

INFLUENCE OF SERVICE QUALITY ON THE SATISFACTION OF PT.PIM COOPERATIVE MEMBERS

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Abstract

Service quality is a measure of service success which is determined by level service recipient satisfaction. While the level of satisfaction of the recipient of this service will be obtained if a recipient of the service gets the appropriate type of service with what they want and need. While customer satisfaction is the level a person's feelings after comparing the performance or results, he feels compared with his hopes. This study studies the effect of service quality on satisfaction of members of the PT. PIM syariah employee cooperative. Using the elements of service quality namely RATER (responsiveness, assurance, tangible, empathy, and reliability) from the result of the study has been investigated in the cooperative produces a fairly good level of service to the members of the cooperative, this was disclosed by the staff at the cooperative office on our in-depth interview some time ago.

Keywords: responsiveness, assurance, tangible, empathy, reliability, customer satisfaction, and service quality

1.INTRODUCTION

Cooperatives are the pillars of the national economy because cooperatives are a forum accommodate the political message of the colonized nation whose economy is poor and dominated by the system colonial economy. Cooperatives awaken common interest, help themselves collectively together in improving welfare and productive capacity. Therefore, cooperatives are important as people's economic organizations.

Based on data from the ministry of cooperatives and SMEs, the current number of SMEs has reached 64.19 milion with a contribution to GDP of 61.97% or a value of 8,573.89 trillion rupiahs. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97%. Of the total existing workforce and can collect up to 60.4% of the total investment. Thing it can be seen that cooperatives and MSMEs have a fairly large influence on the country's economic growth. In 2021 the number of cooperative business entities in the Indonesia has 127,124 registered members, with a total of 25,098,807 member of members reached 50,911 people. Among them are 127 active cooperatives and 335 cooperatives for those that are not active.

In general, cooperatives operate and operate in the service sector, namely services provision of production and consumption facilities for members and sales/marketing services business product of members to the market and credit services. One of the attempts to create maintain and promote better relationships with members as customers is by providing quality service consistently and better and provide superior service than competitors. According to Parasuraman dimensions of services quality, namely: tangible, Reliability, responsiveness, assurance and empathy.

Based on the description above to find out KOPKAR SYARIAH PT.PIM has provide services that meet expectations, it is necessary to evalute its members. Given the importance of service quality to member satisfaction, it needs to be studied more deeply on how these two elements are able to improve cooperatives to excel in competing. Therefore, in this study we chose the title "INFLUENCE OF SEVICE QUALITY ON THE SATISFACTION OF PT. PIM COOPERATIVE MEMBERS."

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LITERATURE REVIEW

According to Juran quality is the suitability of the user (fitness for use) to fulfill customer need and satisfaction. Crosby stated that quality is conformance to requirement, that is according to what is required or standardized. A product or service quality if in accordance with predetermined quality standards.

According to Ratminto and Atik service quality is a measure of success services determined by the level of satisfaction of service recipients. While level satisfaction of the recipient of this service will be obtained if a recipient of the service gets the type of service according to what they expect and need. With thus, the needs of service recipients must be met as much as possible in order to obtain their satisfaction. Service quality is very important for the life of a company, because without customers, there will be no buying and selling transactions between the two. The quality of service provided to customers must function to provide more maximum satisfaction. Various experts define quality as “fit for use”, “claim fulfillment”, “free from variation”, and so on.

Elements of service quality according to Parasuraman in Lupiyoadi (2013), as following:

1. Reliability

Namely the company's ability to provide services in accordance with the promised accurately and reliably. Performance must match meaningful customer expectations timeliness, the same service for all customers without mistakes, the same attitude sympathetic, and with high accuracy.

2. Guarantee and certainty (assurance)

Namely the knowledge, courtesy and ability of the company's employees to increase customer trust in the company. This includes several components include communication, credibility, security, competence, and courtesy. The essence of convincing form of service basically rests on service satisfaction shown by each employee, organizational commitment which shows giving good service, and behavior of employees in providing services, will served well in accordance with forms of service that can be believed to be appropriate with certainty.

