

Strengthening Online Promotions and Improving Service Quality at “Jogja Id Screen Printing”

Leony Permata Setiawati^{1*}, Audita Nuvriasari²
Universitas Mercu Buana Yogyakarta

Corresponding Author: Leony Permata Setiawati
200510471@student.mercubuana-yogya.ac.id

ARTICLE INFO

Keywords: Online Promotions, Service Quality, Customer Satisfaction

Received : 22, October

Revised : 24, November

Accepted: 26, December

©2023 Setiawati, Nuvriasari: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The development of the printing business in the digital era is increasingly rapid along with high consumer demand for using these services. In order for the business to survive in competition, it is necessary to formulate the right marketing strategy. This community service is carried out to improve the performance of the printing business at Sablon Jogja ID through online marketing assistance activities and improving service quality. Activities are carried out using counseling and training methods. Through attractive online promotional activities and satisfactory customer service, companies can build closer relationships with customers, increase customer satisfaction, and ultimately achieve sustainable business growth in this digital era.

INTRODUCTION

The screen printing business has long been a pillar in the world of print and design, playing an irreplaceable role in meeting people's visual needs. From T-shirts to promotional materials, screen printing techniques provide a personal and aesthetic touch that is difficult to achieve with other printing methods. In an era where visual appearance is becoming increasingly important, the screen printing business has become not only a business, but also a medium for expressing creativity and brand identity. With the emergence of digital technology, screen printing businesses have embraced innovation to increase efficiency and flexibility. Online platforms make it easier for customers to interact directly with screen printing service providers, while digital design expands the boundaries of creativity. In addition, strengthening online promotions and improving services is essential to expand market share and improve customer experience.

The sustainability of a screen printing business lies in its ability to understand and respond to developing trends. Online promotions are key to facing fierce competition, while service improvements build a solid foundation of customer satisfaction. However, challenges arise in maintaining a balance between traditional manual skills and modern technology. Social media has been defined as websites that allow the creation of profiles and visibility of relationships between users, web-based applications that provide functionality for sharing, relationships, groups, conversations and profiles. Social media has been referred to as a "social media site," or a set of information technologies that facilitate interaction and networking (Wolf et al., 2017).

Digital marketing strategies or online marketing are currently very important and can be believed to be more effective and efficient in reaching the desired target market. With the internet, everyone can access it, both local and international communities so that market opportunities are wider (Nuryanto et al., 2022). Therefore, Jogja ID Screen Printing is in an effort to develop its business and increase sales by promoting and marketing its products through social media such as Instagram, Facebook, WhatsApp, and using the online marketing strategy SEO (Search Engine Optimization) so that Jogja ID Screen Printing can be known by the public. One way for service or service companies to remain competitively superior is to consistently provide services of higher quality than their competitors. Customer expectations are formed by past experiences, word of mouth and promotions carried out by service companies (Graphia et al., 2014). Good service can determine consumer satisfaction by improving quality and providing services that make things easier for consumers. The influence of service quality on satisfaction can be explained; If the service provided to customers is as expected, it will provide satisfaction. Thus, service quality must continue to be improved so that it achieves what consumers expect (Muslimin & Razak, 2023).



Figure 1. Front view of Jogja ID Screen Printing Outlet

Jogja ID Screen Printing is a trusted convection and screen printing company in Indonesia with the official legal status of PT. Maboor Media Group. Jogja ID Screen Printing has been established for more than 7 years with tens of thousands (pieces) of products produced. To be precise, it was founded on January 8 2015, the address is Candran Gg. H. Anwar 1 RT. 12 / RW. 05 No. 23, Bantulan, Sidoarum, District. Godean, Sleman Regency, Special Region of Yogyakarta 55264 with branch office Jl. Perumnas No. 89, Dabag, Condongcatur, Kec. Depok, Sleman Regency, Yogyakarta Special Region 55281. The quality offered is not only product quality, but also service quality. Jogja ID Screen Printing was founded by Ahmad Najmul Ma'arij, a young man from Rembang who from the start was determined to enter the business world. He started life in Yogyakarta when he was challenged to survive and finance all his own needs. And one of them is by forming the Jogja ID Screen Printing so that he can fulfill his economic needs.

