

Analysis of Customer Satisfaction with Service Quality UD Mete Mubaraq Lombe in Kendari City

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Abstract

This study aims to analyze consumer satisfaction with the quality of UD Mete Mubaraq Lombe service in Kendari City. The sampling technique used in this study is non-probability sampling in the form of accidental sampling. The number of samples taken in this study was 38 people. The data analysis used to answer the problems in this study uses the Importance Performance Analysis (IPA) method. Importance Performance Analysis is the most commonly used method to measure consumer satisfaction levels because it has several advantages compared to other methods. The results of the study showed that the level of satisfaction with the service quality of UD Mete Mubaraq Lombe in the category was very good, all attributes with an average score of 95.

Keywords: Consumer Satisfaction, Importance Performance Analysis (IPA), Cartesian Diagram.

INTRODUCTION

The increasingly fierce competition in the business world in the current era of economic globalization has triggered fierce competition, both companies engaged in services, trade, and industry. Every company realizes that consumers are the most important part, as well as for industry. Customer satisfaction is one of the important aspects in the success of a business that is being developed, because if consumers are satisfied with the products and services of business actors, consumers will maintain their loyalty to the company (Gandhy, 2018).

According to Tjiptono (2014) customer satisfaction is the level of feeling happy or disappointed from customers after comparing the services or goods that consumers have



received with expectations when they have not received the product that consumers want. Consumer satisfaction is an after-purchase evaluation where the alternatives chosen at least provide the same results or exceed the expectations of consumers. The tight competition in the industry today has led to the emergence of more and more non-profit companies (Engel *et al.*, 2010).

Service quality provides a motivation for customers to establish a strong bond with the company. Lovelock and Wirtz (2011) state that service quality is the level of excellence expected and control over that level of excellence to meet consumer desires (Irawan, 2008). According to Kotler and Hermawan (2011) added that satisfied consumers will have a high level of loyalty to a product compared to consumers who are not satisfied. In this case, the company must be able to maximize the quality of service provided to consumers so that consumers do not switch to other competitors.

Many companies pay less attention and tend to ignore something that is most important, namely providing good service to customers. UD Mete Mubaraq Lombe is one of the agro-industry companies in Kendari City that makes peeled cashew nuts as processed products. These preparations become typical souvenirs of Southeast Sulawesi which are in demand by all circles of society, both local and outside the region, and at certain times experience fluctuations in consumer demand, especially before the holidays. In order to meet consumer demand for the products produced, UD Mete Mubaraq Lombe always pays attention to the right supply of raw materials according to production needs.

Based on observations made by researchers at UD Mete Mubaraq Lombe, the company's advantage lies in its strategic position in the middle of the urban center. This trading business also provides various local snack facilities, where the production of processed products is able to meet the demand for supermarkets, small shops, individual orders both in the city and outside the city. Demand for processed cashew nuts is in high demand because consumers like the quality of the product. In addition, the service quality factor provided by UD Mete Mubaraq Lombe can make consumers create high loyalty, considering that customer loyalty is needed for the development of a company to run well in accordance with the objectives.

So far, the UD Mete Mubaraq souvenir shop has never evaluated whether the increase or decrease is due to service quality or not. Therefore, UD Mete Mubaraq's souvenir shop must start thinking about the importance of customer service more carefully through service quality, because it is increasingly realized that customer satisfaction is an important aspect of surviving in business and winning the competition. The higher the assessment of activities perceived in accordance with individual desires, the higher the satisfaction with a business activity. Thus



satisfaction is an evaluation that describes a person's feeling of being happy or not and satisfied or dissatisfied.

METHOD

This research has been conducted at UD Mete Mubaraq Lombe which is located in Kendari City, Southeast Sulawesi. The population in this study were consumers who shopped for products at UD Mete Mubaraq Lombe Kendari. The sampling technique used in this study was *non probability sampling* in the form of *accidental* sampling with a sample size of 38 people. The data collection technique used in this research is interview.

The data analysis used to answer the problems in this study is to use a measuring tool, namely the *Importance Performance Analysis* (IPA) method. The first stage in this analysis is that respondents are asked to assess the level of company performance and company expectations, then the average value of the level of performance and expectations is analyzed on the *Importance-Performance Matrix*. Where the X axis represents performance while the Y axis represents expectations. The IPA method is written in the following equation:

$$\bar{X} = \frac{\sum x_i}{n} \quad (1)$$

$$\bar{Y} = \frac{\sum y_i}{n} \quad Tki = \frac{x_i}{y_i} \times 100\% \quad (2)$$

Description:

Tki = Level of conformity

Xi = Performance assessment score

Yi = Importance assessment score

$\bar{X}$ = Average *perception/performance* score

$\bar{Y}$ = Average score of *expectation/importance*

N = Number of respondents

There are several criteria for the value of service categories on customer satisfaction, which can be seen in Table 1

Table 1 Consumer Satisfaction Category Value Criteria

Interval (%)	Quality Performance
20-36	Very unfavorable



36-52	Less Good
52-68	Good enough
68-84	Good
84-100	Very good

This stage of testing uses a Cartesian diagram. Tabulation of consumer answers distributed regarding perceptions and expectations in accordance with service quality variables is carried out in the following steps:

1. Calculated the average *importance* and *performance* score per service quality attribute, which is obtained from the total average *importance* and *performance* according to the respondent's assessment divided by the number of respondents.
2. The average *importance* and *performance* scores per service quality attribute are entered on the Cartesian diagram.