3. Tangible

Namely the company's ability to show its existence to parties external. Appearance and capability of the company's physical facilities and infrastructure dependable state of the surrounding environment is clear evidence of good service provided by the service provider. This includes physical facilities (eg buildings, warehouse, etc.) equipment and tools used (technology), as well as appearance employees. Mean in providing services, everyone who wants service can feel the importance of physical evidence shown by service developers, so that the services provided give satisfaction.

4. Empathy

Namely giving genuine and individual or personal attention given to customers by trying to understand customer desires. Where a company is expected to have an understanding and knowledge of customers, understand the specific needs of customers, as well as have a consistent operating time convenient for customers. Empathy is a service or the existence of a concern, seriousness, sympathy, understanding and involvement, and interested parties with services to develop and carry out service activities in accordance with the level of understanding of each of these parties. Party that giving services must have empathy to understand the problem of the party who wants it served.

5. Responsiveness

that helps and provides good service fast/responsive and precise to customers, with clear information delivery. Letting consumers wait is a negative perception of quality service.

CUSTOMER SATISFACTION

Many experts provide a definition of customer satisfaction. Day stated that customer satisfaction or dissatisfaction is the customer's response to evaluation perceived discrepancy/

discormation between prior expectations (other performance norms) and the actual performance of money products is felt after use. While marketing experts Kotler explained the customer satisfaction is the level of one's feelings after compare the performance or results, he feels compared to his expectations.

In this era of globalization, companies will always be aware of the importance of factors customer. Therefore, measuring the level of customer satisfaction is very necessary, although it is not as easy as measuring the weight or height of the customer concerned. Many benefits are received by the company by achieving the level high customer satisfaction. High levels of customer satisfaction can increase customer loyalty to price, reduce the usual marketing failures, reduce operating costs caused by the increasing number of customers, increasing advertising effectiveness, and enchanche business reputation.

METHODS

Data collection techniques are the most important steps in research, because the main purpose of research is to get data. Without knowing the technique data collection, the researcher will not get data that meets the standards set data. As for data collection techniques, the authors use two techniques in this study are as follows:

A. Observation

In the observation of the researcher using the observation of the five senses by observing directly at the research location. The purpose of this observation is to get to know the situation better in it and can collect more information. As for the observation material of researchers is the quality of service. Writer will be observing what will happen in the field regarding the quality of service based on information that the author receives from service users and employees of cooperative members sharia employees of PT.PIM.

B. Interview

Interviews is a research process by face to face and question and answer. On basically there are two types of interviews namely structured interviews and free interviews unstructured. Structured interviews are types of interviews that are structured detailed. Meanwhile, unstructured interviews with employees of PT.PIM's sharia cooperative employees to obtain certain data, especially if the data obtained through the method documentation is not clear method

C. In – depth interview method

In – depth interviews are a method of collecting data often used in descriptive research. In – depth interviews in general are the process of obtaining information for research purposes by means of question-and-answer chili face to face between the interviewer the informant or interviewer, with or without using interview guides, interviewers, and informants are involved in social life for a relatively long time.

According to Sutrisno Hadi the interview method is a method for collecting data by way of question and answer unilaterally done systematically and based on investigation, generally two or more people are physically present in the questioning process answer. In order for the interview to take place properly so that the data obtained if desired, the interviewer or research must create an intimate atmosphere so that there is no distance between the interviewer and the person being interviewed. As for the advantages of collecting data by means of interviews, the data is needed directly obtained so that it is more accurate and can be accounted for. Method this in – depth interview was used to interview the chairman of KOPKAR SYARIAH PT.PIM, finance division, and business division. This method is used to extract data service quality and management benefuts felt by cooperative management PT.PIM sharia employee.

DISCUSSION

Parasuraman put forward the concept of service quality related of satisfaction is determined bby five elements known as service quality “RATER” (responsiveness, assurance, tangible, empathy and reliability) as follows:

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A. Responsiveness

Every employee in providing forms of service, prioritizes aspects services that greatly affect the behavior of people who receive services, so responsiveness capability of employees is needed to serve customer accordingly with the level of absorption, understanding, incompatibility of various forms of services which he didn't know. This requires a thoughtful explanation, detailed, fostering, directing and persuading to respond to all forms of procedures and work mechanisms that apply in an organization so that the form of service get a positives response. This was raised by Mrs. Julina as the financial division of KOPKAR SYARIAH PT.PIM stated that "we are always responsive in providing services to cooperative members such as one member complaining aboou a roof leak at his house, we were immediately alert to order members from the reservation department home to come there immediately and repair the roof of the consumer's house." So concluded Julina in our interview on November 21, 2022.