Being one of the best convection services in the Yogyakarta area, the service it provides is also quite good. What is most popular here is the jersey printing service section. Because in our society there is a lot of demand for printed jerseys which can be custom designed as you like. Apart from jerseys for sporting events, Jogja ID Screen Printing can provide jersey making services with gaming, futsal and basketball themes, which in the current digital era, gamers need jersey uniforms as an iconic identity. Apart from screen printing t-shirts and jerseys, they also have various services such as making t-shirts, polos, jackets, shirts, tote bags, hats. serving jacket screen printing, shirt convection, jacket convection, and other merchandise. With competitive costs in its class, the Sablo Jogja ID convection printing service is relatively pocket friendly. Jogja ID screen printing also has three main principles, namely "Full Support in Service, Order One Only, Unite Y and Millennial Generations". Jogja ID Screen Printing operates every Monday to Saturday from 09.00 to 17.00 WIB to provide services to consumers who come to the Jogja ID Screen Printing outlet.



Figure 2. Companies and Universities Collaborating with Jogja ID Screen Printing

Marketing is about understanding what people want and then trying to give them what they want at a price they are willing to pay which gives you a fair return by setting goals or targeting, strategically choosing which customers to satisfy and positioning to design products or services that have uses or benefits that people want and cannot be obtained elsewhere (Umam & Ghafuro, 2023). In running and developing its business, it collaborates with Jogja ID Screen Printing clients who come from various agencies and universities in the Yogyakarta area such as: Gajah Mada University, Yogyakarta State University, Indonesian Islamic University, banking and online transportation companies. The sales area for products produced by Sablon Jogja ID covers areas throughout Indonesia. At Jogja ID Screen Printing, we do not target all production to be sold. This is because Jogja ID Screen Printing only serves orders to consumers. So Jogja ID Screen Printing will produce if someone orders it, but if there are no orders then Jogja ID Screen Printing will not produce. Apart from that, in manufacturing companies and service providers, service quality is one of the factors that contributes to marketing because it influences consumer interest and decisions in purchasing a product.

Consumer satisfaction greatly influences company revenues, the more satisfied customers are with the services offered, the more it will influence the customer's desire to reuse the services offered by the company (Asrida et al., 2021). If the quality of service that the company provides to consumers is good, consumers will automatically feel that their arrival is appreciated and welcomed during the purchasing process, so this makes consumers feel comfortable. Good service such as fast customer service and consumers being satisfied with the sales staff's service, ease of carrying out transactions, friendly employees in selling products.

At Sablon Jogja ID there are approximately 20 employees who have expertise in their respective fields. Screen printing employees have an important role in creating high-quality products that meet customer expectations. This cannot be separated from the hard work of the human resources owned by Sablon Jogja ID and their confidence in running the business and innovating in the services provided to consumers and clients. The organizational structure of Sablon Jogja ID is as follows.

