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The Effect of Delivering and Performing Service towards the Implementing Strategy for Improving Customer Satisfaction in Indonesia

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Abstract:- With the increasing number of businesses in this era, competition in the market is becoming tighter for business actors to compete. In this research, we focus on 7 important keywords, namely Personalization, Responsiveness, Product Image, Service Quality, Customer Satisfaction, Customer Loyalty, and Customer Complaint to increase sales for businesses in improving their sales.

The method used in this research is mixed methods research by combining qualitative and quantitative research approaches. Data collection techniques in this study used observation, interviews, and documentation techniques. The data analysis technique used in this research is data collection, data reduction, data presentation, and conclusion drawing. The population and sample in this study were employees in the Customer Service, Admin, and Internal Driver divisions of PT Quantum Tosan Internasional located in Bogor.

The conclusion of this research is that this research examines the relationship between Customer Satisfaction, Service Quality, and Customer Loyalty, highlighting the role of Service Quality dimensions such as Personalization, Responsiveness, and Product Image in determining Customer Satisfaction and Customer Loyalty. The research conducted through structured questionnaires and PLS-SEM validates the strong correlation between Service Quality and Customer Satisfaction, thus offering insights for businesses to improve Customer Loyalty and Customer Satisfaction.

Keywords*: Personalization, Responsiveness, Product Image, Service Quality, Customer Satisfaction, Customer Loyalty.*

1. Introduction

PT Quantum Tosan Internasional is a company that works in the spring bed and Polyurethane foam Industry. At the start PT Quantum Tosan International established 1989 until now for 21 years and has 4 factories that's located in Semarang, Makassar, Banjarmasin, and Bogor. For the main Factory it's located in Parung - Bogor, Jawa Barat with a company status of Penanaman Modal Dalam Negeri (PMDN)

Our research aims to investigate the influence of personalization and product image on responsiveness and service quality. The influence of service quality on customer satisfaction and customer loyalty. The influence of customer satisfaction on customer complaints and customer loyalty and the influence of customer complaints on customer loyalty.

In the business world right now, companies must know about the quality and satisfaction of the customer, not just the financial report, but the company also needs customer loyalty and positive communication from mouth-to-mouth communication. Just as what we found in our research, customers in Malaysia are delighted with the special treatment. They respect the interaction with the service because of the affable and cheerfulness that is brought when they interact with the attendant. They also hope the attendant also knows the product so the customer's

question can be answered thoroughly. But it's a different case with the customers in China because in China there's a lot of factors to get the customer satisfaction such as information quality, order quality, delivery quality, delivery fee, and customer service. As a result of that all these factors will impact on customer satisfaction which will affect the repurchase.

Continuing our exploration of customer satisfaction, our research reveals that five key factors significantly influence it: reliability, responsiveness, service capacity, empathy, and tangibility. These factors collectively shape the overall perception of customers regarding the quality of service they receive.

Firstly, reliability stands out as a paramount attribute, with customers expecting services to be consistent and dependable. When an organization consistently upholds its promises and commitments, it cultivates trust among customers, ultimately leading to greater satisfaction. Timeliness and responsiveness also play pivotal roles, as customers greatly appreciate swift and punctual responses to their inquiries, requests, and concerns. Such a responsive approach enhances their overall experience, underscoring the importance of addressing their needs promptly.

Moreover, an organization's service capacity is of the essence. The ability to meet customer demand efficiently and effectively is crucial, as it ensures that customers do not encounter unnecessary delays or inconveniences, factors that can significantly impact on their satisfaction levels. Beyond efficiency, empathy is a powerful driver of satisfaction. Demonstrating genuine concern for customers' well-being and understanding their perspectives creates a strong emotional connection. Customers want to feel valued and appreciated, and organizations that exhibit empathy often forge stronger and more lasting customer relationships.

Lastly, tangibility pertains to the physical aspects of the service environment. This encompasses the appearance of facilities, equipment, and any tangible elements that customers interact with. A well-maintained and visually appealing environment can profoundly influence customer perceptions and satisfaction. In essence, these five factors, namely reliability, responsiveness, service capacity, empathy, and tangibility, form the bedrock upon which customer satisfaction is built, playing a pivotal role in shaping the success of organizations across various industries.

