

Implementation of Customer Satisfaction Levels Towards Employee Services at Alkahfi Optik Store

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ABSTRACT

This study explores the application of customer satisfaction level related to employee service at Alkahfi Optik Store through literature review method. In today's competitive business environment, achieving high customer satisfaction is crucial to maintain customer loyalty and improve business performance. This study uses situational approach and focus group discussion as part of community service program to assess how employee performance affects customer satisfaction at Alkahfi Optik Store. This study uses focus group discussion to gather insights from various stakeholders and analyze employee performance and customer feedback. Data collected through these discussions provide comprehensive understanding of the current state of employee service and its impact on customer satisfaction. Findings show that 48% of customers are satisfied with employee service at Alkahfi Optik Store, while 5% expressed dissatisfaction due to communication misunderstanding. This shows that most customers rate service quality positively but highlight areas for improvement. This study emphasizes the important role of employee motivation in improving service quality and customer satisfaction. Motivated employees are more likely to provide exceptional service, which in turn increases customer satisfaction and loyalty.

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1. INTRODUCTION

In an era of increasingly tight global competition, the world of work demands individuals who are not only intelligent and innovative, but also have the ability to think forward and work with high enthusiasm. The need for superior human resources is very important for organizations that want to survive and thrive amidst the progress of the times. To ensure survival and competitiveness, various

organizations strive to improve the performance of each component in their structure, especially the performance of human resources.

Human resources, in this case employees, play a crucial role in achieving organizational goals. Based on data from the McKinsey Global Institute, companies with high levels of employee satisfaction tend to have 20-25% higher productivity than companies with low employee satisfaction. In addition, research conducted by Gallup shows that companies that succeed in creating a supportive and positive work environment have a lower employee turnover rate of up to 59%, which ultimately has an impact on increasing the stability and performance of the company as a whole.

Optimal performance can only be achieved when employees feel safe, comfortable, and appreciated in the workplace. This sense of security and comfort not only motivates employees to work harder, but also encourages them to be more dedicated in completing the tasks given, so that the results obtained are in accordance with or even exceed the organization's expectations. Data from the Harvard Business Review shows that employees who feel appreciated and supported by management are 55% more likely to give their best performance, compared to those who feel unappreciated.

Performance itself can be interpreted as the results achieved by someone in completing the tasks assigned to him, taking into account factors such as skills, experience, sincerity, and time allocation. In the context of service in the retail sector, especially at the Alkahfi Optik Store, employee performance greatly determines the level of customer satisfaction. A survey conducted by the American Customer Satisfaction Index (ACSI) shows that 70% of customer experiences in a store are influenced by direct interaction with employees. Good and satisfying service not only increases customer loyalty but is also one of the main indicators of a store's success in facing increasingly fierce competition.

Therefore, this study aims to examine in more depth how the level of customer satisfaction is influenced by employee service performance at the Alkahfi Optik Store. By using the literature review method, this study will collect and analyze various studies that have been conducted previously related to customer satisfaction and employee performance in the optical retail industry. The results of this study are expected to provide in-depth insights for Toko Alkahfi Optik and similar industries in developing service improvement strategies, so that they can better meet customer expectations and maintain their position in a competitive market.

2. METHOD

In this study, the situational approach and focus group discussion were employed to investigate customer satisfaction with employee services at Toko Alkahfi Optik. The research was designed to provide actionable insights into how service quality affects customer satisfaction, which is essential for improving the store's overall performance. The research began with a thorough literature review, establishing a theoretical foundation for understanding the factors influencing customer satisfaction in the retail sector, specifically within optical stores. The literature review also highlighted existing knowledge gaps that this study sought to address. As part of the community service program, a focus group discussion was conducted to gather diverse perspectives on service quality and customer satisfaction. This discussion involved a selected population that included regular customers of Toko Alkahfi Optik, store employees, and industry experts. The participants were chosen based on their familiarity with the store's services and their ability to provide relevant insights. The sample for the focus group discussion was strategically selected to represent a cross-section of the store's customer base, ensuring a balanced view of different customer experiences and expectations. The data collected from this discussion were then analyzed using reduction techniques to identify key themes and patterns related to customer satisfaction and service quality. By incorporating insights from both the literature

review and the focus group discussion, the study was able to draw comprehensive conclusions on the factors that most significantly impact customer satisfaction at Toko Alkahfi Optikal. The findings aim to provide practical recommendations for the store's management to enhance service delivery, ultimately benefiting both the business and its customers.

