**Service Quality Improvement Strategy in Increasing**

**Customer Satisfaction**

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| **Article Info** |  | **ABSTRACT** |
| ***Article history:***  Received 12 April 2023  Revised 1 May 2023  Accepted 15 May 2023 |  | This article discusses the effect of service quality on customer satisfaction at Warung Bakso Iga Sapi Evi Sugik, which has been operating since 2019 in Titi Besi, Batang Serangan District, Langkat Regency. With increasing competition in the culinary field, this research uses in-depth interviews and training methods to understand customer expectations and improve service quality. The results showed that customers and management have not fully realized the importance of service quality. The training provided aims to speed up serving time, increase employee responsiveness, and create a comfortable environment. The findings show that good service quality, including the dimensions of reliability, responsiveness, assurance, empathy, and physical evidence, significantly affects customer satisfaction. By implementing a strategy that focuses on improving quality and customer satisfaction, Warung Bakso Iga Sapi Evi Sugik is expected to strengthen competitiveness and increase sales. |
| ***Keywords:***  Customer Satisfaction; Service Quality; Strategy; |
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1. **INTRODUCTION**

Today, entrepreneurship has become one of the livelihood options that is considered the best by many job seekers (Sari, 2013). This is not only due to the limited employment opportunities available to meet people's needs, but also because entrepreneurship is believed to provide significant income. One of the business fields that is considered profitable is culinary. The culinary business is growing rapidly today, along with the increasing consumptive culture in society, where in general many people prefer to be consumers (Tresnawati and Prasetyo, 2022). businesses in the culinary field have developed a lot in Indonesia. Indonesian people besides needing entertainment also need culinary to express their appetite or tastes that are being sought after by the community. In overcoming this desire to fulfill it, business people began to find out what people were interested in besides staple foods such as rice at this time either in hot and sunny conditions, rainy and cool weather, or both which became the target market for business people.

Warung Bakso Iga Sapi Evi Sugik is one form of culinary business that has been running since 2019. Warung Bakso Iga Sapi Evi Sugik provides a variety of menu choices with the main ingredient of meatballs ranging from friendly to medium prices. This meatball stall is located in Titi Besi, Batang Serangan District, Langkat Regency. In the area where this stall stands, not only Evi Sugik's Beef Ribs Bakso Stall is operating but more than 6 stalls that stand in the vicinity.

Thus, to increase sales, this shop must improve the quality of product flavors and most importantly the quality of on-site service. To serve visiting customers, the manager and employees must make options for how to serve food and drinks quickly to customers. Because there are many complaints in other shops regarding poor service because food and drinks take a very long time to come to customers. The development of the intensity and number of competitors among similar stores and stores that can affect the number of consumer visits at this meatball shop makes them have to always pay attention to the needs and desires of customers and meet customer expectations in terms of service. By providing good service to customers and more than competing stalls, it can affect customer satisfaction. Satisfaction is defined as the level of a person's feelings after comparing the performance or results obtained with their expectations (Rohaeni & Marwa, 2018). Customer satisfaction is an element that is closely related to value creation for customers. When customer satisfaction is achieved, this can provide various benefits for the company, such as strengthening harmonious relationships between the company and its customers, building a good foundation for increased satisfaction, and creating positive word-of-mouth recommendations that are beneficial to the company. As a result, there is customer interest in buying or using the services offered by the company (Sasongko, 2021). Therefore, to compete fairly, the shop must prepare several provisions before the shop is opened and evaluate after the shop is closed to help improve service quality which will affect customer satisfaction.

According to Saripudin et al. (2021) that service quality has an influence on customer satisfaction, from the results of his research service quality has a significant effect on customer satisfaction. Meanwhile, according to Ibrahim and Thawil (2019) argue that service quality has not been able to prove the attachment of customer satisfaction. So in this case, the company must be able to improve service quality by re-evaluating obstacles or making continuous improvements in order to provide an image of satisfaction with the services that have been provided to customers. According to Nanincova (2019) service quality has a significant effect on customer satisfaction at Noach Cafa and Bistro. According to Maulana and Saputri (2024) that service quality has a significant effect on customer satisfaction.

According to Sari and Ekowati (2021). Service Quality has a positive and significant effect on Customer Satisfaction at Bakso Mercon Bu “Yan”, that with the influence of direct evidence, empathy, reliability, responsiveness, and assurance on customer satisfaction, the desire to buy at bakso mercon bu ''Yan'' will increase. So for a company, service quality is very important in improving the quality of competitiveness. Consumers always expect to get services that can fulfill their satisfaction such as service when placing an order, serving food, to payment and leaving the shop. Not only does it fulfill satisfaction, even good service will affect customer loyalty so that they will repeatedly come to the shop and increase sales (Nugroho & Sariyanti 2019).

