Phenomenology of Consumer Satisfaction through Improving Service Quality in Kediri Banana Chips MSMEs Post Pandemic

Erwin Syahputra[1]*, Imam Mukhlis[2]
Universitas Negeri Malang, East Java
Corresponding Author: Erwin Syahputra
erwinsyahputra.2304139@students.um.ac.id

A R T I C L E I N F O

A B S T R A C T

This research aims to determine the phenomenology of consumer satisfaction through service quality at banana chips MSMEs in Kediri - East Java. Banana chips MSMEs consistently improve services, through information technology-based integrated services, creating productive human resources, encouraging digital transformation and sustainable innovation. In order to achieve this goal, the Kediri banana chips MSME seeks to improve the quality of service for consumers and customers in order to increase MSME income, one of the efforts to improve the welfare of its employees. There are 15 employees at this MSME with clear and transparent respective duties. The method used by these MSMEs in the last six months is to train their employees in dealing with consumers and support with technological knowledge as a tool used to promote products in a sustainable manner using existing e-commerce and social media. Survey service quality and consumer satisfaction through interviews, statements, star ratings along with constructive criticism and suggestions to increase MSME profits and consumer trust. There were 10 informants from the consumer side. Apart from getting feedback on the services provided, it can also be used as a means of providing information to the public as consumers. Using qualitative methods with a narrative phenomenological analysis model which is a description of the experiences of the informants.

INTRODUCTION

Since the announcement of the Covid-19 case in Indonesia on March 2 2020, the government has increased measures in dealing with the global pandemic of Covid-19, including various policies that have been issued by the government, starting from limiting social relations*(social distancing)*, calls on workers to work from home*(work from home)*, canceling religious activities, and asking people to stay at home and reduce social activities outside the home*(Physical distancing),* and establishing Large-Scale Social Restrictions (PSBB).

Basic services to the community must be a priority during the pandemic, starting from health services, public services and so on which require changes in services related to service flows and mechanisms. Every company or organization, even MSMEs, is trying to make changes through new innovations or innovations that need to be developed, including banana chips MSMEs in Kediri.

In the post-Covid-19 pandemic, banana chips MSMEs continue to provide innovation to serve consumers. Customer service during the post-pandemic period has received great attention. To reduce crowds and provide convenience for consumers, banana chips MSMEs launched a new service, namely serving orders via online, e-commerce and social media. Apart from that, face-to-face services are also provided so that it is easier for consumers because they can access services for fulfilling banana chips snacks anytime and anywhere. However, Kediri-East Java banana chips MSMEs do not close access to face-to-face customer service*(offline)*. Face-to-face services are still provided to provide information to consumers. The phenomenology of consumer satisfaction through improving service quality is an approach to understanding and explaining consumers' subjective experiences when receiving better service. Phenomenology is an approach to understanding human experience, and provides important insights into the subjective domain of consumer satisfaction. This research investigates consumers' subtle experiences when they encounter better service. Delivering better service to customers is the ultimate goal.

Problem Formulation

Based on the background described above, the problem formulation in this research is, what is the phenomenology of consumer satisfaction through service quality in post-pandemic banana chips MSMEs in Kediri-East Java?

Research purposes

Based on the problem formulation above, the aim of this research is to determine the phenomenology of consumer satisfaction through service quality at banana chips MSMEs in Kediri-East Java after the pandemic.

THEORETICAL REVIEW
Service Quality Understanding Service Quality

Service quality can be explained as a multidimensional conception that is built through evaluation of the construction of a number of attributes related to services (Utami, 2006: 245).

The benefits of service quality accumulate over time or can be said in the long term, so service companies must identify efforts to provide appropriate service quality and implement them effectively.

Dimensions of Service Quality

According to Lovelock and Wright (2002: 266-267) divide service quality into five dimensions as follows:

1. Reliability*(reliability)* is an MSME that can be relied on to provide services as promised from time to time
2. Tangible*(tangible)*is related to what service providers or MSMEs do, which can be in the form of physical facilities, websites, worker equipment and communication delivery.
3. Responsiveness*(responsiveness)* is the ability possessed by employees in an MSME to provide fast assistance and service to consumers.
4. Guarantee and Certainty*(assurance)* are employees who have the knowledge and ability to provide service, are polite, competent, and can be trusted by consumers.
5. Empathy*(empathy)* is the ability of employees of an MSME to provide attentive service to consumers.

