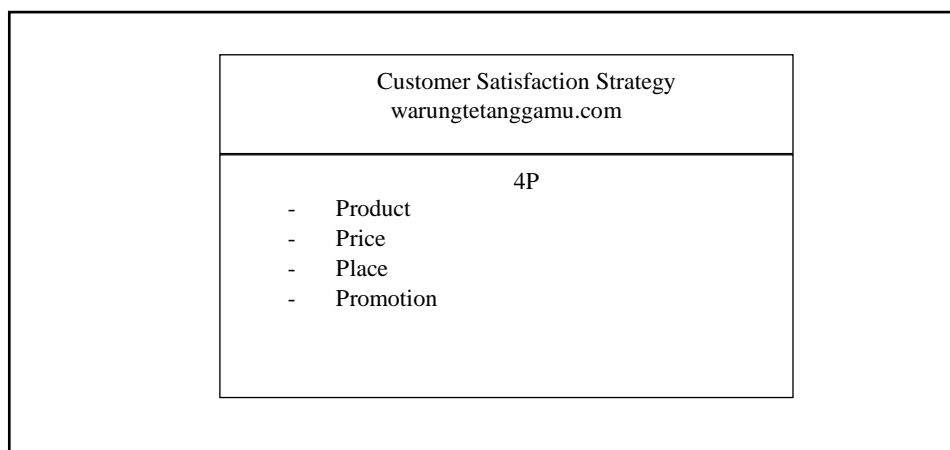
competitors or market situations. SWOT analysis is also commonly called TOWS analysis. (Nura Abubakar a and GarbaBala Bello, 2013). Matrix of Internal Strategy Factors The IFAS table is structured to formulate internal strategic factors in terms of the strengths and weaknesses of your neighboring stalls. External Strategy Factor Matrix The EFAS table was prepared to compile the internal strategic factors in terms of warungtetanggamu.com's strengths and weaknesses.

2.7 Previous Research

Definition of product quality according to the definition of the American Society for Quality Control in the Previous research (Janahi Mubarak, 2017) stated that a definition of customer satisfaction is a measuring tool to measure the level of customer satisfaction with organizational products, services or other sales processes including customer service. Meanwhile, according to research (Sallaudin Hassan Shamsudin, 2019) customer satisfaction also refers to the satisfaction that customers get when companies offer products and services that match customer expectations. Companies must take customer satisfaction seriously because it is an important factor in keeping customers loyal to the business they do. Farid Shamsudin, Esa Ali, 2019).

2.8 Theoretical Framework

The customer satisfaction strategy carried out by warungtetanggamu.com improved service quality and product quality, namely the 4P marketing mix, namely: Product, Price, Place and Promotion.



Source: Kotler dan Keller. 2016

This study was to comprehend and analyse the customer satisfaction strategies carried out by warungtetanggamu.com through improving service quality and product quality.

3. METHOD

The research method used qualitative research methods. The procedure to be carried out by the researcher was to immediately act as the main research tool. Researchers conducted a direct research process and active interviews, then collected data directly related to customer satisfaction strategies through improving service quality and product quality at warungtetanggamu.com. Data collection was carried out by field research in various settings, various sources, and various ways. From a regulatory point of view, data were collected under natural conditions. Meanwhile, from the source side, data was collected from various sources through primary and secondary sources.

The process of collecting data in this study was carried out by observation and interviews. The results of observations and interviews in the field were added to the researcher's analysis, then final conclusions were drawn related to the research title. The object of this research was the customer satisfaction strategy through improving the quality of service quality improvement and product quality at warungtetangamu.com. The research location was warungtetangamu.com Bandar Lampung, Indonesia with the website address: <https://warungtetangamu.com/>. The informants in this study were determined by the author, namely 3 people: 1 director, 1 IT and marketing manager and 1 visitor to warungtetangamu.com.

