ANALYSIS OF SERVICE QUALITY DETERMINATION TO CUSTOMER SATISFACTION USING SERVQUAL METHOD WITH CUSTOMER RELATIONSHIP MANAGEMENT APPROACH IN HAURA SALON MUSLIMAH

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ABSTRAK

Haura Salon Muslimah is a company engaged in beauty care services all parts of the body. Namely in terms of hair care, facial care, and body care. Haura Salon Muslimah itself is located at Jl.Ir.H.Djuanda No.294, Dago, Coblong, Bandung, West Java. Currently Haura Salon Muslimah provides a service box of criticism and suggestions to customers that contain the name Kapster, type of care, satisfied / dissatisfied, and commentary. Problems experienced Haura Salon Muslimah that is seen from the results of criticism and customer suggestions stated that many customers are not satisfied with the service in haura Muslim salon is in the form of service time, work, and attitude of the kapster to the customer. Based on existing problems then Haura Salon Muslimah need a system that can help Owner salon in improving service quality in Haura Salon Muslimah. In accordance with the main purpose of CRM is to retain old customers and attract new customers. Improvement of service quality in Haura Salon Muslimah is done by using Servqual (Service Quality) method with Customer Relationship Management (CRM) approach that is able to help Haura Salon Muslimah get recommendation of service improvement .The results of black box testing and beta testing can be concluded that this system can help the Owner know the results of service improvements in Haura Salon Muslimah

Keywords: Service Quality, Service Repair Recommendation, Servqual (Service Quality) Method, Customer Relationship Management (CRM), Black box testing and beta testing

1. INTRODUCTION

Haura Salon Muslimah is a company engaged in beauty care services all parts of the body. Namely hair care, facial care, and body care.

Based on the interview to Mrs. Isma Aida as Owner Haura Salon Muslimah said that many customers who criticize the service problem in Haura Salon Muslimah. It can be seen from the suggestion criticism box provided by the Salon to its customers containing the name Kapster, type of treatment, satisfaction / dissatisfaction, and comments. Based on these problems, it is likely that customers will switch to other salons due to lack of quality of service available in Haura Muslim Salon. Therefore, the Salon should be more make improvements in service quality, so that customers feel satisfied and happy with the service will be given to customers.

Based on the existing problem, the purpose of this research is to perform service determination analysis on service satisfaction using SERVQUAL (Service Quality) method with Customer Relationship Management (CRM) approach in Haura Salon Muslimah. The purpose of this study is to help the Owner know the results of service improvements in Huara Salon Muslimah.

1. RESEARCH CONTENTS

2.1 Theoretical Basis

The foundation of theory is a strong foundation in a study to be conducted. Theoretical basis is enforced so that the research has a solid foundation. The theories discussed in this section are theories of knowledge that support the analysis of service delivery to service satisfaction using SERVQUAL (Service Quality) method with Customer Relationship Management (CRM) approach in Haura Salon Muslimah.

2.1.1 Customer Relationship Managament

Customer Relationship Management (CRM) has been introduced as a company-

wide information system, in line with the introduction of ERP and SCM. CRM is not just a software, it's a business strategy that integrates business processes that are in direct contact with consumers (marketing, sales, and service) with business people, business processes and support technologies. to obtain customer retention. Briefly CRM is a business strategy where customer-centric philosophy and culture is applied to marketing, sales, and service activities [1].

Types of Customer Relationship Management (CRM) are operational CRM, analytical CRM and collaborative CRM [2].

a. Operational CRM: Operational CRM

b. Analytical CRM: Analytical CRM is known as a back office company.

c. Collaborative CRM: [2]

CRA architecture or CRM framework is a customer and organizational perspective in CRM implementation. CRM architecture is divided into 2 types:

1. Front CRM

Front-CRM is a framework (Framework) for building computer systems to manage customer relationships (CRM).

2. Framework of Dynamic CRM

A study of CRM framework conducted by Chung-Hoon Park and Young-Gul Kim, reviewing the information and marketing strategy, and creating a model described in the "Framework of DynamicCRM" [3].