Consumer Satisfaction Understanding Consumer Satisfaction

One definition often used to describe customer satisfaction is "post-consumption evaluative judgment" (Yuksel, 2001, p. 155), and it is clear that tourist satisfaction is different from primary customer satisfaction in other service industries. Because production and consumption are inseparable, visitors carry out evaluations during and post-consumption. This is an important aspect of the overall tourism product. In fact, according to Bowen (2001), customer satisfaction in the tourism industry can be considered as a process and an outcome.

According to Kotler (in Tjiptono 2005) consumer satisfaction is the result that consumers feel from the performance of an MSME that meets their expectations. Consumers are satisfied when their expectations are met and happy or happy when their expectations are exceeded.

Factors that influence consumer satisfaction

Some of the things that most influence consumer satisfaction are as follows:

1. Products or services produced

The first factor is related to the products or services produced or offered to consumers. Consumers will feel satisfied if the product or service provided is a quality product or service.

2. Service

> This is related to the service aspect. Good service is the key to getting a good response from consumers. Services that reflect the image of MSMEs or the image of MSMEs.

3. Emotional factors

> When participants get good service from what is provided, it ultimately creates an emotional factor. Emotional satisfaction is what makes consumers feel that their needs for information and services are met.

4. Interesting information

> It cannot be denied that advertisements, videotrons, banners, banners, and so on do have a strong influence on consumer satisfaction. MSMEs need to make information as interesting and detailed as possible and what advantages they offer.

5. Provide facilities

> What is meant by convenience here is starting from the ease with which consumers can access information so that consumer needs can still be met. and Face-to-Face Service if you want to buy directly at the production site, consumers' rights to obtain easy service can be fulfilled. So the key is to provide service and convenience for consumers.

Important Dimensions:

1. Subjective Perception: Examines how customers subjectively respond to changes in service quality and how that impacts overall satisfaction.

2. Emotional Response: Check for emotions such as happiness, satisfaction, or relief associated with getting better service.

3. Interaction Dynamics: Find out how customers interact with service providers and how these interactions increase or decrease customer satisfaction.

This research aims to explore consumers' life experiences in the context of improving service quality. Based on the principles of phenomenology, this research emphasizes the subjective and interpretive nature of human experience, making it a suitable framework for uncovering the complexities of consumer satisfaction.

Research that has been conducted and related looks at how employees of a company feel about customer satisfaction and their retention. The phenomenological method allows the discovery of the informant's interpretation. Three different perspectives are used to discuss customer satisfaction: 1. Subjective Perspective: Tells how employees view customer satisfaction from their personal perspective. 2. Interaction Perspective: Tells how employees interact with customers and how they perceive their satisfaction and retention. 3. Organizational Perspective: Discusses how organizational policies and practices influence employee perceptions of customer satisfaction and retention (Hansemark & Albinsson, 2004).

The use of qualitative analysis has also been carried out, namely related to using phenomenological studies to gain an understanding of the meaning of

USQ from the perspective of undergraduate students. 15 business students from state universities, local private universities, and international branch campuses in Malaysia were thoroughly interviewed. The method proposed by Colaizzi (1978) for descriptive phenomenological analysis was applied to analyze the collected data (Chong & Ahmed, 2014).

Apart from that, there are articles regarding consumer satisfaction from the services provided in the tourism industry, especially in the diving tourism industry. This article describes the primary components that certified and experienced recreational divers use to evaluate satisfaction and discusses the relative importance of each component. Next, a framework is proposed that explains the formation of diver satisfaction, highlighting the role of emotions above other aspects of satisfaction. This study has academic and practical consequences for the wider tourism and other service industries. This research was conducted in Zanzibar, Tanzania, using a combination of participant observation and face-to-face interviews. This research illustrates the power of these techniques in reaching consumers' feelings, thoughts and actions (Ince & Bowen, 2011). Based on the reasons, descriptions and previous research above, it is used as a reference for researchers in conducting a series of research on banana chips MSMEs in Kediri.

METHODOLOGY

Banana chips MSMEs located in Kediri Regency as research subjects, this research uses a qualitative approach. The information collected in this research is from consumers and managers, a method for determining informants purposive sampling and snowball sampling. In this research, observation, interviews and documentation were used. Data analysis was carried out using a phenomenological analysis model in narrative form. Triangulation techniques are used to test the validity of the data. Technical. Data Collection and Analysis In an effort to collect data at the research location, researchers used :

1. Observation (Survey)
Observation is an important stage, because it is at this stage that the data collection process in the field is carried out. The observations carried out were through a survey to get to know, understand and seek information about informants, as many as 10 people, who had different characteristics and activities with the aim of making it easier to determine the time for in-depth and repeated interviews until saturation and a common meaning were obtained.

