

Quality Using SERVQUAL to Enhance Customer Satisfaction and Loyalty at MSME Nyamilo

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Abstract

This study aims to describe the service quality of Nyamilo MSMEs using the SERVQUAL model and to examine its relationship with customer satisfaction and loyalty. A qualitative approach was used through interviews with the owner and three customers who had made more than two purchases, accompanied by observations of online sales activities and documentation from social media. The results show that all five dimensions of SERVQUAL, namely tangibles, reliability, responsiveness, assurance, and empathy, are well fulfilled. Neat and hygienic packaging, consistent taste, quick response in communication, transparency in the production process, and the ability to customize orders are factors that shape a positive experience for customers. These findings indicate that good service increases satisfaction, which in turn encourages loyalty in the form of repeat purchases and recommendations to others. This study confirms that service quality plays a crucial role in retaining customers for online-based culinary SMEs like Nyamilo.

Keywords: SERVQUAL, Service quality, Customer satisfaction, Loyalty

INTRODUCTION

Micro, Small, and Medium Enterprises, or MSMEs, play an important role in supporting the Indonesian economy, especially in creating job opportunities and encouraging community economic activity Creativepreneurship (2020). One of the fastest growing MSME sectors today is the culinary business. Shifts in consumer behavior, with increasing emphasis on taste quality, cleanliness, and transaction experiences, have compelled businesses to not only rely on their products but also provide excellent service.

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Based on data from the Central Statistics Agency BPS (2025), Indonesia has 4,107,397 micro businesses and 306,046 small businesses, including East Java Province, which has 824,473 micro businesses and 101,512 small businesses, making East Java Province one of the regions with the highest MSME activity in Indonesia. According to the Central Statistics Agency in Malang City BPS Kota Malang (2025), MSMEs are spread across all sub-districts, with a total of 20,517 units.

One of the culinary SMEs that has developed in Malang City is Nyamilo, a business that focuses on food sales. Focusing on one type of product provides opportunities for consistency in taste and a clearer brand identity. However, increasing popularity is also followed by an increase in the number of similar businesses, making market competition more intense.

In these circumstances, service quality plays an important role for Nyamilo. In online businesses based on pre-orders and delivery, service quality is reflected in how sellers respond to messages, explain order information, maintain punctuality, pay attention to packaging, and communicate with customers. When service is provided well and consistently, customers tend to feel comfortable and satisfied. This satisfaction can develop into loyalty, meaning customers are willing to make repeat purchases and recommend the product to others.

Much research has been conducted on service quality, particularly using quantitative approaches to examine the relationship between service quality and customer satisfaction and loyalty. For example, Sulistiowati et al. (2025) used the SERVQUAL model to measure service quality in cafés and found that the dimensions of tangibles, reliability, assurance, and empathy influence customer satisfaction, which in turn contributes to loyalty. In the context of courier services, Sujana & Yusni (2024) studied JNE and found that perceptions of service quality (physical service, reliability, assurance) and price simultaneously affect customer satisfaction and loyalty. Additionally, Fatimah et al. (2022) also reported that service quality has a positive impact on customer satisfaction and loyalty in their quantitative research.

However, these studies tend to focus on numerical analysis and the structure of inter-variable relationships, without exploring in depth how customers subjectively perceive service quality in the context of micro businesses. Therefore, this study uses a qualitative approach to gain a more comprehensive understanding of how Nyamilo MSME customers interpret the dimensions of SERVQUAL in their real experiences.

Thus, this study aims to analyze Nyamilo's service quality using the SERVQUAL theory while exploring customer experiences and how these service dimensions contribute

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to satisfaction and loyalty. This study is expected to provide new contributions to the study of service quality in digital-based culinary MSMEs, as well as provide practical recommendations for similar businesses in improving service quality and retaining customers.

LITERATURE REVIEW

Service Satisfaction

Service quality is a company's ability to meet the needs and expectations of customers. According to Kotler & Keller (2016), service quality is the overall characteristics of a service that can provide satisfaction to customers as expected. Service quality is very important for MSME business owners because good service can provide a positive experience for customers.