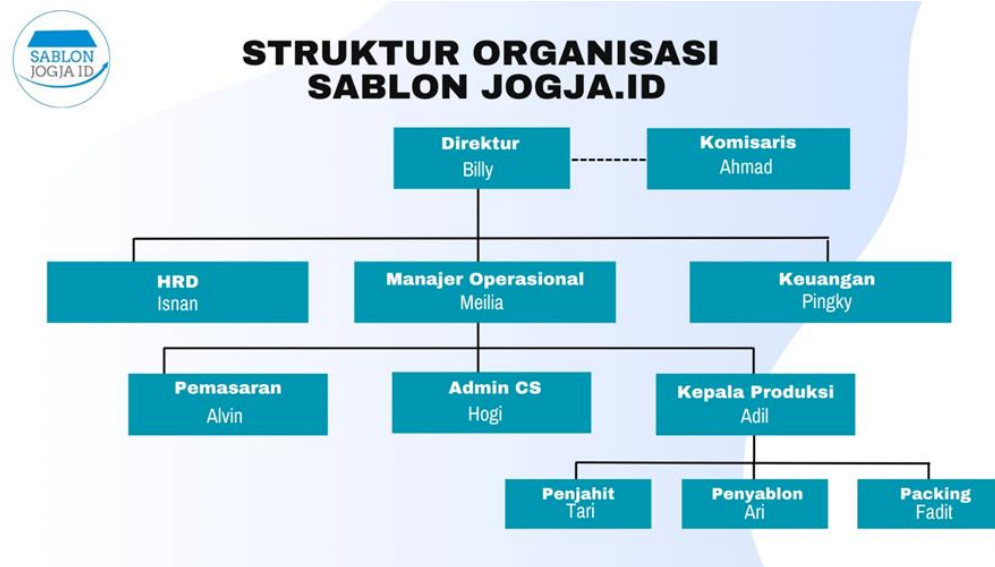


Figure 3. Jogja ID Screen Printing Organizational Structure

In carrying out its business activities, Jogja ID Screen Printing still experiences several problems in its business processes, namely: (1) online promotional content on social media that is less interesting and not yet informative, so it is not effective in attracting the interest of potential consumers. (2) the negotiation process with potential consumers has not been effective, resulting in the loss of a potentially large business opportunity for Jogja ID Screen Printing. (3) customer database that has not been managed optimally. (4) customer satisfaction measurements have not been carried out routinely so that the feedback obtained is not optimal. And (5) there is no SOP for service, receiving orders and handling consumer complaints.

To overcome a number of these problems, the activity program implemented is: (1) providing training in creating interesting and informative online promotional content. (2) Create a guide to effective negotiation steps. (3) providing customer database management training as an important ingredient in promotional activities. (4) Improve customer satisfaction measurement questionnaires and conduct customer satisfaction surveys. (5) preparing SOPs for service, receiving orders and handling customer complaints. The main objective of implementing this activity is to improve and enhance the marketing strategy at Sablon Jogja ID, so that it can improve employee performance which has an impact on increasing sales at Sablon Jogja ID. Specifically, the aim of this activity is to increase the knowledge and skills of Sablon Jogja ID employees in offline and online marketing activities.

IMPLEMENTATION AND METHODS

The methods used in this community service activity are: observation and interviews, documentation and internship.

a. Interviews and Observations

The interview method is by conducting questions and answers directly and virtually via online communication with related parties who provide information according to predetermined topics. This interview aims to obtain the information needed for research in the form of a general description of the company, systems and procedures used by the company. Meanwhile, observation is observing an object directly in order to obtain the desired results by coming to the business location in order to be able to understand the real state of the problems in the field.

b. Documentation

The documentation method is used to collect data and information from documents owned by the company related to research. This data can be in the form of organizational structures, photographs, or directly in the field which can later support the process of preparing the final internship report.

c. Internship

Community service activities in the form of internships are aimed at implementing work programs that have been agreed upon by partners. This work program is aimed at solving problems faced by partners in running their business. In internship activities, the community service team carries out a number of programs such as: developing online marketing content, counseling on how to make negotiation letters, training on preparing customer databases, preparing questionnaires to measure customer satisfaction and handling complaints.

RESULTS AND DISCUSSION

The community service program at Sablon Jogja ID is carried out for 1 month starting from 01 November 2023 to 30 November 2023 by following the company's work schedule. In carrying out internship activities, the team of community service is required to follow all applicable company regulations in order to carry out internship activities well. The results of implementing this community service activity can be explained as follows:

1. Online Promotional Content Creation Training

In the digital era like today, it would be more appropriate if you started using digital media in carrying out promotions. Social media is also a promotional medium used to introduce the products or services being sold. Using social media is felt to be very helpful in introducing it to the wider community. Use social media as a place to display or show off any products or services being sold by uploading information complete with price, size and description of the product. This strategy makes social media a place or online shop for the Jogja ID Screen Printing business.

At Sablon Jogja ID the promotional media used are WhatsApp, Instagram, Facebook and YouTube. In this project the author provides education and training to admins to create interesting and informative online promotional content using the Canva application to help design images to make them more attractive. One of them is by creating a feed on Instagram which not only provides information about screen printing prices at Sablon Jogja ID but also by creating a feed which contains information about the methods used in screen printing, the machines used, the types of fabric that are good for screen printing and the advantages of screen printing. at Screen Printing Jogja ID. This is to attract customers and provide good feedback on their experience using the services at Sablon Jogja ID. Apart from that, creating educational and informative promotional content can provide new knowledge for customers and build customer confidence in using Jogja ID Screen Printing services.



Figure 4. Display of Content Creation on the Sablon Jogja ID Instagram Feed.

Apart from carrying out online promotions on Instagram, we also use WhatsApp which is targeted at Jogja ID Screen Printing customers who have already used Jogja ID Screen Printing services so that these customers can make repeat orders. This can improve marketing at Sablon Jogja ID. The content uploaded on WhatsApp offers more products and testimonials that come via the Sablon Jogja ID WhatsApp.