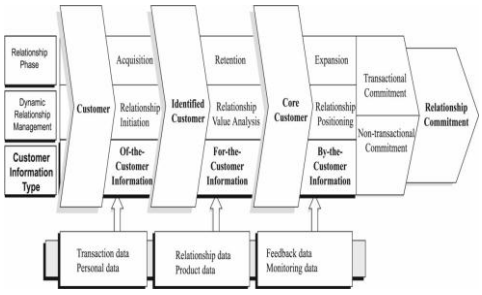


Figure 1 Dynamic CRM Framework

2.1.2 Service Quality (Quality of Service)

Zeithaml (2006) suggests that the quality of service or service quality is a critical element of the customer's perception of the service products it receives. Particularly in a purely service product, service quality will be the dominant element in customer ratings. [4]

The five main dimensions of service quality or also called TERRA, according to Valerie Zeithaml, A. Parasuraman, and Leonard Berry, are:

1. Reliability (reliability)
2. Responsiveness (responsiveness)
3. Assurance (certainty)
4. Empathy (empathy)

Tangible (Tangible)

Service quality measurements in the SERVQUAL model, based on multi-item scales designed to measure customer expectations and perceptions, and gaps between the two on the five main dimensions of service quality (reliability, responsiveness, assurance, empathy, and physical evidence).

SERVQUAL scores for each pair of statements, for each customer can be calculated based on the formula (Zeithaml, et al., 1990):

SERVQUAL Score = Perception Score - Hope Score

In principle, the data obtained through the SERVQUAL instrument can be used to calculate the service quality gap score at various levels in detail:

1. Item-by-item analysis, for example:

P1-H1, P2-H2, and so on

2. Dimension -by-dimension analysis, for example:

(P1 + P2 + P3 + P4) - (H1 + H2 + H3 + H4)

3. Calculation of single-size service quality or SERVQUAL gap, ie (P1 + P2 + P3 + ... + P22 / 22) - (H1 + H2 + H3 + ... + H22 / 22)

2.1.3 Validity

According to Azwar that we obtain more accurate information about the correlation between the items with the test required a correction formula to the effect of spurious overlap.

The test used a two-tailed test with a significance level of 0.05. The test criteria are as follows: [5]

- If r arithmetic> r table (2 sided test with sig 0.05) then the instrument or question items correlate significantly to total score (declared valid).
- If r arithmetic <table (2 sided test with sig .05) or negative count r, the question instrument or items are not significantly

correlated to the total score (otherwise invalid).

2.2 CRM analysis using Dynamic CRM Framework

In a CRM system to be built required a framework as a reference for CRM features can be built quickly and precisely. The framework is a framework to present the phase & maturity of corporate relationships with its customers. The framework to be built is Framework Of Dynamic CRM Haura Salon Muslimah can be seen in Figure 2



Figure 2 Dynamic CRM Framework at Haura Muslim Salon

2.2.1 Transaction Data

At this stage data required data ie care data, care pricing data, promotional data.

2.2.2 Relationship Data

At this stage the data used in the relationship data is the data criticism and customer suggestions that will be changed into a questionnaire.

2.2.3 Data Feedback

At this stage feedback data required Haura Salon Muslimah namely the questionnaire data. The data of this questionnaire will be used to perform service improvement analysis.

2.2.4 Customer Information Type

Customer Information Type consists of 3 parts:

1. Of - the - Customer Information (customer information)

Information on customer data and customer transaction data at Haura Muslim Salon. The facilities that will be raised are customer info and customer transaction info.

2. For - the - Customer Information (information for customers)

Information on pricing, maintenance information, and company information deemed important by the customer. This information will be distributed using the website. Customers will also get promotions such as birthday customers who will get a discount. The promotional information will be delivered via an SMS Gateway that will be delivered to the customer 3 days before the customer is anniversary.

3. By - the - Customer Information (information by customer)

Information on customer feedback and criticism. Criticisms and suggestions are a place for customers to convey criticism and suggestions to the Salon regarding customer wishes.

