Assessment of Customer Satisfaction with Single Optical Services Using the Servqual Method

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ABSTRACT

Optik Tunggal is a company operating in the eye-related retail sector. Optik Tunggal serves eye refraction, sales of various glasses, sales of contact lenses, and so on related to the eyes. Service is essential because it influences the level of sales in a business. Optik Tunggal continues to strive to make improvements and developments in terms of both products and services. This research aims to determine customer satisfaction with Optik Tunggal services using the service quality method. This service quality method measures the level of satisfaction using five dimensions, namely physical appearance (tangible), reliability, responsiveness, empathy, and assurance. The research was carried out by distributing questionnaires to Optik Tunggal customers who had eye examinations and purchased products in May 2023, totaling 45 respondents, which were then processed using the Service Quality method. The research results show a gap of – 1.19 between the actual service received and customer expectations. The physical appearance dimension has a gap value of -1.05, the reliability dimension -1.19, the responsiveness dimension -1.12, the empathy dimension -1.25, and the assurance dimension -1.36. From the research gap, the assurance dimension which has the biggest gap, namely -1.36, is the priority that must be carried out. Improvement while the empathy dimension has the smallest gap, namely -1.05. Recommendations. Priority things that must be improved are that staff must improve inspection methods, be able to explain in detail the inspection results and be able to answer questions well related to the product.

Key words: Customer Satisfaction; Service Quality Methods; IPA Diagrams

INTRODUCTION

Optics is a business that has a big influence on the eyes and functions to help make our eyes better. Service greatly influences the business world, PT. Optik Tunggal Perfect is also one of the companies that prioritizes service quality. This influences the very high quality of sales, because, in terms of service, many customers feel appreciated when making transactions. With this quality of service, Single Optic not only sells but also consults and builds good relationships, this has the effect that we can understand customer complaints in more detail, and we will be able to provide the best solutions.

The background of the problem at Optik Tunggal has an impact on the assessment of customer satisfaction with services that strive to meet customer needs, including

inaccurate eye examination results, products that are not yet complete and not yet optimally available in the shop, and there are still many complaints from customers. According to (Bali Mawartika, 2019) the Integrated Licensing and Investment Services Agency (BPPT-PM) of Lubuklinggau City is experiencing difficulties in measuring the quality of its services because it does not yet have a system that makes it easier to calculate the level of service quality and no system supports decisions to improve the quality of these services. Salah One solution that can be used to solve this problem is to implement a system that can measure the level of service quality using the Servqual method.

According to previous research, the problem faced by the community is that the community cannot provide an assessment of satisfaction with the processing of micro and small business permits, this makes employees unable to measure community satisfaction to improve the quality of service at the sub-district office. In making decisions, a system is needed that can determine the level of community satisfaction based on criteria determined by the user. Application of the Servqual Method in Determining the Level of Community Satisfaction with Micro and Small Business License Management Services at the Dolat Rayat District Head Office, Karo Regency. The Servqual method is a questionnaire that can measure service quality. This method is used to measure service quality from the attributes of each dimension so that a gap value will be obtained which is the difference between consumer perceptions of the service received. The Servqual method has two internal perspectives and an external perspective. The internal perspective is defined as error-free (zero defects) while the external perspective is used to understand what consumers expect, what consumers feel, and what consumer satisfaction is (Sembiring, 2021). The purpose of this research is to determine the analysis of service quality to increase sales and existing service quality using the service quality method. This service quality method measures the level of satisfaction using five dimensions, namely physical appearance (tangible), reliability, responsiveness, empathy, and assurance.

The temporary hypothesis of the problem is under study because its truth still needs to be researched further. What the researchers created is H0: There is no relationship between customer satisfaction assessments of Optik Tunggal services using the service quality method. H1: There is a relationship between customer satisfaction assessments of Optik Tunggal services and 5 gaps (tangible, reliability, responsiveness, assurance, empathy) from the service quality method. The results of the research hypothesis were carried out by distributing questionnaires to Optik Tunggal customers who had eye examinations and purchased products in the May 2023 period, totaling 45 respondents, which were then processed using the Service Quality method. The research results show a gap of – 1.19 between the actual service received and customer expectations. The physical appearance dimension has a gap value of -1.05, the reliability dimension -1.19, the responsiveness dimension -1.12, the empathy dimension -1.25, and the guaranteed dimension -1.36. H1 where the service quality value is negative and has a gap in all dimensions,

which means that the reality of customer satisfaction is that they have not felt satisfaction and have not met customer desires.