2. Face to face interview
To find out information related to the phenomenology of informants' satisfaction as consumers regarding improving the quality of services provided by banana chips MSME employees. By conducting direct interviews with consumers and asking directly through interviews with 10 consumers obtained through snowballing. This activity is carried out directly with the hope that the answers given by consumers are truly in line with what is expected and can be an improvement in the future through finding similarities in meaning.

To gather rich and varied stories from consumers, qualitative research such as participant observation and in-depth interviews will be used. The aim of this research is to gain a broader understanding of how consumers perceive and respond to service quality improvements.

RESULTS AND DISCUSSION

This research is qualitative research, using snowball, starting with interviewing the owner, the owner's beliefs, and 10 consumers as recommended informants, the researcher as an instrument, the researcher did not use Nvivo because the researcher believed that using Nvivo could not detail all the facts that the researcher received in the field or it could be said less specific in describing what was obtained from the informants, for example details of expressions, if they laughed (some were laughing out loud, some were just smiling, smiles with a few visible teeth), the raw data and real process would not be shown, if you want to know the long process you can contact the researcher via the email listed, the order of presentation starts from Burhan Bungin (2017):

Notes

These notes (notes from the initial meeting saying hello, the next meeting, and so on) reach the 10th consumer, then after each informant is finished they are converted into notes and can then be said to be temporary memos, but if there is a memo from 1 informant that is not the same then the researcher will meet the informant for another interview until the informant provides the same meaning as the other informant. From the results of two to three interviews, it was found that there was a similarity in their answers, namely that they were increasingly satisfied with the service provided by banana chips MSMEs because they were friendlier, smiling, more attentive and responded more quickly when there was an order, either directly or via e-commerce. social media. The informant said that now the service is fast (fast moving)

Transcript

Once the notes are obtained they will be described or transcribed. Transcripts are text documents that record conversations or interactions in qualitative studies that are converted into written text that can be analyzed. This is called a transcript in qualitative research. Transcription is the process of listening to a recorded source and writing down the words spoken by the participant, including facial expressions or body movements that can provide additional context. Transcripts may include laughter, pauses in conversation, and voice intonation, which provide additional details that help us understand context and meaning. The accuracy of transcription in qualitative research is very important because subsequent qualitative analysis depends on the correct interpretation of the text. Transcription can be done manually by researchers or with special transcription software. Transcripts help researchers more easily discover patterns, themes, and concepts that emerge from qualitative data. It also allows researchers to further investigate how participants convey their ideas, views, or experiences, supporting a deeper understanding of the research

questions. The informants said that apart from being quick, they also gave a friendly smile when explaining banana chips

Coding

The term "coding" in qualitative research refers to the process of identifying, naming, and categorizing patterns or themes in qualitative data. An important step in qualitative data analysis, coding helps researchers organize data and construct its meaning. The following concepts relate to coding in qualitative research:

a. Open Coding, identifying and labeling ideas that emerge in data without having a prior conceptual framework. With this method, the variation and complexity of data can be captured.

b. Axiomatic Coding: organizing data by finding relationships between concepts and creating categories or subcategories. establishing patterns of relationships that emerged to link open coding and further coding.

c. Coding Selective Coding, pays special attention to one or more key categories deemed important to the study. This process increases understanding of the core story or themes found in the data. d. Thematic Coding, labeling data based on recurring patterns or themes. These themes can describe important elements of the phenomenon under study.

e. Negative Coding, collecting information that is irrelevant or contrary to the results generally found. Provide a more complete and contextual data overview.

f. Final Coding, Code Alignment. When the researcher is confident that all important concepts and patterns have been found and no additional data has emerged, the coding process is stopped.

g. By using software for quantitative analysis (QDA). Researchers use special software such as NVivo, ATLAS.ti, and MAXQDA to assist and monitor the coding process.

In qualitative research, coding helps identify patterns, organize meaning from data, and produce results that can help answer questions. The coding used is color coding to speed up identification in MS. Word, manually colored several appropriate words.

