

Analysis of Service Excellent at PT Home Tester Indonesia

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Abstract

Service Excellent is an activity carried out by a service provider with the specific aim of providing satisfaction that can be felt by customers. Services must be connected to consumers' hopes and desires for the products or services offered by a company so that consumers feel satisfaction. This Research is executed to find out the applied service excellent that is used by PT. Home Tester Indonesia. The method of research used is qualitative descriptive that gives the portrayal of service excellent of PT. Home Tester Indonesia. Data collection techniques are carried out through, namely observation, interviews, and documentation. The result of this research shows the excellent service that is done by PT. Home Tester Indonesia is good based on the attitudes, abilities, attention, actions, and responsibilities performed by the employees of the PT. Home Tester Indonesia. However, those are considered not optimal as the employees performed delayed response in serving the community.

Keyword: *Service; Service Excellent; Customer Satisfaction*

1. Introduction

In today's dynamic world, services have become an integral part of our lives. They encompass a wide range of activities and offerings provided by one party to another, fostering interaction and influencing the outcome of the service itself. The advent of globalization has intensified competition in the service industry, demanding that service providers adapt and excel in meeting customer desires and needs.

A company's success hinges on its ability to prioritize customer satisfaction. In the service industry, this translates into delivering exceptional service. Superior service stands as a hallmark of a company's commitment to its customers, setting it apart from its competitors.

Service excellence embodies the pinnacle of customer service. It entails providing prompt, responsive, and professional assistance to service users, effectively addressing any issues that arise. This unwavering commitment to customer satisfaction positions service as the cornerstone of any successful service-oriented company. There are six fundamental pillars that underpin service excellence: Ability, Attitude, Appearance, Attention, Action, and Accountability (Ritonga, 2020).

PT Home Tester Club Indonesia stands as a testament to the transformative power of consumer empowerment. By providing a platform for consumers to share their genuine experiences and insights, the company fosters a culture of informed decision-making and encourages consumers to take ownership of their purchasing choices. This approach not only benefits consumers but also drives innovation and enhances product quality within the industry.

2. Literature Review

2.1 Service

Services have become an increasingly important sector of the global economy. They contribute significantly to employment, economic growth, and overall well-being. The ability to provide valuable services is essential for individuals and organizations to thrive in today's interconnected world. In conclusion, services represent a crucial aspect of human interaction and economic activity. By creating value, addressing needs, and facilitating exchanges, service providers play a vital role in shaping our world.

According to Payne (2000), services can be defined as an economic activity that possesses unique characteristics (value and elements) and involves a series of interactions with consumers. This definition highlights the intangible nature of services, emphasizing the value

they provide and the interactions that occur during the service delivery process (Fatihudin & Firmansyah, 2019).

Based on the previous definition, services can be characterized by four fundamental attributes:

1. **Intangibility:** Services are intangible in nature, meaning they cannot be physically touched or possessed. Their value lies in the experience, outcome, or benefit they provide to the consumer.
2. **Inseparability:** Production and consumption of services often occur simultaneously. The service provider and the recipient interact directly, and the quality of the service is influenced by this interaction.
3. **Perishability:** Services are perishable, meaning they cannot be stored for future use. Once a service is provided, it is consumed and cannot be saved for later.
4. **Variability:** The quality of services can vary depending on the service provider, the recipient, and the specific circumstances of the service delivery.

2.2 Service Excellent

Service excellent the pinnacle of customer service delivery. It goes beyond merely meeting customer expectations and aims to create a remarkable and memorable experience that exceeds their hopes and aspirations. Service excellence is not a one-time event but an ongoing commitment to consistently delivering exceptional value to customers.

Service excellence encompasses various dimensions that contribute to an exceptional customer experience. Dimensions can be categorized as follows (Ritonga, 2020)

1. **Timeliness:** The speed and efficiency with which services are delivered, minimizing customer wait times and maximizing their time value.
2. **Accuracy:** The precision and correctness of service delivery, ensuring that customer requests and needs are met without errors or mistakes.
3. **Courtesy and Friendliness:** The demeanor and attitude of service providers, fostering a welcoming and pleasant atmosphere for customers.
4. **Responsiveness to Complaints:** The professionalism and effectiveness in handling customer complaints and issues, transforming potential negatives into positive experiences.
5. **Staffing and Facilities:** The adequacy of service personnel and the availability of supporting facilities to ensure smooth service delivery.