LITERATURE REVIEW

PT. XYZ Kadrie Oening Branch. Based on these problems, it is necessary to conduct research regarding service quality and customer satisfaction at PT. XYZ to determine the level of customer satisfaction with the quality of service provided by PT. XYZ. The methods used in this research are Service Quality (SERVQUAL) and Customer Satisfaction Index (CSI). The SERVQUAL method is used to measure service quality using gap 5, namely calculating the difference between consumer perceptions and expectations based on a questionnaire from the 5 existing dimensions. The CSI method is used to determine customer satisfaction based on the quality of service provided. The results obtained from the CSI calculation were 76.24%, which is included in the vulnerable range of 66%-80%, which means that overall consumers of PT. XYZ feels satisfied (Velanton Tandilino, 2023)

PT Hero Supermarket Tbk is a pioneer in modern retail in Indonesia. To focus on self-service heroes, the company will close all Giant outlets in Indonesia. In 2021 PT Hero closed all Giant outlets spread across several regions in Indonesia to improve the quality of service available at Hero Swalayan. The problem was that there were complaints about the quality of service from Hero Taman Pinang Indah customers. There must be an improvement in the quality of service at Hero Swalayan, Sidoarjo. This research uses service quality methods with Gap Analysis and critical performance analysis methods. Based on results Calculation of service quality using GAP Analysis calculations is the Tangibles dimension, which has an average GAP of -0.42. Dimensions reliability has an average GAP of -0.461. Dimensions of responsiveness average GAP -0.461. The collateral dimension has an average GAP of 0.209. And the empathy dimension has an average GAP of -0.526. Based on Importance Performance Analysis (IPA) using the Karteus diagram obtained attributes of several dimensions that must be prioritized for improvement Quality service at Hero Taman Pinang Indah Sidoarjo is land parking (spacious), ease of finding employees when they need help, employees are friendly in providing services, and employees can solve problems regarding complaints submitted by customers (Muhammad;Suardika, 2022)

PT. Media Purna Engineering is a company operating in the field. Rotating mechanical maintenance services, hydraulic systems, construction, and Piping. PT. Media Purna Engineering has never taken measurements. The level of satisfaction of partner companies so as to improve quality Service and handling complaints has not been carried out well. The objective of this research is to improve the quality of service to Satisfaction of partner companies, namely PT. Krakatau Steel (Persero) Tbk above Services provided. The research method used is a method of Service Quality (Servqual) and Importance Performance Analysis (IPA) for Measure the level of satisfaction and quality of services provided. Based on The research results show that the service quality of PT. Full Media Engineering is good, but there is 1

service quality attribute that Still needs to be improved or developed from the 25 quality attributes of service, namely the 15th attribute regarding speed in delivery Solution. Recommendations for improvement include the introduction of work areas and workers. New students must always be supervised and supervised, and training schedules and obstacles are expected. Immediately notify the Lieder or Supervisor so that it can be carried out quickly Provide solutions to overcome them. (Winarno, 2018)

The research aimed to find out administrative services in Gayungan District, Surabaya. The following type of research is descriptive through the use of a qualitative approach. Source of data in research The following are 12 informants using 3 informant criteria, namely 1 informant-related, 1 informant was involved, as well as 10 informants who were perpetrators. Collection technique The data in the following research uses interview, observation, and analysis techniques documents, as well as documentation. The data analysis used is data reduction, presenting data, and drawing conclusions. The research results prove that the quality of service in Gayungan District from employees in The sub-district is optimal in terms of five dimensions, namely reliability and power responsiveness, empathy, assurance, and physical evidence. From these 5 dimensions, you can It can be seen that employees in Gayungan District meet the criteria in these 5 dimensions. Employees in the sub-district have a friendly attitude polite. When providing services, employees also help residents who experience difficulties provide information to the public on what requirements must be fulfilled, and provide special services for people with disabilities (Penilasari, 2021)

The relationship between previous research and research methodology, in realizing customer satisfaction, requires the dimensions of Real service quality, Reliability, Empathy Responsiveness, and Guarantee. These 5 dimensional factors are related to the attributes of each dimension such as cleanliness, equipment used, employee appearance, response, speed, promos, guarantees, and interaction. The purpose of these attributes is generally used as a reference for providing good service. Good service will always be directly proportional to customer satisfaction. Because good and wholehearted service will typically be the same as consumer expectations. If what is received is comparable to or exceeds consumer expectations, of course, the consumer will feel happy and satisfied.