This study uses the SERVQUAL model developed by Zeithaml et al. (1988) to measure service quality based on five main dimensions, which consist of: Reliability, which is the ability to provide services as promised and deliver consistent results. Responsiveness, which is the willingness and speed in helping customers. Assurance, which is knowledge, courtesy, and the ability to build trust. Empathy, which is concern for customer needs and comfort. Tangibles, which are the appearance of facilities, equipment, and communication media. The SERVQUAL model helps MSMEs identify which aspects of service need to be maintained or improved in order to provide the best experience for Nyamilo customers.

Customer Satisfaction

According to Oliver (2015) in his second edition, customer satisfaction is the final evaluation made by consumers after experiencing the consumption process of a product or service. This evaluation relates to the extent to which the perceived performance is able to meet previously formed expectations. Satisfaction arises when the consumption experience goes as expected or better, while dissatisfaction occurs when the results received are below the expected standard. Thus, customer satisfaction is understood as the result of the interaction between expectations, perceptions, and actual experiences felt after purchase.

In the context of food MSMEs such as Nyamilo, customer satisfaction can be seen from several things, for example: customers feel that the product has a consistent taste, the packaging arrives neat and clean, the pre-order process is easy to understand, and



delivery is on time. When customers feel comfortable, their needs are met, and they have a positive experience, the chances of repeat purchases will be higher.

Customer Loyalty

Customer loyalty is the commitment of customers to continue using services repeatedly even though there are many other options. According to Griffin (1997), loyal customers exhibit two main behaviors: first, they consistently make repeat purchases, and second, they recommend the product to others.

At Nyamilo MSME, loyalty can be seen when customers reorder products in the following period, invite friends or family to try the products, and continue to choose Nyamilo even though there are similar MSMEs with different prices or promotions. This shows that loyalty does not only depend on taste, but also on service experience, trust in quality, and convenience of the purchasing process.

RESEARCH METHODE

Research Approach

This study uses qualitative and descriptive methods. According to Abdussamad (2021), qualitative research qualitative research is a research method used to study natural conditions of objects, where the researcher is the key instrument, data collection techniques are carried out using triangulation (combination), data analysis is inductive, and the research results emphasize meaning rather than generalization. This approach was chosen to gain an in-depth understanding of the quality of service at Nyamilo in improving customer satisfaction and loyalty.

Research Subjects and Research Information

In this study, the research subjects consisted of Nyamilo owners and customers. Owners or managers were selected as research subjects because they have knowledge related to operational processes, service strategies, resource management, and policies implemented to maintain service quality.

The customers selected for this study are those who have purchased Nyamilo products more than twice. This criterion was used so that the information provided would be more in-depth and based on real experiences, enabling them to assess service quality, satisfaction levels, and the reasons that make them return to place orders.

Data Collection Methods



According to Abdussamad (2021), the data collection process in qualitative research involves various techniques such as interviews, observation, and documentation. In its implementation, the researcher acts directly as the main instrument that regulates and adjusts the data collection process to remain in line with the focus of the research being conducted. In line with this opinion, in this study the researcher applied several data collection techniques to obtain the required information, namely by conducting interviews, observations, and documentation.

This interview aims to obtain information about Nyamilo's services, customer experiences when receiving services, and their level of satisfaction. The interviews were conducted offline and online according to the availability of the research subjects. In addition to conducting interviews, the researcher also observed Nyamilo's business activities. This observation focused on several aspects related to service quality, such as the cleanliness of the production area, the condition of the equipment used in the dim sum making process, the timeliness in preparing customer orders, and the attitude of business actors in responding to orders and communicating with customers both online and offline. Finally, documentation was used to supplement the data obtained through interviews and observations. The documents collected included photos of the product manufacturing and packaging processes, product displays uploaded to Nyamilo's Instagram account, and screenshots of customer interactions and reviews in the comments section or direct messages.

Data Analysis Techniques

According to Miles and Huberman, cited in Sugiyono (2009), the qualitative data analysis process is carried out continuously and is interrelated. This process is carried out until the researcher feels that the data obtained is sufficient and no new information is found. In this interactive data analysis, there are three main interrelated activities, namely data reduction, data presentation, and conclusion drawing.