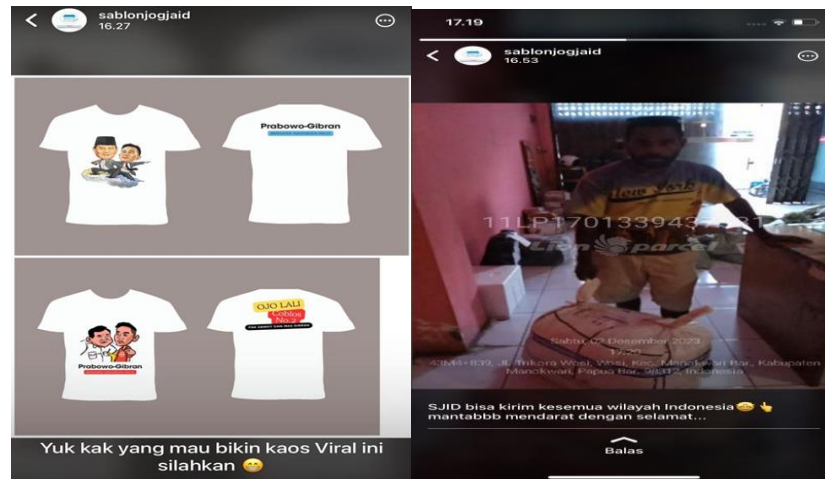


Figure 5. Content Creation on WhatsApp Screen Printing Jogja ID

- 1) The positive changes resulting from promotional content creation training in online marketing strategies and the growth of the Jogja ID Screen Printing business are:
- 2) Through training will enable them to create content that is more relevant and interesting to their target audience.
- 3) With attractive promotional content, more people will know the brand identity of Jogja ID Screen Printing so that marketing becomes wider.
- 4) Consumers are interested in using the services at Sablon Jogja ID because the content is interesting, informative and trustworthy.
- 5) With promotional content that is educational and informative, the number of visits by social media users to Sablon Jogja ID will increase.
- 6) Content creation training will improve skills in producing high-quality visual content.

2. Counseling regarding effective negotiation techniques

The screen printing service business often involves a complex negotiation process to ensure customer satisfaction while maintaining company profits. Effective negotiation in the screen printing services business is a key skill for reaching mutually beneficial agreements between service providers and customers. Therefore, steps are needed in carrying out negotiations to reach a mutual agreement that does not harm either party.

Before carrying out negotiations, the author suggests that it would be better to send a cooperation offer letter first to the marketing target of Jogja ID Screen Printing. The function of the offer letter is as an official channel to convey prices and details of the services offered by the screen printing business to potential customers. This includes information regarding screen printing costs, types of services, and relevant technical specifications. So by sending the cooperation offer letter it will make it easier for the Jogja ID Screen Printing marketing team to negotiate with potential customers.

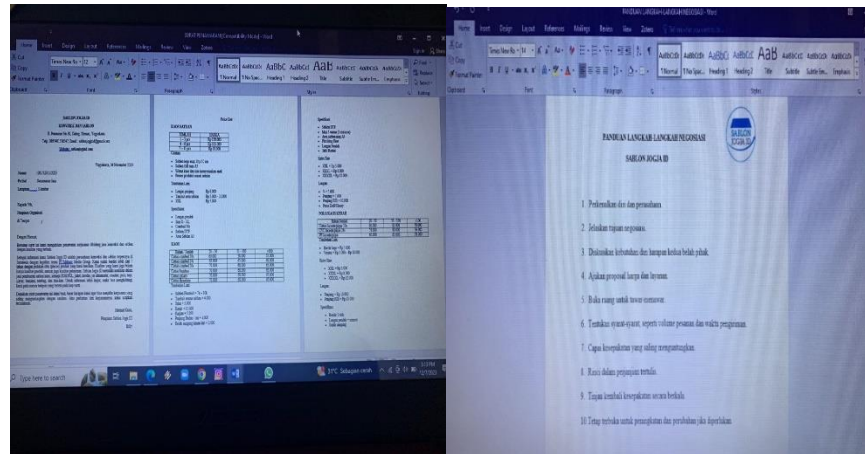


Figure 6. Making a Cooperation Offer Letter and Negotiation Guide for Jogja ID Screen Printing

The results of the implementation of this extension activity are as follows:

- 1) Improve the marketing team's skills in preparing effective offer letters. This includes the ability to convey information clearly, highlight company advantages, and detail cooperation offers in a compelling manner.
- 2) The marketing team is more effective in conveying the added value of the screen printing services offered, such as screen printing quality, design innovation, or superior customer service.
- 3) More efficient in carrying out the negotiation process and will be able to identify priorities, respond quickly to changes, and navigate the negotiation process more smoothly.