Understanding customer satisfaction

According to Olive, satisfaction is a consumer's assessment of product or service features that successfully fulfill needs at a pleasant level, whether below or above expectations.

Optical Definition

Optics (absorption from Dutch: Optica) is a branch of physics that describes the behavior and properties of light and the interaction of light with matter. Optics or

optics is something related to vision (light, lens, eyes, and so on). Optik is also a shop for providing services for eye examinations and making glasses (frames). and lenses) and sells contact lenses liquid lens boxes and other things related to the eyes. (Newton, t.t.)

Questionnaire

The Big Indonesian Dictionary (KBBI) explains that a questionnaire is a research or survey tool consisting of a series of written questions, which have the aim of obtaining responses from a selected group of people through personal interviews or by post. (Kementerian Pendidikan dan Kebudayaan, 2023) Calculating the value of reality and hope questionnaire data (Tangibles, Reliability, Responsiveness, Assurance, and Empathy).

$$\text{Attribute} = P1 + P2 + 3 + P4 + P5 = n$$

information :
P1: Several respondents answered very dissatisfied.
P2: number of respondents with dissatisfied answers
P3: the number of respondents answered quite satisfied
P4: number of respondents with satisfied answers
P5: Several respondents answered very satisfied
n: number of respondents

Service Quality Method

The service quality method is a method used to measure the quality of services from the attributes of each dimension so that a value will be obtained gap which is the difference between consumers' perceptions of the services they have received and their expectations of what they will receive. (qiscus, 2021)
According to (qiscus, 2021) Service quality dimensions have five dimensions of service quality, namely:

- Tangibles or direct evidence (includes several things such as physical facilities, equipment, and employees)
- Reliability or dependability (includes the ability to provide best service immediately, reliable, and satisfying)
- Responsiveness or responsiveness (i.e. fast and good responsiveness in employee service to customers who are willing to help and provide attention to these customers.)
- Assurance or guarantee (constitutes knowledge, ability, and politeness of employees which gives a sense of trust and confidence to customers)
- Empathy or attention (includes ease in making relationships with customers and can provide an understanding of customer needs)

Validity Test and Reliability Test

The validity test is an assessment of how accurate the research method is the process of measuring what you want to measure. Reliability test, the level of reliability obtained through Cronbach Alpha can be measured via an Alpha scale of 0 to 1.

Table 1. Validity Test and Reliability Tes

Alpha	Reliability Level
0,00 s.d 0,20	Less reliable
0,20 s.d 0,40	A little realistic
>0,40 s.d 0,60	Quite realistic
>0,60 s.d 0,80	Realable
>0,80 s.d 1,00	very realistic

Calculating Servqual Values

There are five gaps related to service quality issues, namely

Gap 1: The gap between customer expectations and management perceptions company. Company management can't always sense what's what customers exactly what they want.

Gap 2: The gap between company management perceptions and specifications service quality. These differences affect quality specifications services within the company.

Gap 3: The gap between service quality specifications and service providers in delivery to customers.

Gap 4: The gap between service providers and communication external. Such as customer expectations in the influence of advertisements or slogans created by the company. This gap tends to give promise excessively to customers.

Gap 5: The gap between service expectations and the reality of the service received.