4. RESULT AND DISCUSSION

warungtetangamu.com was established since the Covid-19 pandemic, for this situation the Indonesian Government issued policies and regulations on PSBB (Large-Scale Social Restrictions) through the Ministry of Health (Kemenkes), namely by issuing a Minister of Health Decree. number HK.01.07 / MENKES / 328/2020 concerning Guidelines for the Prevention and Control of COVID-19 in Industrial Offices and Workplaces in Support of Business Continuity in Pandemic Situations. The purpose of establishing Warungtetangamu.com was besides making a big contribution to the Government in breaking the chain of Covid-19 transmission from community interactions to be generally caused by activities in traditional markets. Warungtetangamu.com also helped the people of Bandar Lampung to get and fulfil their needs for basic food and vegetables without having to push the traditional markets. One of the customer satisfaction strategies was carried out by warungtetangamu.com was by carrying out message services between groceries to the customer's house, as in the following picture:



Figure 1: Message service in warungtetangamu.com

Service quality improvements made by other warungtetangamu.com, namely the payment system carried out by cash on delivery (COD), as in the following figure:



Figure 2: Warungtetanggamu.com payment system

By using the 4P strategy, warungtetanggamu.com carried out a marketing mix (Products, Prices, Places, Promotions) products to be sold prioritizing quality, for example for vegetable products, warungtetanggamu.com provided clean and fresh products, good and quality selected meat products. The prices was offered by warungtetanggamu.com tend to be standard, warungtetanggamu.com customers felt the convenience and comfort when using the warungtetanggamu.com application, promotions had been carried out using Whatsapp, Facebook, and Instagram media.