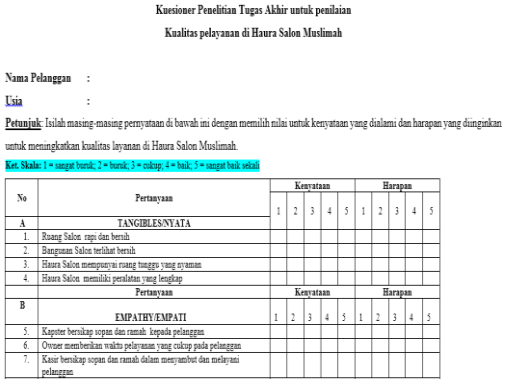
2.2.5 Dynamic Relationship Management

The process undertaken to achieve commitment with customers focuses on the Dynamic Relationship Management stage. The stages of Dynamic Relationship Management are as follows:

1. Relationship Initiation.

At the initiation stage of customer relationships, the organization collects data on customers. Relationship with customers is to prepare the data needed in the process of service improvement that will be done.

Data needed in this research are customer data and perception questionnaires data and customer expectation on services received in disalon to conduct service appraisal. From the results of customer answers will be processed so as to produce the average value of perception and customer expectations for existing services at Haura Salon Muslimah.



Kuesioner Penelitian Tugas Akhir untuk penilaian

Kualitas pelayanan di Haura Salon Muslimah

Nama Pelanggan :

Usia :

Petunjuk: Isilah masing-masing pernyataan di bawah ini dengan memilih nilai untuk kenyataan yang dialami dan harapan yang diinginkan untuk meningkatkan kualitas layanan di Haura Salon Muslimah.

Ket. Skala: 1 = sangat buruk; 2 = buruk; 3 = cukup; 4 = baik; 5 = sangat baik sekali

No	Pertanyaan	Kenyataan					Harapan				
		1	2	3	4	5	1	2	3	4	5
A	TANGIBLES/NYATA										
1.	Ruang Salon rapi dan bersih										
2.	Bangunan Salon terlihat bersih										
3.	Haura Salon mempunyai ruang tunggu yang nyaman										
4.	Haura Salon memiliki peralatan yang lengkap										
	Pertanyaan	Kenyataan					Harapan				
B	EMPATHY/EMPATI	1	2	3	4	5	1	2	3	4	5
5.	Kapster bersikap sopan dan ramah kepada pelanggan										
6.	Owner memberikan waktu pelayanan yang cukup pada pelanggan										
7.	Kasir bersikap sopan dan ramah dalam menyambut dan melayani pelanggan										

Figure 3 Sample Questionnaire

1. Relationship Value Analysis.

At this stage, the process of questionnaire processing using service quality method. Questionnaires that have been distributed to customers as many as 19 questions obtained from the interview to the mother Isma Aida as the owner of Haura Salon Muslimah. The results of interviews that have been obtained that the questions in the questionnaire is based

on criticism and suggestions from customers. As customers criticize the problem of the performance of the stateroom, the salon room, the attitude of the capster, and the salon equipment. From these criticisms, questions are formed according to the main dimensions of the Tangible servqual method (in the form of physical facilities, equipment, personnel, and materials installed), Empathy (caring and personal attention given to customers), Reliability promised services reliably and accurately), and Assurance (in the form of knowledge, courtesy, and the ability of employees to generate confidence and trust).

Before doing the questionnaire processing using servqual method, it's good first to test the validity of the questionnaire. Validity indicates the ability of the questionnaire to reveal something to be measured. Validity test is a measure showing the level of validity of an instrument / questionnaire. The first thing to do is to look for rTable of 30 respondents in the questionnaire. rTable is obtained from the correlation between variables with total.

Next look for df (degree of freedom). In this study there are 30 respondents. Thus, df = 30 -2 or df = 28. then look for r value on rTable with significance of 0.05 or 5%. The result of rTabel obtained from 28 is 0.374. Then compare the value of rTable with rHitung. If rTabel <rCcount then the question is declared valid, otherwise if rTable> rChen then the question is declared Invalid. The conclusion of the validation results can be seen in Figure 4.

