

## THE QUALITY OF SERVICE OF CV LESTARI JAYA

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### Abstract

Research on the quality of grocery sales services, in the initial observation found problems regarding consumer discomfort when buying including incomplete facilities and infrastructure, employee knowledge is still lacking regarding the goods in the store, lack of responsiveness of consumer needs for new products due to limited availability of goods from its distribution center. The purpose of this study was to determine the cause of the low quality of service and to provide efforts to overcome the obstacles that occurred at CV Lestari Jaya. The researcher used the theory of Parasuraman in Tjiptono which consists of five dimensions, namely physical (tangible) reliability, responsiveness, assurance, empathy. The research method used by the author is a descriptive research method with a qualitative approach with data sources from interviews, field observations and documentation. The results of the study showed that the availability of facilities and infrastructure was still lacking, there was no seating provided when consumers were queuing, in terms of employee knowledge they still did not understand what goods were in the store including storage items and were less responsive in terms of the availability of goods in the store regarding new products or goods. So the efforts made are to expand the consumer's space with the employee's space, especially when transacting with the store staff, seating is provided for consumers, and the store owner provides training to his employees regarding the goods in the store, both in terms of price and good service ethics to consumers, and the store first explains to consumers the constraints on the availability of goods from its distribution center, the existence of new products so that they can coordinate first with the warehouse that there is a new product that consumers want, immediately contact the supplier to immediately buy it and send it to the store.

**Keywords:** CV Lestari Jaya, Efforts to overcome obstacles, Service Quality.

### A. INTRODUCTION

The success of a company is judged not only by the number of successful customers it obtains, but also by how it strategically builds consumer relationships to increase loyalty (Suriانشا, 2023). Whether or not consumers are satisfied is based on the quality of the

company's or its employees' services, therefore companies must always pay attention to the supporting factors of the company's service quality in customer satisfaction which is a benchmark for how to improve service quality, this is because service quality can be used as a means to gain competitive advantage (Violin et al., 2022).

Service quality can be determined by comparing consumer perceptions of their services and if the service received or felt is in accordance with expectations, then the service quality is perceived as good and satisfying (Pratiwi & Santoso, 2020). If the service received exceeds customer expectations, the service quality is perceived as ideal quality (Salman, 2023). Conversely, if the service received is lower than expected, then the service quality is perceived as poor (Jazuli & Samanhudi, 2020).

Customer loyalty can also be formed from the satisfaction felt, feelings of happiness and disappointment that arise after using services (Basith, 2014). Consumers will feel satisfied and disappointed after comparing the expected product performance or results with the expected performance results. In other words, someone is happy if the results achieved can at least meet expectations, and someone is dissatisfied if the results achieved do not meet expectations (Hasibuan, 2021). The satisfaction felt by someone continuously affects the reputation of the company's image and increases consumer loyalty (Prayogi et al., 2022).

The efforts made to overcome competition by providing discount prices for each purchase or holding a gift or bonus program for consumers who purchase in large quantities are efforts to improve the quality of service (Sandi, 2021). This quality of service has great value in bringing consumers to a level of satisfaction, so that this satisfaction will have a positive impact on the company CV Lestari Jaya. The following author has conducted observations in order to realize consumer satisfaction CV Lestari Jaya researchers during the observation found initial assumptions of problems in the dimensions of service quality, namely in Tangible or physical form, Reliability or reliability and Responsiveness or responsiveness, Assurance, Empathy. This can be seen from the following symptoms, the dimensions of service quality Tangible or physical form, seen in terms of:

- a. Facilities and infrastructure, layout or arrangement of goods that tend to be close to each other, this causes consumers of CV Lestari Jaya to feel less comfortable during purchase transactions.
- b. The use of employee uniforms is still not in accordance with company regulations.
- c. Employee discipline in serving consumers, their tone of voice should not be scaly when chatting continuously when consumers ask, do not be long-winded, just close the point if the goods are empty.
- d. The information provided by employees in the service process should be information that is in the store, the employees already know, so when consumers ask questions, they are answered or explained directly, do not ask the boss first, the information is correct.

Dimensions of service quality Reliability or reliability based on observations (Apriliana & Sukaris, 2022). The author found problems in terms of:

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- a. Service reliability is the company's ability to provide promised services immediately, accurately and satisfactorily. The author's observation is that there are still consumers of CV Lestari Jaya who feel that the speed of service is relatively slow because one of the employees prioritizes consumers who come to buy goods in large quantities compared to consumers who often buy individual goods.
- b. In terms of expertise in handling problems, seen from the way of serving payment transactions, it seems slow, for example, errors in entering input for goods purchased by consumers.
- c. For the process of packaging consumer goods orders, either directly when buying or online, the packaging should not be put together in one basket because each item is definitely different and the security of the goods is checked again.

