

Service Quality Analysis at Carwash 99 Garage

Service Quality
Analysis

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ABSTRACT

Carwash 99 Garage, which was established in 2016, is a rapidly growing car wash business in the automotive service sector, with the aim of meeting consumer demands for quality service. Despite many competitors, Carwash 99 Garage is able to face challenges and take advantage of opportunities to stay ahead. This study uses a qualitative method, which focuses on understanding phenomena related to behavior, perception, and action in a natural context, involving 4 informants: the owner, employees, and 2 customers. The results of the study indicate that Carwash 99 Garage has met various indicators of service quality. In the tangibles indicator, Carwash 99 ensures modern washing equipment and maintained cleanliness. For reliability, this business provides maximum work that makes customers satisfied. In the responsiveness indicator, employees are responsive and fast in providing services. In the assurance indicator, employees are always polite and provide the best service. Finally, in the empathy indicator, Carwash 99 Garage always tries to understand and fulfill the desires and needs of customers. Thus, Carwash 99 Garage has succeeded in providing services that satisfy customers and maintain their trust.

Keywords: Service Quality, Carwash

ABSTRAK

Carwash 99 Garage, yang berdiri sejak 2016, adalah usaha cuci mobil yang berkembang pesat di bidang jasa otomotif, dengan tujuan memenuhi tuntutan konsumen akan pelayanan berkualitas. Meskipun terdapat banyak pesaing, Carwash 99 Garage mampu menghadapi tantangan dan memanfaatkan peluang untuk tetap unggul. Penelitian ini menggunakan metode kualitatif, yang berfokus pada pemahaman fenomena terkait perilaku, persepsi, dan tindakan dalam konteks alamiah, dengan melibatkan 4 informan: pemilik, karyawan, dan 2 pelanggan. Hasil penelitian menunjukkan bahwa Carwash 99 Garage telah memenuhi berbagai indikator kualitas pelayanan. Pada indikator tangibles, Carwash 99 memastikan alat cuci yang modern dan kebersihan yang terjaga. Untuk reliability, usaha ini memberikan pengerjaan maksimal yang membuat pelanggan puas. Pada indikator responsiveness, karyawan tanggap dan cepat dalam memberikan pelayanan. Di indikator assurance, karyawan selalu bersikap sopan dan memberikan pelayanan terbaik. Terakhir, pada indikator empathy, Carwash 99 Garage selalu berusaha memahami dan memenuhi keinginan serta kebutuhan pelanggan. Dengan demikian, Carwash 99 Garage berhasil memberikan pelayanan yang memuaskan pelanggan dan mempertahankan kepercayaan mereka.

Kata kunci: Kualitas Pelayanan, Carwash

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INTRODUCTION

The rapid economic development has made business developers and their users increasingly intelligent in responding to these developments. The emergence and expansion of various types of businesses have become an indication of economic development (Saebah & Asikin, 2022; Afifawati et al., 2023; Wasfika et al., 2024). In the world of business and entrepreneurship, of course, there is tight competition for business actors in having a competitive advantage in the hope of being able to survive in competing with other business competitors. A competitive advantage can be achieved by business actors in providing satisfaction to customers (Tukirin, 2023; Permatasari & Praswati, 2024). A company should have a commitment or an effort to improve the quality of providing services or goods in order to satisfy customers continuously (Setiawan, 2021). Quality is a word for service a provider which is something that must be done well (Tampanguma et al., 2022; Sutriani et al., 2024). In general, high service levels will result in high satisfaction. Quality itself is a dynamic condition and influences a service product, process, human, and environment that exceed the description or expectations (Boulding et al., 1993).

According to Chandra (2016), there are at least four factors that will later affect the quality of service, namely maintaining, paying attention, customers feel the operational system that can solve the problems they have, and spontaneity or employees can create a sense of desire for customers to solve the problems they have. The resolution of their own problems or those of employees will later be directly related to customers and it is expected that employees are able to carry out tasks according to predetermined standards. Improvement is, if unwanted things happen, they must be able to resolve and overcome these conditions (Sutrisno & Lazuardy, 2024; Widayati et al., 2023).

The quality of service obtained by customers from the company will later have an impact on customer satisfaction, therefore the products or services supplied to customers are required to have maximum value in order to provide satisfaction to these customers. According to Kotler & Keller (2009), a line of companies is said to be successful when they can provide products or services or even goods to customers when they are able to provide value and satisfaction to customers. The value of a product is interpreted as an intermediary between what customers get and what the company provides (Purnamasari & Fadli, 2023). Customers or consumers will later get a use from the products offered, then customers will become 'buyers' who spend money. While what is meant by costs in this discussion is monetary costs or money, time, energy, and physical costs (Kotler & Keller, 2009). Service quality also plays a role in maintaining consumer satisfaction (Murti & Surianto, 2022; Sujana & Yusni, 2024).

