

ANALYSIS OF SERVICE QUALITY IN AN EFFORT TO IMPROVE MEMBER SATISFACTION (CASE STUDY ON PT.PIM SHARIA EMPLOYEE COOPERATIVES)

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Abstract

In a cooperative, satisfactory service is the most important thing that needs to be considered for cooperatives to satisfy their customers or customers. Product and service services must be carried out properly and correctly so that they get sympathy and are attractive to the community of prospective customers concerned. If the service is carried out properly and correctly, the marketing of products and services is expected to be successful as well. Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees, or other things provided by service delivery companies that are intended to solve problems or customers. This research uses a qualitative research approach, where qualitative research as a scientific method is often used and carried out by a group of researchers in the field of social sciences, including education. A number of reasons were also put forward, which in essence is that qualitative research enriches the results of quantitative research. Qualitative research is conducted to build knowledge through understanding and discovery. Qualitative research approach is a process of research and understanding based on methods that investigate social phenomenon and human problems. In this study the researcher takes a complex picture, examines the words, reports detailed views of the respondents and conducts studies in natural situations. Qualitative research is carried out in natural conditions and is a discovery. In qualitative research, the researcher is the key instrument. Because of that researchers must have the provision of theory and broad insight so they can ask questions, analyze and construct the object being researched to be clearer. This research emphasizes more on meaning and bound by value. The essence of qualitative research is observing people in their environment interacting with them, trying to understand their language and interpretation of the world around them, approaching or interacting with people related to the research focus with the aim of trying to understand, explore their views and experiences to obtain information or data. what is needed Qualitative research where the role of the researcher is as a key instrument in collecting data, and interpreting data. Data collection tools usually use direct observation, interviews, document studies. While the validity and reliability of data using triangulation using inductive methods, the results of qualitative research emphasize meaning rather than generalization. Qualitative research is used if the problem is not clear, to find out hidden meanings, to understand social interactions, to develop theories, to ensure the correctness of data and to examine the history of development.

Keywords : Service and satisfaction

1. INTRODUCTION

In a cooperative, satisfactory service is the most important thing that needs to be considered for cooperatives to satisfy their customers or customers. Product and service services must be carried out properly and correctly so that they get sympathy and are attractive to the community of prospective customers concerned. If the service is carried out properly and correctly, the marketing of products and services is expected to be successful as well. Service is an activity or series of activities that are invisible (cannot be touched) that occur as a result of interactions

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between consumers and employees, or other things provided by service delivery companies that are intended to solve problems or customers.

According to Kotler (Laksana, 2018: 85), service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. According to Tjiptono (Sunyoto, 2012: 236), service is a presentation of a product or service according to the size that applies where the product is held, and the delivery is at least the same as what is desired and expected by consumers. So based on the definition of service above, it can be concluded that service is an activity. done for other people according to what consumers want and expect. According to Sutopo and Suryanto (2003), the definition of service put forward by Haksever (2000) states that services or services are defined as economic activities that produce time, place, form and psychological use.

According to observations made by the author, the management of the sharia employee cooperative PT. PIM has provided good service, namely implementing a smile, greeting and greeting service system. Services at the shari'ah employee cooperative PT. PIM also has an Islamic nuance, this can be seen from the way cooperative employees dress, from the way employees treat cooperative members, and from the way employees speak to members using polite and courteous language.

Satisfaction is a feeling that is positive such as happy and happy or negative in nature such as disappointment that arises in comparing the perceived performance of a product or service with what is expected. If the performance is not in accordance with the wishes, then the customer will show disappointment and vice versa if it matches or exceeds expectations, satisfaction will arise (Kotler and Keller, 2009). Tse and Wilton (2000) state that, "Customer satisfaction is a response to the perceived discrepancy between previous expectations and the actual performance of the product that is felt after its use. Tse & Wilton (in Tjiptono, 2012) member satisfaction is the member's response to the perceived evaluation of the difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product in question.

According to observations made by the author, cooperative members are satisfied with the services provided by the management of the sharia employee cooperative of PT. PIM.

2. IMPLEMENTATION METHOD

Method of collecting data

Data collection techniques can be done with several techniques, namely interviews (interviews), questionnaires (questionnaire), observation (observation) and a combination of the three. The technique used by researchers in collecting data using a questionnaire. The questionnaire (questionnaire) is by distributing questionnaires to the respondents which are specifically made in the form of closed statements and each object is asked to choose one of the alternative answers that have been determined. The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about events or social phenomena. (Sugiyono, 2012: 93).

Sugiyono (2014: 15) argues that "Qualitative research is a research method based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data sampling is done purposively and snowball, collection techniques using triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization.

Data Types and Sources

And we conducted this interview with Mr. Mukhlis as the leader of the PT.PIM sharia employee cooperative where qualitative research as a scientific method is often used and carried out by a group of researchers in the field of social sciences, including education. A number of

reasons were also put forward which in essence is that qualitative research enriches the results of quantitative research. Qualitative research is conducted to build knowledge through understanding and discovery. Qualitative research approach is a process of research and understanding based on methods that investigate a social phenomenon and human problems. In this study the researcher makes a complex picture, examines the words, reports detailed views of the respondents and conducts studies in natural situations. Qualitative research is carried out in natural conditions and is a discovery. In qualitative research, the researcher is the key instrument. Because of that researchers must have the provision of theory and broad insight so they can ask questions, analyze and construct the object being researched to be clearer. This research emphasizes more on meaning and bound by value. The essence of qualitative research is observing people in their environment interacting with them, trying to understand their language and interpretation of the world around them, approaching or interacting with people related to the research focus with the aim of trying to understand, explore their views and experiences to obtain information or data. required

According to Hasan (2002: 82) primary data is data obtained or collected directly in the field by people who conduct research or those who need it. Primary data obtained from informant sources, namely individuals or individuals as a result of interviews conducted by researchers. This primary data includes; Records of interview results, results of field observations and data regarding informants.