Responsiveness dimension or responsiveness is the alertness and speed of service providers in solving problems and providing responsive services (Kurniasari & Sugiyanto, 2020). The author found problems in terms of:

- a. The part of the store staff that I saw when consumers asked the price of goods, they sometimes forgot, so the next queue waited a long time.
- b. In terms of conveying information to consumers who ordered goods, they complained because they were confused about whether the goods they ordered were available or not.
- c. Lack of responsiveness to consumer needs for new products so that they are not yet in the store.
- d. From the employee's perspective, the speed of delivery is not in accordance with consumer requests, there is an additional time or day in delivery.

The dimension of assurance is to grow customers' trust and make them feel safe during transactions (Lubis & Andayani, 2017). The author found problems in terms of aspects:

- a. Consumers who feel dissatisfied when purchasing transactions contain goods with damaged packaging. The company should provide a money back guarantee or a discount when repurchasing.
- b. Employees must understand what items are in the store so that they can answer questions from consumers when they are confused either in terms of price or storage items.
- c. Employee knowledge in answering customer questions wanting products in large quantities does not repeat the goods of consumer order data.

Empathy includes the attitude of personal and company contacts to understand consumer needs, good communication (Matantu, 2020). After observation, the author found problems in terms of:

- a. Communication with customers when buying is not welcomed and elderly customers should be prioritized.
- b. Employees should clarify or repeat the customer's order completely after the customer has finished ordering so that there are no double or missing purchase errors.

- c. The friendliness of employees when sending goods to consumers is lacking, there is no communication about whether or not there are items in the order.
- d. Giving individual attention to loyal and new consumers is still lacking, especially when the store is full of buyers and they will focus on consumers who make a lot of purchases, compared to those who make a few purchases. It would be good if the company tried to trace and study consumer satisfaction.

Based on the description above, this is what attracted the attention of researchers to study this further in the form of research entitled "Quality of Grocery Sales Services at CV LESTARI JAYA".

## **B. LITERATURE REVIEW**

Service quality according to (Fandy, 2001) defines it as a dynamic state that is closely related to products, services, human resources, and processes and environments that can at least meet or exceed the expected service quality. This definition can be said that whether or not the quality of service depends on the ability of the service provider to consistently meet consumer expectations. In addition, to find out the problems that occur in service quality, you must know what factors cause it (Ainiyah, 2019).

Service Quality Dimensions (SERVQUAL) there are five criteria for determining the quality of service, namely; tangible evidence, reliability, responsiveness, assurance and empathy which affect the level of customer satisfaction, so the five elements above will underlie this framework of thought (Kosnan, 2019). Service quality towards customer satisfaction is usually difficult to imitate because service quality is a benchmark that has many dimensions to facilitate the assessment and measurement of service quality, a measuring instrument is developed that greatly influences service quality (Nurfadila, 2023). The measurement of service quality with this model (SERVQUAL) is based on a multi-item scale designed to measure customer expectations and perceptions (Gunawan, 2022).

According to Parasuraman, in (Fandy, 2001) there are five dimensions of service quality in order of importance, namely as follows:

1. Tangible evidence includes physical facilities, employee equipment and communication facilities
2. Reliability, namely the ability to provide promised services immediately, accurately and satisfactorily.
3. Responsiveness, namely the desire of service providers to help customers and provide responsive service.
4. Assurance includes knowledge, ability, politeness and trustworthiness of service providers, free from danger, risk or doubt.
5. Empathy includes ease in establishing good communication relationships, personal attention and understanding customer needs.

## **C. RESEARCH METHODOLOGY**

This study used a methodology with a descriptive qualitative approach, which has natural characteristics (natural setting) as a direct data source, the process is more important than the results (Romlah, 2021). This descriptive qualitative research method is very suitable for use in research on Service Quality Analysis by CV Lestari Jaya. The triangulation technique used in data collection by interviewing using source triangulation consisting of observation (Observation), interview (interview), documentation (Mekarisce, 2020).

The data validity process carried out by the researcher was by visiting the research location, namely the CV Lestari Jaya office, and observing the quality of CV Lestari Jaya's service. The following is an explanation of the stages of data validity carried out by the researcher as follows:

### 1. Observation Stage

The initial stage before the researcher decides to interview someone or an informant, namely by conducting an observation. By visiting the CV Lestari Jaya office directly and meeting with the shop owner, shop staff and employees. After the meeting, the researcher introduced himself and asked for permission to conduct research at his company.