In order to create good service quality, suppliers of goods or services must offer a service that will be obtained by consumers or customers according to their expectations and desires. The higher the level of service quality obtained, the more satisfied customers will be (Oktariani et al., 2022; Chrisdwiandra, 2024; Fauzi & Purnomo, 2023). A satisfied customer is a level of individual feeling that has compared the performance felt to what he experienced (Budur & Poturak, 2021). The quality of service desired by consumers is adequate facilities, good service, security, comfort, and satisfactory results so that managers must think about efforts to improve service quality so that it can develop and run smoothly in the future. High quality service must be provided by the company in order to overcome customer satisfaction, where the most important factor for their satisfaction is quality service (Ali et al., 2021). The provision of services by the company can later fail when when providing services, customers are less satisfied and less in accordance with what they want as the form of service should be. Carwash 99 Garage is a car wash business that was established in 2016. The many competitors that exist cause the car wash to have challenges and opportunities for competitors in its competition. Customers themselves will compare the services and support obtained from the service, if customers are satisfied then customers will come back.

LITERATURE REVIEW

Service quality is a dynamic condition where the condition is related to products, services, people, processes, and the environment that are able to meet or even exceed consumer expectations. According to Mihron & Nuvriasari (2023), good service quality causes the level of satisfaction and consumer desire for increased loyalty, conversely poor service quality results in decreased satisfaction and loyalty. If the service provided is then received or even felt according to what is expected, then the quality of service represents something good that is received and satisfies the expectations of consumers (Sunarya & Jamaludin, 2022; Riyadi, 2022). Quality is something that is very important and worthy of being improved and must be continuously improved by carrying out continuous innovation and creativity (Siswanto & Surianto, 2022). According to Sam et al. (2023), the quality of service received by consumers is a form of service provision including materials, company equipment, physical facilities, environmental conditions, materials used for communication, and the like. Service quality itself is a provision of features, both the character of a product or service that has the ability to include stated or implied needs (Kotler & Armstrong, 2016). The higher the quality of service felt, the higher the level of satisfaction felt by customers (Dewa, 2023).

Service quality is manifested to meet the expectations and needs of customers in the accuracy of service provider delivery to match consumer expectations. There is a quote from Zeithaml et al. (2018), which means that service quality is a perception of consumers towards a collection of service providers, which is also an important determinant in efforts to obtain satisfaction from the ranks of consumers. Simamora (2002) defines perception as a view of how we see the world around us. This makes a process where a person gradually selects, organizes, and interprets into a comprehensive picture of the world. Perception basically involves the process of categorization, namely the tendency to place new experiences into existing classifications in experiences that have been passed through or are familiar (Harjati & Venesia, 2015). Therefore, in the world of marketing, perception is something valuable to be instilled in consumers that the product or service has value and is needed.

There are various other definitions of perception, such as price perception. According to Cockrill & Goode (2010), price perception is a psychological factor from various dimensions that can influence customer reactions to the specified price. Price perception itself is a consumer consideration and their associated emotional relationship regarding whether the price given by the producer and the price compared to other parties are reasonable and acceptable (Lee et al., 2011). According to Kotler & Armstrong (2016) price is an amount of money that will be paid by consumers to get a product or service to meet consumer needs related to unsatisfied desires. Price itself is one of the elements that are mixed with marketing and can also generate income in the most flexible way. Initially, price was a determining factor, but currently the determining factors of consumer purchases are increasingly diverse, so that other factors besides price also play an important role in customer decisions in buying something (Ferdiansyah & Sudarso, 2024; Aisyah et al., 2024).

METHODS

This study uses a qualitative descriptive approach. According to Nazir (2005), descriptive research methods concentrate on collecting basic facts and efforts to present a general picture of a particular situation or event. Descriptive research often uses various techniques, most often referred to as survey methods. When conducting qualitative research, information about the object of research is collected through surveys and other sources presented in a descriptive or narrative format. Research findings are presented in the right context and in accordance with their true meaning. In using qualitative techniques, researchers try to involve parties involved in the situation or phenomenon to obtain a narrative presentation of the incident or event (Sugiyono, 2013). This method places special emphasis on the exchange of information between researchers and the topic being studied, as well as a comprehensive understanding of the

phenomena encountered during the study, including behavior, perception, motivation, and actions. This information is expressed through verbal descriptions in language, describing the natural context using various natural methods. Meanwhile, according to Yusuf (2016), qualitative research is research that tries to involve individuals in the situation or phenomenon to gain an understanding of the meaning of an incident or event. The research location in this study is Carwash 99 & Garage located on Jl. Dr. Wahidin Sudirohudoso. 102 Kebomas, Gresik Regency, East Java. This study also requires informants to support the research in obtaining the required data. Informants in this qualitative study are customers who can later provide or share information needed by researchers in processing the research. As for respondents or informants in this study include the owner, employees, and 2 customers.

