

# ASSESSMENT OF THE INTERRELATIONSHIP BETWEEN QUALITY OF SERVICE AND OPTIMAL CONSUMER SATISFACTION IN A BAKERY CAFÉ

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## Abstract

This exploration is meant to dissect the exhibition of a bread shop situated in Bekasi from the consumer loyalty on the item and administration performance evaluation. The strategy Importance-Performance Analysis (I-PA) was methodically implemented in this. The main achievement criteria instituting IPA could be regarded as it was directed to decide the scheduling of markers identified with the item and administration quality. It was to give a contribution to the executives in making key moves. The example was completed with a total number of 127 participants who actively participated in the survey. The pre-owned procedure was non-likelihood testing. The outcomes uncover that the need for progress mainly the flavor pointer is considered when the item performance is evaluated. Quadrant A's necessity for basic leadership performance quality can be seen as a gratefulness pointer's counterpart. Because of this, it is imperative that the pastry store emphasise these milestones as a means of advancement.

**Keywords:** product quality, service quality, customer satisfaction.

## INTRODUCTION

The importance of customer engagement can't be overstated, and it's a vital part of keeping a successful venture (Krivobokova, 2009). In addition, it becomes the primary hub for all enterprises. If customers are satisfied with the product, they will prefer to purchase it, show their loyalty, and recommend it to someone else. If they don't, they'll switch to another brand or complain about it to the company and others. It can have a relatively lengthy impact on the image of a company (Nair, 2013). Customers are a key asset to the company, thus their opinions are critical and should be analyzed thoroughly. To retain customers, the firm should focus on listening to their feedback. The company can create direct cooperation with its customers in order to better understand their aspirations. An enterprise can study customer retention levels by conducting statistical surveys. The success of customer-focused products and services relies heavily on the loyalty of existing customers. The board can benefit greatly from the input of customers when it comes to deciding which areas should be grouped together. Craftsmanship has a significant effect on customer satisfaction which breeds loyalty (Cruz, 2015). Product and service quality were also mentioned by Seyedi et al. (2012) as important factors in determining consumer trust. In addition, the level of satisfaction was determined by how well the requirements were provided. Customer loyalty is the most important aspect in determining a product's desirability, as demonstrated by the work of Schaech et al. (2014). In order to build strong customer retention, a company must produce products that suit the needs of its customers.

Furthermore, item quality, according to Alex and Thomas (2012), is the magnitude to which the item details meet the needs of the customers. However, Monogamy et al. (2010) stated that governance excellence might be defined as the difference between the customer's specifications and the administration's perception. Bread is referred to be an item of food quality in this study. Bread is a pastry shop item that is made using four basic ingredients (flour, yeast, water, and salt). Various ingredients, like as milk, eggs, fats, yeast, sugar, and others, are used to enhance the appeal of food to customers. A customer's favorite aspect of a restaurant's food is the quality of the food. When it comes to the amount of worth, it's all about how many anticipated attributes you have and how many unexpected ones you don't have. An effective means of determining food quality is to do a physical evaluation (Singh-Ackbarali and Maharaj, 2014).

Significance Performance Analysis (IPA) is a valuable instrument to plan the decisive standing of markers to direct administration in making key moves. According to Wu et al. (2010), the IPA can be used to identify the strengths and weaknesses of real worth allude from a customer's perspective. All the time, it was evaluating the relevance and delivery. In the early stages of IPA, Martilla and James (1977) identified management competence as one of the pointers. In order to develop exhibiting methods, they looked at automobile suppliers. Many experts have taken to IPA since its first presentation, including those in the travel sector, training (Suroto

et al. 2017), refreshments, transportation (Putra et al. 2014), auditing the managers (Charof and Rahmouni, 2014), clinic (Chen and Lin 2013) and several others.

The SERVQUAL system developed by Parasuraman et al. (1988) has been used by certain researchers in the field of customer service quality, such as Tzeng and Chang (2011) and Adinegara and Turker (2007) (2016). In Taiwan, Tzeng and Chang (2011) studied the quality of care management. The results showed that five indicators were arranged in such a way that their improvement was reliant on IPA. In addition, Adinegara and Turker (2016) investigated the quality of government in Bali's coffee sources.