Data collection technique

Data collection techniques are the most strategic steps in research, because the main objective of research is to obtain data. Data collection techniques can be done using several techniques, namely observation, interviews, documentation and a combination of the three. The technique used by researchers in collecting data uses interviews and documentation.

1. Observation

In using the observation method, the most effective way is to complete it with an observation format or blank as an instrument. The compiled format contains items about events or behaviors that describe what will happen. As a scientific method of observation (observation) is defined as the observation of systematic recording of the phenomena investigated. In this study the observation method was used to collect data including:

- Observing the state of members in enjoying the service.
- Observing the research location and cooperative environment.

Observations were carried out non-participantly, where the researcher acts only as an observer of the phenomenon being studied. Observations were made directly to get a complete picture regarding the focus of the research. Observations are compiled in field notes. The contents of field notes are routine events, temporal, interactions and their interpretations. In this case the researcher made direct observations, namely making observations of the sharia cooperative employees of PT.PIM

2. Interview

Besides requiring quiet, a long time to collect data, with the interview method the researcher has to think about the implementation. Giving a questionnaire to respondents and asking for written answers is easier than getting answers from respondents face to face. Interviews are conversations with a specific purpose. The conversation was conducted by two parties, namely the interviewer (interviewer) who asked the question and the interviewee (Interviewee) who gave the answer to the question. The interview was conducted in dialogue and question and answer with the cooperative leaders and one of the PT.PIM employees. The interview results are then outlined in a summary structure, which starts with a brief explanation of identity, situation or context description, problem identity, data description, unitization and closes with the appearance of a theme.

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3. Documentation

No less important than other methods is the documentation method, which seeks data on matters or variables in the form of notes, transcripts, books, newspapers, inscriptions, minutes of meetings, calendars, agendas, and so on. Compared to other methods, this method is not that difficult, in the sense that if there is an error, the data source is still the same, has not changed. With the documentation method observed not living things but inanimate objects. Documentation comes from the word document, which means written items. Experts always interpret documents in two understanding research procedures, namely:

1. Written sources for historical information as opposed to oral testimonies, artefacts, paintings and others.
2. It is intended for official letters and state letters such as agreements, laws, grants, concessions and others.

3. RESULTS AND DISCUSSION

Interview result

The results of direct observation at the pt.pim sharia employee cooperative for the services provided are currently implementing a smile, greeting and greeting service system because there are still no written regulations related to service. The written regulations have not yet been realized, they have actually been compiled, but they are still not official because the drafting is also not systematic. The services here are the same as financial institutions in general, namely smiles, greetings and greetings. As an employee here, whoever it is, whatever part it is, it is required to be able to serve customers well. So they must always greet employees or members, always smile even though they are in trouble. Between employees and members must have a good relationship, such as family relations.

The quality of service provided by the PT.PIM sharia employee cooperative in the research conducted, obtained several responses. The response of one of the employees regarding the quality of service was as follows: "the quality is very good, all employees are friendly, no one is bitchy, polite, always says hello first, the service is fast, they always serve from the heart, always smile, and I feel comfortable with the services provided by the PT.PIM sharia employee cooperative"

From the results of research on the compatibility of services with Islamic law, the leadership of PT.PIM argues as follows: "Cooperative management always tries to serve its members in accordance with Islamic law. There are many things that show that this cooperative always provides services or operates according to Islamic law. Likewise, employees who are male are required to perform Friday prayers. Furthermore, employees wear neat clothes for both men and women, are polite and in accordance with Islamic law, may not wear tight clothing especially for women, and may not lie to gain profit, employees are not allowed to use the term interest. Meanwhile, according to other informants, namely PT.PIM employees, the opinion is as follows: "In my opinion, this cooperative service is in accordance with Islamic law. Because employees always use polite language. Apart from that, the way employees dress is also polite and in my opinion is in accordance with Islamic law.

According to the cooperative leader, employees of PT. PIM stated that "There are several obstacles in providing services, including that there are members who have difficulty paying cooperative loans and there are members who want to borrow relatively high amounts of loans at cooperatives but the wages are not sufficient to pay off these loans so that employees do not accept if they are not given a loan (angry) but the cooperative must explain to prospective borrowers why they cannot provide loans".

4. CONCLUSION

Based on the results of research on the effect of service quality on PT.PIM sharia employee cooperatives, it can be concluded that:

1. Cooperative service quality has a positive and significant effect on member participation. This means that the higher the quality of Cooperative services, the participation of members will increase. Vice versa, if the quality of Cooperative services is low, member participation will decrease.
2. The management's managerial ability has a positive and significant effect on member participation. This means that the higher the management's managerial ability, the members' participation will increase. Vice versa, if the management's managerial ability is low, member participation will decrease.
3. Cooperative service quality and management managerial skills have a positive effect on member participation. This means that the higher the quality of Cooperative service and managerial ability, the member's participation will increase.

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