Data reduction: at this stage, the researcher rereads all interview results and observation notes. Information relevant to the research focus is retained. The second stage is data presentation, after which the data is summarized and the researcher compiles it into a coherent narrative. The presentation is done so that the relationships between pieces of information can be clearly seen. The third stage is drawing conclusions, extracting the meaning or essence from the compiled data. Conclusions are made based on patterns and themes that emerge from the data. These conclusions will answer the question of how the quality of Nyamilo's services affects customer satisfaction and loyalty.

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RESULTS AND DISCUSSION

Overview of Nyamilo MSME

Nyamilo MSME is a home-based culinary business that focuses on selling food products online through Instagram. This business is managed by Aprilia Anastasya, a 23 year-old woman who has been running this business for six years. The owner chose to become an entrepreneur in the culinary field because of her interest in cooking, so this business was born from her hobby and personal skills. The products offered are diverse, including dim sum, meatballs, wonton, and noodles. The entire sales process is carried out from home, from production and packaging to delivery, which is handled directly by the owner.

Orders are placed online via WhatsApp or direct messages on Instagram. Nyamilo's products are not available ready-to-eat but use a pre-order system, so customers need to wait at least one day for their order to be ready. After customers select the products they wish to purchase, they can also choose the day and time for pickup or delivery. The owner then prepares the order according to the request and ensures delivery is made on time as agreed. With this system, Nyamilo strives to maintain product quality while providing organized and customer-centric service.

DISCUSSION

From the findings of this study, the researchers concluded that customer satisfaction and loyalty to the quality of service provided by Nyamilo MSMEs showed positive results. Customers felt helped by the good service, timely order completion, and consistent product quality. This study involved four respondents, with one respondent being the owner of Nyamilo MSME and the other three respondents being customers who had made more than two purchases, and all respondents were young women under the age of thirty. These findings indicate that the quality of service provided is not only able to increase customer satisfaction, but also encourages loyalty to Nyamilo MSME.

Tangibles

The results of interviews with all respondents regarding the tangibles aspect of Nyamilo show that packaging, appearance, and product cleanliness are the main concerns of customers. The first respondent stated that *"The packaging is attractive, practical, and neat,"* indicating that customers are satisfied with the design and neatness of Nyamilo's packaging. This statement was supported by the second and third respondents who gave similar responses, namely *"The packaging is attractive and clean"* and *"The packaging is*

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good among MSMEs”, confirming that Nyamilo's packaging is considered good in terms of aesthetics and cleanliness. In addition, the business owner also explained that *“The logo design was edited by ourselves, with pink as the dominant color, foil tray packaging for warm dim sum, and vacuum packaging for frozen dimsum”*, which illustrates that the choice of design and type of packaging was specifically designed to attract attention, maintain quality, and preserve product hygiene.

Thus, all of these findings indicate that the tangible aspects of Nyamilo have met customer expectations and have become one of the factors supporting their satisfaction. The finding that Nyamilo's packaging is highly regarded, from the logo design and cleanliness to the type of packaging, is in line with the research by Ariodutho et al. (2023), which found that product packaging greatly affects the perception of quality and value of products in MSME bakeries. In addition, Sosianika et al. (2022) wrote in their research that visual packaging design is very important in strengthening the perception of food product quality, where neat, clean, and attractive packaging can increase consumer confidence in culinary MSME products. Furthermore, research conducted by Jatmiko et al. (2024) shows that emotional and functional packaging design can increase the attractiveness of MSME food products.

Reliability

The reliability of Nyamilo's service is evident in its ability to maintain consistent taste and timely delivery. All respondents gave positive feedback regarding the reliability of the service. The first respondent stated that *“It's very consistent, the taste has remained the same from the first purchase until now”*. The second respondent also expressed a similar opinion, saying, *“It's good. The taste is delicious, the quantity is right, and delivery is flexible according to customer preferences”*. Meanwhile, the third respondent emphasized that Nyamilo's service is always reliable, as shown by their statement, *“It's good. The taste is delicious and delivery is never late.”* These three responses show that customers are satisfied because orders always arrive on time, the quantity is appropriate, and the taste quality remains consistent. From the owner's perspective, this reliability is maintained through several key steps. The owner explained that to maintain consistency in taste and product quality, they “use the same recipe” in every production process. Additionally, to ensure orders arrive as promised, the owner states that they “prepare the products before pickup and confirm with the buyer what time they will pick up so that when they arrive, they can just pick up their order without waiting.” This statement shows that Nyamilo implements a well-planned work system so that service can run smoothly and on time.