Furthermore, the researcher obtained general information about the object of research, conditions, and the quality of basic food sales services at CV Lestari Jaya. After conducting observations, the researcher obtained a basic picture of the quality of the company's service to consumer satisfaction, to be further studied regarding the quality of service at CV Lestari Jaya.

### 2. Unstructured interviews

The interviews conducted in this study were interviews with several informants that the researcher chose with the consideration that the informants knew and understood the problems that the researcher would ask. The first interview the researcher conducted was with Mrs. Nissa who was the key informant (key information) as the owner of the company, then the researcher conducted interviews with company employees, namely shop staff and courier employees to obtain more information and get answers to the problems the researcher asked, then the researcher conducted an interview with one of the consumers in order to obtain maximum research results.

### 3. Documentation Stages

The information obtained by the researcher from the documentation results is a description of what the researcher observed both when conducting observations and during direct research in the field (during interviews, when obtaining data), traced and obtained intentionally in order to document the research journey such as photos from the research location, photos from identified informants, and photos related to the research conducted by the researcher. The next data validity test that the researcher carried out was source triangulation by checking, re-checking, carried out by repeating the information obtained.

### 4. Member Check

The next data validity test, after completing the data collection stages such as observation, interviews, and documentation. So the author conducted a member check test

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based on the data results in the field. Member check is the process of checking data obtained by the researcher to the data provider. The purpose of the member check is to find out how far the data obtained is in accordance with what was given by the data provider. If the data found is agreed upon by the data providers, it means that the data is valid, making it more credible or trustworthy, but if the data found by the researcher with its various interpretations is not agreed upon by the data providers, and if the differences are very striking, then the researcher must change his findings, adjusting them to what was provided by the data providers.

#### D. RESULTS AND DISCUSSION

CV Lestari Jaya is a wholesale shop business engaged in retail by selling basic necessities (groceries). The business owner is named Mrs. Nissa, an entrepreneur who has succeeded in taking advantage of the development of community needs in the area where she lives. Initially, Mrs. Nisa only sold daily necessities, such as groceries, a business that started in the egg agent business by her husband and has opened an egg business agent in 2007, has been following the egg business for 2 years, Mrs. Nisa is considered to have the potential to continue the grocery business because of the desire, skills and abilities possessed by Mrs. Nissa. Initially, she became a trader or distributor of instant noodle products entering wholesalers in each area of Soreang Katapang Banjaran, the demand for them increased over time. However, along with the development of community needs that are increasing and diverse, Mrs. Nisa has worked around the changing needs by adding to her merchandise. CV Lestari Jaya has also implemented information technology by using smart shop applications, credit mart. Based on gender in the form of Table. 2, as follows:

Table.1 Number of Employees of CV Lestari Jaya Based on Gender

No	Gender Number	Total
1	Male	5 People
2	Female	3 People
Total		8 People

Source: (CV. Lestari Jaya, modified by Author 2022)

Service quality also determines the level of customer or consumer satisfaction, based on the comfort and ease of the services offered. then with the implementation of maximum service quality will create a sense of consumer or customer satisfaction to use it again. The quality of service provided to consumers appropriately has a very important role in success, If the company CV Lestari Jaya is still lacking in implementing the 5 dimensions of service quality indicators, there needs to be an effort to improve such as paying attention to and

resolving customer complaints well, serving customers from the beginning to the end of the transaction.

Based on the results of data processing and interviews with several informants at CV Lestari Jaya, the author found several research findings in the form of results from in-depth interviews with informants, then conducting observations in the interaction activities of informants with their environment to find the necessary data and conducting documentation studies both about the information needed and received to answer all the problems that occur, the information is based on facts. Basically it is good but there are still several indicators that are not optimal or do not match the five dimensions, several indicators were found that are not optimal, these indicators include:

#### 1. Direct Evidence (Tangible)

Researchers by discussing factors regarding neat and professional appearance including uniforms found that consumers agree with the appearance of CV Lestari Jaya employees to look polite and neat and provide suggestions that it would be good to have their own uniforms to look compact. Then for the facilities and infrastructure provided by CV Lestari Jaya in an interview with one of the consumers "in terms of comfort, the place is comfortable, providing various facilities so that customers feel comfortable such as a large parking lot, wifi or internet. The queue is also not too long to wait and the application during delivery orders is very helpful because consumers order more via online whatsapp or applications so it makes it easier for consumers to shop without having to go, but have to wait in line because there are many deliveries. "

However, in the future it is better to provide seating in the store so that consumers do not get bored waiting in line to buy, the cleanliness conditions are better maintained because there are no trash cans and green plants around the store. The discipline of employees in serving consumers has not been understood because the task is still done simultaneously when consumers ask directly, they still ask their superiors first.