When the customer is highly satisfied with both the product quality and the service quality, it will certainly make the customer of the company feel confident in the company and form a sense of loyalty to the company. With an increased sense of loyalty to the company, there are many benefits from this, such as customers will make more frequent transactions with us and will voluntarily recommend our products to their acquaintances. When customers are loyal, then the possibility of them changing products or services will be much smaller, this makes sales will be maintained and will continue to grow so that the business economy increases.

Not only that, when companies succeed in making their customers loyal to them, but complaints from customers will also continue to decrease, so they can maintain brand image. The public will see and view our products favorably and can reach customers. With the reduction of complaints about customer dissatisfaction, the total number of highly satisfied consumers will also increase, so it will have a good impact and increase the sales level of the company. Therefore, it is very important to maintain and avoid complaints from customers because it will have a very bad impact on the business brand image if the customer already does not believe it will be difficult for the business to make him buy the offered product.

The approach adopted for this research is the affordances approach, which provides in-depth insights into how social media is integrated into the seller's communication strategies. By harnessing the specific features and capabilities inherent in social media, such as real-time communication, multimedia sharing, and user-generated content, salespeople have found unique opportunities to engage with their clients in a more personalized and interactive manner.

The proliferation of social media platforms is intricately connected to the burgeoning development of e-commerce systems. It is a natural progression that as social media expands its reach, e-commerce systems evolve in tandem. One of the pivotal advantages that e-commerce systems bring to the table is their ability to significantly boost sales productivity.

When we delve deeper into the realm of e-commerce, it becomes evident that the concept of delivery services is central to the entire experience. In this regard, it is noteworthy that customer satisfaction is profoundly influenced by the array of delivery service options at their disposal. For instance, the sheer variety of delivery choices, for example same-day free delivery, stands out as a crucial factor that can sway a consumer's decision when contemplating the purchase of a product.

2. Procedure for Paper Submission

A. Review Stage

Submit your manuscript electronically for review.

B. Final Stage

When you submit your final version, after your paper has been accepted, prepare it in two-column format, including figures and tables.

C. Figures

As said, to insert images in *Word*, position the cursor at the insertion point and either use Insert | Picture | From File or copy the image to the Windows clipboard and then Edit | Paste Special | Picture (with "Float over text" unchecked).

The authors of the accepted manuscripts will be given a copyright form and the form should accompany your final submission.

3. MATH

If you are using *Word*, use either the Microsoft Equation Editor or the *MathType* add-on (http://www.mathtype.com) for equations in your paper (Insert | Object | Create New | Microsoft Equation *or* MathType Equation). "Float over text" should *not* be selected.

4. Units

Use either SI (MKS) or CGS as primary units. (SI units are strongly encouraged.) English units may be used as secondary units (in parentheses). **This applies to papers in data storage.** For example, write "15 Gb/cm^2 (100 Gb/in^2)." An exception is when English units are used as identifiers in trade, such as "3½ in disk drive." Avoid combining SI and CGS units, such as current in amperes and magnetic field in oversteps. This often leads to confusion because equations do not balance dimensionally. If you must use mixed units, clearly state the units for each quantity in an equation.

The SI unit for magnetic field strength H is A/m. However, if you wish to use units of T, either refer to magnetic flux density B or magnetic field strength symbolized as $\mu_0 H$. Use the center dot to separate compound units, e.g., "A·m^2."

5. Helpful Hints

A. Figures and Tables

Because the final formatting of your paper is limited in scale, you need to position figures and tables at the top and bottom of each column. Large figures and tables may span both columns. Place figure captions below the figures; place table titles above the tables. If your figure has two parts, include the labels "(a)" and "(b)" as part of the artwork. Please verify that the figures and tables you mention in the text actually exist. **Do not put borders around the outside of your figures.** Use the abbreviation "Fig." even at the beginning of a sentence. Do not abbreviate "Table." Tables are numbered with Roman numerals.