HASIL UJI VALIDITAS

DIMENSI	VARIABEL	KOEF VALIDITAS		r Tabel	KETERANGAN	
		TP	TH		TP	TH
Tangible	V1	0.19272132	0.666073	0.374	Tidak Valid	Valid
	V2	0.691771643	0.603963	0.374	Valid	Valid
	V3	0.290234	0.483464	0.374	Tidak Valid	Valid
	V4	0.286927	0.444539	0.374	Tidak Valid	Valid
Empathy	V5	0.67944	0.62706	0.374	Valid	Valid
	V6	0.70695	0.680249	0.374	Valid	Valid
	V7	0.561378	0.752386	0.374	Valid	Valid
Reliability	V8	0.345864	0.729009	0.374	Tidak Valid	Valid
	V9	0.638341	0.807965	0.374	Valid	Valid
	V10	0.741794	0.582548	0.374	Valid	Valid
	V11	0.762217	0.630593	0.374	Valid	Valid
Responsiveness	V12	0.711901	0.61093	0.374	Valid	Valid
	V13	0.620423	0.697739	0.374	Valid	Valid
	V14	0.711404	0.674837	0.374	Valid	Valid
	V15	0.613985	0.727304	0.374	Valid	Valid
Assurance	V16	0.68002	0.661847	0.374	Valid	Valid
	V17	0.596402	0.726794	0.374	Valid	Valid
	V18	0.356572	0.599241	0.374	Tidak Valid	Valid
	V19	0.425556	0.72184	0.374	Valid	Valid

Figure 4 Validity Test Results

From the results of the validity test questionnaire above there are 5 attributes that states invalid V1, V3, V4, V8, and V18. It can be seen from the smaller the result of the validity of the level of customer perception (TP) than r table that has been determined that is 0.374.

After doing the analysis of kevalidan kuesioner, then will be done counting data complained complained by customer using service quality method, that is:

Recapitulation of perception value (reality) and customer expectation

Questionnaires were distributed to 30 respondents. This respondent is a Haura Salon Muslimah subscriber. The number used to assess the questionnaire is 1 = very bad; 2 = bad; 3 = enough; 4 = good; 5 = very good indeed. There are 19 questions in the questionnaire.

Questions are divided into 5 servqual dimensions. Among the physical evidence (tangible), Empathy (Emphaty), Reability (Reability), Responsiveness (Responsiveness), Assurance), and Then calculated the weighting of each value given customer perpertanyaan.

Analysis of the average value and weighting of perceptions and expectations of the customer on the quality of service received.

At this stage will be the process of calculating the value of weighting and average value of service using the formula in Servqual method.

Example calculation:

Is known :

The weighted number of questions V2 based on perception (reality)

customer = 104

Number of respondents = 30 people

Formula :

P = (Number of questions weight V2 (Perception)) / (Number of Respondents) (1)

So,

P = 104/30 = 3.47

The weighted number of questions V2 based on customer expectations = 126

Number of respondents = 30 people

Formula :

H = (The number of questions weight V2 (Hope)) / (Number of Respondents) (2)

So,

H = 126/30 = 4.2

From the above calculation, the average perception answer for V2 is 3.47 and the average expectation answer for V2 is 4.2. For weighted data and the average value of respondents' answers to question variables about service quality can be seen in table 1:

Table 1 Weighted value and average value of respondents' answers to customer service quality statement variables

Variabel Pertanyaan	Persepsi		Harapan	
	Nilai bobot	Nilai rata-rata	Nilai bobot	Nilai rata-rata
V2	104	3,47	126	4,2
V5	110	3,67	131	4,37
V6	103	3,43	127	4,23
V7	129	4,3	129	4,3
V9	110	3,67	128	4,27
V10	100	3,33	128	4,27
V11	96	3,2	126	4,2
V12	88	2,93	127	4,23
V13	128	4,27	128	4,27
V14	107	3,57	128	4,27
V15	96	3,2	130	4,33
V16	100	3,33	130	4,33
V17	118	3,93	129	4,3
V19	109	3,63	127	4,23

1. Calculation of Gap value of service quality

The calculation of gap value of service quality aims to find out how big gap that occurs between the perception of service and expect customers for the service expected. To know the gap value as follows:

SERVQUAL Score = Perception Score - Hope Score

Calculation of single-size service quality or SERVQUAL gap, ie:
(P1 + P2 + P3 + ... + P22 / 22) - (H1 + H2 + H3 + ... + H22 / 22)