Figure 3: Display of the warungtetanggamu.com application

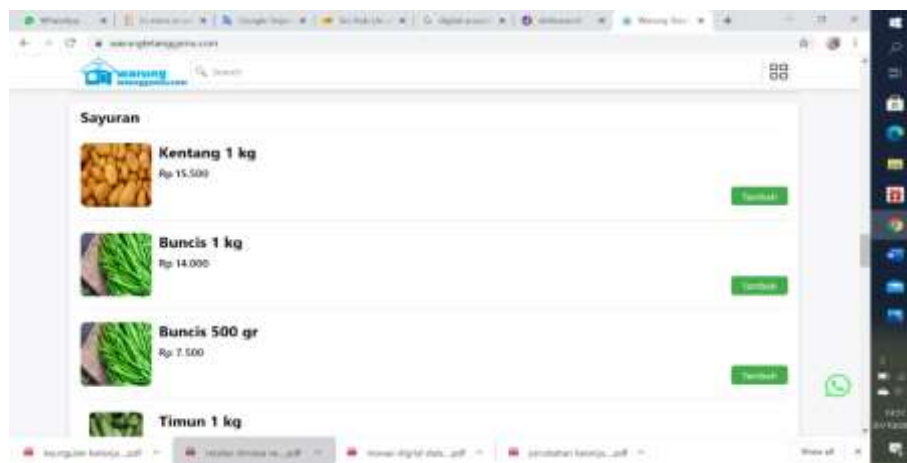


Figure 4: warungtettangamu.com vegetable products

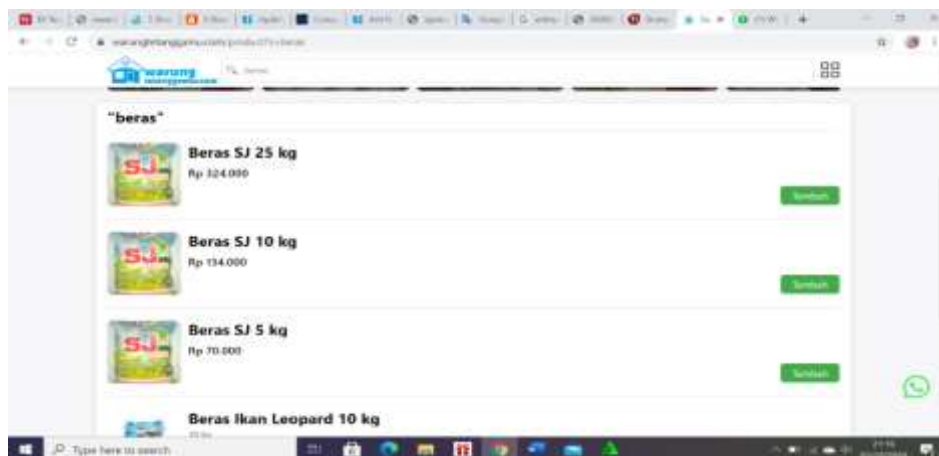


Figure 5: Rice products

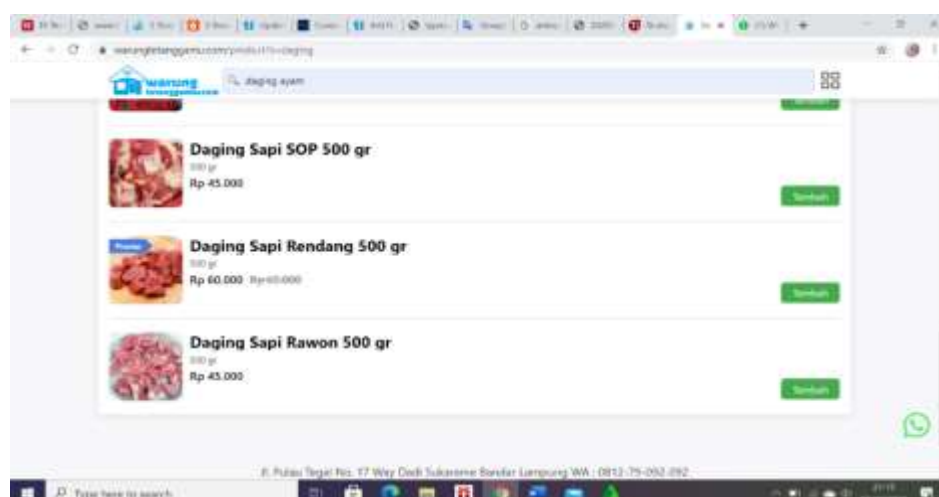


Figure6: Meat products

Warung tetangamu.com currently sold approximately 197 basic food and vegetable products consisting of meat, chicken, eggs, fish protein products, vegetables, tofu protein, and spices. The internal and external conditions of warung tetangamu.com were described in the following table:

Table1: EFAS Matrix (External Factor Analysis Summary)

EXTERNAL STRATEGY FACTORS	WEIGHT	RATING	WEIGHT X RATING	COMMENT
OPPORTUNITIES:				
1. Government Policies during the Covid-19 pandemic is a rare online shop in Bandar Lampung	0,15	4	0,60	Acquisition
2. an online shop that is still rare in Bandar Lampung	0,20	4	0,80	good
3. Strategic location	0,10	4	0,40	location
4. Good business opportunities during the pandemic	0,05	4	0,20	business opportunities
5. Lifestyle shopping online	0,05	3	0,15	high
Sub Total Opportunities			2,15	
THREAT:				
1. Rapid Competition	0,25	2	0,50	need to be careful
2. The emergence of new technology	0,06	1	0,06	still a question mark
3. The growth of online shops during the pandemic	0,05	2	0,10	be noticed
4. Black Complain	0,04	1	0,04	be noticed
5. Delayed Shipment	0,05	1	0,05	be noticed
Sub Total Threats			0,75	
TOTAL			2,90	

Table2: IFAS Matrix (Internal Factor Analysis Summary)

INTERNAL STRATEGY FACTORS	WEIGHT	RATING	WEIGHT X RATING	COMMENT
STRENGTH:				
1. Internal Promotion	0,15	4	0,60	great concept
2. Prioritizing quality products	0,15	4	0,60	quality is the key to
3. Service First	0,10	4	0,40	success
4. There is closeness with customers	0,10	4	0,40	quality of service
5. Flexibility	0,10	4	0,40	good relationship
Sub Total Strength			2,40	convenience
WEAKNESS:				
1. No brand yet	0,10	1	0,10	brand threat
2. There is no packaging	0,10	1	0,10	the product must be
3. There is no customer complaint service	0,07	2	0,14	packaged
4. Payment Facilities	0,07	1	0,07	the need for customer
5. Education for Suppliers	0,06	1	0,06	complaint service
Sub Total Weakness			0,47	additional facilities
TOTAL			2,87	education for suppliers

Information Total Score (Weight X rating):

Total Opportunities Score : 2,15

Total Threat Score : 0,75

TOTAL EFAS : 2,90

Total Strength Score : 2,40

Total Weakness Score : 0,47

TOTAL IFAS : 2,87

Based on the Total Score (Weight x Rating) above, the positioning strategy for customer satisfaction at warungtetanggamu.com was able to be described as follows:

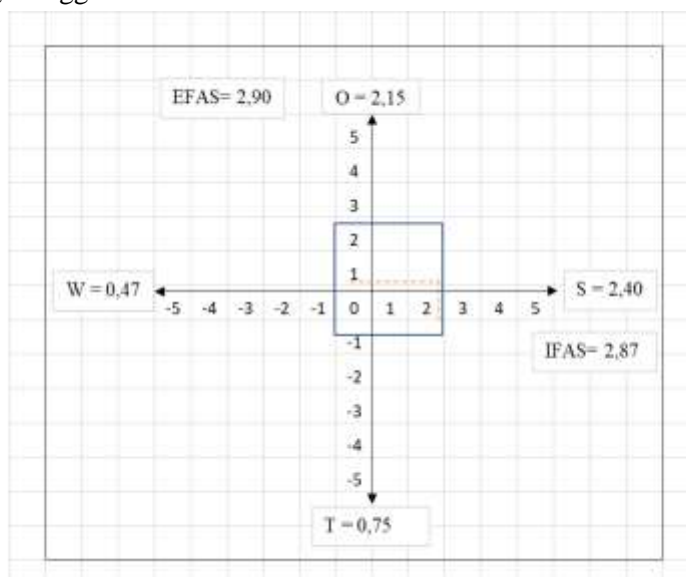


Figure 7: The positioning strategy for customer satisfaction at warungtetanggamu.com

Based on the Cartesian diagram image above, the satisfaction strategy of warungtetanggamu.com was on the right track, namely in quadrant I (+, +). It showed that the warungtetanggamu.com was an online shop located in a very profitable location. warungtetanggamu.com had opportunities and advantages so it took full advantage of existing opportunities. The applied strategy in the current conditions supports was an aggressive growth policy (Growth oriented strategy). Therefore, it was very possible for warungtetanggamu.com to continue to expand and develop to maximize sales turnover.

Table 3: Shows the SWOT matrix

EFAS \ IFAS	IFAS	STRENGTH (S)	WEAKNESS (W)
		1. Internal Promotion 2. Prioritizing quality products 3. Service First 4. There is closeness with customers 5. Flexibility	1. No brand yet 2. There is no packaging 3. There is no customer complaint service 4. Payment Facilities 5. Education for Suppliers
Opportunities (O)		Strategy S-O	Strategy W-O
	1. Government Policies during the Covid-19 pandemic is an online shop that is still rare in Bandar Lampung 2. an online shop that is still rare in Bandar Lampung 3. Strategic location	To support Government Policy during the Covid-19 pandemic and take advantage of existing opportunities such as online food and vegetable stalls are still scarce in Bandar Lampung, have a strategic location and are a good	Even though warungtetanggamu.com has just been established and still has weaknesses such as no brand, no packaging, no complaints service to customers, various payment facilities, but warungtetanggamu.com can still take advantage of existing

4. Good business opportunities during the pandemic 5. Lifestyle shopping online	business opportunity during the current pandemic, warungtetangamu.com must prioritize strength through increasing quality products and prioritizing services with methods of closeness to customers and flexibility to increase sales turnover.	opportunities such as changes in the lifestyle of online shopping when people This is with the Government Policy during the Covid-19 pandemic
Treats (T)	Strategy S-T	Strategy W-T
1. Rapid Competition 2. The emergence of new technology 3. The growth of online shops during the pandemic 4. Black Complain 5. Delayed Shipment	With the strengths possessed by warungtetangamu.com such as closeness to customers and flexibility, threats such as rapid competition, the emergence of new technology, the growth of online stalls during the pandemic, Black Complain, Delayed Shipment, can be overcome.	warungtetangamu.com must make a brand for its products, make packaging, provide complaint services to customers, add payment facilities and provide maximum education to suppliers who want to partner with warungtetangamu.com to avoid threats such as increased competition, the emergence of new technology, the growth of online stalls online food and vegetable stalls, with Black Complain and Delayed Shipment from its customers.

Based on the SWOT matrix analysis above regarding the strengths, weaknesses, opportunities, and threats, warungtetangamu.com was able to take the combination of the following strategies:

1. Strategy (1) = SO (Strength / Strength-Opportunities / Opportunities) to support the growth strategy.

To support Government Policy during the Covid-19 pandemic and take advantage of existing opportunities such as online food and vegetable stalls were still scarce in Bandar Lampung, a strategic location and a good business opportunity during the current pandemic, warungtetangamu.com must prioritize strength through increasing quality products and prioritizing services with methods of closeness to customers and flexibility to increase sales turnover.

2. Strategy (2) = ST (Strength / Strength-Threat / Threat) to support the diversification strategy.

the strengths possessed by warungtetangamu.com such as closeness to customers and flexibility, threats such as rapid competition, the emergence of new technology, the growth of online stalls during the pandemic, Black Complain, Delayed Shipment, was able to overcome.