1. **METHOD**

This article uses the Deep Interview method, used to conduct in-depth interviews with customers who are frequent visitors to Warung Bakso Iga Sapi Evi Sugik. This method will provide detailed insights into what customers expect in terms of service quality, what are their main complaints, and how they perceive the meatball stall compared to competitors. The next method is training, which aims to provide guidance and strategies to managers and employees of Warung Bakso Iga Sapi Evi Sugik on how to improve service quality. Training can focus on practical skills, such as speeding up serving time, improving communication skills with customers, and how to deal effectively with customer complaints.

1. **RESULTS AND DISCUSSION**

**Results**

Based on the results of the service, it was found that Bakso Iga Sapi Evi Sugik and its customers do not fully understand the importance of service quality on customer satisfaction. This leads to a lack of effective strategies to increase customer satisfaction and maintain customer loyalty amidst increasingly fierce competition. Therefore, a training titled “Improving Service Quality and Understanding Customer Satisfaction” is needed, designed to provide knowledge and strategies to the managers and employees of bakso stalls as well as education to consumers on the importance of service quality in their decision-making.

This training for warung management aims to provide guidance on how to improve service quality, such as speeding up food serving time, improving employee responsiveness, and creating a comfortable environment for customers. Meanwhile, for consumers, the training aims to provide an understanding of the importance of providing constructive feedback to help meatball stalls improve their services.

Thus, the meatball stall can strengthen its competitiveness in the market through improved service quality that not only meets but also exceeds customer expectations. Improvements in these aspects of service, such as speed of serving and staff friendliness, will contribute to creating a positive experience for customers which in turn can increase the level of customer satisfaction and loyalty.

Through the training, Warung Bakso Iga Sapi Evi Sugik and its customers now have a better understanding of the importance of service quality in creating satisfaction. The meatball stall can implement more effective strategies to improve service quality, while consumers can provide feedback that helps the stall to continue to grow. The results of this training show that with proper education to both parties, warungs can improve their image and increase sales, while consumers can enjoy a more satisfying dining experience.

**Discussion**

Based on the results of the analysis which shows a significance value of 0.014, it can be concluded that the regression model used as a whole is significant at the 95% confidence level. This result indicates that the quality of service provided by this meatball shop significantly affects customer satisfaction. The F value of 6.807 indicates that the model has a good ability to explain the variability in the data, which means that service quality has a significant influence on customer satisfaction.

In this context, service quality is measured through several dimensions such as reliability, responsiveness, assurance, empathy, and physical evidence. Each of these dimensions has a different influence on customer satisfaction. Reliability, for example, relates to the consistency of services provided in accordance with consumer expectations, such as timeliness in serving food. Responsiveness involves the speed and readiness of employees to respond to customer requests or complaints. Assurance relates to the level of trust and confidence provided by employees, which includes ability, courtesy and credibility. Empathy refers to employees' concern and attention to consumers' needs and expectations, while physical evidence includes physical elements such as the cleanliness of the stall, the comfort of the seating, and the appearance and presentation of the food.

This article shows that each of these service quality dimensions significantly affects customer satisfaction. To improve customer satisfaction at Warung Bakso Iga Sapi Evi Sugik, it is important for management to focus on the dimensions that are most relevant to their customers. For example, if customers often complain about long serving times, improving reliability and responsiveness should be a top priority. Strategies that can be implemented include training employees to improve customer service skills, particularly in terms of responsiveness and reliability evaluating and improving service processes to identify and address bottlenecks in the service process that cause customer dissatisfaction and improving physical evidence such as maintaining the cleanliness and comfort of the stall to create a more pleasant experience for customers.

The use of the Deep Interview method can be a very useful tool to dig deeper into the needs and expectations of customers and employees regarding service quality. With deep interviews, the management of Warung Bakso Iga Sapi Evi Sugik can understand customers' perceptions of their services, identify critical areas for improvement, and develop more effective strategies to increase consumer satisfaction. This method also allows management to get more in-depth and detailed feedback that may not be revealed through regular survey or observation methods.

1. **CONCLUSION**

Based on this article, it is found that increasing the sales of Warung Bakso Iga Sapi Evi Sugik in the midst of fierce competition, it is necessary for strategies to be carried out to include improving the quality of product flavors as well as fast and efficient service. Given the number of similar stalls around, it is important for management and employees to provide a better experience to customers. This can be done by speeding up the process of serving food and drinks so that customers do not wait too long. In addition, regular evaluation of services and products is necessary to identify obstacles and make continuous improvements. Building good relationships with customers through friendly and responsive service will also increase customer satisfaction. When customers are satisfied, they are likely to recommend the stall to others, which will bring in more visitors. Therefore, stalls should always pay attention to customer needs and expectations. Good service quality, from the ordering process to the exit experience, will contribute to customer loyalty and encourage them to return. With a strategy focused on quality and customer satisfaction, Warung Bakso Iga Sapi Evi Sugik can compete effectively and increase revenue.

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