RESULTS

Physical Evidence (Tangibles) of Service at Carwash 99 Business

Carwash 99's business capability in providing services is reflected in efforts to maintain existence through physical evidence that satisfies customers. This evidence is realized through standard service facilities, laundry equipment, supplies, and employees. The owner of Carwash 99 explained that the facilities are always cleaned routinely every time the operation opens and closes, especially the work area and waiting room, in order to maintain comfort and tidiness. The owner of Carwash 99 also added that the equipment is checked and maintained regularly so that it continues to function properly and is safe to use.

Carwash 99 employees also emphasize this commitment by maintaining personal hygiene, wearing clean uniforms, washing hands before work, and ensuring that the tools used are clean. After work, the work area is immediately cleaned together with the team to ensure the place remains neat and free of trash. This has also received recognition from customers. Customer 1 stated that the facilities at Carwash 99 are very clean, neat, and well-maintained, from the waiting room to the car wash area. He also considered the tools used to look modern and well-maintained, so he felt safe entrusting his vehicle to them. A similar opinion was expressed by customer 2, who appreciated the cleanliness of the place, the comfort of the waiting room facilities, and the quality of the tools that worked well.

Interviews with owners, employees, and customers highlighted the importance of maintaining cleanliness of facilities and equipment as a key factor in providing quality service. Tangibles, such as the appearance and performance of facilities, equipment, and communication materials, are important elements in supporting a satisfying service experience (Anggraeni & Faozan, 2023).

Reliability of Service at Carwash 99 Business

Reliability is the company's ability to provide services that meet standards, so that the results provided can be trusted by customers (Ardhana et al., 2024). In the context of Carwash 99, service reliability is reflected in the implementation of clear SOPs and regular training for employees so that services remain consistent. The business owner emphasized that his party is always responsive to customer complaints by providing quick solutions, such as repairs or compensation, to ensure customer satisfaction. This statement is reinforced by Carwash 99 employees, who always ensure that services are in accordance with SOPs, check work results, and provide quick solutions, such as discounts or rewashing if problems occur. The interview results show that the reliability of Carwash 99's service focuses on maximum workmanship according to standards, which is the key to building customer trust. This reliability is important because it increases customer loyalty and encourages voluntary promotion from customers to those around them, thus supporting business development.

In addition, interviews with customers showed a positive view of the reliability of Carwash 99's services. One customer stated that the service received was always as expected, with neat and clean results. When there was a problem, such as the interior of

the car being less than clean, Carwash 99 immediately cleaned it again at no additional cost. Another customer stated that even though there were several times when the results were less than optimal, a quick solution such as rewashing was always provided at no additional cost. This assessment confirms that the reliability of Carwash 99's services remains a priority in providing solutions to customer complaints. Thus, good service reliability has helped Carwash 99 achieve the company's desire to improve its business excellence and competitiveness.

Responsiveness of Service at Carwash 99

Responsiveness is the ability and willingness of service providers to provide fast responses and services that meet customer needs (Dwijayanti et al., 2024). In the context of Carwash 99, this responsiveness is reflected in the results of interviews with the owner, employees, and customers. The owner of Carwash 99 explained that the neat queuing system and staff readiness allow them to handle additional requests without delay. In line with that, an employee mentioned that they manage their working time well so that work can be completed on time without rushing, resulting in satisfactory service.

The first customer stated that the work time at Carwash 99 was quite fast but still thorough, so he did not have to wait long. In addition, he appreciated the staff's quick response in explaining additional services and their costs clearly. The second customer expressed something similar who was satisfied with the speed of service and the staff's thoroughness, even when handling additional requests or listening to input. Based on the interview, it can be concluded that Carwash 99 strives to provide fast, responsive, and quality service, which is directly felt by customers.

Service Assurance at Carwash 99 Business

Assurance is a form of effort to provide trust to customers through knowledge, politeness, and quality service shown by employees (Idayati et al., 2020). Based on the results of an interview with the owner of Carwash 99, the owner stated that his party always listens to customer needs well, provides appropriate recommendations, and ensures that the services provided are in accordance with customer requests. This statement is supported by employees, who explain that they listen carefully to customer needs, try to fulfill these requests, and provide polite explanations if there are obstacles. Employees are also quick to provide additional assistance, explain available services, and convey costs transparently to avoid customer confusion.

On the other hand, customers gave positive responses to Carwash 99's service. They felt comfortable thanks to the friendly and polite attitude of the employees, who always greeted them with a smile, spoke in a pleasant tone, and created pleasant interactions. This shows that politeness and attention to customers are important factors in building customer trust and comfort. Thus, Carwash 99 teaches its employees to always comply with the right service rules in order to provide the best experience to customers. All of these aspects reflect that assurance is a combination of politeness, service ability, and employee alertness in meeting customer needs, which ultimately builds consumer trust in the services provided.