RESULTS AND DISCUSSION

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Customer satisfaction is very influential on the progress of the UD Mete Mubaraq souvenir shop company because, if customer satisfaction is not considered, the consequence is that consumers will move to other competitors' services. These consumers can also influence other consumers not to shop at the store due to the dissatisfaction they get. Customer satisfaction is described in the following subsections.

Customer Satisfaction of UD Mete Mubaraq Lombe

The IPA method is used to measure the extent to which the quality of the performance of UD Mete Mubaraq Lombe Kendari employees in meeting consumer expectations in order to satisfy consumers. The *Importance Performance Analysis* (IPA) method is carried out by calculating the total score of service performance and customer expectations/interest levels at UD Mete Mubaraq. Furthermore, the calculation of the X (average performance score) and Y (average importance score) values will be placed on a Cartesian diagram using SPSS software.

1. Suitability Level

Analysis of the level of conformity is carried out to determine the quality of service performance at UD Mete Mubaraq Lombe regarding which attributes need to be improved or maintained. As for the priority of improvements made with the Cartesian diagram, the attributes



that are the main improvements and for the average results of the level of conformity can be seen in table 2.

**Table 2 Calculation of Level of Conformity of Service Attributes of
UD Mete Mubaraq Lombe Kendari**

No. Attributes	Conformity Level (%)
A1	98,2
A2	100,0
A3	95,2
A4	99,3
A5	100,0
A6	100,0
A7	98,1
A8	100,0
A9	100,0
A10	95,2
A11	98,8
A12	97,2
A13	97,6
Average	98,4

Source: primary data processed, 2024

Based on Table 2, it can be seen that the level of conformity between the performance assessment of UD Mete Mubaraq Lombe and the interests of consumers as a whole service quality performance is in the very good category, so a special assessment form is made which is the basis for a decision to maintain achievement or make improvements.

2. Consumer Satisfaction Level

According to Simamora (2003), performance is a measure of an organization's success in achieving its mission. In other words, it can be said that performance is a combination of effort ability and opportunity that can be assessed from the results of its work obtained during a certain period of time and includes elements such as quantity of results, quality of results, attendance and ability to work together.

Service quality performance is the basis for whether each attribute is good or not. The expected average value of each attribute is also a reference to determine whether an attribute is important in a service.

**Table 3 Results of Respondents' Assessment of Service Quality
Performance Attributes of Mete Mubaraq Lombe Kendari**

	Attributes	Score	Service Quality Performance
A1	Clean and tidy shopping place	98,2	Very good
A2	Large vehicle parking lot	100,0	Very good
A3	Neat employee appearance	95,2	Very good
A4	Fast and easy payment process	99,3	Very good
A5	Employees move quickly in packing customers' groceries	100,0	Very good
A6	Speed of service in ordering	100,0	Very good
A7	Employee availability when needed by consumers	98,1	Very good
A8	Accuracy of employees in providing information about products sold	100,0	Very good
A9	Responsive in listening to customer complaints	100,0	Very good
A10	Secure vehicle parking	95,2	Very good
A11	Purchase transactions are trustworthy	98,8	Very good
A12	Employees ask about the needs of newly arrived customers	97,2	Very good
A13	Employees smile and greet and are friendly to customers	97,6	Very good

Source: primary data processed, 2024

Table 3 shows that the level of satisfaction with the performance of UD Mete Mubaraq's service quality is in the very good category, all attributes with an average score of 95, this shows that the level of satisfaction with service performance at UD Mete Mubaraq's Gift Shop must always be improved so that this achievement can always be maintained.

3. Performance and Importance Score

The value of performance and importance is one of the factors that must be considered in analyzing customer satisfaction. According to Rangkuti (2002), the level of customer interest

is defined as customer confidence before trying or buying a service product which he will use as a reference standard in assessing the performance of the product or service. The average results of the performance and interest levels of UD Mete Mubaraq Lombe can be seen in table 4

Table 4 Average Results of Performance Level and Interest Level of Respondents UD Mete Mubaraq Lombe Kendari

No. Attributes	Performance Level	Level of Importance
A1	4,31	4,39
A2	4,68	4,60
A3	3,68	3,86
A4	3,55	3,57
A5	4,36	4,34
A6	3,92	3,78
A7	4,23	4,32
A8	4,52	4,50
A9	4,44	4,28
A10	3,68	3,86
A11	4,34	4,40
A12	3,78	3,89
A13	4,45	4,55
Total	1,39	1,40

Source: Analysis Results processed 2024

Table 4 shows that the total average value of the performance statement is 1.39 and the total average value of interests or expectations is 1.40. The X value shows the average performance value of each attribute which is then used as a cut line against the X axis. The Y1 value shows the average importance or satisfaction value of each attribute which is then used as a cut line on the Y axis.