Include a note with your final paper indicating that you request color printing. **Do not use color unless it is necessary for the proper interpretation of your figures.** There is an additional charge for color printing.

Figure axis labels are often a source of confusion. Use words rather than symbols. As an example, write the quantity "Magnetization," or "Magnetization *M*," not just "*M*." Put units in parentheses. Do not label axes only with units. As in Fig. 1, for example, write "Magnetization (A/m)" or "Magnetization ($A \cdot m^{-1}$)," not just "A/m." Do not label axes with a ratio of quantities and units. For example, write "Temperature (K)," not "Temperature/K."

Multipliers can be especially confusing. Write "Magnetization (kA/m)" or "Magnetization (10^3 A/m)." Do not write "Magnetization (A/m) × 1000" because the reader would not know whether the top axis label in Fig. 1 meant 16000 A/m or 0.016 A/m. Figure labels should be legible, approximately 8 to 12 point type.

B. References

Number citations consecutively in square brackets [1]. The sentence punctuation follows the brackets [2]. Multiple references [2], [3] are each numbered with separate brackets [1]–[3]. When citing a section in a book, please give the relevant page numbers [2]. In sentences, refer simply to the reference number, as in [3]. Do not use "Ref. [3]" or "reference [3]" except at the beginning of a sentence: "Reference [3] shows ... ." Number footnotes separately in superscripts (Insert | Footnote).[1] Place the actual footnote at the bottom of the column in which it is cited; do not put footnotes in the reference list (endnotes). Use letters for table footnotes (see Table I).

Please note that the references at the end of this document are in the preferred referencing style. Give all authors' names; do not use "*et al.*" unless there are six authors or more. Use a space after authors' initials. Papers that have not been published should be cited as "unpublished" [4]. Papers that have been submitted for publication should be cited as "submitted for publication" [5]. Papers that have been accepted for publication, but not yet specified for an issue should be cited as "to be published" [6]. Please give affiliations and addresses for private communications [7].

C. Abbreviations and Acronyms

Define abbreviations and acronyms the first time they are used in the text, even after they have already been defined in the abstract. Abbreviations such as SI, ac, and dc do not have to be defined. Abbreviations that incorporate periods should not have spaces: write "C.N.R.S.," not "C. N. R. S." Do not use abbreviations in the title unless they are unavoidable (for example, "INTERNATIONAL JOURNAL OF ENGINEERING AND INNOVATIVE TECHNOLOGY" in the title of this article).

D. Equations

Number equations consecutively with equation numbers in parentheses flush with the right margin, as in (1). First use the equation editor to create the equation. Then select the "Equation" markup style. Press the tab key and write the equation number in parentheses. To make your equations more compact, you may use the solidus (/), the exp function, or appropriate exponents. Use parentheses to avoid ambiguities in denominators. Punctuate equations when they are part of a sentence, as in

$$\int_0^{r_2} F(r,\varphi)\, dr\, d\varphi = [\sigma r_2 / (2\mu_0)] \cdot \int_0^{\infty} \exp(-\lambda \mid z_j - z_i \mid) \lambda^{-1} J_1(\lambda r_2) J_0(\lambda r_i)\, d\lambda . \quad (1)$$

Be sure that the symbols in your equation have been defined before the equation appears or immediately following. Italicize symbols (*T* might refer to temperature, but T is the unit tesla). Refer to "(1)," not "Eq. (1)" or "equation (1)," except at the beginning of a sentence: "Equation (1) is ... ."

E. Other Recommendations

Use one space after periods and colons. Hyphenate complex modifiers: "zero-field-cooled magnetization." Avoid dangling participles, such as, "Using (1), the potential was calculated." [It is not clear who or what used (1).] Write instead, "The potential was calculated by using (1)," or "Using (1), we calculated the potential."

Use a zero before decimal points: "0.25," not ".25." Use "cm^3," not "cc." Indicate sample dimensions as "0.1 cm × 0.2 cm," not "0.1 × 0.2 cm^2." The abbreviation for "seconds" is "s," not "sec." Do not mix complete spellings and abbreviations of units: use "Wb/m^2" or "webers per square meter," not "webers/m^2." When expressing a range of values, write "7 to 9" or "7-9," not "7~9."