Table 2 Gap Value of Service Quality

Variabel Pertanyaan	Nilai Rata-rata Persepsi (P)	Nilai Rata – rata Harapan (H)	Nilai *Gap*
V2	3,47	4,2	-0.73
V5	3,67	4,37	-0,7
V6	3,43	4,23	-0,8
V7	4,3	4,3	0
V9	3,67	4,27	-0,6
V10	3,33	4,27	-0,94
V11	3,2	4,2	-1
V12	2,93	4,23	-1,3
V13	4,27	4,27	0
V14	3,57	4,27	-0,7
V15	3,2	4,33	-1,13
V16	3,33	4,33	-1
V17	3,93	4,3	-0,37
V19	3,63	4,23	-0,6

From the above table, the results of V2, V5, V6, V9, V10, V11, V12, V14, V15, V16, V17, and V19 have negative values, in this case Salon must prioritize service quality improvement in this section first. In parts V7 and V13 the values obtained positively mean that the expected service is as expected by the customer.

If a criterion is able to have a positive difference indicates that the service provider has been able to provide services according to customer expectations whereas if having a negative difference means that the service has not been able to provide services according to customer expectations. The provisions are as follows:

1. If H <P means the quality of service exceeds Customer's expectation
2. If H = P means the quality of service is good or in accordance with customer expectations
3. If H> P means the quality of service is bad or not in accordance with customer expectationsRelationship Positioning

At this stage the goal is to build mutually beneficial relationships for both Haura Salon Muslimah and for customers, the relationship to be built is the long-term relationship between the customer and Haura Salon Muslimah. In establishing relationships aimed at mutual benefit, Haura Salon Muslimah maximizes the services provided by Haura Muslim Salon To customers by means of improving services through customer-provided questionnaires.

From the results of quality calculations on the service, Haura Salon Muslimah must make service improvements on the category of questions that are negative to match what customers expect by Haura Salon Muslimah.

Of the 19 questions that were distributed in the early stages and after going through the validation stage and the gap search stage there were 17 questions that turned out to be fixed according to the servqual dimension. From these questions, the service that must be improved is in terms of tangible questions / real salon room that should be more tidy and clean, salon building should be cleaner, and salon equipment that should be more equipped. In terms of empathy / empathy in the form of the capster must be trained again to be more friendly and polite to the customer, and the owner gives more time enough service. In terms of reliability / reliability in the form of cashier to explain to customers about what

types of treatments are in Haura Salon, the Kapster further explain to the customer about what kind of treatment is available, the Kapster provide good service and timely, and tell how long the service to customer. In terms of responsiveness / responsiveness in the form of Owner's responsiveness to customers, the actions of the Kapster in performing services in accordance with the procedure, and the availability of the Kapster in handling customer complaints. And in terms of assurance / certainty in the form of services according to the vision of the mission, the attitude of convincing the cashier and kapster in serving customers, and the dexterity of dexterity in serving and appreciating its customers.

The result of service improvement will be submitted by Owner to Kapster (employee) through a paper in the form of announcement, that bad service must be improved.

2.2.6 Relationship Phase

It is illustrated that the CRM phase in a framework is a series of Acquisition-Retention-Expansion processes. As an integrated CRM framework based on the types of information about the company, available care and ongoing promotions.

1. Phase Acquisition

The acquisition stage is the stage used to attract potential customers to take care of Haura Salon Muslimah. The current acquisition stage at Haura Salon Muslimah is providing brochures but the brochures available only provide information on what kind of treatment is provided at Haura Muslim Salon, so customers should inquire about the price and what the treatment is like. The solution offered is to create information features in the form of websites that are useful to provide information to customers related to company information, maintenance information, pricing information and promotional information.

Facilities to be built in the Acquisition stage, namely: Company-related information used to facilitate customers and prospective customers in knowing information about Haura Muslim Salon:

a. Maintenance Information

This facility is a way used to facilitate customers and prospective customers in seeking information about any treatment that is in Haura Salon Muslimah.

b. Maintenance Price Information

This facility is a way used to facilitate customers and prospects in knowing clearly about the pricing information available in Huara Salon Muslimah.

c. Promotion Information

This facility is a way used to convey information about the current promotion, so that the information can be delivered directly to customers and prospects.

