
Road To Customer Satisfaction: The Servqual Journey

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Abstract. *This study was carried out at Resto Bebek Goreng Pak Eko with the objectives of examining and measuring the quality of service offered by restaurant personnel and determining the level of satisfaction experienced by customers who dined at the establishment. The research was conducted using a qualitative approach and a descriptive research method, which allows for a more in-depth presentation of the findings of the research. In this study, the methods for collecting data included interviews with restaurant staff, observations of interactions between employees and clients, and a review of the literature to gain a better understanding of the conceptual framework underlying Servqual. The outcomes of the research are a reflection of how guests feel about the quality of service they receive when dining at the restaurant. Based on the findings of the research, one can draw the conclusion that the service that customers receive from the staff of Resto Bebek Goreng Pak Eko may be classified as being of a high quality. The level of service that guests get meets and exceeds their expectations. This shows that the restaurant has been effective in maintaining high service standards and satisfying the expectations of their customers within the framework of the customers' happiness with the service that has been delivered.*

Keywords : Marketing Management; Satisfaction; Servqual Model

INTRODUCTION

The notion of service quality presently has a prominent position in every firm or group. The concept of service quality is not exclusive to corporate entities, but has also been extended to government institutions, which historically had lower levels of responsiveness to the increasing expectations for public service quality. Hence, the pivotal factor for the success and expansion of any company lies in its capacity to maintain client loyalty (customer retention) and deter them from shifting to other firms (Haryanti and Baqi, 2019).

Customers, in the conventional sense, refer to persons who acquire and utilize items or services. Satisfaction, as defined by Kotler and Keller (2012), is the emotional response of pleasure or disappointment that occurs when individuals compare their expectations with the actual performance or outcome of a product or service.

Bebek Goreng Pak Eko also implements customer retention strategies. One of the strategies employed is ensuring visitor comfort by upholding the restaurant's cleanliness and hygiene. Patrons may place their food orders at the cashier and select a seating arrangement, either utilizing chairs or opting to sit on the floor with the aid of mats. Customers have the option to personally serve themselves rice, side dishes (lalapan), and sauces to their liking when dining in. Bebek Goreng Pak Eko was established in 2004 by Suyanto and his business associate, Eko Sulistio. They initiated the company by establishing a makeshift stall on the

side of the road. By diligently applying effort and implementing sustainable strategies for business growth, their enterprise ultimately achieved success.

Bebek Goreng Pak Eko has received complaints from customers for extended waiting periods for orders, insufficient amenities such as inadequate restroom facilities, and the absence of air conditioning. Additionally, many amenities such as Wi-Fi are not accessible. In addition, certain customers perceive the service as lacking in friendliness, disregarding client input, and lacking a pleasant greeting.

Additionally, there have been grievances regarding the staff's lack of promptness in taking orders and the prolonged service durations. Tables frequently exhibit dirtiness, and the cleaning procedure is not consistently executed promptly following clients' completion of their meals. Additionally, certain clients express dissatisfaction with the flavor of the dish, as it fails to satisfy their expectations. Nevertheless, it is specified that the eatery allows payments using debit cards or Shopee Pay.

The objective of this study is to assess the quality of service delivered by the staff members of Bebek Goreng Pak Eko and gauge the degree of customer contentment utilizing the ServQual framework.

Khan and Ahmed (2012) accurately emphasise that satisfying customer expectations through product quality is crucial in determining customer satisfaction. They contend that the paramount component in generating consumer satisfaction is product quality. In addition, Oliver (2007) elucidates that customer happiness is a crucial component within the marketing field and holds substantial importance in the marketplace. Hence, organisations that adopt customer-centric marketing strategies must possess a profound comprehension of client behaviour and requirements in order to attain utmost levels of customer contentment. This highlights the need of providing products and services that fulfil or surpass client expectations in order to establish loyalty and keep a favourable reputation in the market.

The quality of service is a crucial factor in ensuring customer happiness, as stated by Sartika (2013). Service quality pertains to the assessment made by consumers regarding the degree of service they receive, in relation to their expectations or desires, as stated by Lupiyadi (2001). Having a profound comprehension of how consumers evaluate and quantify service quality is crucial for achieving maximum customer satisfaction in this situation.

The SERVQUAL model, devised by Parasuraman, Zeithaml, and Berry, is widely regarded as an exemplary methodology for assessing the quality of services. This approach substitutes client expectations regarding service quality with customer perceptions of the service quality they actually receive.

The SERVQUAL model comprises five primary factors employed for assessing service quality. The following are the five dimensions : Reliability: Indicates the service provider's capacity to consistently and dependably deliver services as promised. Responsiveness refers to the service provider's ability to promptly and effectively address client needs and requests. Assurance refers to the service provider's capacity to inspire confidence and trust in clients regarding the fulfilment of expected criteria in the service delivered. Empathy refers to the service provider's capacity to comprehend and address consumers' emotions, requirements, and preferences in a proficient manner. Tangibles refer to the visible and physical aspects that provide evidence and support for a service. This includes things like facilities, equipment, and the appearance of employees.

The SERVQUAL methodology facilitates the quantification and examination of the disparity between customer expectations and their actual judgements of service quality. By comprehending this disparity, service providers can pinpoint areas that require enhancement to optimise their service quality and fulfil client expectations.

