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Analysis Of Service Quality At Cendana Kos Babakan Tangerang Selatan

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Abstract: This study aims to determine how the quality of service at Cendana Kos Babakan, South Tangerang. This study uses qualitative research methods with a descriptive approach. The data collection methods used in this research are by means of structured interviews, meaning that the author prepares a number of questions that will be given to informants in this study to find out how the quality is given by Cendana Kos Babakan, South Tangerang. The number of informants in this study was 5 people using a purposive sampling technique, taking into account those who have been in the boarding house for more than six months. The results of the study indicate that on the reliability factor, there are still shortcomings on the part of the boarding house in providing services to residents of response, there is still a lack of timeliness in terms of providing information to each occupant. Factors of confidence (assurance), Boarding Staffs sometimes still don't really understand what the occupants want, so sometimes the staff only give unsatisfactory answers. On the empathy factor, the party boarding house still has shortcomings with frequent delays in helping and lacking optimally in providing a fast response to receive Occupants' requests. As well as a lack of tangible factors in terms of facilities so that the occupant's lack of feel comfortable.

Keywords: Service Quality, Boarding House

INTRODUCTION

Cendana Kos is located in Babakan, South Tangerang. Many residents choose boarding in the place because of its great location strategically close to campus and shopping centers. The increase in Occupants is thought to have triggered the occurrence of boarding house competition around Cendana Kos Babakan South Tangerang. House development boarding houses around Cendana Babakan boarding house, South Tangerang trigger an upgrade number of more exclusive boarding houses with the aim of meeting demand from customers, where according to various sources ranging from the internet, social media and other media, currently many houses boarding house that advertises its place with focuses on luxurious buildings and complete facilities similar to hotels.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The results of research from Susilowati, (2020) Quality of service, price and facilities jointly affect significant positive on cost satisfaction in Plosokandang Village. Service quality will affect customer satisfaction, where the better the quality of service given, the better the

level of satisfaction from customers. On the contrary if the level of service quality and the lower the satisfaction, the higher the level of switching intention is increasing. Changing places or moving behavior is a contradictory concept with customer loyalty. Therefore that, the owner of the boarding house should reduce the rate of house relocation boarding house. According to Tjiptono and Chandra, (2018:330), Quality is a dynamic condition that affects products, services, people, processes, and the environment that meets or exceeds hope. Service providers must be able to give full attention to service quality (servqual) so that the client's expectations can be met (Prayogo et al., 2021). Some time ago the author conducted pre-research interviews with some of the residents. They may complain about the quality of service given by Cendana Kos Babakan South Tangerang. Starting from cleanliness, security boarding house, and also the peace of your mother boarding house. Not only that, wifi facilities or internet at KCendana Kos Babakan South Tangerang are sometimes inaccessible, so boarding house residents feel the facilities should be obtained not completely received. This is certainly a concern specifically for Cendana Kos Babakan South Tangerang, which wants to keep the occupants of the boarding house considering the more competition between boarding houses that provide more facilities and quality of service good to the residents of the boarding house.

METHODS

This study uses the type of qualitative descriptive research. Descriptive research is research that is not intended to test hypotheses based on certain theories (V. Chandra et al., 2021). Data collection is a primary data collection process and secondary in a study. Data collection is a very important step because the data collected will be used for solving research or to test hypotheses that have been formulated (Nalvin et al., 2021). Data can be distinguished by getting it. There are 2 types of data, namely:

1. Primary data, is collected directly by the researcher from the main source or object of research done, to get the data that is more accurate the author plunges immediately spacious and gets the data directly from the source.
2. Secondary data, data published by organizations that are not the processor. The author looks for the necessary information and data through the internet, books, and others.

In this study, the author uses structured interviews, structured interviews are interviews in which the interviewer sets his own problems and questions to be asked (Hutabarat & Nugroho, 2020). Activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is saturated (Utama et al., 2019).

According to Sugiyono (W. Chandra et al., 2019), explaining triangulation in credibility testing is defined as checking data from various sources in various ways and at various times.

1. Source Triangulation, is a source to test the credibility of the data by checking the data that has been obtained through several sources.
2. Triangulation Technique, a technique to test the credibility of the data is done by checking the data to the same source with different techniques.
3. Time Triangulation, is the time to test the credibility of the data by checking the data in different times and situations.

RESULTS AND DISCUSSION

From result the interview above the author gets findings and then associated with the main theory in this research:

1. Reliability Factor. Reliability is ability service providers to perform services promised consistently and Trusted. Customer satisfaction fulfilled if the quality of the product / service given according to the promise to customers. There still is the shortcomings of the boarding house in provide services and still exist the shortcomings of the boarding house in provide services to Resident.
2. Responsiveness Factor. Responsiveness is the willingness to help customers and provide services quickly or responsively. The response will have a good effect on

customer satisfaction because good feedback will give value to good satisfaction. still available not on time in terms of giving the result of a request from the Resident Then there's still a delay in providing information to each resident, so Residents feel disappointed.

3. Factor of Confidence (assurance). Faith is knowledge and employee courtesy and the ability to build trust and belief or 'assurance'. So, customers will be satisfied if there is a guarantee of the quality of service provided by service providers as well as the safety of goods brought by customers. Boarding staff sometimes still do not like that understand what the occupants want so sometimes the staff just give an unsatisfactory answer.
4. The Empathy Factor. Empathy is a sense of caring and giving personal attention to the customer. This is important because customer satisfaction will also be achieved when there is a sense of comfort experienced by customers in using the services provided. In terms of helping the boarding party still has shortcomings with frequent procrastination in helping students and less optimal in providing the best response quickly to accept the Resident's request.
5. Tangible Factor. Tangible is the appearance of the facility's physical, equipment, personnel, and media communication. This factor will also have a positive influence on customer satisfaction because the better the quality of the facilities used in the provision of services will the better the level of satisfaction customers. There is a deficiency in terms of facilities so that fewer occupants feel comfortable when in the office The boarding house and staff are always neatly dressed. There are unique findings found in this study, namely, the number of boarding house residents who complain about the quality of service provided so far but still choose to live in the boarding house and not choose to move from a place according to their service quality is not good. Their reason for staying is actually because the cost of boarding is still affordable and the location of the boarding house is close to their office or college.

CONCLUSION

Based on the findings that the writer gets it in the field then you get the following conclusions are drawn:

1. reliability factor (reliability), still is a shortage on the part of Kostin providing services and there are still shortcomings from the Kostin providing services to residents
2. responsiveness factor, there is still a provision in terms of giving residents of requests residents then there is still a delay in providing information to each Residents, so Residents feel disappointed.
3. confidence factor (assurance), boarding staff gives times I still don't really understand what empathy residents want so sometimes helping the staff just gives less an dissatisfaction.
4. the empathy factor (emphaty), in terms of help the boarding party still has shortcomings with quickly urgent procrastination in helping students and less optimal in providing the best response quickly to accept req Resident.
5. tangib comfortable ors (tangible). Existence lacking in terms of facilities so that Residents do not feel comfort when in the boarding house office the staff is always neatly dressed.

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