

CHAPTER 7

CONCLUSION AND SUGGESTION

7.1. Conclusion

Conclusion of this research based on the service quality measurement and analysis, as follow :

1. Based on service quality measurement, the customer mean perception related to Coffee & Drama service is equal 4,046 and Customer mean expectation is equal 4,620. Customer expectation is higher than customer perception. There is small gap between customer perception and customer expectation. It indicates current performance of Coffee & Drama related to service quality is good although the customer expects more than current service. Coffee & Drama requires further improvement in order to increase customer satisfaction.
2. Gap Calculation of each variable with servqual method is sorted from highest gap to smallest gap: Tangible (-0,966), Assurance (-0,468), Empathy (-0,443), Reliability (-0,360), and Responsiveness (-0,351). The priority improvement on service quality starts from the highest gap until the smallest gap. Based on calculation, it shows five highest gaps that will be considered in order to propose improvement on service quality. Five highest gaps come from T5 (Location or table and chair arrangement is good), T7 (Parking Area of Coffee & Drama that is wide and easy to park), T6 (Comfortness and Cleanliness of Coffee & Drama), T4 (Tools that Coffee & Drama provide look modern), and T8 (Coolness inside of Coffee & Drama). All attributes come from the tangible dimension.
3. There are proposed suggestions for improvement on five highest gaps. As follows:
 - a. Propose suggest improvement on T5 (Location or table and chair arrangement is not good): Reducing amount of table and chair by adjusting space from the coffee-shop, coffee-shop must do improvement by adding specific concept on interior design related table and chair arrangement, and choosing the staff that responsible or give attention related to coffee-shop interior design.

- b. Propose suggest improvement on T7 (Parking Area of Coffee & Drama that not easy to parked): hiring parker or staff that responsible to help customer to park, and develop policies related to parking area.
- c. Propose suggest improvement on T6 (Comfortness and Cleanliness of Coffee & Drama is not good): hiring cleaning service staff or authorize the staff that responsible to cleaning the place, Revise the job desk of barista in order to makes barista to focus on their main job desk, and also develop SOP (Standart Operional Procedures) related cleanliness & comfortness of coffee-shop.
- d. Propose suggest improvement on T4 (Tools and equipment of Coffee & Drama is not modern): consider to changing their concept from manual brewing technique to using automatic coffee maker machine,
- e. Propose suggest improvement on T8 (Temperature inside the cafe is hot): create policy related smoking area and non-smoking area, considering to add new possiblle facilities related temperature inside, and decrease or rearrange table and chair location.

7.2. Suggestion

Suggestion from the reseacher based on research result that had been develop to food retailer Coffee & Drama is to consider each suggestion based on five highest gap. On current modern business system, continous improvement for service industry and product industry is require because customer demand or needs also increasing. One of biggest factor to survive among the competitor is continous improvement. The result of continous improvement is to keep customer satisfaction as high as possiblle. Suggestion to further research is to add possible method to analyze service quality or add possible propose improvement related to gap on servqual method.

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Preliminary Survey Questionnaire

Determine Factors That Influence Customer Satisfaction

NAMA :
UMUR :
PEKERJAAN :

Latar Belakang

Responden Yang Terhormat,

Dalam menyelesaikan Tugas Akhir mengenai “Implementing Service Quality Measurement on Food Retailer Coffee & Drama” pada program studi Teknik Industri, Peneliti sangat berharap partisipasinya dan bantuannya anda sebagai responden atau selaku pelanggan dari Coffee & Drama untuk mengisi kuesioner ini.

Pada teori perhitungan kualitas pelayanan, kepuasan pada pelanggan dapat diukur dengan lima dimensi faktor:

- **Tangibles** (Fasilitas, Peralatan, dan sebagainya)
- **Realibility** (melakukan servis yang dijanjikan, dan sebagainya)
- **Responsiveness** (Kesediaannya untuk membantu/merespon pelanggan, dan sebagainya.)
- **Assurance** (Kompetensi, kredibilitas, dan sebagainya.) dan
- **Empathy** (Komunikasi, mengerti pelanggan, dan sebagainya.)

Berdasarkan dari lima faktor tersebut, peneliti mengembangkan dan menjabar setiap faktor sehingga menjadi beberapa pernyataan yang terkait dengan masing-masing faktor. Kuesioner ini merupakan kuesioner awal yang digunakan untuk mengetahui persepsi dari pelanggan Coffee & Drama mengenai faktor-faktor yang mempengaruhi kepuasan dari pelanggan.