6. **Information and Guidance:** The comprehensiveness and accuracy of information provided to customers, including clear guidance and instructions.
7. **Comfort, Amenities, and Technology:** The level of comfort, convenience, and technological advancements offered to enhance the customer experience.
8. **Overall Satisfaction:** The holistic perception of service excellence, encompassing all the aforementioned dimensions and culminating in overall customer satisfaction.

Service excellence serves as a strategic tool for companies to differentiate themselves and thrive in a competitive environment. It goes beyond simply meeting customer expectations; it's about creating exceptional experiences that leave a lasting positive impact. The six pillars of service excellence provide a comprehensive framework for delivering exceptional service:

1. **Ability:** Possessing the necessary skills to effectively communicate with customers, build strong relationships, and address their needs with expertise.
2. **Attitude:** Maintaining a positive, professional, and helpful attitude that conveys empathy, respect, and a genuine desire to assist customers.
3. **Appearance:** Projecting a professional and well-groomed appearance, both physically and non-verbally, that instills trust and confidence in customers.
4. **Attention:** Actively listening to customer needs, demonstrating genuine care for their concerns, and anticipating their expectations.
5. **Action:** Taking prompt and appropriate action to address customer requests, resolve issues efficiently, and deliver services in a timely and effective manner.
6. **Accountability:** Taking ownership of actions and decisions, accepting responsibility for service outcomes, and demonstrating a commitment to customer satisfaction.

By implementing these six pillars, organizations can cultivate a culture of service excellence that permeates all interactions with customers. This commitment to exceptional service will drive customer loyalty, enhance brand reputation, and propel businesses towards long-term success.

2.3 Customer Satisfaction

Customer satisfaction occurs when a person's expectations, both functionally and emotionally, are met or exceeded. It encompasses a range of positive emotions, from satisfaction to pleasure, that result from a perceived balance between the value received and

the price paid. Customer satisfaction is a subjective state that arises from comparing a perceived product experience with a person's expectations. It includes positive or negative emotions that arise from this comparison (Halim et al., 2021).

Customer satisfaction can be categorized into three distinct levels based on the perceived performance of a product or service relative to customer expectations: Dissatisfaction, Satisfaction, Delight. Customer satisfaction also provides several benefits to the company, such as generating positive responses, which in turn increase customer trust and generate higher revenues in the future. In addition, customers tend to be more critical of product life extensions, brand extensions, and new additional services offered by the company.

Customer satisfaction is a critical aspect of business success, affecting customer loyalty, brand reputation, and ultimately, profitability. Businesses that prioritize customer satisfaction tend to thrive in competitive markets. Various factors contribute to increasing customer satisfaction, which include both tangible and intangible elements. Businesses must focus on five crucial factors to elevate customer satisfaction:

- 1. Product Quality:** Product quality is a key determinant of customer satisfaction. Superior product quality minimizes customer complaints and dissatisfaction, fostering a positive customer experience.
- 2. Service Quality:** Friendly, responsive, and professional service creates a positive impression for customers. When customers feel valued, they are more likely to be satisfied with the service provided. Prompt and efficient handling of customer complaints demonstrates responsiveness and attentiveness, further enhancing customer satisfaction.
- 3. Emotional Factors:** Understanding and addressing customer emotions is essential for building rapport and enhancing satisfaction. When customers feel emotionally connected to the service provided, they are more likely to choose it again. This fosters long-term, mutually beneficial relationships between customers and service providers.
- 4. Price:** Customers feel satisfied when they purchase products or services at a price that aligns with the quality offered. By prioritizing price as a factor in customer satisfaction, businesses can strengthen customer relationships and enhance loyalty.
- 5. Transparency:** Clear communication of all relevant costs and fees builds trust and encourages positive customer perceptions. When costs are transparent and upfront, customers feel more confident and comfortable making purchasing decisions.

3. Material and Method

The author conducted research at PT Home Tester Indonesia which is a company engaged in Service. The research used by the researcher is qualitative research. Qualitative research is a methodological approach to gaining a comprehensive and nuanced understanding of human or social phenomena. It involves collecting and analyzing data through various methods, such as interviews, observations, and document analysis, to generate rich descriptions and insights into the research topic. The goal of qualitative research is to illuminate the complexities and intricacies of the social world from the perspectives of the participants themselves (Rifa'i, 2023).