METHOD

This study utilizes a qualitative research approach, specifically employing a qualitative descriptive research method. Nawawi (2005) states that the descriptive technique is employed to portray or explain the present condition of the research subject using observable facts or as they exist.

The employed sampling method is Snowball sampling, which involves selecting an initial sample and subsequently recruiting additional informants or participants based on recommendations or referrals from the initial sample.

The data analysis procedure in this study adheres to the sequential stages delineated by Burhan Bungin (2003), encompassing:

1. **Data Collection:** The preliminary phase in which data is gathered from diverse sources, including interviews, observations, or document analysis.
2. **Data Reduction:** The gathered data is examined and condensed to enhance comprehensibility. Relevant data is extracted from the unprocessed information.
3. **Data Presentation:** The condensed data is exhibited in a manner that promotes comprehension, such as through the use of tables, graphs, or narratives that elucidate the discoveries.
4. **Conclusion Drawing and Verification:** During the concluding phase, conclusions are derived from the studied data, and the study is then validated to verify the precision and reliability of the findings.

By employing this strategy and methodology, this qualitative study can get a profound comprehension of the research subject and deliver pertinent and precise outcomes.

RESULTS AND DISCUSSION

The following is one way in which the quality of service that is offered by the employees at Bebek Goreng Pak Eko can be evaluated:

1. It is generally agreed that the employees at Bebek Goreng Pak Eko can be relied upon, and their level of dependability is regarded as being fairly good. In general, the personnel are reliable when it comes to giving service to customers, despite the fact that some of them might need further supervision and training. Making an effort to improve the employees' level of professionalism can be a step in the right direction(Lukmana et al., 2023).
2. The staff at Bebek Goreng Pak Eko is particularly responsive to the specific requests made by guests, such as requests to change existing meals or requests for new dishes entirely. In addition to that, they are responsive in the way that they handle consumer issues. This demonstrates that they provide a service that is very responsive at a high level.
3. The administration of Bebek Goreng Pak Eko provides a high level of assurance with regard to any concerns or complaints raised by patrons. In the event that there are complaints, they are prepared to either replace the merchandise or return the money. Customers are given the assurance that their products are of a guaranteed quality and that any complaints they have will be handled in an appropriate manner as a result of this action(Laia et al., 2021; Telaumbanua et al., 2021).
4. Although this restaurant's service is generally regarded as being of a high caliber, there is room for growth in terms of its level of empathy toward dissatisfied patrons. It might be a significant aspect to improve if more effort were put into understanding and empathizing with the experiences that customers are having.
5. The service that Bebek Goreng Pak Eko delivers is one that not only includes the provision of the service itself but also the provision of the tangible evidence component. The cleanliness of the premises, as well as the tables and dining places, is an outward sign that the service provided is of the best possible standard.

This evaluation offers a detailed summary of the many facets of the service that the staff of Bebek Goreng Pak Eko provides to customers, as well as prospective areas in which those services could be enhanced.

The assessment of customer satisfaction at Bebek Goreng Pak Eko can be succinctly expressed as follows :

1. Product Quality: Customers of Bebek Goreng Pak Eko consistently rate the quality of the products as excellent. The restaurant guarantees product quality through the meticulous selection

and regulation of raw materials. Aside from its delectable flavor, the element of food presentation and superior packaging contribute to the overall excellence of the product.

2. Marketing Strategies: Bebek Goreng Pak Eko has successfully utilized cost-effective packages and discounts in its online sales to attract customers. This captivates consumers' attention and amplifies their level of enjoyment.
3. Devoted customers: Customer contentment fosters their loyalty as regular patrons. They consistently visit the restaurant and take pleasure in the diverse range of menu options available.
4. Referrals: Contented patrons frequently endorse the restaurant to acquaintances, relatives, and via online platforms. These tips are essential for fostering business expansion.
5. Minimal grievances: Contented patrons typically refrain from lodging complaints with the establishment. Complaints usually occur when client expectations are not fulfilled.
6. The restaurant Bebek Goreng Pak Eko fulfills customers' expectations by providing a diverse range of menu choices, ensuring that there is something to cater to each individual's interests. This guarantees that client expectations are fulfilled.
7. Repeat Purchases: Contented consumers will consistently make recurring purchases of the same products, demonstrating their steadfast devotion to the restaurant.

Bebek Goreng Pak Eko has effectively upheld and improved customer happiness by prioritizing product excellence, implementing successful marketing tactics, and delivering exceptional service.

CONCLUSION

The following inferences can be made from the preceding discussion is Bebek Goreng Pak Eko's service is well regarded for being trustworthy, quick to respond, full of certainty and empathy, and supported by sufficient concrete evidence. Bebek Goreng Pak Eko has a loyal customer base thanks to its friendly service, delicious meals, and relaxing atmosphere. Customers that feel so satisfied may keep coming back for more.

The author suggests the following in terms of next steps is in order to give consistent service to all clients, it is important to establish standard operating procedures (SOP) pertaining to staff service. Keep the food's flavor consistent so that it's always enjoyable for consumers and they never have to wonder if they'll like it when they come back. To better serve your customers, you should take and handle their orders with greater precision. Bebek Goreng Pak Eko can keep its excellent reputation and level of customer satisfaction by following these suggestions.

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