INSTRUKSI:

Jika menurut anda setuju dan menganggap penting pada pernyataan yang di ajukan, mohon untuk memberikan tanda centang (√) pada kolom **SETUJU**. Namun jika anda tidak setuju dan menganggap tidak penting, mohon untuk memberikan tanda centang (√) pada kolom **TIDAK SETUJU**.

a. Bukti fisik (*Tangibles*)

NO	PENYATAAN	SETUJU	TIDAK SETUJU
1	Penampilan fisik dari fasilitas Coffee & Drama baik.		
2	Penampilan dari Staff Coffee & Drama rapi dan sopan.		
3	Penampilan dari bahan yang digunakan terlihat bersih, baik dan baru.		
4	Kualitas dari peralatan Coffee & Drama modern.		
5	Lokasi dan penataan meja dan kursi pada Coffee & Drama.		
6	Kenyamanan dan kebersihan pada Coffee & Drama.		
7	Tempat parkir Coffee & Drama yang luas dan nyaman.		
8	Keadaan dalam Coffee & Drama sejuk.		
9	Terdapat tempat kritik & saran untuk Coffee & Drama.		

b. Reliabilitas (*Realibility*)

NO	PERNYATAAN	SETUJU	TIDAK SETUJU
1	Melayani pelanggan dengan benar semenjak pertama kali.		
2	Memberitahukan kepada pelanggan kapan akan dilayani.		
3	Menyediakan jasa sesuai yang dijanjikan.		
4	Memberikan pelayanan atau order sesuai dengan yang diinginkan pelanggan.		
5	Keakuratan pada pelayanan yang diberikan.		
6	Pelayanan yang diberikan staff		

	konsisten sepanjang hari.		
7	Dapat diandalkan dalam menangani masalah terkait jasa pelanggan.		

c. **Daya Tanggap (*Responsiveness*)**

NO	PERNYATAAN	SETUJU	TIDAK SETUJU
1	Merespon dengan cepat dan sigap apabila ada masalah terkait dengan produk dan jasa yang diberikan.		
2	Staff bersedia menjawab semua pertanyaan pelanggan.		
3	Memberikan pelayanan tepat dan cepat kepada pelanggan.		
4	Staff melayani pelanggan dengan tangkas dan profesional.		
5	Kesediaan staff untuk membantu pelanggan.		

d. **Jaminan (*Assurance*)**

NO	PERNYATAAN	SETUJU	TIDAK SETUJU
1	Staff memberikan pelayanan dengan keyakinan atau tanpa ragu-ragu.		
2	Pelanggan merasa nyaman saat bertransaksi dengan staff Coffee & Drama.		
3	Staff paham dan menggunakan teknologi yang disediakan dengan cepat dan benar.		
4	Staff mengetahui setiap <i>jobdesk</i> masing-masing dengan jelas.		
5	Coffee & Drama Memiliki reputasi yang baik.		
6	Staff memberikan informasi terkait dengan produk yang disediakan dengan benar.		
7	Coffee & Drama memberikan garansi		

	terhadap produk yang tidak sesuai.		
8	Pelanggan merasa nyaman dalam menggunakan peralatan dan fasilitas yang disediakan oleh Coffee & Drama.		
9	Tempat parkir pada Coffee & Drama yang aman.		

e. **Empati (*Emphaty*)**

NO	PERNYATAAN	SETUJU	TIDAK SETUJU
1	Staff mengenal pelanggan tetap berdasarkan namanya		
2	Staff menunjukkan keramahan, hormat dan sopan terhadap pelanggan		
3	Staff berusaha membantu pelanggan dalam menentukan pesanan yang diinginkan		
4	Staff memperhatikan barang milik pelanggan dengan baik		
5	Staff dapat mengerti dengan jelas mengenai kebutuhan dari pelanggan		
6	Staff memiliki attitude atau sikap yang baik		
7	Staff tidak berpura-pura sibuk sehingga menghindari pelanggan atau berlaku tidak sopan terhadap pertanyaan pelanggan		
8	Staff mengangkat telepon dengan sopan dan baik		
9	Staff mempunyai kemampuan dengan baik dalam menjawab pertanyaan pelanggan		
10	Kenyamanan dari jam operasional Coffee & Drama		
11	Coffee & Drama meninggalkan kesan yang baik		



PEKERJAAN :
BANYAK KUNJUNGAN KE FOOD RETAILER :
 a. 1 kali b. 2 kali c. >2 kali

Pada tabel di bawah terdiri atas beberapa pernyataan mengenai jasa pada Coffee & Drama. Terdapat pula kolom nilai persepsi (Jasa yang dirasakan pelanggan) dan juga nilai harapan (Jasa yang diharapkan pelanggan). Berdasarkan nilai yang telah ditetapkan (**1 = Sangat Tidak Baik ; 2 = Tidak Baik ; 3 = Cukup Baik ; 4 = Baik ; 5 = Sangat Baik**) Isilah sesuai dengan yang anda rasakan pada pernyataan yang di ajukan pada kolom **Nilai Persepsi** dan **Nilai Harapan** dengan memberikan **tanda centang (✓)** .

[illegible]

b. **Reliabilitas (*Realibility*)**

[illegible]

c. Daya Tanggap (*Responsiveness*)

[illegible]

d. **Jaminan (*Assurance*)**

[illegible]