3. Strategy (3) = WO (Weakness / Weakness-Opportunities / Opportunities to support the turn-around strategy.

Even though, warungtetangamu.com had been established and still had weaknesses such as no brand, no packaging, no complaints service to customers, various payment facilities. Nonetheless, warungtetangamu.com was able to take advantage of existing opportunities such as changes in the lifestyle of online shopping when people stayed with the Government Policy during the Covid-19 pandemic

4. Strategy (4) = WT (Weakness / Weakness-Threat / Threat to support defences strategy.

Warungtetangamu.com must make a brand for its products, make packaging, provide complaint services to customers, add payment facilities, and provide an education to suppliers who wanted to be partner with warungtetangamu.com in avoiding threats such as increased competition, the emergence of new technology, the growth of online stalls online food and vegetable stalls, with Black Complain and Delayed Shipment from its customers.

Based on the combination of the SWOT matrix analysis above in the SWOT EFAS and IFAS

matrix analysis, it concluded as follows:

1. Warungtetanggamu.com must continue to carry out a customer satisfaction strategy by improving the quality of services and products. It was supported the previous research, namely Made VirmaPermana, 2015 entitled Increasing Customer Satisfaction through product and service quality, the result of his research was the increase in customer satisfaction through improving product quality and service quality.
2. warungtetanggamu.com had just been established. Therefore, Warungtetanggamu.com was implementing a customer satisfaction strategy by implementing the concept of internal promotion, prioritizing quality products, Prioritizing service. There was closeness to customers, and flexibility to reduce the weaknesses of warungtetanggamu.com such as no brand, no packaging, no complaint services to customers, payment and education facilities for suppliers.
3. Warungtetanggamu.com had implemented Flexibility Services to customers to meet expectations and satisfy customers to be closer to warungtetanggamu.com in terms of ordering products. It was supported by the research of Ilias, 2020 with the title Customer Satisfaction and Business Growth, namely the first step in getting customer satisfaction was to meet customer expectations. Services delivered above customer expectations was in customer satisfaction levels.
4. To reduce weaknesses and avoid the threat of warungtetanggamu.com, it was necessary to increase service quality through internal promotions from employees such as the results of Bruin-Meyer's previous research, 2020 entitled Internal marketing, service quality, and perceived customer satisfaction. It stated that employees were allowed to provide an improved level of service quality through internal.

5. CONCLUSIONS

Based on the research results, the conclusions of this study stated as follows:

1. Warungtetanggamu.com was an online food and vegetable shop that was founded during the Covid-19 pandemic. It was an idea that emerged after the Indonesian Government's policy and the PSBB (Large-Scale Social Restriction) Regulation through the Ministry of Health (Kemenkes), namely by issuing a Minister of Health Decree number HK.01.07/MENKES/328/2020 concerning Guidelines for the Prevention and Control of COVID-19 in Industrial Offices and Workplaces in Supporting Business Continuity in a Pandemic Situation. It stated that people were no longer allowed to leave their homes to travel to offices, schools, let alone jostle to traditional markets to find daily necessities such as groceries and vegetables. The purpose of establishing this business was to contribute to the Government in overcoming the Corona Virus Disease disaster so that it did not spread quickly through community interaction to be caused by activities in traditional markets. Besides, warungtetanggamu.com also helped the people of Bandar Lampung to get and meet their needs for food and vegetables without having to jostle in traditional markets, so it was not just getting a profit.
2. According to the Cartesian diagram, an analysis was produced that the satisfaction strategy in the right track, namely in quadrant I (+, +). It indicated that the tetanggamu.com warung was a very profitable location and a good business opportunity so that they were able to take full advantage of the existing strengths and opportunities. The applied strategy in the current conditions supported an aggressive growth policy (Growth oriented strategy). Therefore, it also supported warungtetanggamu.com to expand the business network and develop to maximize sales turnover.
3. warungtetanggamu.com must continue to carry out a customer satisfaction strategy by improving service quality and improving product quality, applying the 4P Marketing Mix

concept, namely internal promotion, prioritizing product quality, prioritizing service, closeness to customers, and flexibility to reduce existing weaknesses such as no brand, no packaging, no complaint services to customers, payment facilities, and education to the suppliers in satisfying customers, warungtetanggamu.com must meet customer expectations. Services provided the customer expectations was able to result in a level of customer satisfaction such as providing complaint services to customers and adding payment facilities. warungtetanggamu.com was originally only Cash on Delivery (COD) via e-banking transfer media. It stated that they were originally only ordinary couriers who had to do cooperate with Delivery or Order Services, OJESA Services, and the like. Furthermore, warungtetanggamu.com was able to improve the needed quality of marketed products, such as creating brands, making good and hygienic packaging, continuing to provide good education to suppliers so that product quality remains high.

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