2. Retention Stage

The retention stage is a process by which the company builds a good relationship with the customer. Facilities that will be built at the Retention stage, namely: the existence of a system improvement service to customers based on criticism and suggestions made by customers. These criticisms and suggestions will be made into a questionnaire to be filled in by the customer, then the assessment of the quality of service available in Haura Salon Muslimah will be analyzed using the service quality method to improve the service quality.

3. Expansion stage

Expansion stage is the stage used to increase customer loyalty to the company. The existing customer at this stage is an existing customer (the old customer). At this stage the system will provide information about what services have been improved to the customer.

2.3 Database Analysis

The database aims to analyze the data to be applied in the system and explain the data required for the system to run properly in accordance with the needs of its use. Database modeling uses entity relationship diagram (ERD). Database modeling can be seen in Figure 5

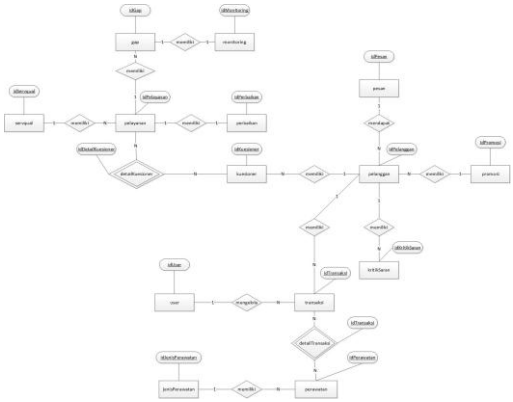


Figure 5 Entity Relationship Diagram Haura Salom Muslimah

2.4 Context Diagram

The context diagram is the highest level diagram of the DFD that describes the user relationship with the system. There are three users who play a role in this system namely, Owner, Admin and Customers. Each user has different access rights that can be seen in Figure 6

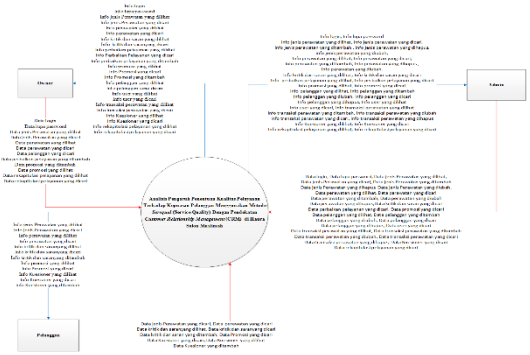


Figure 6 Context Diagram of CRM Haura Salon Muslimah

2.5 Table Relationships

In this roses data elements are grouped into one database file with entities and their relationships. The relation scheme can be seen in Figure 7

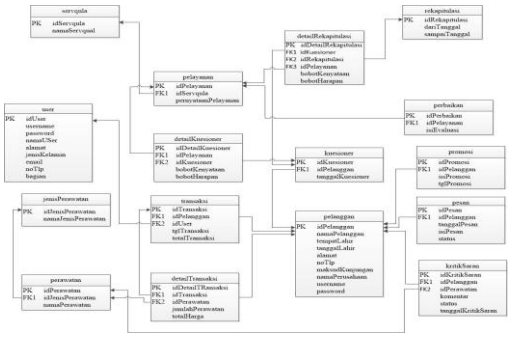


Figure 7 Diagram of System Relations

2.6 Interface Design

The design of the interface is a picture of the view system that will be built. The design is made based on the input and output of the system used.

The following is the public main page interface can be seen in Figure 8.

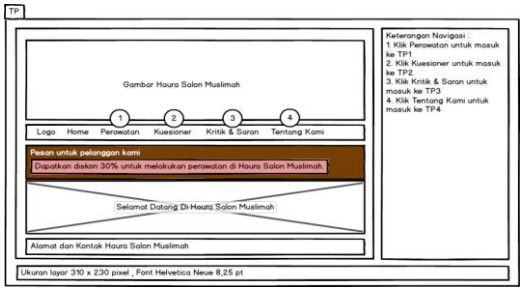


Figure 8 Public Main Page Interface

Here is the main page interface Owner can be seen in Figure 9.

