

THE IMPLEMENTATION OF THE EXCELLENT SERVICE CONCEPT IN MEETING CUSTOMER EXPECTATIONS AT SUMBERGEMPOL GAS STATION IN TULUNGAGUNG

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Abstract

Excellent service is an important aspect that needs to be considered because the services provided can indirectly affect customer interest in making purchasing decisions. In addition to buying the products offered, customers also buy the services provided. The purpose of this study was to determine how far the service officers at the Sumbergempol gas station can meet the expectations of their customers by providing excellent service. The research method used in this research is a descriptive research method with a quantitative research design. The data analysis technique used in this research is Importance Performance analysis. From the results of the study, it can be seen that the overall level of conformity of respondents regarding the excellent service provided by the Sumbergempol gas station to its customers shows a percentage of 105, 95% with a very good predicate. Respondents' highest level of conformity is on item A1 of 114.08%, and the lowest level of conformity is on item A3 of 95.95%. From the mapping of the Importance Performance analysis diagram, two attributes are the top priority for improvement, including the willingness of customer service to show the number of meters before refueling (A3). In addition, three attributes are of low priority to be improved, including the willingness of customer service to direct customers to the type of fuel station (A7),

Keywords: Excellent Service, Customer Satisfaction, Importance Performance Analysis

I. INTRODUCTION

Technological developments and advances indirectly encourage automotive industry manufacturers to compete with one another in creating innovations for their products which will then be produced and promoted to the public. It has increased the number of people's needs and demands for motorized vehicles yearly. So it is undeniable that in Tulungagung itself, there are many motorized vehicle users, both in urban and rural areas. Therefore, the existence of gas stations in each region is essential for the community.

At this time, the need for fuel is a primary need that is needed by the community in supporting various activities. With so many gas stations available, it is easier for customers to get fuel without having to travel far.

Sumbergempol gas station is a branch of the Mayangkara Group gas station, located at Jl. Raya Sumbergempol No. 125, Ds. Sumberdadi, Kec. Sumbergempol, Kab. Tulungagung. Geographically, the Sumbergempol gas station is on the main route with a very strategic location, from and towards Blitar - Tulungagung. Although the location is very strategic, several other gas stations are on the same route, plus the existence of a Mini Pom, which is not too far from the Sumbergempol gas station. This condition allows each gas station to compete for the best service and provide added value for its customers.

Customers want satisfactory service, both physical and psychological services, so that they feel safe and comfortable in conducting transactions. The excellent service provided by the service officer will indirectly affect the customer's attitude to continue making purchases at the gas station or prefer to switch to another gas station. Therefore, gas station managers must be able to balance the two in order to meet expectations and achieve customer satisfaction.

II. RESEARCH METHODS

The research method used in this study is a descriptive research method using Importance Performance analysis. The research design used in this study is quantitative, using data in the form of numbers as an analytical tool to obtain information about the events being studied. The research is carried out by describing or describing the facts about the events happening, and the research results are presented as they are.

Importance Performance analysis is used to compare the consumer's assessment of performance and service quality with the level of service quality expectations.

III. DISCUSSION

Based on 85 data from 100 questionnaires collected, the questionnaire used in this study consisted of a questionnaire for the level of performance and a questionnaire for the level of expectation. Each questionnaire consists of 3 attributes with a total of 12 statement items. The respondents' responses to each attribute per item are as follows:

1) Attitude

Table 1: Results of the Questionnaire Assessment at the Performance Level

No.	Statement	Evaluation					Amount
		1	2	3	4	5	
1.	Gas station operators always wear uniforms completely and neatly	0	0	0	28	57	85
2.	Gas station operators always welcome customers by being friendly and polite	0	0	5	58	22	85
3.	Gas station operators always show the number of meters to customers before refueling	0	0	0	70	15	85
4.	Gas station operators always use good language	0	0	0	61	24	85

Source: Primary data, Processed, 2021.

Table 2: Results of the Questionnaire Assessment at the Expectation Level

No.	Statement	Evaluation					Amount
		1	2	3	4	5	
1.	Gas station operators always wear uniforms completely and neatly	3	1	7	48	26	85
2.	Gas station operators always welcome customers by being friendly and polite	2	1	4	44	34	85
3.	Gas station operators always show the number of meters to customers before refueling	2	1	4	36	42	85
4.	Gas station operators always use good language	2	1	2	44	36	85

Source: Primary data, Processed, 2021.

2) Attention(Attention)

Table 3: Results of the Questionnaire Assessment at the Performance Level

No.	Statement	Evaluation					Amount
		1	2	3	4	5	
1.	Gas station operators always ask about customers' needs	0	0	0	34	51	85
2.	Gas station operators are free from errors in the payment process and the process of filling in the amount of fuel	0	0	1	40	44	85
3.	The gas station operator directs customers to the type of BBM station according to customer needs	0	0	11	46	28	85
4.	The gas station operator is always willing to help open the tank and close it again after filling up the fuel	0	0	6	39	40	85

Source: Primary data, Processed, 2021.

