
Service Quality Interior Caffe CV. Apik Kayu Banjardowo Jombang Village

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ABSTRACT

This study aims to determine the effect of service quality (reliability, responsiveness, assurance, empathy, physical evidence) on consumer satisfaction at CV. Kayu Apik and the most dominant variables affect consumer satisfaction CV. Apik jombang wood. This research uses a qualitative approach with the type of case study research. There are two sources of data in this research, namely primary and secondary data. The data collection used by the author in this research is purposive sampling. Data collection techniques were carried out by interview, observation, and documentation. In this study, the research instruments were: the researcher himself as the main instrument, interview guidelines, and field notes. The data analysis technique used is descriptive analysis of the results of the interview, the researcher will describe and analyze based on the theoretical framework used in this study. The data validity technique used by the researcher is triangulation. Triangulation is a technique of checking the validity of data that utilizes something other than the data for checking purposes or as a comparison against the data. The results show that the effect of service quality (trustworthiness, responsiveness, assurance, empathy, physical evidence) on customer satisfaction at CV. Kayu Apik is very good and the most dominant variable influencing consumer satisfaction CV. Kayu Apik Jombang is the dimension of Reability and Assurance.

Keywords: *Quality of Service; Caffe Interior Services; Furniture.*

INTRODUCTION

Furniture is furniture produced by craftsmen as an activity or for household needs. Furniture is used as a complement or decoration of a room that is known and used by people both in urban and rural areas. In general, furniture functions both structurally and non-structurally. The structural function of furniture has the meaning as furniture home as a complement to the residence. Furniture in non-structural functions has the meaning as a dividing wall or partition in a building and which has a beauty value or what is called aesthetics (Hermita, 2019).

Kayu Apik group is a company or supermarket of Dutch Teak or the most complete import planet in East Java. Currently, the Kayu Apik Group company focuses on providing Dutch teak wood, Dutch teak waferboard plywood, cardboard barrels, and others for furniture, crafts, interior design, cafes, distributions, stands bazaar or homes. Also provides Dutch teak wood planks or beam boards retail and large-scale purchases and purchases. Based on observations, interior reservations for cafes are the most in demand by customers. In view of the need for furniture cafe that is facing an increase and a large demand from various groups, the quality and quantity must be considered (Sa'adah & Wahyuningsih, 2021).

Furniture entrepreneurs must always pay attention to the needs and desires of consumers and try to meet consumer expectations. One of them is by providing better service than competitors. Therefore, every business owner is required to create a good and integrated competitive strategy because competition is the key to the success or failure of a business owner.

Service quality is very important for business owners, because without good service, business owners cannot attract buyers. For this reason, business owners must be able to implement strategic policies regarding services in order to anticipate increasingly fierce competition. The quality of employee service on consumer buying interest can contribute to business owners in increasing their long-term

income is the extent to which the ability of business owners or organizations to serve or provide maximum service to their buyers in a systematic and programmed manner that does not violate ethical values in a business (Rahmawati et al, 2020).

Considering the importance of service quality for the life of an organization or business owner, to try to increase its potential, so that the quality of service can compete or at least be able to keep pace with the pace of competition in the business world. So it must pay attention to the dimensions that affect the quality of a service in business, namely, physical evidence, reliability, responsiveness, assurance and empathy. Where these are all dimensions of the service quality of a business that is carried out. And in the end the dimensions mentioned above will significantly affect the purchasing power of the public or consumers for the business being run (Kasmir, 2010).

Service quality is a measure of how well the level of service provided is capable and in accordance with customer expectations. Service quality is the level of excellence expected and control over the level of excellence to meet customer desires (Tjiptono, 1997). The human factor holds the biggest contribution so that service quality is more difficult to imitate compared to product quality and price. Service quality is influenced by two variables, namely perceived service and expected service (Tjiptono, 2003). The perceived service is higher than the expected service, so the service user (customer) at some point will return. Conversely, if the expected service is greater than what is felt, the user will think twice about coming back (Fahimah, 2017).

Customer satisfaction is defined as the customer's response to the discrepancy between the previous level of importance and the actual performance he felt after use. One popular concept of quality of service is servQual. One of the factors that determine customer satisfaction is customer perception of service quality which focuses on five service dimensions (Supranto, 2011). Five dimensions of these services is direct evidence (tangibles), which includes the physical facilities, equipment employees, and means communication, reliability is the ability to perform the service as promised quickly, accurately, and satisfying, responsiveness, namely the ability to helping customers and availability to serve customers well, assurance that knowledge, courtesy officer as well as its reliable so free customer of risk, and empathy that is a sense of caring to give individual attention to customers, as well as easy to contact (Tjiptono, 2008).

