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## Service Quality Strategy In Increasing Customer Satisfaction At Ice Bakery Tanjung Redeb Berau Regency

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**Abstract .** Ice bakery is a bakery located in the city of Berau. Ice Bakery is one of the shops that produces bread and cake every day. This research is a way to know, discuss, analyze, and conclude about service quality strategies in increasing customer satisfaction at Tanjung Redeb Ice Bakery, Berau Regency. Service quality is the level of service related to meeting consumer expectations and needs. Customer satisfaction is the consumer's response to the evaluation of the perceived mismatch between previous expectations and perceived product performance. This research was conducted with descriptive qualitative research. Data collection techniques using interviews, interviews and theoretical data. Researchers used respondents as many as 11 people with the following details 1 Manager, 1 Barista, 1 SPG, 1 Cashier, 1 Head of Production, 1 Table Staff and 5 Customers at Ice Bakery Berau.

**Keywords:** Service Quality; Strategy; Customer Satisfaction.

### INTRODUCTION

In Indonesia, bread is a food ingredient that has been around for a long time because of the influence of the colonizers who used to consume bread. Bread in Indonesia has existed since the Dutch era around 1930. Ice Bakery is a company engaged in food production, especially bread. There are several types of bread produced by Ice Bakery, namely: bakery, tart, and pastry. In addition, there are still various kinds of bread of every kind. Not only the produce is available, Ice Bakery also sells drinks. Ice Bakery produces bread for daily sales as well as fulfilling customer orders. Ice Bakery has several branches located in several cities such as: West Jakarta, Central Sulawesi, Abepura and Timika. The owner is assisted by his staff to process the Ice Bakery branch in its production and sales which are carried out at the Ice Bakery branch and center. The sales process occurs in Ice Bakery can be said to be a sale in general, where the customer chooses bread, then the customer gives the bread to be bought to the cashier

Furthermore, the cashier will calculate, and give 2 purchase receipts, one to the customer and one to the cashier as proof of sale. The sales data recorded in the estimate are the name of the bread, the total sales of the bread, and the date of production. In ordering, customers can directly pay in cash or by providing a down payment or milestone. This thesis was made to study the relationship between customer satisfaction and fulfilled job satisfaction from employees at Ice Bakery Berau. Customers have the view, that what is received or experienced during the process of service is the value of the service itself. And the assessment of customer satisfaction with the services provided is on the time frame. According to Sudaryono (2016), satisfaction is the result of consumer assessment that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less. According

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to Setyobudi & Daryanto (2014), customers are buyers who depend on the goods or services used. According to Richard Oliver (in Zeithaml., et al. 2018) customer satisfaction is the fulfillment response of customers to a product or service itself that has met customer needs and expectations. Service Quality (SerQual) is a tool or method to identify the level or level of service quality of a service industry consisting of five dimensions of service quality, namely tangible, realibility, responsivness, assurance, emphaty by analyzing gaps that occur due to mismatches between customer perceptions and expectations of The quality of service it receives.

Focus of Research Problems Ice bakery Berau is one of the bakeries located in the center of Berau so that it is easily accessible to its customers. Employees become one part that takes an important role in developing the company. Therefore, companies and leaders can provide quality service in increasing customer satisfaction at Ice Bakery Berau. Research Problem Formulation What is the quality of service for customers at Ice Bakery Berau? How to increase customer satisfaction at Ice Bakery Berau?

## **Literature Review**

### **Service Quality Theory Understanding Service Quality**

According to Tjiptono (2016) states that "The expected quality of excellence and control over the level of excellence is to meet customer desires". Understanding service quality according to Rusydi (2017) Then the quality of service can be considered ideal. The quality of service can be considered low if what is received or felt by customers is not as expected. Service quality can be maximized through various ways. Like always being polite, friendly, and professional. All employees must be united in having feelings in order to maintain professionalism.

Steps to service quality Fast & Responsive Service: Most customers certainly want to be served quickly and responsively. Responsiveness means that what employees convey must be in accordance with what is intended by the customer. Don't just be quick but not in accordance with what the customer intended. Listen to Customer Complaints: Listening is one of the activities The company will disappear, so customers will turn to look for something better.

### **How to Measure the Quality of Open Service with customer feedback:**

Conducting customer surveys can be done to get reviews, opinions, criticisms, suggestions, or feedback. For example, visitors can leave reviews through Google Analytics, Instagram Feedback from these visitors can be important for the company's progress. Routinely evaluate business performance: Never assume suggestions and criticisms from customers past wind. It could be that they give reviews based on their experiences when enjoying services from our company. Managers can conduct evaluations Customer satisfaction is the level of feeling a person feels after comparing the performance or results he feels compared to his expectations. When performance exceeds expectations they will feel

satisfied and vice versa if performance does not match expectations then will be disappointed. Lupiyoadi (2014) stated that customer satisfaction is a level of feeling .