Table 4: Result of Research Questionnaire on Expectancy Level

No.	Statement	Evaluation					Amount
		1	2	3	4	5	
1.	Gas station operators always ask about customers' needs	3	0	8	48	26	85
2.	Gas station operators are free from errors in the payment process and the process of filling in the amount of fuel	2	2	10	25	46	85
3.	The gas station operator directs customers to the type of BBM station according to customer needs	2	3	20	32	28	85
4.	The gas station operator is always willing to help open the tank and close it again after filling up the fuel	3	3	16	35	28	85

Source: Primary data, Processed, 2021.

3) Action (Action)

Table 5: Results of the Questionnaire Assessment at the Performance Level

No.	Statement	Evaluation					Amount
		1	2	3	4	5	
1.	Gas station operators provide printouts/purchase notes to customers	0	0	16	42	27	85
2.	Gas station operators respond to customer orders immediately	0	0	2	33	50	85
3.	Gas station operators are always suitable for serving the purchase of fuel types	0	0	0	28	57	85
4.	Gas station operators always say thanks to every customer	0	0	0	38	47	85

Source: Primary data, Processed, 2021.

Table 6: Results of the Questionnaire Assessment at the Expectation Level

No.	Statement	Evaluation					Amount
		1	2	3	4	5	
1.	Gas station operators provide printouts/purchase notes to customers	3	4	18	37	23	85
2.	Gas station operators respond to customer orders immediately	1	0	7	27	50	85
3.	Gas station operators are always suitable for serving the purchase of fuel types	1	0	4	35	45	85
4.	Gas station operators always say thanks to every customer	2	1	13	30	39	85

Source: Primary data, Processed, 2021.

Importance Performance Analysis

1. Conformity Level Analysis

Based on the collected questionnaires, the following results were obtained:

Table 7: Results of Calculation of Respondents' Level of Conformity

No.	Statement	Total Performance Score (X)	Total Expected Score (Y)	Conformity Rate (%)
<i>Attitude</i>				
1.	Gas station operators always wear uniforms completely and neatly	397	348	114.08%
2.	Gas station operators always welcome customers in a friendly and courteous manner	357	362	98.62%
3.	Gas station operators always show the number of meters to customers before refueling	355	370	95.95%
4.	Gas station operators always use good language	388	366	106.01%
<i>Attention(Attention)</i>				
5.	Gas station operators always ask about customers' needs	391	349	112.03%
6.	Gas station operators are free from errors in the payment process and the process of filling in the amount of fuel	383	364	105.22%
7.	The gas station operator directs customers to the type of BBM station according to customer needs	357	336	106.25%
8.	Gas station operators are always willing to help open the tank cap and close it again after filling the fuel	379	337	110.98%
<i>Action(Action)</i>				
9.	Gas station operators provide purchase receipts to customers	351	328	107.01%
10.	Gas station operators respond to customer orders immediately	388	380	102.11%
11.	Gas station operators are always suitable for serving the purchase of fuel types	397	378	105.03%
12.	Gas station operators always say thanks to every customer	387	358	108.10%
Average				105.95%

Source: Primary data, Processed, 2021.

Based on the table above, it can be seen that the average value of the overall level of conformity reaches 105.95%, meaning that the excellent service provided has exceeded the compatibility between the level of performance and the level of expectation assessed by the respondents. The average level of conformity on each of these attributes indicates that the customer expects excellent service. The table above also shows attributes A2 and A3 have the lowest level of conformity. According to Indriwinangsih and Sudaryanto (2007), if the percentage is 80% - 100%, then the suitability can be said that each attribute's performance has met the consumers' expectations but still needs to be improved. The percentage >100% can be said that the performance of the attribute has exceeded consumer expectations.

2. Analysis of the Average Performance Level and Expectation Level

Table 8: Calculation of Average Performance Level Assessment

No.	Statement	Total Performance Score	Average
<i>Attitude</i>			
1.	Gas station operators always wear uniforms completely and neatly	397	4.67
2.	Gas station operators always welcome customers in a friendly and courteous manner	357	4.20
3.	Gas station operators always show the number of meters to customers before refueling	355	4.18
4.	Gas station operators always use good language	388	4.56
<i>Attention</i>			
5.	Gas station operators always ask about customer needs	391	4.60
6.	Gas station operators are free from errors in the payment process and the process of filling in the amount of fuel	383	4.51
7.	The gas station operator directs customers to the type of BBM station according to customer needs	357	4.20

No.	Statement	Total Performance Score	Average
8.	Gas station operators are always willing to help open the tank cap and close it again after filling the fuel	374	4.40
<i>Action</i>			
9.	Gas station operators provide printouts/purchase notes to customers	351	4.13
10.	Gas station operators respond to customer orders immediately	388	4.56
11.	Gas station operators are always suitable for serving the purchase of fuel types	397	4.67
12.	Gas station operators always say thanks to every customer	387	4.55
Average			4.44

Source: Primary data, Processed, 2021.