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Thus, all of these findings indicate that Nyamilo has fulfilled the reliability aspect very well. Customers receive orders according to their expectations, from consistency in taste, accuracy in order quantity, to timely delivery. This condition is one of the important factors in building customer satisfaction and trust in Nyamilo. These findings are in line with research conducted by Djunaedi et al. (2021), which explains that service reliability is evident through the ability of business actors to provide consistent, timely, and customer-oriented services. The study emphasizes that reliability is an important aspect in shaping positive customer experiences in culinary MSMEs. In line with the study by Nareswari & Suryaningsih (2024), which found that reliability is an important part of service quality at Marugame Udon restaurants. In addition, research by Segesti (2025) on Mie Gacoan also shows that service reliability in fast food restaurants is directly related to customer satisfaction.

Responsiveness

The responsiveness aspect at Nyamilo shows excellent service quality, which can be seen from the statements of all respondents who gave positive responses regarding service reliability. The interview results show that the first respondent said, *“very friendly, quick to respond, and provides detailed explanations about the food products sold”*. This was supported by the statements of the second and third respondents, who said that *“the seller is responsive”* and *“responds quickly, is friendly, and patiently explains each product sold”*, which shows that the owner is able to maintain effective and satisfactory communication. From the owner's perspective, the owner explained that *“they reply and respond immediately when a buyer chats or asks a question.”*

Thus, all of these findings indicate that Nyamilo has fulfilled the reliability aspect well. Customers receive fast service and good customer response, as demonstrated by quick message responses, friendly attitudes, and clear communication when placing orders. In addition, consistent taste quality, appropriate order quantities, and timely delivery further strengthen customers' perception of Nyamilo's reliability. These conditions are also important factors in building customer satisfaction and trust. These findings are in line with research conducted by Hermawati & Hamdan (2025), which explains that reliability can be seen through the speed and readiness of service providers in responding to customer needs. Additionally, Nareswari & Suryaningsih (2024) at Marugame Udon restaurant stated that customer response speed is one of the factors that determine satisfaction. The research by Jannang et al. (2021) also supports these results, finding that



in MSMEs, the willingness of employees to immediately respond to and assist customers greatly influences the perception of service quality.

Assurance

The assurance aspect of Nyamilo focuses on the safety and hygiene of the products received by customers. Based on the interview results, all respondents showed a high level of confidence in the safety of Nyamilo products. The first respondent stated that the products looked safe because *“they saw the manufacturing process uploaded, how they were made, and that they complied with hygiene and safety standards”*. This was reinforced by the second respondent, who said that *“stories are often made during production, so consumers know how it is managed”*, so that customers feel confident about the food processing process. The third respondent also emphasized that Nyamilo products are *“very good, taste good, and are clean”*, indicating that the quality and safety of the products meet customer expectations. From the owner's perspective, efforts to maintain assurance are carried out consistently through various hygiene and safety procedures. The owner explained that *“we wear gloves during production and packing, clean and wash tools regularly after production, ensure that raw materials are fresh by shopping spontaneously without stocking up too much, and produce in small quantities without stocking up on too many goods”*. In addition, the owner assures customers that the products are safe for consumption, explaining that *“We produce our products using premium ingredients without MSG. We occasionally create content showing the entire production process from start to finish so that customers know we use high-quality ingredients and carry out production in a hygienic manner”*.