3. Customer Data Base Management Training

Customer database management is an important aspect in running a screen printing business. By managing customer data efficiently, companies can maximize potential business opportunities, increase customer satisfaction, and build sustainable relationships. With well-organized customer data, companies can respond better to customer needs, increase operational efficiency, and improve service quality at Sablon Jogja ID.

Customer database management training is aimed at Sablon Jogja ID admins using Google Spreadsheets so that the data can be saved automatically and make it easier to report to the leadership of Sablon Jogja ID. This database management contains information about customers such as: customer name, telephone number, customer address and customer order details. By creating a customer database, you can segment customers based on certain characteristics such as purchase frequency, purchase value, or design preferences. This segmentation helps in developing a more focused and targeted marketing strategy. With a customer database, it supports the preparation of the Jogja ID Screen Printing loyalty program in providing incentives or special offers to loyal

customers, increasing customer retention and strengthening business relationships.

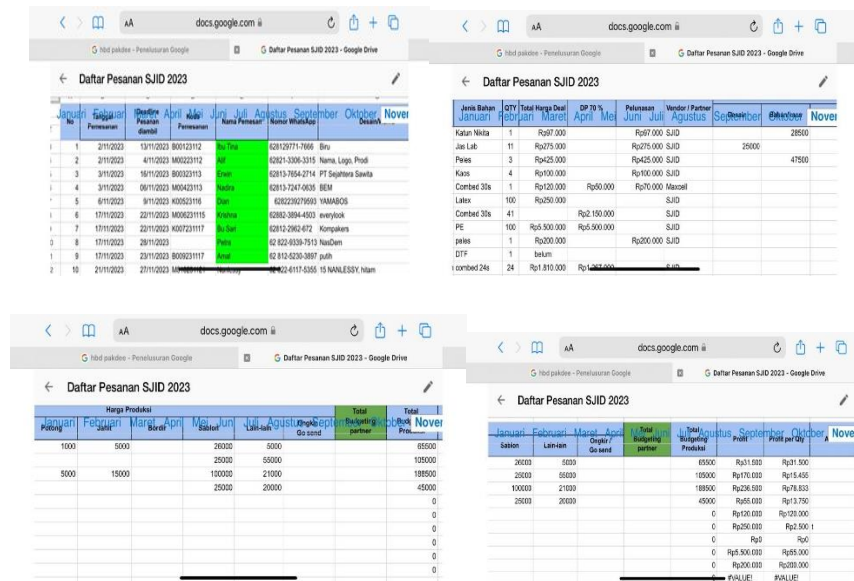


Figure 7. Database Report & Customer Order Data Jogja ID Screen Printing

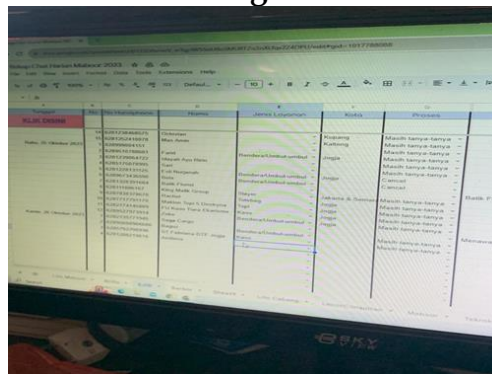


Figure 8. Daily Chat Recap of Jogja ID Screen Printing Customers

The changes resulting from training in creating a customer database are:

- 1) Make it easier for admins to store customer data more efficiently, ensuring that customer information can be accessed quickly and easily by authorized teams.
- 2) More complete and accurate customer data increases personalization in marketing strategies at Sablon Jogja ID.

4. Create a customer satisfaction questionnaire

Creating a customer satisfaction questionnaire is a critical step to get valuable feedback from customers on a screen printing business. The questionnaire must be carefully designed to be able to explore customer views, perceptions and experiences as a whole. Because consumer satisfaction is one of the main goals that every company wants to achieve. Creating consumer satisfaction can provide several benefits, including the influence between the company and consumers being harmonious, providing a good basis for repeat purchases and creating consumer

loyalty, and forming a word of mouth recommendation that is profitable for the company so that in the end it can increase sales volume and profits. company (Ariani & Oetama, 2023).