The higher level of competition results in consumers having a high bargaining position on quality, product choices, services that are more valuable, but pay cheaper, faster time, with lower effort and risk. Currently, competition among business owners is not only on price, but also on other variables related to the value of the customer's shopping experience, especially on the quality of employee service. From the above background, the authors are interested in conducting research with the title "Service Quality Interior Caffe CV. Apik Wood from Banjardowo Village, Jombang".

METHOD

This research uses a qualitative approach with the type of case study research. This case study was conducted to find answers to the How and Why questions (Meishanti, 2018). The presence of the researcher as a full observer and supervising the object of research and conducting direct interviews with the owners and employees of CV. Jombang Apik Wood. The research location is on Jl. Mawar, RT 03/RW 02, Banjardowo, Jombang district, Jombang district, East Java 61419. CV. Kayu Apik Jombang is a company engaged in furniture and supermarkets that provides Dutch teak or ex pine. Not only that, CV Karya Apik also provides the pallets imported most complete in East Java, currently CV Karya Apik provides a variety of Dutch teak wood, waferboards, Dutch teak plywood, cardboard barrels, and others for craft furniture, interior design, cafes, distributions, stands bazaar or household furniture. Therefore, researchers are interested in conducting research on CV. Jombang Apik Wood.

There are two sources of data in this research, namely primary and secondary data. Primary data sources are information obtained by interviewing the interviewees directly. In this research, the primary sources of information are CV owners and employees. Secondary sources are sources that indirectly provide information to information collection including documents, archives, and others. The data collection used by the author in this research is purposive sampling. Purposive sampling is a technique of data sources with certain considerations (Sugiyono, 2013).

Data collection techniques were carried out by interview, observation, and documentation. In this study, the research instruments were: the researcher himself as the main instrument, interview guidelines, and field notes. The data analysis technique used is descriptive analysis of the results of the interview, the researcher will describe and analyze based on the theoretical framework used in this study. The data

validity technique used by the researcher is triangulation. Triangulation is a technique of checking the validity of data that utilizes something other than the data for checking purposes or as a comparison against the data.

RESULT AND DISCUSSION

Result

To know the quality of service in CV. Kayu Apik currently, researchers choose to use 5 dimensions of cafe interior service quality proposed by Zeithaml et al 1990, namely Tangibel (Intangible), Reability (Reliability), Responsiviness (Responsibility), Assurance (Guarantee), and Empaty (Empathy).

- **Dimensions Tangible**

Dimension tangible is the appearance of physical facilities, equipment, personnel and communications media in the service. If this dimension is perceived by the customer as good, the customer will rate the service as good and feel satisfied. To measure this dimension in an effort to determine the quality of service in CV. Kayu Apik can be measured through the following indicators:

- Appearance of officers / apparatus in serving customers. In this indicator the appearance of service officers in CV. Apik wood looks neat. The main things that are regulated in the company's appearance standards include: Uniforms, Accessories and Shoes. This applies to customer service both male and female.
- Ease in the service process. For this indicator the ease of service has indeed occurred to customers who already know what is needed if they want to request service, but for new types of services, sometimes they still don't know the requirements needed so that customers have to go back and forth to fulfill the requirements. these requirements. In addition, most of the new customers experienced difficulties such as the lack of requirements in requesting services. For convenience in the service process in CV. Kayu Apik can be seen from the presence of employees who are on guard and always ready to give directions to customers. Besides CV. Kayu Apik services in the company, which amounted to 4 with different services, it was clearly given instructions that CV. Kayu Apik serves, among other things, payment and delivery of goods.
- Discipline of officers/apparatus in performing services. From the service schedule in CV.Kayu Apik, the discipline of the counter guard staff is very good. This can be seen from the readiness of the services in front of opening hours and even during break hours, namely at 12.00WIB-13.00WIB the service is still running. Here it shows how the company does not stop even though it enters a break, all of it is done for the sake of customers. This was welcomed by customers who also only had time during that hour to go to CV.Kayu Apik.
- Ease of customer access in service requests. Ease of access to services at CV. Kayu Apik . service in front and one customer service.