3. RESULTS AND DISCUSSION

This study uses a situational approach and focus group discussion to evaluate the level of customer satisfaction with employee service at the Alkahfi Optikal Store. This study was conducted as part of a community service program, with the aim of providing recommendations that can improve service quality and, ultimately, customer satisfaction.

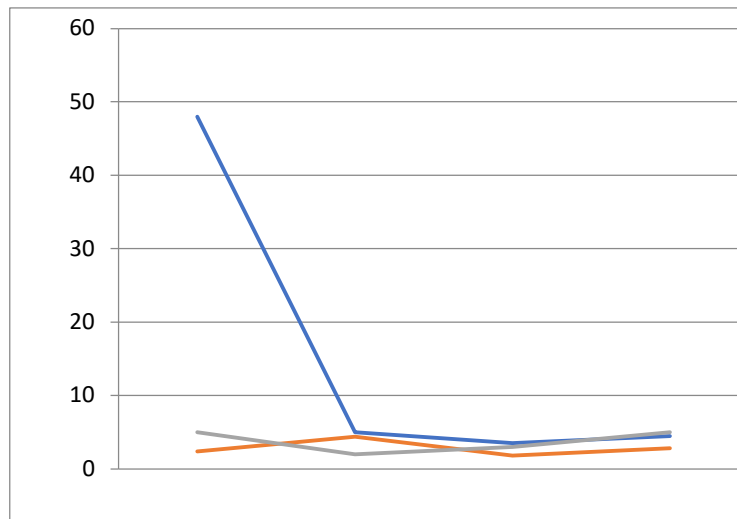


Figure 1. Customer Satisfaction Review Analysis Results

Based on data obtained from online reviews of Alkahfi Optikal Store customers in December 2023, it can be seen that 48% of customers were satisfied or happy with the service provided by store employees, while 5% of customers expressed dissatisfaction. The resulting graph shows that the majority of customers are satisfied, which is a positive indication that the service provided by employees has met or even exceeded their expectations. However, there are a handful of customers who feel disappointed, and this is related to misunderstandings in communication between employees and customers.

The results of the focus group discussion revealed that customer satisfaction is greatly influenced by the direct interactions they have with employees. Satisfied customers generally feel that Alkahfi Optikal Store employees show a friendly, responsive, and professional attitude in handling their needs. On the contrary, customer dissatisfaction is mostly caused by ineffective communication, which results in a gap between customer expectations and the service provided.

One of the important findings of this study is the need to improve employee motivation to further improve their performance. Motivation is an important component that can encourage employees to provide better service. When employees feel motivated, they tend to be more enthusiastic in their work, which in turn improves the quality of interactions with customers and increases customer satisfaction.

Motivation plays a very important role in ensuring that employees provide optimal performance. As explained by Hasibuan (2000: 145), motivation not only improves employee morale and job satisfaction but also increases their productivity, discipline, loyalty, and innovation. In the context of

Toko Alkahfi Optik, improving employee motivation can be done in various ways, including providing a supportive work environment, giving rewards for good performance, and offering career development opportunities.

From the results of group discussions, it was found that employees who felt appreciated and encouraged to develop showed significant improvements in their service. This is in line with the objectives of community service which seeks to provide real solutions for improving service quality through a participatory approach.

4. CONCLUSION

The results of this study indicate that the level of customer satisfaction at Alkahfi Optik Store is mostly positive, but there is still room for improvement, especially in terms of employee communication and motivation. By increasing motivation and providing better training, Alkahfi Optik Store can improve overall customer satisfaction and ensure that the customer shopping experience always meets or exceeds their expectations. The situational approach and focus group discussion used in this study provide valuable insights into how to improve service quality and strengthen customer relationships.

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