At Sablon Jogja ID itself, the use of questionnaires in measuring customer satisfaction has not been maximized. Therefore, the author created a better questionnaire through statements and questions created in order to more effectively assess customer satisfaction with the services provided by Sablon Jogja ID. The information that the company has obtained can also be used as evaluation material to improve customer service and meet customer expectations for Jogja ID Screen Printing. The questionnaire created contained statements and questions related to tangible (physical appearance of the Jogja ID Sablon outlet), reliability (admin reliability), responsiveness (responsiveness), assurance (certainty), and empathy (seriousness). Distribution of questionnaires is carried out online by sending a questionnaire link to customers who have used the Jogja ID Screen Printing service via WhatsApp. And the questionnaire can also be filled out by customers who come directly to the outlet.

The image shows a mobile phone screen displaying a Google Form titled "KEPUASAN PELANGGAN SABLON JOGJA ID". The form is in Indonesian and asks for customer feedback. It includes a "Log in ke Google" button and two input fields labeled "Nama" and "Alamat". The form is being viewed on a WhatsApp Business chat interface, as indicated by the "WA Business" header and the "Berikutnya" button at the bottom.

Figure 9. Jogja ID Screen Printing Customer Satisfaction Questionnaire

Changes produced after distributing the questionnaire:

- 1) Feedback from questionnaires can be used to improve the quality of screen printing products and services. Jogja ID Screen Printing can identify weaknesses and innovate to provide added value to customers.
- 2) Involving customers in the evaluation process increases their involvement and strengthens the relationship. Customers feel valued and engaged, which can increase loyalty and trust.
- 3) By taking corrective action based on feedback, Jogja ID Screen Printing can increase the level of customer satisfaction. Satisfied customers tend to become loyal customers and recommend the business to others.
- 4) The results of the questionnaire can be used to optimize business processes, including ordering, production and customer service processes. This helps companies to be more efficient and responsive.

- 5) Questionnaires can help in identifying potential conflicts or customer complaints. By responding proactively, companies can manage conflict and prevent further harm.

5. Creating SOPs for Accepting Orders and Handling Customer Complaints

At Sablon Jogja ID, they have not implemented service SOPs, even though in an era of intense business competition, customer satisfaction is the main key to a company's success. Screen printing businesses, as businesses that focus on service and product quality, need to develop effective Standard Operating Procedures (SOP) to optimize order acceptance and handling consumer complaints. Therefore, creating an order receipt SOP helps create a structured process from receiving orders to confirming product details. This minimizes the risk of errors and increases operational efficiency. By formulating SOPs, screen printing businesses can utilize the right information system, speeding up the order receiving process. The application of technology allows customers to place orders easily and provide real-time confirmation.

Meanwhile, implementing SOPs in handling complaints can help employees respond to complaints more effectively, reduce potential conflicts, and maintain customer trust. Through SOPs, employees can understand the root of the problem better. This opens the door for continuous improvement and prevents the recurrence of similar complaints from Sablon Jogja ID customers. In making the SOP, the author also provides a complaint form as a forum for customers to convey their criticism and suggestions as evaluation material for the development of Jogja ID Screen Printing.

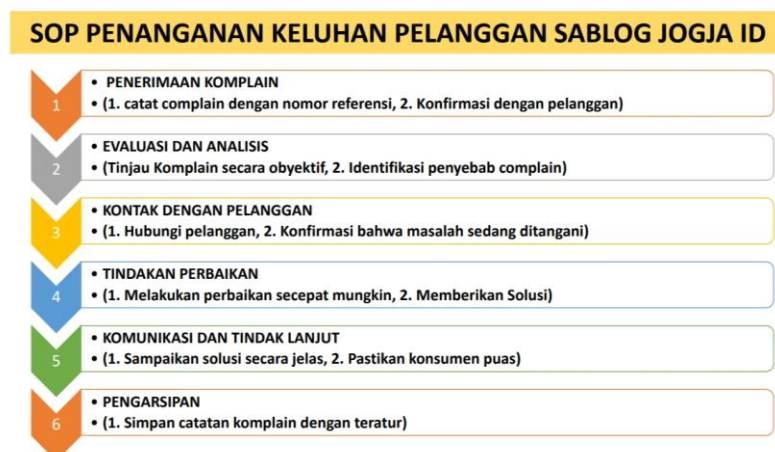


Figure 10. SOP for Order Receiving Services and SOP for Handling Customer Complaints Jogja ID Screen Printing

