

CHAPTER II

LITERATURE REVIEW

In this chapter the writer discusses about three variables; customers, perception, and excellent service.

2.1 Customers

There are several experts who explain about the definition of customers, types of customers, customer satisfaction, and the importance of customers' loyalty. According to Nasution (2004, p. 102), "*Pelanggan dalam suatu perusahaan adalah orang yang membeli dan menggunakan produk atau pelayanan dari suatu perusahaan*". It means that the customers of a company are people who buy and use the products or services of the company. While Greenberg (2010) defines a customer as an individual or group who purchases products or services by considering various factors such as price, quality, place, or service, based on their own decisions.

Kenton (2018) also states that "*Seorang pelanggan adalah individu atau bisnis yang membeli barang atau jasa yang dihasilkan oleh suatu bisnis. Menarik pelanggan adalah tujuan utama dari sebagian besar bisnis yang dihadapi publik, karena pelangganlah yang menciptakan permintaan barang dan jasa*".

A customer is an individual or business that purchases the goods or services produced by a business. Attracting customers is the primary goal of most public-facing businesses, because it is the customer who creates demand for goods and services.

In marketing we tend to use the word customer or customers and consumer almost interchangeably. However, our customer and the consumer are not strictly speaking the same. A customer is a person or company who purchases goods and services. A customer becomes a consumer when he or she uses the goods or services or where there is some consumption (Teacher, 2019).

Musanto (as cited in Dharmawansyah, 2013, p. 3) said "*Pelanggan berbeda dengan konsumen. Seseorang dapat dikatakan sebagai pelanggan jika orang tersebut mulai terbiasa membeli produk atau layanan yang ditawarkan oleh perusahaan. Kebiasaan ini dapat dibangun melalui pembelian berulang dalam periode waktu tertentu*".

Customers are different from consumers. A person can be said as a customer if the person begins to get used to purchase products or services offered by a company. This habit can be built through repeated purchases in a certain period of time.

Konsumen didefinisikan sebagai pengguna suatu produk atau layanan, sementara pelanggan didefinisikan sebagai orang yang datang ke tempat yang sama berulang kali untuk memenuhi keinginan mereka untuk mendapatkan beberapa produk, atau layanan (Windasuri, Susanti, & BusinessGrowth Team, 2017, p. 3).

Consumer is defined as the user of a product or service, while the customer is defined as a person who comes to the same places repeatedly to fulfill their desire to get some products, or services

From the explanation above, it can be concluded that customers can be an individual customer or group who purchase the goods or services produced by companies. Customers are also people who repeatedly purchase the products or services of the companies in a certain period of time. It is important for the companies to attract customers to purchase goods or services from them, because the customer is the one who creates demand for goods and services.

2.1.1 Types of Customers

There are many types of customers in marketing. When having a business, it is important to know each type of the customers, so that the company will know how to approach them.

Gasperz (as stated in Fajar, 2008, p. 10) there are three understanding of a customer.

Pertama, pelanggan internal adalah orang yang ada di perusahaan dan umumnya memiliki kepentingan atau pengaruh pada kinerja perusahaan. Kedua, pelanggan perantara adalah pelanggan yang bertindak sebagai perantara antara produsen dan konsumen, bukan sebagai pengguna akhir produk atau layanan, misalnya pengecer atau dealer mobil. Dan yang terakhir adalah pelanggan eksternal yang merupakan pembeli atau pengguna akhir, yang sering disebut sebagai pelanggan nyata.

First, *internal customer* is a person who is in the company and generally has a stake or influence on company's performances. Internal customers may be working groups, cooperation, or systems. The examples of internal customers are

marketing office employees, human resources department, and so on. Second, *intermediate customer* is the customer who acts as intermediaries between the producer and consumer, not as the end user of the product or service, for example retailer or car dealer. And last is an *external customer* who is the end buyer or user, which is often referred to as a real customer.

Juneja (2018) also states that there are several types of customers. First, *loyal customers*, these types of customers are less in numbers but promote more than the other customers. Second, *discount customers*, these customers are frequent visitors but they are only a part of business when offered with discounts on regular products and brands or they buy only low-cost products. Third, *impulsive customers*, these customers are difficult to convince as they want to do the business in urge or caprice. Next, *need based customers*, these customers are product specific and only tend to buy items only to which they are habitual or have a specific need for them. The last is *wandering customers*, these are the least profitable customers as sometimes they themselves are not sure what to buy.

Moreover, the *loyal customers* promote more sales and profit as compared to other customers as these are the ones which are completely satisfied. These customers revisit the company over times hence it is crucial to interact and keep in touch with them on a regular basis and invest much time and effort with them. Loyal customers want individual attention and that demands polite and respectful responses from the company.