Table 9: Calculation of Average Expectation Level Assessment

No.	Statement	Total Expected Score	Average
<i>Attitude</i>			
1.	Gas station operators always wear uniforms completely and neatly	348	4.09
2.	Gas station operators always welcome customers in a friendly and courteous manner	362	4.26

No.	Statement	Total Expected Score	Average
3.	Gas station operators always show the number of meters to customers before refueling	370	4.35
4.	Gas station operators always use good language	366	4.31
<i>Attention</i>			
5.	Gas station operators always ask about customers' needs	349	4.11
6.	Gas station operators are free from errors in the payment process and the process of filling in the amount of fuel	364	4.28
7.	The gas station operator directs customers to the type of BBM station according to customer needs	336	3.95
8.	Gas station operators are always willing to help open the tank cap and close it again after filling the fuel	337	3.96
<i>Action</i>			
9.	Gas station operators provide printouts/purchase notes to customers	328	3.86
10.	Gas station operators respond to customer orders immediately	380	4.47
11.	Gas station operators are always suitable for serving the purchase of fuel types	378	4.45

No.	Statement	Total Expected Score	Average
12.	Gas station operators always say thanks to every customer	358	4.21
Average			4.20

Source: Primary data, Processed, 2021.

The total average level of performance and expectations are used to analyze the data in forming a Cartesian diagram which is divided into four quadrants, which include quadrant A (low priority), quadrant B (high priority), quadrant C (maintain achievement), and quadrant D

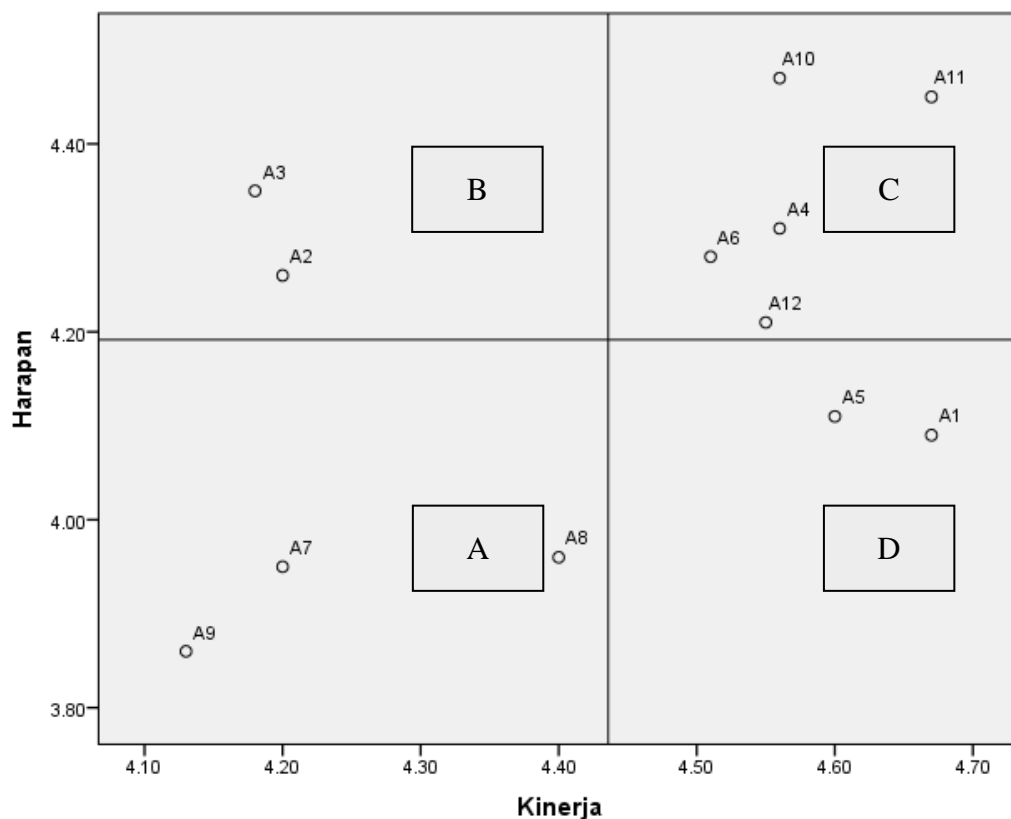
(excessive). Based on table 8 and table 9 above, it can be seen that the total average level of performance is 4.44, and the total average level of expectation is 4.20. From table 4.13 above, it can also be seen that the average performance level of each attribute is relatively more significant than the average level of expectation. Attributes A2 and A3 indicate that the average level of expectations has exceeded the average level of performance.