Figure 11. Template for Criticism and Suggestions from Jogja ID Screen Printing Customers

The benefits resulting from implementing this activity are:

- 1) Every step in the order and complaint handling process can be executed more quickly and without confusion and saves time.
- 2) Consistent, fast and efficient service can increase customer satisfaction. By handling complaints well, customers feel heard and appreciated, which can strengthen business relationships.
- 3) A standardized and efficient process can increase the competitiveness of Jogja ID Screen Printing in the market. Companies that can provide good service and respond well to customer complaints have a competitive advantage.
- 4) Having SOPs can help manage risks, especially in handling complaints. With clear procedures, Jogja ID Screen Printing can identify, evaluate and resolve problems quickly before they become more serious.

CONCLUSIONS AND RECOMMENDATIONS

In order to improve business performance at the Sablon Jogja ID, an effective promotional strategy is needed through social media such as Instagram. Attractive promotional content will increase consumer interest in using the services offered by Sablon Jogja ID. To improve service quality, companies need to manage customer databases, set standard service standards, measure customer satisfaction levels so that companies obtain feedback to improve services and strategies for dealing with complaints from customers.

Based on the results of this community service activity, the community service team can provide the following recommendations: (1). The need for consistent and continuous implementation in updating promotional content, continuing effective negotiation practices, and continuing to manage customer databases well, (2). Implement a performance measurement system that can provide insight into the effectiveness of each step taken. Because regular evaluation can help in adjusting strategies if necessary, (3). Strive to continue developing employee skills, especially in terms of creating online promotional content, negotiation and database management. Skilled employees can make a greater contribution to the success of Jogja ID Screen Printing, (4). Maintain active communication with customers through various channels, including through

customer satisfaction questionnaires. Understand customer feedback and implement continuous improvements based on the information received, and (5). SOPs need to be designed in such a way that they remain relevant and can be adapted to business developments and changes in customer needs. Flexibility in implementing SOPs can help Sablon Jogja ID adapt to changes that may occur.

ACKNOWLEDGMENT

The community service program team would like to express our gratitude to all parties who provided moral support and financial backing, especially the Community Partnership Institution of Warmadewa University. Their support ensured the successful and smooth execution of this program.

REFERCES

- Ariani, S., & Oetama, S. (2023). Pengaruh Kualitas Produk Dan Harga Terhadap Kepuasan Konsumen Pada Percetakan M2 Di Sampit. *Jurnal Penerapan Ilmu Manajemen Dan Kewirausahaan*, 8(2), 156-164.
- Asrida, P. D., Samyasa, I. P. Y., & Gunawan, I. W. T. (2021). Pengaruh Lokasi Usaha, Kualitas Pelayanan dan Kualitas Jasa Terhadap Kepuasan Konsumen Pada Usaha Jasa Laundry di Wilayah Pejeng. *Widyadari*, 22(1), 229-240. <https://doi.org/10.5281/zenodo.4661335>
- Graphia, C. V, Nusantara, U., Td, J., & No, P. (2014). Analisa Tingkat Kepuasan Pelanggan Cv. Graphia Utama Nusantara. *Jurnal Sains Dan Teknologi ISTP*, 16(2). <https://doi.org/10.59637/jsti.v16i2.115>
- Muslimin, U., & Razak, N. (2023). MANOR : Jurnal Manajemen dan Organisasi Review (Vol 5 , No 2 , November 2023) This Journal is available in Fajar University online Journals MANOR: JURNAL MANAJEMEN DAN ORGANISASI REVIEW Journal homepage : <http://journal.unifa.ac.id/index.php/manor/inde>. 5(2). <https://doi.org/10.47354/mjo.v5il>
- Nuryanto, N., Candra, A., Falalangi, B., Utama, F. S. M., Lutfiannisa, A. H., & Khasodiq, I. (2022). Optimization of digital marketing for MSMEs DASS Sablon, Tempuran. *Community Empowerment*, 7(7), 1189-1193. <https://doi.org/10.31603/ce.6663>
- Umam, K., & Ghafuro, A. H. (2023). Strategi Kompensasi Pada Afiliator Marketing di Produksi Jasa Sablon Olink Print. 7, 26404-26410.
- Wolf, M., Sims, J., & Yang, H. (2017). Social media? What social media? *UK Academy for Information Systems Conference Proceedings 2018*, 1-18.