While the *discount customers* are more tend to purchase products when the more is the discount. These customers are mostly related to small industries or the industries that focus on low or marginal investments on products. Focus on these types of customers is also important as they also promote distinguished part of profit into business.

The *impulsive customers* don't have any specific item into their product list but urge to buy what they find good and productive at that point of time. Handling these customers is a challenge as they are not particularly looking for a product and want the supplier to display all the useful products they have in their tally in front of them so that they can buy what they like from that display. If impulsive customers

are treated accordingly then there is high probability that these customers could be a responsible for high percentage of selling.

Additionally, *need based customers* are frequent customers but do not become a part of buying most of the times so it is difficult to satisfy them. These customers should be handled positively by showing them ways and reasons to switch to other similar products and brands and initiating them to buy these. These customers could possibly be lost if not tackled efficiently with positive interaction.

Then the *wandering customers* are normally new in the industry and most of the times visit suppliers only for confirming their needs on products. They investigate features of most prominent products in the market but do not buy any of those or show least interest in buying. To grab such customers, they should be properly informed about the various positive features of the products so that they develop a sense of interest.

Kesmir (2017, p.76) explains that the customers can be identified by their characteristic such as;

1. *Pelanggan yang ingin diperlakukan seperti raja, pelanggan ini menginginkan layanan sempurna dari perusahaan.*
2. *Pelanggan yang menginginkan kebutuhan mereka dan ingin dipenuhi, itu adalah tugas karyawan untuk memuaskan pelanggan.*
3. *Pelanggan yang tidak ingin diperdebatkan, pelanggan ini ingin karyawan untuk mengikuti keinginan mereka, sehingga karyawan harus mengikuti keinginan mereka sambil juga memperhatikan Layanan Operasional Standar.*
4. *Pelanggan yang ingin mendapat perhatian, pelanggan ini ingin diperlakukan dengan baik. Para karyawan harus memberi mereka perhatian yang baik, tetapi seharusnya tidak memberi terlalu banyak perhatian.*
5. *Pelanggan yang ingin mendapatkan pujian, memberikan pujian kepada pelanggan dapat memberikan banyak keuntungan bagi perusahaan.*

Customers who want to be treated like a king, these customers want perfect services from the company. The employees should give excellent service for them, but should not be giving too much service which pass the standard, so it will not degrade themselves or the company. *Customers who want their needs and wants to be fulfilled*, it is the duty of the employees to satisfy the customers. If the customers want any kind of information, the employees better be giving the information well

for the customers. *Customers who do not want to be debated*, these customers want the employees to follow their wish, so the employees should follow their wish while also paying attention to the Standard Operational Service. *Customers who want to get attention*, these customers want to be treated well. The employees should give them well attention, but should not give too much attention. *Customers who want to get compliment*, giving compliment to the customers can give many advantages for the company. By giving good compliment to the customers, they may get attach to the company and will have good impressions of the company.

Kesmir (2017, p.80) also adds three types of customers. First, *first experience customers*, these customers never been to the company or even use the service before. These first experience customers are tended to fulfill their curiosity, get information, or do the transaction for the first time. The employees have to give excellent service for the customers, so it will give them a good first impression of the company and be the reason for the customers to use the service again in the future

Second, *customers who already do transactions more than once*, these customers have already come and use the service in the company. They tend to be impressed with their first experience and will continue to use the service from the company again.

Third, *loyal customers* are the customers who come and use the service continuously from a company. These customers tend to use the service from a company even there are other companies which give the same service or product. The company which has loyal customers should keep giving good impressions to the customers, so that they will stay loyal to the customers.

According to Firuta (2016), understanding each types of customers can give the company the advantage of making them as loyal customers. Each of the types has the reason why they are coming to the company. The *potential customer* is a type of customer that is on the very beginning of the business, they already interested in the company by coming or asking for some products or services. So, the company should find ways to approach them so these customers could come back in the future. In the other hand, *new customer* is the fresh customers that just

bought something from the company. The company should give good impressions as these customers are just having their first impression. Then, *impulsive customer* is the type of customer that can make a buying decision in an instant, provided that the conditions are right. Moreover, *discount customer* is the type of customer that sees value in a company's product but won't buy it at full price. Upselling a company's product to these customers is nearly impossible. Next, the *loyal customer*, this type of customer keeps coming back for more. Apart from having a significant impact on a company's revenue, loyal customer may also be the company's brand's ambassador.