3.1 Design Study

Qualitative research employs a variety of data collection techniques to gather rich and in-depth information about the research topic. These techniques allow researchers to capture the perspectives, experiences, and meanings of participants, providing a comprehensive understanding of the phenomena under investigation. Data Collection Techniques in Qualitative Research:

1. **Interviews:** In-depth interviews involve face-to-face or virtual conversations with participants to gather their detailed insights and experiences.
2. **Observations:** Researchers observe participants in their natural settings, such as workplaces, schools, or communities, to document their behaviors, interactions, and social dynamics.
3. **Document Analysis:** Researchers examine and analyze various documents, such as personal diaries, official records, or media reports, to gain insights into historical events, cultural practices, or social discourses.

3.2 Data Analysis

Data analysis in qualitative research is an iterative process that involves organizing, interpreting, and making sense of the collected data to address the research questions or test the hypotheses formulated in the proposal. The goal is to transform raw data into meaningful insights that contribute to the overall understanding of the research topic. In this study, the data

analysis techniques employed are based on the framework proposed by Miles and Huberman (Sugiyono, 2013):

1. **Data Reduction:** This stage involves simplifying and condensing the vast amount of collected data into manageable and focused elements. This may involve summarizing transcripts, identifying key themes, or categorizing data.
2. **Data Display:** This stage involves organizing and presenting the data in a clear and structured manner to facilitate understanding and interpretation. This may involve creating tables, diagrams, charts, or narrative summaries.
3. **Conclusions:** This stage involves synthesizing the findings from the previous stages to draw conclusions, develop explanations, and answer the research questions or test the hypotheses. This may involve identifying patterns, relationships, or emerging themes within the data.

4. Result

4.1 Service Excellent Procedures at PT Home Tester Indonesia

Based on the observation results, service excellent procedures vary between participants. These procedures include fulfilling member requests, responding to and listening to members, and providing services not only to members of PT. Home Tester Indonesia but also to clients. Although these procedures may differ between individuals, PT. Home Tester Indonesia does not yet have a written SOP (Standard Operating Procedure) for each type of member service. This shows that although the company strives to provide optimal service, the absence of a written SOP can result in inconsistency in service delivery.

A written SOP is very important as a clear and structured guideline for employees in carrying out their duties, so that the same service standards are applied across all lines of the company. Without a written SOP, the potential for errors and variations in the quality of service received by customers is greater. To achieve consistent and reliable excellent service, the development and implementation of a comprehensive SOP is an important step for PT. Home Tester Indonesia.

4.2 Implementation of Service Excellent Concepts at PT Home Tester Indonesia

Based on the interviews conducted, it can be concluded that PT. Home Tester Indonesia has made significant efforts in implementing customer service practices aimed at achieving customer satisfaction. The company has taken strategic steps to ensure that customers receive

the best possible service. These steps include the use of advanced technology to facilitate communication and provide quick responses to customer needs.

4.3 Obstacles and Solutions in Providing Service Excellent at PT Home Tester Indonesia

Based on the results of observations conducted, one of the main obstacles faced by PT. Home Tester Indonesia is a high workload. Excessive workload can cause stress and fatigue in employees which ultimately has a negative impact on the quality of service provided. The many tasks and responsibilities that must be completed in a limited time often make it difficult for employees to provide maximum attention and service to each customer. In addition, a high workload can also hinder employees' opportunities to participate in training and self-development which are important for maintaining and improving their competence in providing excellent service.

5. Discussion

5.1 Service Excellent Procedures at PT Home Tester Indonesia

Procedures are a set of actions or steps that must be followed in a specific order to achieve the best possible outcome. Service can be considered prime when all stages or steps are structured, straightforward, and easy to understand and execute. According to Moekijat Ermawijaya (2022) procedures have several characteristics: Each department of a company has its own unique procedures, Procedures are essential plans, Procedures involve repetitive activities, Each step in a procedure has a time limit, Procedures aim to ensure the desired maximum outcome.

Based on the interviews conducted, it was found that the prime service procedures vary among employees. In the Campaign Division, service is not only provided to members but also to clients who collaborate with PT. Home Tester Indonesia. In the Community Division, service is 100% dedicated to members, starting from responding to their complaints, needs, and desires. In the HR and GA Division, service is provided to internal stakeholders such as employees.