Thus, all of these findings indicate that the assurance aspect at Nyamilo has been implemented very well. Consistent hygiene practices, the use of quality raw materials, and transparency in the production process make customers feel safe and confident about the products they receive. This level of trust is also reinforced by informative and reassuring service, so that customers feel confident that the products are processed safely. The findings regarding the assurance aspect at Nyamilo—such as the use of gloves during production, regular cleaning of equipment, and transparency of the manufacturing process through social media content—are in line with the research by Ratasuk & Gajesanand (2022), which found that perceptions of food safety contribute to increasing consumer confidence in food delivery services. Additionally, a study by Aprylia et al. (2023) in the fast-food industry in Indonesia highlights that the assurance dimension (staff competence and reliability) is an important part of service quality that builds customer satisfaction and

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trust. Another study by Teangsompong & Yamapewan (2023) on Thai street food also reinforces this, showing how consumer trust is closely related to perceptions of food safety, and that guarantees of cleanliness are one of the key factors in maintaining their trust.

Empathy

The empathy aspect of Nyamilo's service was found to be very good based on the results of interviews with respondents. All three customers gave similar answers, saying that they felt the sellers really paid attention to their needs. The first respondent stated, *"Yes, I feel that the sellers pay attention to my needs because they respond to my questions quickly and provide product recommendations that suit my needs"*. This was reinforced by the second respondent, who said, *"Yes. There are special dim sum products for gifts that meet the needs of buyers when they want to give something to others, so buyers feel that it is easy"*. The third respondent also said something similar, *"Always fast response and guiding us to the products we really want."* These findings show that from the customer's point of view, Nyamilo is considered responsive, communicative, and able to understand consumer needs well. Meanwhile, the owner's statement also supports the results of the interviews with the respondents. The owner explained that Nyamilo always tries to adjust orders according to customer requests. This was explained by the owner, *"Yes, we customize according to orders. We accept orders such as dim sum cakes, and we can customize the writing according to your wishes and make orders according to those requests"*. The ability to provide special orders such as dim sum packages in the form of birthday cakes shows the personal attention given to customers.

Based on all of the interview results, Nyamilo has fulfilled the aspect of empathy very well. Nyamilo not only provides responsive and friendly service, but also demonstrates the ability to understand specific customer needs by adjusting orders and providing appropriate product recommendations. These efforts reflect the personal attention given to each customer, thereby creating a more meaningful service experience and increasing convenience in transactions. This condition is one of the important factors that support customer satisfaction and strengthen the relationship between Nyamilo and its consumers. This finding is in line with the research by Wijayanti & Firdausi (2023), which highlights the dimension of empathy in service quality, namely personal attention and understanding of customer needs at food stalls, as important factors in creating customer satisfaction. In addition, Novad & Hendrawan (2024) show that the empathy dimension is also one of the main factors in the SERVQUAL model that influences customer satisfaction in restaurants, through friendly communication and service adjustments according to customer

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preferences. Furthermore, research by Ayustini & Trianasari (2025) shows that at Palm Restaurant, personal attention and understanding of customer needs (the empathy dimension) are among the service aspects that guests pay close attention to and contribute to a positive perception of service quality.

Customer Satisfaction

Nyamilo's customer satisfaction stems from several key factors, namely consistent and delicious product taste, hygienic packaging, fast service, and the seller's attention to customer needs. This is reinforced by the statements of the respondents, such as the first respondent who stated, *"Very satisfied with the delicious food products and very friendly service"*, the second respondent who said, *"Satisfied. Nyamilo products are worth buying again and again because they taste good, are clean, and are also affordable"*, and the third respondent who emphasized, *"Satisfied, the products do not disappoint"*. These responses show that customers feel that the services and products provided by Nyamilo meet or even exceed their expectations. In line with customer assessments, Nyamilo's owner also said that the main factors that make customers satisfied and return to buy are *"delicious and consistent taste, affordable prices"*. Consistency in taste and friendly prices are the main strengths of this business in maintaining customer satisfaction.

Thus, it can be concluded that Nyamilo's customer satisfaction level is in the excellent category, where taste quality, service, and attention to customer needs are the main factors that strengthen this satisfaction and encourage customers to continue making repeat purchases. This finding is in line with the research by Sofiah & Ekowati (2021), which shows that service quality, product quality, and price together contribute to consumer satisfaction in MSME food stalls. In addition, the study by Daud et al. (2025) on the Miss Mojito culinary MSME shows that a combination of consistent product quality and good service is an important factor in creating customer satisfaction. Research by Shaff et al. (2024) on the Bakmi Jawa culinary business also reinforces that service quality, along with product quality and price, can significantly increase customer satisfaction.