Based on the explanation above, it can be concluded that there are many types of customers. The company needs to know each type of the customers, so they will know how to handle and give excellent service for their customers. The customers may be first experience customers, customers who already do transactions more than once, and loyal customers. By their characteristics the customers may be customers who want to be treated like a king, customers who want their needs and wants to be fulfilled, customer who do not want to be debated, customers who want to get attention, and customers who want to get compliment.

2.1.2 Customer Satisfaction

According to Zeithaml and Bitner (as states in Awoke, 2015, p. 4) satisfaction is the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Failure to meet needs and expectations is assumed to result in dissatisfaction with the product or service.

Hose (2011) states that a business can never place too much emphasis on its customers. The customer is the foundation of any business' success. One of the primary goals of any marketing strategy should be to identify and meet the needs of the costumer. Considering customer importance at all stages of the marketing process helps the company to ensure greater customer satisfaction and increase its long-term goal of repeat business.

“In fact, the role of services in the world economy has increased significantly within the last decade, particularly in developed nations. The shifting of the economy in industrialized countries from goods to services is considered one

of the most important long-term trends in the business world today.” Jiang and Rosenbloom in Ueltschy, Laroche, Eggert, & Bindl (2007, p.1).

Kotler and Keller (as states in Awoke, 2015, p. 4) customer satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

Customer satisfaction is key in creating a long-term relationship with the customers. Keeping a long-term relationship functioning is hard work. The company needs to keep delivering value time and time again, and need to keep the customers satisfied. 81% of satisfied customers are more likely to do business with the company again if they have a positive experience. 95% of customers will “take action” after a negative experience – like sharing concerns with friends and family, or churning. Ongoing satisfaction leads to loyalty. Once customers have placed trust in a company and are assured that the company will continue to deliver they will continue to do business with them (Chamber, 2017).

Based on the opinion above customer satisfaction is the level of feeling towards the services received by customers to experiences related to a particular product or service. It is also the customers’ evaluation of a product or service in terms of whether that product or service has met their needs and expectations.

2.1.3 Customer Loyalty

As stated by Bastiar (2010, p. 61) customer loyalty in general can be defined as someone's loyalty to products or services.

Loyalitas pelanggan secara umum dapat didefinisikan sebagai loyalitas seseorang terhadap produk atau layanan. Loyalitas pelanggan juga merupakan perwujudan dan kelanjutan dari kepuasan pelanggan dalam menggunakan fasilitas dan layanan yang disediakan oleh perusahaan. Loyalitas adalah bukti dari pelanggan yang selalu memiliki kekuatan dan persepsi positif terhadap perusahaan.

Customer loyalty is also a manifestation and continuation of customer satisfaction in using the facilities and services provided by the company. Loyalty is

evidence of the customers who are always have the strength and positive perception towards the company.

“Loyalitas adalah komitmen pelanggan untuk tetap membeli kembali produk atau layanan yang dipilih secara konsisten di masa depan. Loyalitas lebih mengacu pada keputusan untuk melakukan pembelian terus menerus atau berulang atas barang atau jasa dari perusahaan yang dipilih” Hurriyati (as states in Hapsari, Kumadji, & Abdillah, 2015, p. 2).

It means that loyalty is the commitment of customers to stay re-purchasing selected products or services consistently in the future. Loyalty refers more to the decision to make continuous or repeated purchases of the goods or services of the selected company

Griffin (as states in Dharmawansyah, 2013, p. 3) said there are some characteristics of a loyal customer; *“melakukan pembelian berulang secara teratur, pembelian melintasi lini produk dan layanan, merekomendasikan kepada orang lain, dan menunjukkan kekebalan dari daya tarik produk serupa dari pesaing.”* Makes regular repeat purchase, purchases across product and service lines, recommends to other, and demonstrates immunity from attractiveness of similar products from competitors. As believed by Kotler, Hayes, and Bloom in by Bastiar (2010, p. 61) there are several reasons why a company needs to get customer loyalty from its customers:

- a. Existing customers are more prospective, it means loyal customers will give a big advantage to the company.
- b. The cost of getting new customers is far greater than maintaining and retaining existing customers.
- c. Customers who have trusted the companies in an affair will also believe in other matters.
- d. Companies operating costs will be efficient if you have many loyal customers.
- e. Companies can reduce psychological and social costs because loyal customers have had many positive experiences with them.
- f. Loyal customers will always defend companies and even try to attract and advise others to become customers.