5.2 Implementation of Service Excellent Concepts at PT Home Tester Indonesia

In implementing service excellent procedures, the application of the concept of service excellent is crucial. The concept of service excellent includes various strategies and designs aimed at meeting or even exceeding customer satisfaction. service excellent not only provides high-quality products, but also includes aspects such as competence, attitude, appearance, attention, actions, and responsibility (Ritonga, 2020)

Consumers are defined as individuals who routinely buy or use a product. Customer satisfaction has its own scope, namely first listening to and understanding customer needs and secondly observing customer behavior. Customer satisfaction can be measured from the services provided. In (Rifa'i, 2023) Danaher and Mattson stated that satisfaction is measured from the services received in each transaction. On the other hand, overall satisfaction is seen as a function of satisfaction obtained from various services when experiencing performance.

Based on the interviews conducted, the implementation of service excellent at PT. Home Tester Indonesia has been implemented as much as possible in accordance with the basic concept of service excellent, starting from the concept of competence where all employees have responsive skills. Employees are required to respond to every interaction quickly and effectively through various communication channels such as telephone, email, and social media. The second concept is attitude, because the attitude of employees in providing service greatly influences perception and experience.

5.3 Obstacles and Solutions in Providing Service Excellent at PT Home Tester Indonesia

In the implementation of prime service, obstacles can become serious problems that can disrupt the smooth delivery of service. Based on the interviews conducted in point three, the obstacles experienced by employees at PT. Home Tester Indonesia are excessive workload. Excessive workload will have a negative impact on the quality of prime service that will be provided to members. This is in line with what Rohman & Ichsan (2021) stated that the workload given to employees must be balanced with the ability and competence of the employees themselves. If it is not balanced with the abilities they have, then slowly it will cause a problem for the employees, one of which is work stress experienced by employees when working. Excessive workload conditions on employees can result in decreased performance, because many tasks cannot be completed simultaneously. PT. Home Tester Indonesia needs to take steps to reduce the workload of its employees and ensure that they have enough time to complete their work properly.

In addition, another obstacle experienced is frequent miscommunication between members and employees. Miscommunication between members and employees occurs due to various factors such as the lack of information provided by employees regarding the campaign provided, then differences in language and perspective also become obstacles in providing services. This can make it difficult for them to understand each other. Miscommunication usually occurs if there is a gap or imbalance between the intent of the speech and

understanding. Miscommunication always occurs in a communication process that is not in line with its intended use (Nurdin, 2017).

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

1. Employees of PT. Home Tester Indonesia prioritize service excellent in all their work. Research findings indicate that the company is already quite good at implementing a series of prime service procedures. These procedures include identifying problems, setting deadlines for each campaign, and reliably providing clear explanations to members.
2. PT. Home Tester Indonesia has successfully implemented various service excellent strategies, such as responding quickly to member complaints and needs, and being friendly and professional in responding to members. However, the service provided is not yet fully maximized due to several obstacles that frequently arise
3. PT. Home Tester Indonesia has made various efforts to address the obstacles it faces. These efforts include improving the quality of its management system, such as holding weekly meetings to discuss areas for improvement in service delivery. However, there are still many efforts that the company has yet to implement, such as providing specific training for employees on service excellent. By continuing to focus on improving these efforts, PT. Home Tester Indonesia can maintain and improve the quality of its service excellent and meet or even exceed member expectations.

6.2 Implication

The results of this study indicate that employees of PT. Home Tester Indonesia have implemented service excellent effectively. Steps in providing services have been implemented in accordance with the principles of service excellent. However, there are still some employees who have not been able to provide maximum service. This can be prevented by classifying priorities.

6.3 Recommendations for Future Researchers

1. Researchers are encouraged to conduct future studies with topics similar to data collection using the document study technique.

2. Researchers are encouraged to consider using alternative data sources such as external customer surveys, in-depth interviews with consumers, or data from third parties relevant to the research.
3. Researchers can utilize quantitative approaches to measure customer satisfaction with the service excellent provided by PT. Home Tester Indonesia employees.
4. Researchers are encouraged to investigate a wider range of variables that influence service excellent to obtain more comprehensive results.

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