Empathy Service at Carwash 99 Business

The owner and employees of Carwash 99 apply empathy in service by providing genuine attention and understanding customer needs personally. The business owner explained that employees often communicate directly with customers to find out their needs through direct interaction or input from surveys. One employee added that he always listens to complaints, accepts input, and provides the best advice according to the condition of the customer's car. This statement was supported by customers, where the first customer said that employees always ask about their wishes, listen to input, and ensure that the service is according to request. The second customer also emphasized that employees show concern by asking about needs first and ensuring everything is met.

Based on the results of this interview, Carwash 99 is considered to have provided good service by meeting customer needs and desires, so that it can maintain their trust.

DISCUSSION

Tangibles in service include staff friendliness, cleanliness, and customer comfort (Ali et al., 2021). These are important aspects in creating a positive experience for consumers. Based on interviews with owners and employees, maintaining cleanliness of equipment and premises is a top priority in providing quality service. This effort aims to ensure that customers feel comfortable and well-served. In addition, interviews with two customers also confirmed that the cleanliness and modernity of the washing equipment, as well as a comfortable and well-organized waiting room, are highly appreciated. Washing equipment that is always in clean condition shows attention to detail and quality of service, while a comfortable waiting room creates a pleasant atmosphere during the waiting process. Overall, the focus on cleanliness and comfort in the physical evidence dimension is one of the important factors that increase customer satisfaction and trust in the service.

Reliability in providing comfort to customers provided by employees and their alertness in providing services according to the specified time or discipline in terms of punctuality (Hakim et al., 2021). Based on the results of interviews conducted with owners and employees, service reliability is very important in building customer trust because customers are a source of income in improving the quality of the business being developed. When customers feel confident in the reliability of a business's service in the form of services, it is likely that customers will voluntarily promote the business they manage to others. This is supported by the results of interviews with customers who said that the reliability of the Carwash 99 business prioritizes maximum workmanship. Customers have a good assessment of the reliability of service in this business in its services. So that the company's desires will be achieved and increase the excellence of the business being run.

Responsiveness is one of the important dimensions in service quality, which includes employee agility in serving customers, speed in providing service, and the ability to understand consumer needs and demands accurately. Based on the business owner's explanation, employees at Carwash 99 consistently strive to provide responsive service, both through direct action and communication with customers. Employees there are trained to provide a quick response, ensuring that customers do not have to wait too long, while maintaining the quality of the work results. This can be seen from the efforts of employees to immediately respond to customer requests or complaints, so that customers feel well served and satisfied. This responsive service is one of the important factors that is directly felt by customers, which illustrates the professionalism and commitment of Carwash 99 in providing the best experience to every customer.

Assurance is employee behavior that focuses on building customer trust through prompt, polite, and attentive service in meeting their needs (Lenka et al., 2010). At Carwash 99, the owner and employees emphasize the importance of providing the best service that is manifested through polite speech and professional attitude. This approach creates a sense of comfort for customers, so that they feel confident in giving their trust to the business. Customers give positive responses to the polite attitude applied by employees. To maintain this quality, Carwash 99 employees are routinely trained and taught the right rules in interacting with customers. This consistent approach shows that Carwash 99 is not only focused on work results, but also on customer experience, so that assurance becomes one of the important aspects in building good relationships and maintaining customer trust.

Empathy is the ability to understand and respond to customer problems in a good way, including showing hospitality and providing assistance to meet their needs (Ngadimun & Sarwoko, 2024). At Carwash 99, this empathy is well implemented by the owner and employees in serving customers. The results of interviews with business owners and employees show that they always try to meet the desires and needs of

customers, so as not to cause disappointment or loss of trust. Customers also confirmed that employees listen carefully and provide relevant input according to their respective needs, ensuring that the service results are as expected. With this approach, Carwash 99 has succeeded in maintaining good relationships with customers, creating satisfying experiences, and increasing their loyalty to the business.

CONCLUSION

Based on the research conducted, the quality of service at Carwash 99 Garage can be concluded through five main dimensions. First, Tangibles in the form of clean, modern facilities and equipment, as well as a comfortable and tidy waiting room, can increase customer trust, comfort, and security. Second, Reliability is reflected in the ability of employees to provide maximum service, so that customers feel satisfied. Third, Responsiveness, namely agility in serving customers, understanding needs, and providing fast and responsive service, which are the advantages of Carwash 99. Fourth, Assurance is seen from the polite and friendly attitude of employees who build customer trust, as well as the ability to meet needs with maximum service. Finally, Empathy is shown through employees' understanding of customer needs and efforts to fulfill their desires with sincere attention. Overall, Carwash 99 Garage has provided quality service according to customer needs and expectations.

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