Based on the explanation above, it can be concluded that customer loyalty is important to the companies. Customer loyalty is also a manifestation and continuation of customer satisfaction in using the facilities and services provided by the company. Loyal customers make continuous or repeated purchases of the products or services of the certain company. These customers are also more prospective to give advantage as they keep coming back to the company.

2.2 Perception

There are several experts who explain about the definition of perception in marketing. Perception establishes the meaning about a product or brand when a customer makes initial contact. In marketing, this is described as customer information processing. At this stage all of the senses are engaged in receiving brand marketing communicate messages. In marketing literature, four distinct stages of perception occur during customer information processing: sensation, attention, interpretation and retention (Cross, 2018). While Setiadi (2003) also states that “*Persepsi berhubungan dengan pengalaman masa lalu para pelanggan di perusahaan, rangsangan yang mereka terima melalui panca indera.*” Perception has relation with the past experience of the customers in the company, the stimuli they receive through the five senses.

“Perception is defined as the process by which others choose, organize, and interpret information to form a meaningful picture of the world” Kotler and Amstrong in Remiasa & Lukman (2007, p.72). Any customer can form different perception of the same stimulation because of these kinds of sensory reception processes as stated by Kotler and Keller in Rompis (2013, p. 214):

1. Selective Attention.

Attention is the allocation of processing capacity to several stimuli. Voluntary attention is something meaningful, on the other hand involuntary attention is affected by someone or something. It is impossible to listen to branding communication or advertising, so the customer sorts most of these stimuli.

2. Selective Distortion

Selective distortion is the tendency to translate information in ways that are appropriate to the customer's initial conception. Customers often distort information to be consistent with their beliefs and expectations of pre-existing brands and products.

3. Selective Memory or Retention

Selective memory or retention is when the customers remember good points about a product that they like and forget about good points about the competitors' products. Selective retention works again for excellence strong brands. This also explains why companies must use repetition to make sure their message is not ignored.

4. Subconscious Perception

The selective perception mechanism requires the active involvement and thinking of the customers. A topic that is has fascinated many companies for centuries is the perception of the unconscious. They argue that companies insert secret messages and are hidden in advertisements or packaging. The customers do not realize, but the message affects their behavior.

By the definition from the expert, it can be concluded that perception are the ability to see, hear, or become aware of something through the senses. In marketing, customers' perception is their impression, awareness and/or consciousness about the company for its products or services.

2.3 Excellent Service

There are several experts who explain about the definition of excellent service, importance of excellent service, parameter of excellent service, correlation between customer service, human resource, facilities, and excellent service, and problem of excellent service.

“Pemahaman tentang layanan prima berkaitan dengan layanan yang dilayani oleh karyawan di suatu perusahaan. Ini juga merupakan upaya untuk memberikan kepuasan dan mendapatkan kepercayaan pelanggan. Memberi pelanggan layanan yang baik akan membuat mereka merasa istimewa, memperhatikan kebutuhan pelanggan juga akan membuat mereka bahagia.” (Hapsari, Kumadji, & Abdillah, 2015).

The understanding of excellent service relates to services which served by employees in a company. It is also an effort to provide satisfaction and gain customer trust. Giving customers well service will make them feel privileged, paying attention to the customers' needs will also make them happy.

According to Barata (2004, p.24) "*Layanan prima merupakan perhatian bagi pelanggan dengan memberikan layanan terbaik untuk memfasilitasi kemudahan pemenuhan dan kepuasan. Layanan prima adalah layanan berkualitas tinggi yang diberikan kepada pelanggan, berdasarkan standar kualitas tertentu untuk memenuhi bahkan melebihi kebutuhan dan harapan pelanggan, sehingga kepuasan tercapai dan akan mengarah pada peningkatan kepercayaan pelanggan kepada perusahaan*".

Excellent service is a concern to customers by providing best services to facilitate ease of fulfillment and satisfaction. Excellent service is high quality services provided to customers, based on certain quality standards to meet even exceed the needs and expectations of customers, so that satisfaction is achieved and will lead to increase customers' trust to the company.

Layanan prima merupakan perhatian bagi pelanggan dengan memberikan layanan terbaik untuk memfasilitasi kemudahan pemenuhan dan kepuasan. Layanan prima adalah layanan berkualitas tinggi yang diberikan kepada pelanggan, berdasarkan standar kualitas tertentu untuk memenuhi bahkan melebihi kebutuhan dan harapan pelanggan, sehingga kepuasan tercapai dan akan mengarah pada peningkatan kepercayaan pelanggan kepada perusahaan.