B. Guaranteesinty (assurance)

Every form of service requires certainty for the services provided.The form of certainty of a service is largely determined by the guarantee of the employee provide services, so that people who receive services feel satisfied and confident that all forms of service affairs are carried out in a complete and appropriate manner with speed, accuracy, ease, smoothness and quality of service given. According to Mr. Mukhlis as the chairman of the cooperative stated that "we guarantee the quality that we provide to consumers such as our ac service guarantees that ac after being repaired it will cool down and function as usual because of our technicians use experts in their fields." That's what Pak Mukhlis said in our interview on November 21, 2022.

C. Physicale (tangible)

The definition of physical evidence in service quality is a form of physical actualization of nata can be seen or used by employees according to usage and its utilization which can be felt helps the playanna received by the person who is want service, so that they are satisfied with the service that is felt, which is at the same time Demonstrate work performance for the provision of services provided. According to Saifullah jambak as the business division stated that it was related to physical evidence in the cooperative is "as for the feasibility of a place in this cooperative it is good enough because it can be seen ourselves, we are comfortable in this office the facilities provided are complete and adequate safe and comfortable for us." So concluded Mr. Saifullah in our interview on November 21, 2022. We can also feel comfortable being in this cooperative and We also saw that the equipment and supplies in the cooperative office were very adequate.

D. Empathy

service activity or activity required understanding and understanding in shared assumptions or interests in an matter related to service. The service will run smoothly and with quality if each party. Those with an interest in service have a sense of empathy or concern in completing or managing or having the same commitment towards service. According to Mr. Mukhlis as the chairman of the cooperative, it is related with attention in the cooperative is "we really pay attention to the condition of employees we who work in this cooperative, for example, he comes to the office when we are down will ask what the condition is, why is it lethargic, we always ask that. So atmosphere on the office can also imprve and he can also work optimally, of course." So concluded Mr.Mukhlis inour interview on November 21, 2022. And us also see the care of members towards other members when we visit the cooperative office.

E. Reliabilityservice

requires a reliable form of service, meaning in providing services, every employee is expected to have the ability in knowledge, expertise, independence, mastery and high work professionalism, so that work activities carried out produce a satisfactory form of service, without there are complaints and excessive impressions of the service received by customers. According to Mr.Mukhlis ad the chairman of the cooperative, it is related to reliability in cooperative is " we put cooperative management in accordance with the field he is engaged in previously, we did this so

that they could work more optimally because of them already an expert in his field. Like ac technicians, they are expert in this field and so far, they have been professional in their work” That was concluded by Mr. Mukhlis in our interview on November 21, 2022. We can also see that each cooperative members or cooperative management are indeed reliable in their work and after we asked them indeed, they were reliable in that section.

SUGGESTIONS

From the results of the research that the writer did in the previous chapter, the writer concludes the result of the discussion and research regarding the effect of service on satisfaction of members of the PT.PIM sharia employee cooperative, then the conclusions are drawn as following:

- a. The PT.PIM sharia employee cooperative has been able to provide excellent service or superior to members. This can be seen in the quality of service that is capable provided by the cooperative as well as physical evidence and responsiveness.
- b. The performance of employees of the PT. PIM sharia employee cooperative is able to provide levels satisfaction with the very satisfied category in the appearance of physical facilities.

Suggestion

Based on the conclusions above, it can be given suggestions that in the future are expected to ablr to be a material consideration for the PT.PIM sharia employee cooperative and also to readers who will carry out similar research the suggestions are as follows:

- a. the management of the PT.PIM sharia employee cooperative, it is better to have more cooperatives diligent, futher improve modern facilities and provide services that are quality in order to provide good satisfaction again for members.
- b. For future research, it is hoped that they can conduct more in- depth reseachers, it is hoped that they can conduct more in- depth research with different object or perspectives to improve service which is good again for member satisfaction either through the same service or through from different measurement media.

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