The following is the formula for calculating the Service Quality value:

$$Q = P - E$$

Q = Service Quality Value
P = Reality Value
E = Expected Value

Important Performance Analysis (IPA)

This method serves to display information related to service factors that according to consumers greatly influence their satisfaction and loyalty. (Winarno, 2018)
The importance score is formulated as follows:

$$Xi = \frac{\sum Yi}{n} \qquad dan \qquad Yi = \frac{\Sigma Yi}{n}$$

Xi = Average score for the level of satisfaction of the ith factor
Yi = Average score of the importance level of the ith factor
∑Xi = Total score for the level of satisfaction of the ith factor
∑Yi = Total score for the level of importance of factor i
n = Number of respondents

METHOD

So that this implementation is directed and systematic, stages are arranged This research is as follows:

The process of analyzing the five dimensions of service quality in the following framework Following:
Service quality in the following framework:
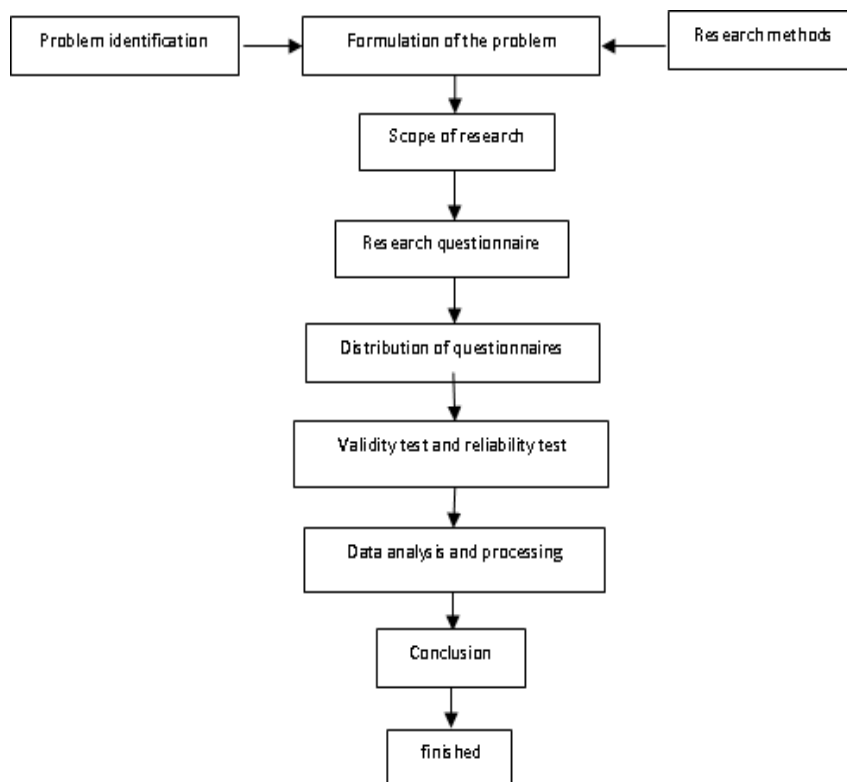
Figure 1 Research flow diagram

The questionnaire in this research was the author's own design developed from several theories that have been put forward by experts. The questionnaires were filled in by respondents, namely Optik Tunggal customers   There are 15 questionnaire questions. The conduct interviews directly by asking questions and answers to Single Optical customers.

Analysis was carried out on data that had been collected from the questionnaire results. The things that will be measured are validity and reliability, measurement service quality, and importance analysis diagram (IPA). The results that have been obtained will be used for accurate decision-making making can provide customer satisfaction with Optik Tunggal services.

RESULT AND DISUSSION

Data collection was carried out by asking several questions To Optik Tunggal shop customers, 15 questions were asked to customers and every question relates to the 5 dimensions of servqual dimensions

Table 2 Questionnaire

No	Question
1	How satisfied are you with the cleanliness of the Optik Tunggal Gandaria City shop?
2	How satisfied are you with the tools used when carrying out eye examinations at Optik Tunggal Gandaria City?
3	How satisfied are you with the neat appearance of Optik Tunggal Gandaria City employees?
4	How satisfied are you with the suitability when selecting the frame?
5	How satisfied are you with the comfort when having an eye examination at Optik Tunggal Gandaria City?
6	Are you satisfied with the accuracy of providing time for making glasses at Optik Tunggal Gandaria City?
7	Do you get a quick response when you receive a complaint?
8	How satisfied are you with the speed of Optik Tunggal Gandaria City employees in selecting the right and suitable products for customers?
9	How satisfied are you with the promos given at Optik Tunggal Gandaria City?
10	How satisfied are you with the guarantee provided by Optik Tunggal Gandaria City?
11	What is the speed and accuracy of the cashier when serving the payment process?
12	Are employees able to instill trust in customers?
13	Are you satisfied with the friendliness of employees towards customers?
14	How do you match the employee's sincerity in prioritizing customer interests?
15	How comfortable are you when interacting with Optik Tunggal Gandaria City employees?