- **Dimension Realibility**

Reliability is the ability to perform the promised services with precise, accurate, reliable, consistent and suitability of service. It is important to remember the people prove evidence of the promises pelayanan.Untuk measure the dimensions of reliability,in an effort to determine the quality of service the interior of the cafe in the CV. Kayu Apik can be measured through the following indicators: The

- Accuracy of the officers in serving customers
The accuracy of the officers can also be seen from the speed of service in providing services to customers. When asked to customers who feel service related to speed in providing service to customers, many of the customers stated that the service provided by the employees was very fast
- Have clear service standards
The service standards in CV.Kayu Apik are using Excellent Service where every officers must be able to provide perfect service to customers. Judging from the observations related to the applied MSS, all of them were implemented properly and correctly. This can be seen from the employees who do things that are the point in the service excellent used in CV.Kayu Apik.
- The ability of officers/apparatus and expertise in using tools in the service process.
The ability and expertise of officers in operating service tools at CV.Kayu Apik, namely officers are able to master the existing technology in the cafe interior service process. For the ability of officers CV. Kayu Apik who is guarding the counter in operating the tool is not difficult. This is

in accordance with what is seen in the observation data where every employee at the front is able to operate every tool used in every service.

- The expertise of officers in operating service aids.
Officers are able to master the existing technology in the cafe interior service process. This is in accordance with the observation data where every officer at the front is able to operate all the tools in the CV. Charmingly Wood

- **Dimensions Responsiviness**

Responsiveness is the ability to help customers and provide services quickly or responsiveness as well as hear and resolve consumer complaints filed. To measure the dimensions of responsiveness, in an effort to determine the quality of service at CV. Kayu Apik especially in terms of service, namely: Responding to every customer/applicant who wants to receive service. Responding to customers can be done in several ways, including greetings. At CV.Kayu Apik, the Kayu Apik service officer also greets every customer who comes.

- **Dimensions of Assurance**

Dimension of confidence is the knowledge and courtesy of employees and their ability to generate trust and confidence. To measure the dimension of confidence (assurance), in an effort to determine the quality of cafe interior services at CV. Kayu Apik can be measured through the following indicators:

- Officers provide guarantees on time in service. To guarantee the punctuality of service as in the delivery of goods in CV. Kayu Apik provides a choice of package deals and is able to deliver within the time available in the package.
- Officers provide assurance of cost certainty in the service. If the delivery of the goods does not match the ordered goods or the goods are defective, there will be a 50% discount with the terms and conditions that apply.
- Officers provide guarantees of legality in service. CV. Kayu Apik is a service provider who has been in the cafe interior services for a long time. CV experience. Kayu Apik in the service sector is no longer in doubt. Therefore, that many experiences are a guarantee for customers to choose services to CV. Charmingly Wood

- **Dimensions Empathy**

Empathy are eligible for care, give personal attention to customers. To measure this dimension, in an effort to determine the quality of interior cafe services at CV. Kayu Apik can be measured through the following indicators:

- Prioritizing the interests of the applicant customer in CV services. Kayu Apik is a king in service. Every thing desired by the customer must have top priority and must be in accordance with the wishes of the customer.
- Officers serve with a friendly attitude and polite attitude. Service officers at Kayu Apik serve in a friendly and courteous manner which is as stipulated in the planned service excellent.
- Officers serve non-discriminatory (distinguishing). The service system at Kayu Apik which has not used a number system for each customer who requests service, provides an opening for employees and customers who are impatient to queue for immediate service and request service from a guard who is close to the patient. the customer.
- Officers serve and value every customer. Cafe interior services in CV. Kayu Apik always serves and appreciates every customer who asks for service at the service counters. This can be seen from the provision of fast and precise service, besides that every customer who comes will definitely get service. Based on observations, it shows how every customer should get service from employees.

Discussion

Based on the theory developed by Zeithaml et al. That service quality is determined by five dimensions, namely Tangible, Reability, Responsiviness, Assurance, and Empathy. The results and qualitative analysis of each dimension of service quality can be described with the following explanation:

- **Dimension Tangibel**

In this study, tangibel includes the following: the physical appearance of the apparatus, facilities, equipment and facilities on Kayu Apik used in the implementation of cafe interior services to all Kayu Apik customers. Tangible dimensions are determined by indicators, namely the

appearance of the apparatus when carrying out service tasks, convenience of service facilities, ease of service requirements, discipline of service officers, easy access to reach in CV. Kayu Apik, and the use of computer aids in providing services to customers.

The quality of the cafe interior services in Kayu Apik has a tangible dimension based on the data from the indicators used in the study can be said to be good because almost all of the indicators in the Tingabel dimension are good. The good things in this dimension include the neatness of Kayu Apik's employees, ease of service process, discipline of officers, ease of access and use of technology in services. But the indicators for this service area are lacking because parking in the Kayu Apik yard is paid for and the service waiting room is hot, so it feels less comfortable for customers.