Practically, every customer wants to be served well by the employees in a company, so that all their needs and desires are fulfilled. Regarding to this, employees are supposed to give maximal and well service to the customers. This service is commonly called excellent service, which is a service that can give what the customers expect or even more than their expectation. It is important to know that by giving excellent service to customers can give many advantages for the company. By satisfying the customers, it can increase selling volume, and company's profit, which can improve many sectors in the company itself (Kesmir, 2017, p. 18)

The definition of excellent service proposed here may indeed exceed expectations, but requires companies to do no more than they promise. Excellent

service is about “being easy to do business with”. It simply requires companies to do what they promise and if when things go wrong they have good systems in place to deal with them. A personal touch and a few small extra touches may contribute to these perception (Johnston, 2004).

Miller (2018) states that when it comes to defining excellence in guest service the first challenge is to remain objective. One person’s service expectations may not be the same as another person’s. Based on the explanation above, it can be concluded that excellent service should be given to the customers by giving what they need and desire. It also means to give service that is way more than the customers’ expectation.

2.3.1 Importance of Excellent Service

Why the customers should be satisfied by excellent service? The answer is by giving excellent service to the customers, it can give many advantages for the company.

Pertama, ini dapat menambah lebih banyak volume pembelian. Kedua, dengan memberikan layanan yang sangat baik, itu bisa mendapatkan loyalitas pelanggan kepada perusahaan. Ketiga, pelanggan baru dapat datang dan menggunakan layanan di perusahaan setelah mereka mendengar dan mendapatkan rekomendasi dari pelanggan setia perusahaan. Karena itu, penting untuk memberikan pengalaman dan kesan yang baik dari layanan yang sangat baik (Kesmir, 2017, p. 19).

First, it can add more purchases volume. Moreover, the excellent service gives the customers’ expectation that will make them tend to purchase more than they usually need, they could purchase more than one products. Or if it is a service, they will tend to use the service even more in the future. Second, by giving excellent service, it can gain customers’ loyalty to the company. The customers can be more loyal to a company when they are satisfied and will not go for another service or product from other companies. Third, new customers could come and use the service in the company after they hear and get recommendations from the company’s loyal customers. Loyal and satisfied customers usually like to share their experience and impression to their relatives and friends, and this way could be a free promotion for the company. Thus, it is important to give good experiences and impressions from the excellent service.

The other expert also explains about the importance of excellent service. The first is a company should remember that build the best customer service always builds trust. These days, customers will only stay loyal to a company if they have very good reason to. Otherwise, there is plenty of competition available they could choose to move to. As a result, the company have to work even harder to keep customers and build their trust. By providing the best in customer service, the company will increase trust, and that could mean the difference between customer loyalty and customers who jump ship.

Second, customer service matters more than price, because some customers are willing to pay more to get the right experience. Then, by providing excellent service it will build brand awareness. Word of mouth is the most powerful ally the company have. What the customers say to others could make or break the business. When a company provides the best in customer service, they will talk about the company. They also will remember the company's brand.

Fourth, excellent service reduces problems. Problems are always going to arise for any business no matter how hard the company tries to avoid them. While companies can't run a perfect business with all the perfect customers, they can ensure friction doesn't become an issue. If customers know that they can voice complaints and those issues will be handled properly, they will feel more comfortable doing business with the company. Last, by providing excellent service, it will appeal to customers. It was once that business was all about closing the sale. These days, companies will need to cater to the new customers. This is someone who expects to be treated as a person, who wants more from the experience, and who does not want to be just a number. Better customer service will ensure the company is providing them what they want (Team, 2017).

Hapsari, Kumadji, & Abdillah (2015) also states that "*Pelayanan prima adalah elemen penting yang memiliki hubungan dekat dengan keberhasilan perusahaan dalam mempertahankan pelanggan dengan melayani sampai mereka mencapai tingkat kepuasan dan menjadi loyal kepada perusahaan. Selain itu, layanan yang sangat baik harus menjadi bagian dari budaya perusahaan yang tercermin dalam visi, misi, dan komitmennya.*"

Excellent service is an important element that has a close relationship with the success of the company in maintaining customers by serving until they reach a level of satisfaction and become loyal to the company.

Furthermore, excellent service must be part of the company's culture reflected in its vision, mission and commitment. Reflecting on this vision, mission, and commitment the company must be able to apply superior service to customers and always measure the level of customer satisfaction, whether the services provided meet the standards or still need to be improved, because the customer's desires are not infrequent.

By the experts' explanation about the importance of excellent service, it can be concluded that it is important for a company to provide excellent service to the customers. By providing the excellent service to the customers, it will make them trust the company. The customers could come back for having service and product from the company. Somehow, satisfied customers will tend to share their good experiences in the company to other people, who can be the potential customers in the future.