Table 3 dimensions Questionnaire

Servqual Dimensions	Questions
Tangible	Questions (1, 2, 3)
Reliability	Questions (4, 5, 6)
Responsivness	Questions (7, 8, 9)
Emphaty	Questions (10, 11, 12)
Assurance	Questions (13, 14, 15)

Reality and Expectation Questionnaire Validity Test

Table 4 Validity Test of the Reality Questionnaire

Dimensions	Question	R value Calculate	R value Table (n= 45, α = 0,10)	Information
Tangible	Question 1	0.742	0.248	Valid
	Question 2	0.945	0.248	Valid
	Question 3	0.800	0.248	Valid
Reliability	Question 4	0.945	0.248	Valid
	Question 5	0.718	0.248	Valid
	Question 6	0.339	0.248	Valid
Responsivness	Question 7	0.945	0.248	Valid
	Question 8	0.945	0.248	Valid
	Question 9	0.806	0.248	Valid
Emphaty	Question 10	0.886	0.248	Valid
	Question 11	0.884	0.248	Valid
	Question 12	0.866	0.248	Valid
Assurance	Question 13	0.742	0.248	Valid
	Question 14	0.622	0.248	Valid
	Question 15	0.622	0.248	Valid

From the results of validity testing according to Table 4 above, it can be seen that the results of the questionnaire answers which represent the reality received by customers have a calculated r value greater than the r table, namely greater than 0.248 for a sample size (n) of 45 with a significance level of (α) 0.1.

Table 5 Validity Test of the Hope Questionnaire

Dimensions	Question	R value Calculate	R value Table (n= 45, α = 0,10)	Information
Tangible	Question 1	0.781	0.248	Valid
	Question 2	0.411	0.248	Valid
	Question 3	0.711	0.248	Valid
Reliability	Question 4	0.691	0.248	Valid
	Question 5	0.676	0.248	Valid
	Question 6	0.670	0.248	Valid
Responsivness	Question 7	0.682	0.248	Valid
	Question 8	0.506	0.248	Valid
	Question 9	0.781	0.248	Valid
Emphaty	Question 10	0.698	0.248	Valid
	Question 11	0.617	0.248	Valid
	Question 12	0.656	0.248	Valid
Assurance	Question 13	0.617	0.248	Valid
	Question 14	0.506	0.248	Valid
	Question 15	0.427	0.248	Valid

From the results of validity testing according to Table 5 above, it can be seen that The results of questionnaire answers that represent customer expectations have a calculated r value greater than r table, namely greater than 0.248 for a sample size (n) of 45 with a significance level of (α) 0.1

Calculating Reality and Expectation Values

By using the formula, the results of calculating the actual and expected satisfaction values received by customers can be seen in this table:

Table 6 Reality Value

Question	Fact					$\sum Xi$	Xi
	1	2	3	4	5		
Question 1	6	16	8	15	0	122	2.71
Question 2	2	16	14	13	0	128	2.84
Question 3	4	14	14	13	0	126	2.80
Question 4	2	16	14	13	0	128	2.84
Question 5	5	15	10	15	0	125	2.78
Question 6	5	10	19	11	0	126	2.80
Question 7	2	16	14	13	0	128	2.84
Question 8	2	18	12	13	0	126	2.80
Question 9	6	14	12	13	0	122	2.71
Question 10	3	15	15	12	0	126	2.80
Question 11	5	13	12	15	0	127	2.82
Question 12	5	15	12	13	0	123	2.73
Question 13	6	16	8	15	0	122	2.71
Question 14	2	14	21	8	0	125	2.78
Question 15	2	14	21	8	0	125	2.78

Table 7 Hope Value

Question	Hope					$\sum Yi$	Yi
	1	2	3	4	5		
Question 1	0	0	13	23	9	176	3.91
Question 2	0	0	18	20	7	169	3.76
Question 3	0	0	16	21	8	172	3.82
Question 4	0	0	13	18	14	181	4.02
Question 5	0	0	13	19	13	180	4.00
Question 6	0	0	14	18	13	179	3.98
Question 7	0	0	16	21	8	172	3.82
Question 8	0	0	11	24	10	179	3.98
Question 9	0	0	13	23	9	176	3.91
Question 10	0	0	14	23	8	174	3.87
Question 11	0	0	5	17	23	198	4.40
Question 12	0	0	15	23	7	172	3.82
Question 13	0	0	5	17	23	198	4.40
Question 14	0	0	11	24	10	179	3.98
Question 15	0	0	11	25	9	178	3.96

Calculates the SERVQUAL Value

After knowing the expected value and reality value from the satisfaction assessment The customer then calculates the SERVQUAL value.