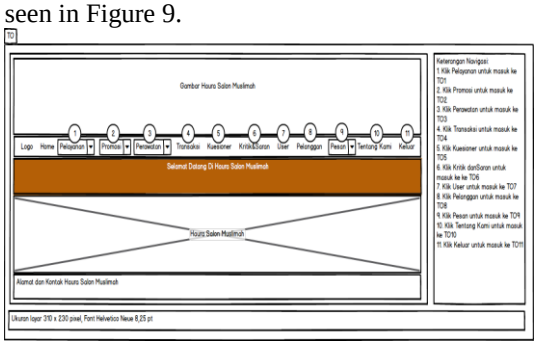


Figure 9 Owner Home Page Interface

Here is the main Admin page interface can be seen in Figure 10

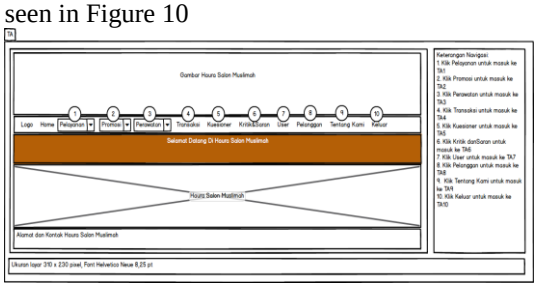


Figure 10 Interface Admin Home

The following is the Recapitulation page service interface can be seen in Figure 11

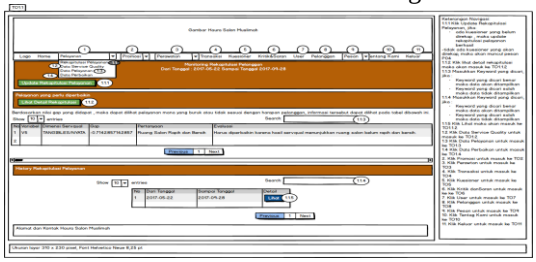


Figure 11 Service Recapitulation Page Interface

2.7 Procedural Design

Functional procedural design to describe any procedure or method that exist in customer relationship management information system at Haura Salon Muslimah.

The login procedure is a procedure that occurs when the manager performs the login process, the manager login procedure can be seen in Figure 12

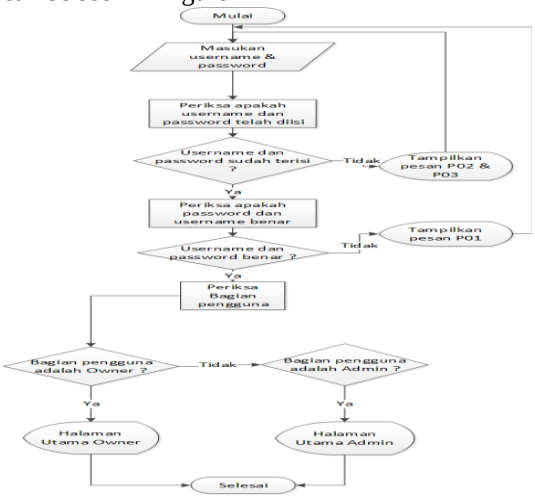


Figure 12 Flowchart Login

2.8 Conclusion Black Box Testing

Based on the results of functional testing that has been done on the system of determining the quality of service analysis to customer satisfaction using servqual (service quality) method with customer relationship management (CRM) approach in Haura Salon Muslimah, it can be concluded that functionally the system is in accordance with the initial scope and has fulfilled system requirements as expected.

2.9 Conclusion Beta Testing

Based on the results of beta testing that has been done with Owner, Admin and customer, it can be concluded that:

1. Can help the Owner in knowing the results of service improvements in Haura Salon Muslimah.
2. Can assist Admin in performing transaction data processing and customer data.
3. Can assist customers in facilitating convey criticism and suggestions to Haura Salon Muslimah.
4. Display system that is good enough and language system easy to understand.

3. CLOSING

3.1 Conclusions

Based on the description of the analysis and testing that has been done, it can be drawn a conclusion to the analysis of determining the quality of service using servqual method (service quality) with the approach Customer Relationship Management (CRM) in Haura Salon Muslimah namely information system built this can help Owner conduct assessment quality of service and give recommendation result of service improvement.

3.2 Suggestions

Based on the results that have been achieved in building this system, the expected future will be expanded to include:

1. The addition of online booking facility so that customers who want to be served quickly do not have to queue up.
2. The existence of development in terms of information Salon and display to be more interesting again.

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