3. Importance of Performance Quadrant Analysis

From the results of the calculation of the average level of performance and expectations on service attributes, this value will be used to determine the position of each attribute on the Cartesian diagram, which is divided into four quadrants, namely quadrant A (low priority), quadrant B (top priority), quadrant C (maintain achievement), and quadrant D (excessive).

The following are the results of the Importance Performance Analysis graph:

Figure 1: Graph of Importance Performance Analysis



Source: Primary Data, Processed, 2021.

Based on Figure 1 above, it can be seen that all excellent service attributes are in different quadrant positions. The explanation of each quadrant position is as follows:

a. Quadrant A (Low Priority)

Quadrant A is a quadrant with a low-performance level. Three attributes are in this quadrant, including the willingness of customer service to direct customers to the type of fuel station (A7), the willingness of customer service to help open and close the tank (A8), and the willingness of customer service to provide print outs/receipts for the purchase of BBM (A9). It is not too important or not expected by customers, so the company does not need to prioritize or pay more attention to these attributes.

b. Quadrant B (Top Priority)

Quadrant B is a quadrant that describes attributes considered essential and expected by customers, but the level of performance has not provided optimal satisfaction to what customers expect. Thus, companies must prioritize improvements to the attributes in this quadrant. Two attributes are in this quadrant: customer service friendliness (A2) and customer service consistency showing the number of meters before refueling fuel (A3).

c. Quadrant C (Maintain Achievement)

Quadrant C is a quadrant that describes the attributes that customers most expect. Five attributes are in this quadrant, including politeness of customer service (A4), suitability of the amount of money paid (change) and the accuracy of the amount of fuel (A6), the readiness of customer service in serving customers (A10), the accuracy of filling the type of fuel (A11).), and the consistency of acknowledgments from customer service (A12). These attributes are what are felt and considered vital to supporting customer satisfaction, so the company must maintain these performance achievements.

d. Quadrant D (Excessive)

Quadrant D is a quadrant consisting of attributes considered not too necessary and not too expected by customers. Hence, the company is better off allocating related resources to other attributes with a higher priority level. 2 attributes are in this quadrant, namely the neat appearance of customer service (A1) and the willingness of customer service to ask customer needs (A5).

IV. CONCLUSIONS AND SUGGESTIONS

Based on the results of observations and analyzes that have been carried out, it can be concluded that:

- 1) Overall, the level of conformity of respondents regarding the excellent service provided by the Sumbergempol gas station to its customers shows a percentage of 105.95%, with a very good predicate. The highest level of respondent suitability is on item A1 of 114.08%, and the lowest level of respondent suitability is on item A3 of 95.95%. Meanwhile, if viewed per item, there are two items on the attitude attribute in the unsatisfactory predicate, namely A2 items at 98.62% and A3 at 95.95%.
- 2) From the Importance Performance analysis diagram mapping, two attributes are the top priority, including customer service friendliness (A2) and customer service consistency showing the number of meters before refueling (A3). In addition, three attributes are of low priority, including the willingness of customer service to direct customers to the type of fuel station (A7), the willingness of customer service to help open and close the tank (A8), and the willingness of customer service to provide print outs/receipts for purchasing fuel. (A9). Five attributes need to be maintained, including courtesy of customer service (A4), suitability of the amount of money paid and the accuracy of the amount of fuel (A6), the readiness of customer service to respond to customer orders (A10), the accuracy of filling the type of fuel (A11), and consistency of acknowledgments from customer service (A12). Two attributes are considered excessive by customers: the neat appearance of customer service (A1) and the willingness of customer service to ask about customer needs (A5).

Suggestion

Based on the results of the discussion and conclusions above, there are several suggestions to improve service performance at the Sumbergempol gas station, including:

- 1) *Customer service* is expected to always show a friendly attitude to every customer who comes, under any circumstances or conditions;
- 2) *customer service* must pay attention to whether or not communication is necessary with customers to reduce or minimize customer suspicion regarding the increase or decrease in the number of fuel filling meters;
- 3) There needs to be additional customer service in charge of directing every customer who comes;

- 4) *Customer service* should be willing to help customers who find it difficult to open or close the tank because they have to prepare payment or carry quite a lot of goods. This condition will also affect the speed or smoothness of service activities;
- 5) *Print out* of purchase receipt needs to be given to the customer, which can be used as proof of the transaction.

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