The principal quarter or component has two markers. Furthermore, IPA can be utilized to investigate markers of item quality, such as Zhu et al. (2010) with an advanced camera; Tontini and Picolo (2013) with an iPhone; and Tontini and Silveira (2007) with a pizza shop, for example. This study incorporated the IPA and Kano strategies to organize product inclusions. Regardless, this investigation isn't centered around that. This investigation focuses on developing a method for assessing the quality of bread and determining the status of pointers in a bakery facility. In terms of visual representation, Martilla and James are responsible for a multiple composites (1977). Aside from that, Garvin's central hypothesis centers on the characteristics of the product as a whole (1984). Item quality is based on eight metrics. Those are the qualities of execution, highlighting, dependability, adherence to standard practices, sturdiness, rapport, feel, and saw quality, respectively. There are three distinct methods for ordering these measurements (item-based methodology, client-based methodology, and assembling-based methodology). Zeithaml (1988) argued that quality may be divided into two categories: target quality and saw quality. Alternately, the item's target quality may have been used to show the item's specialism and prominence. Using Garvin's (1984) element grade and industrial production nature as a baseline standard, Compared to Garvin's consumer-centric approach, observed quality was a lot like that (1984).

A person's perception of a product's brilliance or prominence was a factor. An experienced baker or culinary researcher can take the lead in estimating goal production standards in the bakeshop, according to Zeithaml (1988). Be that as it may, as this exploration is planned from the clients' perspective, it centers around apparent quality measurement (client-based methodology). It is an abstract quality estimation to assess the quality from the clients' point of view. The element of administration quality alludes to the fundamental hypothesis of Parasuraman et al. (1988). It has five measurements. There are physical assets, affirmation, dependability, sympathy, as well as flexibility. Together with item and administration quality when broken down using IPA, the business may better determine where its building projects should be directed. The eatery organizations, fulfillment is frequently estimated by an essential of the Likert scale (from exceptionally fulfilled to extremely disappointed) or reacting to different characteristics of the actual nutritional value of the dish. Clients indicate a figure on the slider by marking it, showing as in how much fulfilled or rather disappointed with those markings generated by individual ascribes. Nonetheless, such a methodology overlooks in some way that a portion which shows these characteristics is tentatively imperative more so relating to the clients when considering all the other individuals.

Thusly, the striking quality of this exploration seems to look at directing item competence alongside administration performance examination in general perspective on the organization in assessing its outside consumer loyalty. Other than that, the assessment of consumer loyalty utilizing item quality (bread highlights) and administration quality in a pastry kitchen is still infrequently talked about in logical diaries. Accordingly, this examination builds up the system of the item and administration quality in the bread shop.

### **The objective of the study**

1. This examination is to break down the markers of the item and administration quality.
2. It is identified with consumer loyalty.

### **Sustaining Food Safety and Ensuring Customer Happiness**

Neighborhood writing looks to get major consideration where examination with respect to consumer loyalty is considered. Client esteem is defined as an overall assessment of what a client provides and receives in terms of basic needs (Zeithaml, 1988). Additionally, it recognizes that a client's perception of value influences his or her spending decisions. The illnesses caused solely by the consumption of food is costly for the purchaser since he spends money on buying and disease management at the same time. As a result, this condition results in allegations against a café or culinary provider, ultimately destroying the customer base and brand reputation (Cochran et al., 1996). By illustration, the E. coli crisis at Jack in the Box exposed a massive mishap in transactions and resulted in several consumer lawsuits. Sanitation fulfillment level has two fundamental reasons, right off the bat this issue could be acquired anytime in the natural way of life, and also sanitation may be a wellspring of changing spots for purchasing supporters. Dausch and Grover (2000) made an investigation and information uncovered that a normal foodborne flare-up can emerge at the expense of 100,000\$ creation an increment in wages, misfortune, and charge of the clinical legal counselor. It likewise costs for terrible exposure which cuts deals of an eatery by 30%. An investigation held in Australia, indicated that numerous eatery is less considerate about sanitation (Morrison et al., 1998). It is exceptionally astounding to realize that they are fewer

investigations made on clients' outlook fulfillment satisfaction in regards to cleanliness. 33% of buyers stated that various actions are not in keeping with sanitary standards. Redmond and Griffeth (2004) conducted a survey that uncovered several key findings, including the fact that clients are concerned about hygiene. Prospective buyers fall into two categories: those who are price sensitive and those who are health conscious. The latter embodies what it means for a customer's mentality to be gratified, whereas the former was concerned about expense and unsure about reliability (Bruno, Grunert, and Bredahl, 1996).