2.3.2 Parameter of Excellent Service

Within companies, organizations, and departments may have very different opinions about how well they are doing, and how well, or poorly, other departments around them are performing. These disagreements stem from a lack of clear standards for evaluating internal service and customer service excellence. This can lead to misunderstanding, inter-departmental tension and low motivation and morale. Setting clear standards provides a platform for better communication. Raising standards over time is a pathway to continuous improvement and customer service excellence (Kaufman, 2018).

Setiono in Yunanto, Setiono, & Medyawati (2012) said that

“Pelayanan prima terdiri atas enam elemen dasar, antara lain: kemampuan, sikap, penampilan, perhatian, tindakan, dan tanggung jawab. Hal ini menunjukkan bahwa variabel-variabel pelayanan prima terkait secara signifikan dengan kepuasan pelanggan”.

Excellent service consists of six basic elements, among others: the ability, attitude, appearance, attention, action, and responsibility. Showed that those variables of excellent services related significantly to customer satisfaction.

Sumber daya manusia atau karyawan adalah faktor pertama dari pelayanan prima dalam suatu perusahaan, karena karyawan adalah orang yang menghadapi pelanggan secara langsung. Faktor kedua adalah dengan memiliki fasilitas yang baik yang dapat mendukung layanan di perusahaan. Fasilitas juga harus mendukung teknologi modern yang akan dioperasikan oleh sumber daya manusia yang berkualitas. Kedua faktor tersebut seharusnya saling mendukung untuk mendapatkan layanan yang prima

There are factors which affect the quality of excellent service in a company. Human resources or the employees are the first factor of excellent service in a company. The employees are people who face the customers directly, so they have to serve them well by having good qualifications to do the service like being responsive, and fast. On the other hand, the employees should have good communication skill, good attitude, friendly, and take full responsibilities of the customers. The second factor is by having good facilities that can support the service in the company. The facilities should also support the modern technology that will be operated by qualified human resources. The two factors are supposed to support one another in order to get the excellent service (Kesmir, 2017, p. 67).

Tjiptono (as stated in Yunanto, Setiono, & Medyawati, 2012) states that “*Pelayanan prima terdiri dari empat elemen dasar, seperti kecepatan, ketepatan, keramahan, dan kenyamanan*”. Excellent service consists of four basic elements, such as speed, accuracy, friendliness, and comfort.

Based on the explanation above, it can be concluded that the parameter of excellent service is based on factors that the company has. The qualified employees as human resources and good facilities are the basic parameter to serve excellent service in a company.

2.3.3 Steps to Get Excellent Service

Macdonald (2019) explains that there are five steps to provide excellent service. First, respond as quickly as possible. One of the biggest factors in good customer service is speed, especially when a customer is requesting something that is time sensitive. Second, know the customers, because great interactions begin by

knowing the customers' wants and needs. Customers love personalization, so get to know the customers by remembering their names and previous conversations. Third, fix mistakes, not taking responsibility of the company's mistakes is a sure-fire way to getting a bad reputation. Transparency is important in business and customer service is no different. Always strive for a high-quality output as it shows that the company has a high level of standards. Fourth, go the extra mile. Going the extra mile will not only result in an indebted and happy customer, it can also go a long way in terms of keeping the company on their radar for future business. Fifth, think long term – A customer is for life. Think long term when dealing with customers. By keeping customers happy, they will be loyal and through word of mouth, will do the marketing for the company.

According to Bastiar (2010), the company should also pay attention to several factors in order to give excellent service. There are several factors that can be considered by customers in evaluating services, namely:

1. Timeliness
2. Trustworthy
3. Technical capabilities
4. Expected
5. Quality and,
6. Worth the price.

Based on the steps to get excellent service by the experts, it can be concluded that excellent service cannot be achieved in short time. The company should also consider several factors of the customers' consideration of services.

2.3.4 Measuring Service Quality

There is a relation between service quality of excellent service and customer satisfaction that will lead to customer loyalty. Many scholars believe that by implementing good service quality, it will lead to enhance the number of loyal customers in the company (Ismail, Rose, Tudin, & Dawi, 2017).

“Kualitas layanan adalah ukuran seberapa baik layanan memenuhi harapan pelanggan. Mengatur kualitas layanan berarti mengkompromikan harapan pelanggan secara konsisten”. Service quality is a measure of how well the

service meets customers' expectations. Organizing service quality means compromising customers' expectations in a consistent manner (Windasuri, Susanti, & BusinessGrowth Team, 2017).