A parenthetical statement at the end of a sentence is punctuated outside of the closing parenthesis (like this). (A parenthetical sentence is punctuated within the parentheses.) In American English, periods and commas are within quotation marks, like "this period." Other punctuation is "outside"! Avoid contractions; for example, write "do not" instead of "don't." The serial comma is preferred: "A, B, and C" instead of "A, B and C."

If you wish, you may write in the first person singular or plural and use the active voice ("I observed that ..." or "We observed that ..." instead of "It was observed that ..."). Remember to check spelling. If your native language is not English, please get a native English-speaking colleague to proofread your paper.

6. Some Common Mistakes

The word "data" is plural, not singular. The subscript for the permeability of vacuum μ_0 is zero, not a lowercase letter "o." The term for residual magnetization is "remanence"; the adjective is "remanent"; do not write "remnance" or "remnant." Use the word "micrometer" instead of "micron." A graph within a graph is an "inset," not an "insert." The word "alternatively" is preferred to the word "alternately" (unless you really mean something that alternates). Use the word "whereas" instead of "while" (unless you are referring to simultaneous events). Do not use the word "essentially" to mean "approximately" or "effectively." Do not use the word "issue" as a euphemism for "problem." When compositions are not specified, separate chemical symbols by en-dashes; for example, "NiMn" indicates the intermetallic compound $Ni_{0.5}Mn_{0.5}$ whereas "Ni–Mn" indicates an alloy of some composition Ni_xMn_{1-x}.

Be aware of the different meanings of the homophones "affect" (usually a verb) and "effect" (usually a noun), "complement" and "compliment," "discreet" and "discrete," "principal" (e.g., "principal investigator") and "principle" (e.g., "principle of measurement"). Do not confuse "imply" and "infer."

Prefixes such as "non," "sub," "micro," "multi," and ""ultra" are not independent words; they should be joined to the words they modify, usually without a hyphen. There is no period after the "et" in the Latin abbreviation "*et al.*" (it is also italicized). The abbreviation "i.e.," means "that is," and the abbreviation "e.g.," means "for example" (these abbreviations are not italicized).

An excellent style manual and source of information for science writers is [9].

7. Editorial Policy

The submitting author is responsible for obtaining agreement of all coauthors and any consent required from sponsors before submitting a paper. It is the obligation of the authors to cite relevant prior work.

Authors of rejected papers may revise and resubmit them to the journal again.

8. Publication Principles

The contents of the journal are peer-reviewed and archival. The journal INTERNATIONAL JOURNAL OF ENGINEERING AND INNOVATIVE TECHNOLOGY (IJEIT) publishes scholarly articles of archival value as well as tutorial expositions and critical reviews of classical subjects and topics of current interest.

Authors should consider the following points:

1) Technical papers submitted for publication must advance the state of knowledge and must cite relevant prior work.

2) The length of a submitted paper should be commensurate with the importance, or appropriate to the complexity, of the work. For example, an obvious extension of previously published work might not be appropriate for publication or might be adequately treated in just a few pages.

3) Authors must convince both peer reviewers and the editors of the scientific and technical merit of a paper; the standards of proof are higher when extraordinary or unexpected results are reported.

4) Because replication is required for scientific progress, papers submitted for publication must provide sufficient information to allow readers to perform similar experiments or calculations and use the reported results. Although not everything need be disclosed, a paper must contain new, useable, and fully described information. For example, a specimen's chemical composition need not be reported if the main purpose of a paper is to introduce a new measurement technique. Authors should expect to be challenged by reviewers if the results are not supported by adequate data and critical details.

9. Conclusion

A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

Singular heading even if you have many acknowledgments. Avoid expressions such as “One of us (S.B.A.) would like to thank ... .” Instead, write “F. A. Author thanks ... .” **Sponsor and financial support acknowledgments are placed in the unnumbered footnote on the first page**.

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