On the tangible dimension this shows a good thing. Although the weight of this tangible dimension is not as heavy as the weight of humans or service providers. If it is well prepared like a book, the cover immediately looks beautiful and attractive, so that it can make customers or potential customers come and enjoy it during the transaction. There are many factors that can cause a tangible dimension in services at the Kayu Apik

First company, the tangible is easy to set up and well conditioned, so it's not as complicated as managing people or employees. In addition, the ease of arranging products in this dimension makes Kayu Apik more free to concentrate their time and thoughts on more crucial things without leaving their appearance. Second, Kayu Apik's high commitment to revitalize all of their tangible assets. The improvement of the asset condition of Kayu Apik is aimed at customers. The development of existing services in Kayu Apik encourages the formation of a new face for the Post office without leaving the distinctive value of a Kayu Apik, namely the logo of two standing woods and the color green.

- Dimensions of Reality

Realibility is the ability to provide the promised service carefully, according to standards, the ability and expertise to use tools in cafe interior services carried out by Kayu Apik. The dimension of reliability is determined by indicators of accuracy, service standards, ability to use assistive devices, and expertise in using tools. The series of qualitative analyzes carried out on the realibility dimension of the service quality of the cafe interior in Kayu Apik is good. Because the indicators used in this study were met very well. These indicators include the accuracy of officers in serving customers at Kayu Apik where the service system at Kayu Apik already uses technology, service standards use Service Excellent, and the ability and expertise of officers in operating service aids at Kayu Apik is unquestionable. Where the waiters in front are young and at least high school graduates recruited by Kayu Apik to serve customers. So the ability of officers to operate and master technology in the cafe interior service system at Kayu Apik is very fast.

The reliability dimension shows good results too. This dimension has 2 important things, namely, first, the ability of producers to provide services as promised and the ability of producers to provide services accurately or without errors. This will be of no use without being supported by adequate facilities and infrastructure as well as competent human resources. The facilities and infrastructure in Kayu Apik are good, as expressed in the dimension tangible. As for competent human resources, CV. Kayu Apik has included the required qualifications in the employee recruitment process.

- Dimension Responsiveness

Responsiveness is the willingness and awareness to respond to each service requester quickly, accurately, carefully, and to respond to every complaint submitted by the service applicant at CV. Kayu Apik. The responsiveness dimension in this study is determined by the indicators responding to each CV customer. Kayu Apik quickly, precisely, carefully, on time and responds to customer complaints CV. Kayu Apik.

CV employees. Kayu Apik which greets every customer is a good thing in the cafe interior service system. This greeting can make each customer feel more valued by CV employees. Kayu Apik. The abilities possessed by CV employees. Kayu Apik who is in front to serve customers has more capabilities than employees behind the CV. Kayu Apik. In addition to having a minimum of high school education, every employee in front must pass education from a CV. Kayu Apik with the material Service Excellent held by CV. Kayu Apik.

However, from the indicators of the response to customer complaints, it is not optimal This can be seen from the lack of customer participation in criticizing the services at CV. Kayu Apik.

There are several things that cause the lack of community participation, among others; the placement of the location of the criticism and suggestion boxes that are less strategic, the equipment that supports customer participation does not exist because there are only cities without a form provided for customers. In addition, the channel for conveying criticism and suggestions which is still manual, is also something that makes the lack of criticism or suggestions like a CV. Kayu Apik .

The series of qualitative analyzes carried out on the dimension responsiveness can be explained as follows; the results of the service quality of interior cafe services at CV. Kayu Apik on the dimension is responsiveness also good because of the three indicators in this dimension, two are positive. Two positive things in this dimension are the response of officers to customers at CV. Kayu Apik officers greet every customer at CV. Kayu Apik and CV officers. Kayu Apik is very fast, precise and careful as there is no accumulation of customer queues asking for service. But in response to customer complaints against the service of CV. Kayu Apik is lacking due to the lack of customer participation in filling out the boxes provided by CV. Kayu Apik .

- Dimensions Assurance

Assurance is the ability of the apparatus in guarantees, guarantees in terms of timeliness, cost, legality and cost certainty in the interior of the cafe service processes in CV. Kayu Apik . This assurance dimension is determined by indicators; namely on-time guarantee, cost guarantee, legality guarantee, and guarantee of cost certainty in services at CV. Kayu Apik. Assurance in the cafe interior service system at CV. Kayu Apik can be seen from the service opening hours displayed on the CV. Kayu Apik . This service hour shows how the certainty given to CV customers. Apik Wood to ask for service. In addition, the guarantee of service costs that exist in each customer is certain because it is integrated with the online system used in the services in each CV. Kayu Apik .