The analysis of service quality (SERVQUAL) is a descriptive method to describe the level of customer satisfaction. This aims to prevent the determination of strategies, improvements, changes, and allocation of funds that are not on target, avoiding wasteful work. Service quality is a comparison between expectations and performance. There are ten dimensions of SERVQUAL; reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer, and tangibility.

To perceive SERVQUAL, it depends on the word of mouth, personal needs, past experience, and external communication of the customers, and the ten dimensions of SERVQUAL that they get from the service of the company.

After the SERVQUAL Model, there is also RATER model to measure the service quality in a company. The RATER model is the result of further refinements within the SERVQUAL Model. After carrying out several tests, the designers of the model concluded that there were overlaps within the dimensions of the SERVQUAL Model. Where the Model works with ten dimensions to measure the quality of service, the RATER model works with five dimensions include; reliability, assurance, tangibility, empathy, and responsiveness. (Parasuraman, Zeithaml, & Berry, 1988).

It can be concluded from the explanation from the experts that there is correlation between service quality of excellent service and customer satisfaction that will lead to customer loyalty. The service quality can be measured with SERVQUAL Model with ten dimensions; reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding the customer, and tangibility. It also can be measured with RATER Model with five dimensions; reliability, assurance, tangibility, empathy, and responsiveness.

Lima dimensi kualitas pelayan seperti; berwujud, termasuk fasilitas, peralatan, personel dan media komunikasi. Keandalan adalah kemampuan untuk melakukan layanan yang dijanjikan dengan benar dan andal. Responsiveness adalah kesediaan untuk membantu pelanggan dan

menyediakan layanan dengan cepat. Kepastian adalah pengetahuan dan keramahan karyawan dan kemampuan karyawan untuk menciptakan opini yang kredibel kepada pelanggan. Empati adalah persyaratan untuk peduli, memberikan perhatian pribadi kepada pelanggan (Supranto, 2011).

The five dimensions of the quality of a service, namely: *tangible*, including the facilities, equipment, personnel and communication media. *Reliability* is the ability to carry out services that are promised correctly and reliably. *Responsiveness* is the willingness to help customers and provide services quickly. *Certainty* (Assurance) is the knowledge and hospitality of employees and employee's ability to create credible opinions to customer. *Empathy* is the requirement to care, give personal attention to customers.

2.3.5 Correlation Among Customer Service, Public Facilities, Human Resource, and Excellent Service

There is correlation between customer service, human resource, public facilities, and excellent service. Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met (Study.com, 2015)

“Fasilitas publik adalah ketersediaan peralatan fisik untuk memberikan kenyamanan kepada penggunanya, sehingga kebutuhan fasilitas tersebut dapat terpenuhi. Fasilitas umum adalah kamar kecil, musholla, restoran, dll”. Public facilities are the availability of physical equipment to give convenience to its users, so their needs of those facilities can be fulfilled. Public facilities are restroom, musholla, restaurant, parking lot, etc. (Buchari, 2001). Public facilities are as everything that has been provided by the company that can provide comfort, security, convenience, and satisfaction. (Kotler, 2002)

Human resources are used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees (Human Resource Edu, 2019).

From the explanation about customer service, and public facilities, it can be concluded that to reach the excellent service for customers, human resource in this

case the employees, should pay attention in providing and delivering professional, helpful, high quality, and assistance in the services. The quality and hygiene of the public facilities which is provided in the company such as; escalators, lifts, restrooms, lockets, etc. are also should be concerned by the company.

2.4 LRT South Sumatera

The Light Rail Transit South Sumatera (LRT South Sumatera) is an operational light rail transit system in Palembang, Indonesia, which connects Sultan Mahmud Badaruddin II International Airport and DJKA. LRT is the latest public transportation in Palembang, which was first operated for the public on 1st August 2018.

*PERATURAN PRESIDEN REPUBLIK INDONESIA
NOMOR 55 TAHUN 2016
TENTANG
PERUBAHAN ATAS
PERATURAN PRESIDEN NOMOR 116 TAHUN 2015 TENTANG PERCEPATAN
PENYELENGGARAAN KERETA API RINGAN/LIGHT RAIL TRANSIT
DI PROVINSI SUMATERA SELATAN

DENGAN RAHMAT TUHAN YANG MAHA ESA

PRESIDEN REPUBLIK INDONESIA,*

Menimbang:

- a. bahwa dalam rangka percepatan penyelenggaraan Kereta Api Ringan/Light Rail Transit di Provinsi Sumatera Selatan guna mendukung pelaksanaan Asian Games Tahun 2018, perlu melakukan penyempurnaan terhadap pengaturan mengenai pelaksanaan penugasan pembangunan prasarana dan penyelenggaraan sarana Kereta Api Ringan/Light Rail Transit di Provinsi Sumatera Selatan;*
- b. bahwa berdasarkan pertimbangan sebagaimana dimaksud dalam huruf a, perlu menetapkan Peraturan Presiden tentang Perubahan atas Peraturan Presiden Nomor 116 Tahun 2015 tentang Percepatan Penyelenggaraan Kereta Api Ringan/Light Rail Transit di Provinsi Sumatera Selatan;*

It can be concluded that LRT South Sumatera is built to support the transportation and mobility facilities at the Asian Games 2018 which was held in Palembang.