#### 2. Reliability

Consumers during the observation in terms of reliability regarding the factor of ability to provide services according to the promised time found problems from consumers. There is still a lack of employees who are not always on time in meeting consumer needs with the reason that the availability of goods at CV Lestari Jaya is not always available.

The findings of the research on the dimension indicator of serving purchase recording transactions for employees at CV Lestari Jaya, one of which is the store staff, their response is that they feel they have worked as hard as possible, although they have experienced a few obstacles, the problem is the number of goods inputting excess goods, errors in selling goods that do not match the price of the product listed on the barcode, and miscalculating the consumer's change. For packing goods, the obstacle is when the consumer's order is not checked first, there are products that are forgotten to be counted, or forgotten to be put into the bag, because not all goods can be put together.

Then for the skill factor in handling customer problems, the store owner revealed that the main factor that must be put forward is to evaluate the work of employees who deal with customers such as store staff who must be given training so that they can know the ethics and understanding of goods when serving consumers.

### 3. Empathy

The results of observations that show the attitude of employees at CV Lestari Jaya in communicating with consumers have not adjusted to the conditions because of personal matters such as the condition of the employees who show consumers a state of tiredness from work, this makes consumers disturbed and hesitant to ask what items are in the store. It would be nice if CV Lestari Jaya employees could condition personal matters while working, especially when serving consumers.

The researcher's findings regarding consumer assessments of the performance of CV Lestari Jaya's service quality in understanding customer needs indicated by store staff employees are quite adjusted; several consumers consider the absence of one old employee to be an obstacle when processing payments for consumer goods.

## E. CONCLUSION

Based on the results of the study on the quality of basic food sales services at CV Lestari Jaya, it can be concluded that there are consumers who feel lacking in the provision of facilities and infrastructure, there are no employee uniform rules, and the consumer queue service system is not in accordance with the reason for having ordered a queue via Whatsapp to one of its employees. The absence of CV. Lestari Jaya employees who were replaced by new employees was hampered when serving consumers, limited availability of goods from their distribution center, the process of packaging orders for goods when purchasing at CV Lestari Jaya when buying there were obstacles from human error, the bonus guarantee was limited not determined by the shop owner but adjusted to the product bonus listed, there are also still consumers who are not satisfied with the performance of their employees who show their personal conditions when serving consumers. Efforts made by the company in dealing with the problems of the research results that have been carried out, namely the shop owner in terms of facilities and infrastructure can expand the space for consumers to move with the space for employees, especially shop staff, consumer seating is provided. Wearing a uniform to wear a sponsor shirt or product to look uniform. Furthermore, responding to complaints from consumers when there are many orders, it is suggested that consumers order through the smart store application so that online sales continue to increase the company's income. The shop owner provides education on understanding the goods to his employees, one of which is backing up if one of the employees is absent.

Packaging of customer goods separates goods that cannot be in the same package with basic food products. The company should build good communication relationships with its employees, such as asking the reasons for being unsatisfactory to consumers, maybe the employees have problems with one of the consumer complaints that have not been resolved.

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From the conclusions that have been presented previously, the author submits the following suggestions: 1) Theoretical Suggestions. a) To be used as a consideration and additional information for other researchers who are interested in conducting similar research. b) To be used as a consideration and additional information for other researchers who are interested in conducting similar research. c) For further research, it is recommended to review the measuring instruments of the 5 (five) dimensions of service quality, especially employee discipline in serving consumers and the ease of information provided by employees in the service process because they have not been able to describe the theory. 2) Practical Suggestions: a) It is expected that the shop owner can manage public facilities at CV Lestari Jaya better, such as providing more adequate seating while queuing, and the queue of consumers according to arrival at the store, no buyers are prioritized on the grounds that they have ordered a queue via WhatsApp to their employees. In addition, employees can maintain the quality of service, especially when the store is crowded with many consumers. b) The shop owner provides training or training when starting work to employees, especially employees who are in contact with customers such as the store staff, courier employees must be given training so that they can know the ethics when serving consumers. c) The store and its employees maintain the empathy aspect to build good communication with consumers and do not show personal conditions such as feeling tired from working all day, so that consumers do not feel disappointed which can reduce the image or good name of the company. d) The service of CV Lestari Jaya employees pays attention to every consumer complaint in terms of buying goods to recheck the order data, and carefully calculate the consumer's change. e) The provision of bonus guarantees for consumers is improved again, holding attractive prize or bonus programs to attract consumers to shop again at CV Lestari Jaya.

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