Table 8 SERVQUAL Value

Dimensions	Question	Fact value	Hope value	Gap Score
	Question 1	2.71	3.91	-1.20

Tangible	Question 2	2.84	3.76	-0.92
	Question 3	2.80	3.82	-1.02
Realibility	Question 4	2.84	4.02	-1.18
	Question 5	2.78	4.00	-1.22
	Question 6	2.80	3.98	-1.18
Responsiveness	Question 7	2.84	3.82	-0.98
	Question 8	2.80	3.98	-1.18
	Question 9	2.71	3.91	-1.2
Emphaty	Question 10	2.80	3.87	-1.07
	Question 11	2.82	4.40	-1.58
	Question 12	2.73	3.82	-1.09
Assurance	Question 13	2.71	4.40	-1.69
	Question 14	2.78	3.98	-1.20
	Question 15	2.78	3.96	-1.18

After calculating the customer fact value (X) and interest (Y), the average value is then calculated and the following data is obtained.

Table 9 Average Value of Customer Facts and Customer Interests.

Question	Customer Reality Value (Xi)	Customer Interest Value (Yi)
Question 1	2.71	3.91
Question 2	2.84	3.76
Question 3	2.80	3.82
Question 4	2.84	4.02
Question 5	2.78	4.00
Question 6	2.80	3.98
Question 7	2.84	3.82
Question 8	2.80	3.98
Question 9	2.71	3.91
Question 10	2.80	3.87
Question 11	2.82	4.40
Question 12	2.73	3.82
Question 13	2.71	4.40
Question 14	2.78	3.98
Question 15	2.78	3.96
Rata-rata	**2.78 ***	**3.98***

Service Quality Value Analysis

The smaller the gap between the Fact value and the expectation it can be concluded that the satisfaction value is getting bigger and the bigger the gap between the Fact value and the expectation it can be concluded that the satisfaction value and is getting smaller.

Table 10 Service Quality Value

Question	Value reality	Hope Value	Gap Score	Average
Question 1	2.71	3.91	-1.2	-105
Question 2	2.84	3.76	-0.92	

Question 3	2.8	3.82	-1.02	
Question 4	2.84	4.02	-1.18	
Question 5	2.78	4	-1.22	-119
Question 6	2.8	3.98	-1.18	
Question 7	2.84	3.82	-0.98	
Question 8	2.8	3.98	-1.18	-112
Question 9	2.71	3.91	-1.2	
Question 10	2.8	3.87	-1.07	
Question 11	2.82	4.4	-1.58	-125
Question 12	2.73	3.82	-1.09	
Question 13	2.71	4.4	-1.69	
Question 14	2.78	3.98	-1.20	-136
Question 15	2.78	3.96	-1.18	

Table 11 IPA Ranking Results

Dimensions	Nilai Gap	ranking
Tangible	-1.05	5
Realibility	-1.19	3
Responsiveness	-1.12	4
Empathy	-1.25	2
Assurance	-1.36	1

From the table above, Dimensions assurance which has the biggest gap, namely -1.36, is the priority that needs to be improved, while Dimensions empathy has the smallest gap, namely -1.05.

CONCLUSION

From the results of research by managing data that has been carried out using the service quality method, it can be concluded. The service quality value is negative and has a gap in all dimensions, which means that the customer satisfaction fact has not been satisfied and has not fulfilled the customer's wishes. Dimensions assurance has a big gap compared to other Dimensions. This means that dimensions of assurance are dimensions that must be made major improvements and then followed by other dimensions (empathy, reliability, responsiveness, and tangible). Recommendations. Priority things that must be improved are that staff must improve inspection methods, be able to explain in detail the inspection results and be able to answer questions well related to the product.

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