*PERATURAN PEMERINTAH REPUBLIK INDONESIA
NOMOR 72 TAHUN 2009
TENTANG
LALU LINTAS DAN ANGKUTAN KERETA API
DENGAN RAHMAT TUHAN YANG MAHA ESA
PRESIDEN REPUBLIK INDONESIA,*

*Paragraf 3
Standar Pelayanan Minimum Angkutan Orang*

Pasal 133

- (1) Pengoperasian kereta api harus memenuhi standar pelayanan minimum.
(2) Standar pelayanan minimum sebagaimana dimaksud pada ayat (1) meliputi:
a. standar pelayanan minimum di stasiun kereta api; dan
b. standar pelayanan minimum dalam perjalanan.*

Pasal 134

- (1) Standar pelayanan minimum di stasiun kereta api kelas besar sebagaimana dimaksud dalam Pasal 133 ayat (2) huruf a paling sedikit terdapat:*
- a. informasi yang jelas dan mudah dibaca mengenai:

 - 1. nama dan nomor kereta api;*
 - 2. jadwal keberangkatan dan kedatangan kereta api;*
 - 3. tarif kereta api;*
 - 4. stasiun kereta api pemberangkatan, stasiun kereta api pemberhentian, dan stasiun kereta api tujuan;*
 - 5. kelas pelayanan; dan*
 - 6. peta jaringan jalur kereta api.**
 - b. loket;*
 - c. ruang tunggu, tempat ibadah, toilet, dan tempat parkir;*
 - d. kemudahan naik/turun penumpang;*
 - e. fasilitas penyandang cacat dan kesehatan; dan*
 - f. fasilitas keselamatan dan keamanan.*
- (2) Standar pelayanan minimum dalam perjalanan kereta api sebagaimana dimaksud dalam Pasal 133 ayat (2) huruf b terdiri atas:*
- a. untuk kereta api antarkota, paling sedikit meliputi:

 - 1. pintu dan jendela;*
 - 2. tempat duduk dengan konstruksi tetap yang mempunyai sandaran dan nomor tempat duduk;**

3. *toilet dilengkapi dengan air sesuai dengan kebutuhan;*
 4. *lampu penerangan;*
 5. *kipas angin;*
 6. *rak bagasi;*
 7. *restorasi;*
 8. *informasi stasiun yang dilewati/disinggahi secara berurutan;*
 9. *fasilitas khusus dan kemudahan bagi penyandang cacat, wanita hamil, anak di bawah 5 (lima) tahun, orang sakit, dan orang lanjut usia;*
 10. *fasilitas kesehatan, keselamatan, dan keamanan;*
 11. *nama dan nomor urut kereta;*
 12. *informasi gangguan perjalanan kereta api; dan*
 13. *ketepatan jadwal perjalanan kereta api.*
- b. *untuk kereta api perkotaan, paling sedikit meliputi:*
1. *pintu dan jendela;*
 2. *tempat duduk dengan konstruksi tetap yang mempunyai sandaran;*
 3. *lampu penerangan;*
 4. *penyejuk udara;*
 5. *rak bagasi;*
 6. *fasilitas khusus dan kemudahan bagi penyandang cacat, wanita hamil, anak di bawah 5 (lima) tahun, orang sakit, dan orang lanjut usia;*
 7. *fasilitas pegangan untuk penumpang berdiri;*
 8. *fasilitas kesehatan, keselamatan dan keamanan;*
 9. *informasi gangguan perjalanan kereta api; dan*
 10. *ketepatan jadwal perjalanan kereta api.*

It can be concluded that there is some standard of public facilities for LRT South Sumatera, such as; clear and easy-to-read information about: train name and number, LRT schedules departures and arrivals, LRT rates, departure train station, stop train station and destination train station, map of railroad network, ticket locket, waiting rooms, places of worship (musholla), restrooms, parking lots, disabled and health facilities, and safety and security facilities.