### **Significance of Customer Happiness/Gratification**

Customers are more likely to communicate their needs effectively to the merchants because of their trust. Customer retention is important since it helps you learn about a company's strengths and weaknesses. If a business owner is aware of their strengths and weaknesses, he or she can simply take action. Not only that, but consumer retention also aids in the allocation of resources for an impending revolt or completion. Furthermore, it aids in conveying a sense of calm to both the workers and the clients about the importance of creating superior products and services. It still may not help to determine one's strengths and weaknesses, but rather promotes one to focus on the positive aspects of one's advantages and disadvantages. Furthermore, it aids in gaining a better understanding of the sources of frustration and areas in need of development. Clients' trust helps to provide a paradigm for notifying leaders of challenges or scenarios that need significant progress. (ICR 2011.) Situational Factors Perceive Service Quality Customer Fulfillment Price Personal Factors GRAPH 1. Administration Quality and Customer Satisfaction (adjusted from Bateson and Hoffman 1999) 7 This rationale can be tough to establish while talking money, and anything that needs to be established begins and ends there, as does the management. The value of the company depends on the scope installed, which can be vast or little. Clients are the lifeblood of any business, and no company has ever been founded without them in mind. When it comes to ensuring customer satisfaction, every corporation's stakeholders are constantly concerned with the needs of their customers, which is the primary responsibility for any company's owner or manager. As the purpose of the study is to examine the company's commitment to a great extent, some few points have already been made from the above section, and maybe a few observations will be made herein. In truth, customer retention assists company forecasters enhance their profit margins, thus every such market tax guru believes that gaining advantage isn't as straightforward as it appears. Customers will be happy if the business is successful and ready to meet their needs, so they will buy more products and the company will be able to attract more customers and increase its profit. As a further benefit, it increases the sales, reduces the manufacturing costs, and increases displaying and promoting. As long as customers are entirely satisfied with the items and services they receive from a corporate organization, they will spread the word to their friends and family members, thus promoting and marketing the company. It also enhances empathy and magnanimity.

### **Advantages of Resolving Client Grievances**

Customers assume that a merchandise will perform as promised when they pay for them. The client will be satisfied, and there will be no negative comments to make about the service. In the event that something goes wrong and a consumer complains about the service, the business organization should respond immediately and resolve the issue. In most cases, this is handled through the company's customer service department. When it comes to shipping, the managing administrator needs to accommodate the trade flows so that difficulties may be addressed. Solving customer objections has a number of advantages, including alleviating the client's concern about the issue, resolving the issue, and testing inner organizational foundation. Addressing customer complaints has various benefits. One of the main advantages is that the client meets. Oddly, when the protestations from every buyer are made visible, it aids in the fulfillment of the client. As a result, it makes it easier and more efficient to run a business. It also benefits customers who aren't displeased or upset. Additionally, correcting issues is a benefit of 13 consumer disgruntlement. As a result, the company's administration cycle can be improved by identifying and correcting flaws. Regardless of how objections or concerns may arise in the future, this will keep them under control. No matter what happens, it's an optimal condition of customer feedback. The year was 2007 when Kurtus published his book

## **REVIEW OF LITERATURE**

### **A. Foodstuff Grade/Standard ;**

Quality food is essential to the success of cafes and restaurants (Nmakung and Jang 2008). Ghulam Mohaydin, MBA Scholar, IBM UET LHR Abubakar Chand, MBA Scholar, IBM UET LHR Bilal Aziz, Assistant Professor, IBM UET LHR Munim Bashir, MBA Scholar, IBM UET LHR Junaid Irfan, MBA Scholar, IBM UET LHR cafes are popular places for people to really get meals during their free time, and quality is always a major factor in this. Enhanced Grade level of food serves as a gauge of hygiene (Rijswijk and Frewer, 2008). Consumers are intent in anything that has to do with them, as far as what they generate, what they consume, and how and what they experience or think. Eatery quality affects how customers perceive the brand (Selnes, 1993).