4. Cartesian Diagram

Cartesian diagrams are used to determine the level of customer satisfaction. Is it located in a position that must be improved or located in a position to be maintained (Supranto, 2008). The results of the levels of elements affecting customer satisfaction will be described and divided into four parts into a Cartesian diagram. The location of each attribute in each quadrant in the Cartesian diagram in Figure 1.

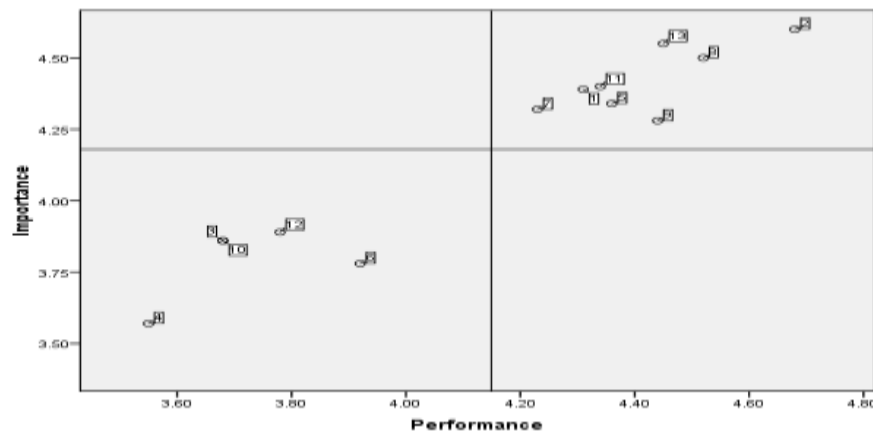


Figure 1 Cartesian Diagram

Based on Figure 1 shows that there are no attributes in quadrant I, eight (8) attributes in quadrant II, five (5) attributes in quadrant III and no attributes in quadrant IV. Each quadrant can be explained with the following interpretation:

- a. Quadrant I (Improve Performance) or quadrant improve performance is a top priority where consumers as respondents feel that the attributes in this quadrant are very important and have high expectations. This quadrant shows that the maximum performance carried out by the UD Mete Mubaraq Lombe Kendari gift shop has not been felt. Performance that is not maximized on services makes consumers feel less satisfied, if this is allowed to continue there is a possibility that consumers will switch to other competitors. The company must strive to improve services to be better than before in order to meet consumer satisfaction standards
- b. Quadrant II (Maintain Achievement) or the quadrant of maintaining achievement is an achievement that must be maintained by employees according to consumer assessments as respondents. The existence of attributes in this quadrant is considered important by consumers who are respondents and their performance is considered good by consumers. The attributes or indicators included in this quadrant are as follows:
 - Clean and tidy shopping place (Statement 1)
 - Large vehicle parking lot (Statement 2)
 - Neat employee appearance (Statement 3)
 - Employees work quickly in packing consumer groceries (Statement 5)
 - Employee availability when needed by consumers. (statement 7)



- Alert in listening to consumer complaints (Statement 9)
- Purchase transactions can be trusted (Statement 11)
- Employees smile and greet and are friendly to consumers who visit (Statement 13)

Quadrant II is known that there are three attributes of the *Tangibles* dimension, one attribute of the Reliability dimension, two attributes of the Responsiveness dimension, one attribute of the assurance dimension and one attribute of the empathy dimension. The attributes in quadrant B are considered by respondents to be able to fulfill what they want so that they must be maintained.

c. Quadrant III (Low Priority) is a quadrant that contains attributes that are considered less important by consumers and are felt to be too excessive but the level of performance is not too special. The attributes or indicators included in this quadrant are as follows:

- Quick and easy payment process (Statement 4).
- Speed of service in ordering (Statement 6).
- The accuracy of employees in providing information about the products sold (Statement 8).
- Secure vehicle parking (Statement 10).
- Employees ask the needs of customers who have just arrived (Statement 12).

Quadrant III is known to have two attributes of the Reliability dimension, one attribute of the responsiveness dimension, one attribute of the Assurance dimension and one attribute of the Empathy dimension. Increasing the attributes included in this quadrant can be reconsidered because the effect on the benefits expected by consumers is very small.

d. Quadrant IV (Excessive), shows the existence of this attribute according to consumers performance is good even tends to exceed the desired, but consumers do not really have expectations on this service attribute, so there is no need to give excessive focus on the attributes in the quadrant of the analysis results there are no attributes in this quadrant. Quadrant IV is not considered a priority for consumers, even so this can affect consumer satisfaction with existing service management in the company.

CONCLUSION

Based on the results of research on customer satisfaction with the quality of service of UD Mete Mubaraq Lombe, it can be concluded that customer satisfaction is in the very good category, where all attributes have a score with an average of 95.





Based on the conclusions, it is recommended that UD Mete Mubaraq improve the services provided so that the unfilled quadrant can have its attributes. In addition, it is necessary to make improvements to several aspects so that all quadrants can have their attributes fulfilled, so that customer satisfaction can be met optimally.

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