According to Moenir (1998: 197), in order for service to satisfy the person or group of people served, there are four main requirements, namely: Polite behavior. How to convey something related to what should be received by the person concerned. Precise delivery time Hospitality. Benefits of Customer Satisfaction Increase Liking and Loyalty to Products Satisfaction is the main basis of liking for the products or services provided. If the customer likes the service or product, then the customer has a high possibility to return to buy the product or service. Become a Point of Differentiation Every company competes with each other to obtain a target market. One that can be the main differentiator between companies in business competition is customer satisfaction. Increase Revenue and Good Image Customers who are satisfied with the products or services of a company will continue to use these You will buy your product or service more often when compared to less satisfied customers.

## **METHOD**

Research Method This research is a way to know, discuss, analyze, and conclude about service quality strategies in increasing customer satisfaction at IceBakery Tanjung Redeb Berau Regency. This research was carried out in the general social field and the field of Bakery Food And Beverage. In carrying out this research the author will use a qualitative descriptive research

## **RESULTS AND DISCUSSION**

### **Discussion of Service Quality for Customers at Ice Bakery Berau**

Basically, service quality is the main foundation for knowing the level of customer satisfaction. There are 5 dimensions to measure service quality, namely: reability, responsiveness, assurance, empathy, and tangible.

From the results of research that I conducted on the quality of service from several Very satisfying service. But sometimes there is also service that is not in accordance with what customers expect, this service is said to be bad if it is felt that it cannot meet customer desires. Employees and Ice Bakery also provide facilities to customers that are quite adequate and in accordance with health protocols by providing the use of hand sanitizers, maintain customer seat spacing and provide hand washing facilities indoors and outdoors.

As well as for the products that Ice Bakery offers to customers so that customers are interested and want to buy, employees are very concerned about product variations. Employees also feel that they often encounter the same customers at Ice Bakery which means that there are loyal customers who come back, employees often find direct or indirect feedback given by

customers, and some customers do not hesitate to come back with other colleagues which means customers feel Ice Bakery is very worthy of consideration. Therefore, Ice Bakery employees are very concerned about the quality of service they provide in order to increase customer visits at Ice Bakery Berau.

### **Increasing Customer Satisfaction at Berau Ice Bakery Berau**

Ice Bakery Berau has its own way to increase customer satisfaction, namely by providing services in the form of employee reliability in handling customers, providing quick responses in responding to customer requests, communicating with good language and language skills, empathizing with customers such as giving individual attention to customers. And Ice Bakery provides services in the form of grooming from Ice Bakery employees, physical facilities such as buildings and rooms, availability of parking lots, cleanliness maintained, neatness and comfort and also completeness of internet networks and pay attention to health protocols. Ice bakery also supports by paying attention to the products offered. Therefore, if it is carried out well and materialized, it will be Word of mouth, customers will also be loyal and happy to visit again, besides that customers will also be willing to buy other products offered by Ice Bakery and recommend Ice Bakery products.

### **CONCLUSION**

Concluding Conclusion The quality of service provided by Ice Bakery is in accordance with standard operating procedures (SOP). The quality of service Ice Bakery Berau assessment of service quality can be done through surveys of customers who are buying or have purchased Ice Bakery Berau products making it easy for customers to obtain Ice Bakery products there are customers who make repeated and routine transactions on customer decisions in choosing to transact at Ice Bakery Berau.

Quality of service in increasing customer satisfaction provided by Ice Bakery Berau. Ice Bakery Berau in providing quality service in increasing customer satisfaction, of course, as much as possible to do the best service, namely doing a form of respect for customers, faithfully accompanying customers To find what is needed or desired, provide customer attraction by providing comfortable taste quality, listening to customer suggestions, providing customer suggestion boxes and providing customer safety guarantees for the products provided. Ice Bakery Berau's customer satisfaction shows products that are considered important by customers and have been implemented well, so customers feel satisfied with the products in Ice Bakery Berau.

## SUGGESTION

It is expected to Ice Bakery Berau employees to always pay attention to the quality of service in order to continue to improve their service. The quality of service Ice Bakery Berau should pay more attention to the speed in responding to orders, customer complaints, customer desires, mastery of the products offered and be able to explain pastry and bakery products offered to customers. Berau Ice Bakery is also expected to further improve the performance of its delivery products by more pay attention to product quality and add some new products that other companies have not created yet, as well as variations in shape and color so that customers can be interested in Berau Ice Bakery products. In addition, Berau Ice Bakery must also pay attention to production raw materials, because it greatly affects the quality of taste and aroma of pastry and bakery products. We recommend that for the quality and service provided by Ice Bakery Berau if it suits customer needs, it must even be more than the desired customer expectations. With better product quality and maintained also good service quality, customers will feel satisfied, so customer satisfaction is high, demand increases and company profits will increase as well.

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