In providing assurance services for CV. Kayu Apik also provides guarantees to every customer who requests service delivery services. This is manifested in the form of package delivery options provided for customers to choose from. In addition, there is also a 100 percent replacement guarantee for each customer, if the goods sent are defective and do not match the order, there is no receipt/receipt of payment from the cashier. The series of analysis on indicators assurance can be explained as follows; quality of service interior cafe at CV. Apik Wood is very good. The indicators in this dimension that exist in this study are all positive and good for customers. Where is the CV. Kayu Apik provides a definite guarantee to customers who use the services at CV. Kayu Apik .

The dimension assurance in this study shows good results. The dimension assurance contains, among others, providing confidence and building confidence in customers to continue using the services of CV. Kayu Apik . The reasons why this dimension is good include: First, competitive employees. Staff who serve are friendly and can create a good first impression for customers. Creating a good first impression can build a sense of trust between customers and CV. Apik Kayu, so that it becomes an important thing in a service. Second, credibility in every service. In every service in CV. Kayu Apik must have a piece of paper or receipt containing the transaction records made by the customer in the CV. Kayu Apik . With this receipt, customers are assured that they will be able to make a claim if an accident or failure occurs in any service provided by CV. Kayu Apik . And the last is security in service. CV. Kayu Apik is able to provide security in every service. Safe because CV. Kayu Apik is honest in its transactions.

- Dimensions Emphaty

Empathy is the attention given to customers at the cafe interior services CV. Kayu Apik . Willingness to prioritize the interests of service applicants in CV. Kayu Apik, friendly attitude, polite, courteous, non-discriminatory, and very appreciative of every service applicant at CV. Kayu Apik . The dimension of empathy is determined by indicators, namely prioritizing customer interests, friendly service attitude, politeness, courtesy and non-discrimination (distinguishing).

CV employees. Kayu Apik sees customers as users who support the existence of CV. Apik wood and must get satisfactory service. This can be seen from the priority of service provided to each customer in accordance with the mission of CV. Kayu Apik to customers who are committed to providing timely service and good value. The attitude of the service officer in front of the CV. Apik Wood is also good. Where every employee greets every customer and receives customers standing up. It has also been arranged by CV. Kayu Apik through the Excellent Service given to every employee of CV. Kayu Apik .

The series of qualitative analyzes on the dimension empathy can be explained as follows; see the nature of the service providers in CV. Kayu Apik . All indicators in this dimension are good, but

there is one thing that must be underlined in this dimension. Where the service is still not able to eliminate the nature of the patron/family, close people and people who are known. And that is the prelude to ministry to these people.

From the whole discussion of the dimensions of service quality shows good things. Where almost all of these dimensions are carried out professionally and competently by CV. Kayu Apik . The most dominant variables affect consumer satisfaction CV. Kayu Apik jombang is a dimension of reliability and dimension of assurance

CONCLUSION

The five dimensions of service quality used to see and measure the quality of service in CV. Kayu Apik namely Tangibel (Intangible), Reability (Reliability), Responsiviness (Responsibility), Assurance (Guarantee), and Empathy (Empathy) can be concluded that the cafe interior services in CV. Good Wood. However, there are still some indicators of service dimensions that get unfavorable results, such as the comfort of the service waiting room, and the provision of services that prioritize the family nature of the customer. Therefore, a customer-oriented public service must always improve quality in order to create mutually beneficial relationships for customers and service providers on an ongoing basis. Regarding the results of the above research conclusions, both based on various considerations. The considerations include aspects that are used to see the quality of cafe interior services in the CV. Kayu Apik . If it is elaborated on the aspects of service dimensions that are highlighted, then the conclusions will appear based on the five dimensions used in this study:

- The quality in the Tangibel dimension is quite good even though there are a few shortcomings, namely parking space for CV customers. Paid Apik Kayu and hot service waiting area.
- In the dimension of reliability, all indicators used get good results.
- Responsiveness dimensions are two indicators that are good but there is one thing that is lacking, namely the lack of public participation in criticizing and giving advice to the company as a service provider. And at least the channels opened by CV. Kayu Apik in providing opportunities for the community to participate.
- In this Assurance dimension, it shows good results where each indicator brings out positive things.
- And this Empathy dimension also shows positive results. Although there is one thing that is not good, namely the service still cannot eliminate the nature of patron/family, close people and people who are known.

From the description above, it can be concluded:

- The effect of service quality (reliability, responsiveness, assurance, empathy, physical evidence) on consumer satisfaction at CV. Very good wood
- The most dominant variable influencing consumer satisfaction CV. Kayu Apik jombang is a dimension of Reability and Assurance dimension.

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