Categorization

Although there is no major theory known as "categorization theory", categorization provides structure and meaning to data, allowing researchers to draw conclusions and make interpretations. In qualitative research, some approaches to categorization include:

a. Grounded Theory. Theory development from collected data is included in grounded theory. Categorization involves the process of identifying, coding, and organizing data into categories or concepts that emerge from the data itself.

b. Theme Analysis (Theme Analysis). The data used for theme analysis is coded and grouped based on certain patterns or themes. Furthermore, these topics form the basis of the analysis categories.

c. Narrative Analysis. Categorization can be used in narrative research to understand the structure and meaning of stories by identifying specific elements, such as character, plot, or theme.

d. Qualitative Coding (Coding Qualitative). Qualitative coding involves placing labels on data elements related to research questions. Open, axial, and selective coding

e. Theory Based Approach. Some qualitative research is conducted within a particular theoretical framework, and categorization can indicate components or ideas within the theory.

It turns out that in this research, through the narrative statements of informants, it was found that there were clusters of happy expressions and smiles in return when discussing service quality, expressing the desire to become a regular customer.

Themes

Themes can provide a contextual and in-depth perspective on the phenomenon being studied. They are not just keywords or labels; they are deeper concepts or meanings that describe the essence of qualitative data. Grouping similar or related categories can be the basis for forming themes. The structure of the analysis may consist of a main theme and subthemes. It has something to do with the research question. The selected theme must be related to the research question or objective. These themes should provide insight or answer the research question. Based on a series of activities in this research, it was found that the diversity of expressions describes consumers' sense of satisfaction from the shopping experience at banana chips MSMEs, as a result of improved service quality after the pandemic.

Memos

During qualitative research on service quality on customer satisfaction, memos can help record your thoughts, reflections, and what you see during the research process. Here are the memos for this research:

a. Reflections on Service Responsibilities. These memos can be used to keep records of how employees or service providers handle consumer needs or complaints. These notes may cover specific situations or personal experiences of consumers.

b. Consider Tangible Factors. This memo can note how consumer perceptions are influenced by physical and visual service elements. These notes may include cleanliness, product presentation, or service area design.

c. Empathy for Service. This memo can describe experiences or findings that show that the service provider is truly aware of the consumer's needs and feelings.

d. Coding Open Satisfaction Categories. These memos can record the initial development of categories derived from the data and open coding, providing an initial overview of possible findings.

e. Concept for Improving Services. This memo can store ideas or recommendations for improvement resulting from the data. These suggestions may include improvements to processes, communications, or product or service quality.

f. Ethical Considerations. This memo can note ethical issues that may arise during the research, especially if it involves direct communication with customers or service providers.

g. Data Differences Between Consumer Groups. These memos can note differences between different consumer groups, such as differences in perceptions among loyal consumers.

Statement or Theory

The statement that emerged at the end of the analysis process was that improving service quality apparently influenced increasing consumer satisfaction. The phenomenology of consumer satisfaction in this research is described by various expressions of information as consumers, namely: happy expressions, smiles, and reciprocal friendliness given and statements to become regular customers.

Patterns and themes found in the data collected will be discovered through the use of this analysis. By categorizing and interpreting qualitative data, a deeper understanding of the phenomenology of consumer satisfaction will be gained. The implication is that this research is expected to contribute to the theoretical and practical parts of service quality management. Businesses will gain insight into useful methods to increase consumer satisfaction through service improvements.

CONCLUSIONS AND RECOMMENDATIONS

This research takes the title phenomenology of consumer satisfaction through improving service quality at banana chips MSMEs in Kediri. Using qualitative research methods with phenomenological analysis in the form of narrative starting from data collection, data reduction, data presentation, and then concluded into a temporary statement or raw theory. Informants were determined

through snowballing of 10 informants. The results of this research are that there is a phenomenology of consumer satisfaction through improving service quality, namely through expressions of joy (knotty and friendly smiles) and statements that they are satisfied with the service. and will become regular customers of banana chips MSMEs in Kediri. The analysis flow of this research begins with notes, then transcripts, then coding,followed by categorization, finding themes, then memos, and finally statements or theories. This research aims to reveal the depth and richness of consumer satisfaction that comes from improving service quality. This research also seeks to support a broader discussion about the consumer experience and how it impacts businesses seeking to meet and exceed consumer expectations. This research uses a phenomenological perspective.

FURTHER STUDY

This research was limited to MSMEs in Kediri, especially banana chips MSMEs, and researched using qualitative methods using a phenomenological model described using narrative. For further research, it is hoped that we will use more varied variables, add other variables and research in several other places in order to obtain continuous innovation.

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