On the technical side, when the word "eating establishment" is spoken, a few specific names will spring to mind since you believe they are the greatest at what they do. A greater number usually results in maximum satisfaction among customers (Gotlib et al., 1994). The level of satisfaction is determined by the customer's assessment of their own needs and the manner in which they are met. Restaurants that serve high-quality food have a beneficial impact on their brand image (Kisang et al., 2012). It defies logic to think that a company can function effectively without excellence.

### **B. Safety Food Administration;**

In order to begin the process of sanitation, one must first recognize the vulnerability of an individual (Bennett and Murphy, 1999). Playing it safe is a constant effort by people to avoid getting sick, thus they do it all the time. If an individual is responsible for their own regular meals, cleansing is accomplished (Unklesbury, Sneed, and Toma, 1998). Humans are always concerned about their own health and well-being, which is why they are always looking for a source of solid nourishment. Sanitation standards may influence an individual's behavior based on their level of satisfaction (Yeung and Morris, 2001). Bruhn (1997) argued that hygiene is undervalued and underappreciated. Sanitation hazard serves as a guide for making decisions regarding how to conduct one's business (Frewer, Shepherd, and Spark, 1994).

### **C. Assumption of worth;**

Patterson and Spreng (2009) found that consumer affinity is directly linked to customer satisfaction. According to Ryu et al. (2008), corporate name imagery influences a customer's viewpoint satisfaction. Reliability, according to Lai et al. (2008), contributes to a client's viewpoint satisfaction. There is a limit to customer trust that is based on consumer preferences (McDougall and Levesque, 2000).

### **D. Customer Contentment As Regards Food Standard Excellence**

The quality of food is a matter of the mind. It is based on perception and assessment. As a result, it is reliant on the same practical implications. It's possible that the looks of a food feast consumed while out shopping with the kids will differ from the appearance of the same feast provided at a cafe. Poached eggs, toast, grain, and juice may appear more appetizing in the morning, but the same meal may be viewed as a poor substitute for the evening meal is served at dinner (Schutz et al., 1975). Customers are more likely to stick around if they know they can rely on the quality of their service and cuisine, and these are two of the most important factors in boosting a business (Han and Rau, 2009). Steadiness indicates that they are capable of creating greater value and a strong brand image. Food quality and other quality parameters are both precursors and results of the image when it comes to the whole experience of a consumer. There is a correlation between food quality and customer satisfaction, according to Ryu, Lee, and Kim (2012), who studied the relationship between customer satisfaction with culinary efficiency and customer loyalty. The two aspects are inextricably linked. Because of the unique association between an individual's perceived advantages and costs, a customer's loyalty may be successfully defined (Zeithmol, 1988).

## **CONCLUSION**

The conclusion reached from the bread shop case study is that flavor is a good indicator of product quality, and friendliness is a good indicator of service quality. In Quadrant An of IPA, these are the development demands. There are two things this bakery store should be focusing on: To get the desired taste, it is recommended to use superior grade ingredients in the recipe. Consequently, in order to better service clients, it is essential to employ teams who have the necessary information and skills. This assessment only shows the status of markers, and it does not provide any assistance on how to approve all of the pointers in order to achieve the administrative goal. It's based on the assumption that all markers are given the same importance. Analytic Hierarchy Process is proposed for further investigation (AHP). As a result, the strategy's arrows carry equal weight, and it can help the company win over customers' loyalty. In the future, PLS-SEM analysis can be used to analyze the impact of the suggestions made in this investigation. The level of customer loyalty is directly related to the quality and safety of the food being sold. Customers accept that if they're spending a lot of money on an item, they may expect it to be of good quality and be well-managed. A buyer considers the packaging and quality of a bread kitchen item when making a purchase. In addition, the quality and management of a restaurant's food and service are also important to customers. Both types of purchases have a lot of security signals, such as new and high-quality fixes used to construct a product.

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