Customer Loyalty

Customer loyalty is evident in repeat purchases and voluntary recommendations to others, as supported by the statements of all respondents. The first respondent stated that they would recommend Nyamilo to others, saying, *"Yes, I would, because Nyamilo has many food products that are not only delicious but also continue to develop new foods with a variety of menu options"*. This was supported by the second respondent, who also stated

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that they would recommend Nyamilo to others, saying, *“Yes, because I myself have experienced how delicious Nyamilo products are”*. The third respondent also shared the same opinion, happily recommending Nyamilo's products: *“I am willing because I think they are delicious and recommended”*. Respondents buy Nyamilo repeatedly because the taste of the food remains delicious, in line with the owner's opinion on why customers make repeat purchases: *“It suits their taste and satisfies what customers want (according to their requests)”*.

Thus, all of these findings indicate that customer loyalty to Nyamilo has been strongly established, driven by consistent taste quality, services that meet customer needs, and customers' willingness to voluntarily recommend the product. Thus, all of these findings indicate that customer loyalty to Nyamilo has been strongly established, triggered by consistent taste, attentive service, and personal attention from sellers. This is in line with the research by Djunaedi et al. (2021), which found that service quality (including reliability, empathy, assurance) affects the loyalty of culinary MSME customers. Additionally, research by Rizqi & Mukhlis (2023) on culinary MSMEs in Banda Aceh shows that food quality and customer orientation contribute significantly to repurchase intention. Furthermore, research conducted by Rahmawati & Utomo (2025) on halal bakeries also highlights that service quality, CRM (Customer Relationship Management), and customer satisfaction are key strategies for building consumer loyalty.

CONCLUSION

Based on the results of research on the quality of Nyamilo MSME services using the SERVQUAL model, it can be concluded that Nyamilo is able to provide good and consistent service quality, which has a direct impact on customer satisfaction and loyalty. This study shows that all SERVQUAL dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy, have been fulfilled well and have become factors that enhance positive customer experiences. In the Tangibles dimension, attractive, neat, hygienic packaging and consistent product appearance give a professional impression and increase customer confidence in food quality. In the Reliability aspect, Nyamilo is able to maintain consistency in taste, order quantity, and delivery time, so that customers feel that the service provided is reliable. The Responsiveness aspect also showed excellent results, with owners always providing quick, friendly responses and clear product information, helping customers with the ordering process. Furthermore, in terms of Assurance, the transparency of the production process, the use of quality raw materials, and the implementation of hygiene standards make customers feel safe and confident

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about the quality of the products they receive. As for Empathy, Nyamilo's ability to customize orders according to customer needs, provide appropriate advice, and offer personalized service makes customers feel cared for and valued. These findings show that good service quality has a direct influence on customer satisfaction, as demonstrated by customer ratings of the delicious taste of the products, affordable prices, and friendly and fast service. This satisfaction then contributes to customer loyalty, which is reflected in repeat purchases and customers' willingness to recommend Nyamilo products to others.

This study has several limitations that need to be considered when interpreting the results. First, the number of respondents involved was relatively small, namely only four people consisting of one owner and three customers. This condition means that the research findings are not yet able to represent the entire Nyamilo customer base more broadly. Second, the data collection techniques relied on interviews, observations, and documentation, which are highly dependent on the subjectivity of the researcher and the honesty of the respondents when providing information. This opens up the possibility of perception bias and social desirability bias from respondents who want to give positive answers. Third, this study was conducted within a limited time period, so it could not capture the dynamics of Nyamilo's service quality, which may change with an increase in orders, changes in business strategy, or seasonal factors. Fourth, the study focused on one MSME and one type of culinary business, so the results cannot be generalized to all other culinary MSMEs that have different operational and market characteristics. Considering these limitations, further research with a larger sample size, more diverse triangulation methods, and a longer observation period is highly recommended to obtain a more comprehensive picture of service quality, satisfaction, and customer loyalty in culinary MSMEs.

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