

**ANALYSIS OF SERVICE QUALITY IN MODERN RETAIL
BUSINESS DURING COVID-19 PANDEMIC (Case Study:
KADAIPAPI CONVENIENCE STORE)**

FINAL PROJECT REPORT

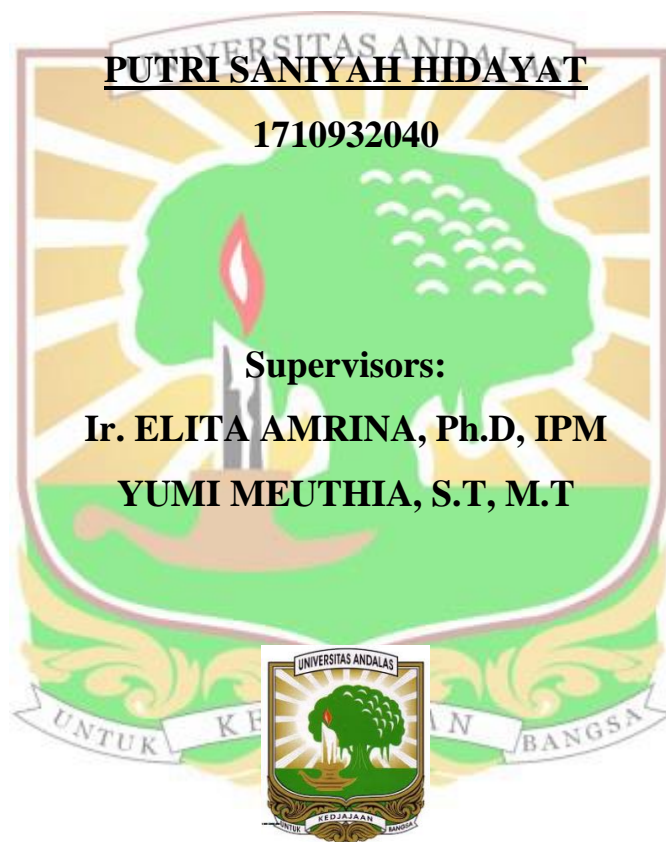
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**DEPARTMENT OF INDUSTRIAL ENGINEERING
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UNIVERSITAS ANDALAS
PADANG
2021**

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KADAIPAPI CONVENIENCE STORE)**

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*A report submitted in fulfillment of the requirements for the award of the degree
of Bachelor in Department of Industrial Engineering, Faculty of Engineering,*

Universitas Andalas



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ABSTRACT

The current pandemic conditions have changed buying and selling activities and increased home food consumption, which has a positive impact on convenience stores. The increase in the population causes an increase in the demand for the fulfillment of daily needs so that the emergence of minimarkets in Indonesia is getting higher. Currently, there are 86 modern retail outlets in Padang, one of which is the *Kadaipapi* Convenience Store. *Kadaipapi* Convenience Store is one of the modern retailers in Padang that has a self-service concept. Modern retail businesses are increasingly emerging so that the level of competition in the modern retail sector is high. Therefore, the *Kadaipapi* Convenience Store needs the right strategy to compete by providing good quality services to build customer trust and pay attention to health protocols during the current COVID-19 pandemic.

Based on the above problems, it is necessary to analyze the service quality in *Kadaipapi* Convenience Store to improve service quality. This study aims to analyze the service quality and provide suggestions for improving the service quality in *Kadaipapi* Convenience Store. It starts with the identification of indicators of service quality. Data collection is carried out by distributing questionnaires to customers of the *Kadaipapi* Convenience Store. The SERVQUAL method is used to determine the service quality of the *Kadaipapi* Convenience Store. Then, the improvement priority is determined using the Importance Performance Analysis (IPA) method. Finally, the PGCV method is used to calculate the PGCV index in improving service quality.

The results showed that the level of service quality at the *Kadaipapi* Convenience Store was still relatively low. This was indicated by the negative value of SERVQUAL Gap for each indicator. Based on the IPA method results, there are four indicators of service quality at the *Kadaipapi* Convenience Store in Quadrant I. The indicators in Quadrant I are the main priority in improving service quality at the *Kadaipapi* Convenience Store. Based on the PGCV index value, the order of priority indicators for improvement is the arrangement of goods and goods shelves to make it easier for customers to find the products they want to buy, parking security, use of masks/face shields by employees, and the diversity of product variations sold.

Keywords: IPA, PGCV, Retail industry, Service quality, SERVQUAL

ABSTRAK

Kondisi pandemi saat ini memberikan perubahan pada kegiatan pembelian dan penjualan serta terjadi peningkatan pada home food consumption, sehingga berdampak positif terhadap convenience store. Peningkatan jumlah penduduk menyebabkan meningkatnya permintaan pemenuhan kebutuhan sehari-hari, sehingga kemunculan minimarket di Indonesia semakin tinggi. Saat ini terdapat 86 gerai ritel modern di Padang, salah satunya adalah Kadaipapi Convenience Store. Kadaipapi Convenience Store adalah salah satu ritel modern di kota Padang yang memiliki konsep self-service. Bisnis ritel modern semakin bermunculan sehingga tingkat persaingan di sektor ritel modern semakin tinggi. Oleh karena itu, Kadaipapi Convenience Store membutuhkan strategi yang tepat untuk bersaing dengan memberikan layanan yang berkualitas untuk membangun kepercayaan pelanggan dan juga memperhatikan protokol kesehatan selama pandemi COVID-19.

Berdasarkan permasalahan di atas maka diperlukan analisis kualitas pelayanan pada Kadaipapi Convenience Store untuk meningkatkan kualitas pelayanan. Penelitian ini bertujuan untuk menganalisis kualitas layanan dan memberikan saran-saran untuk meningkatkan kualitas layanan Kadaipapi Convenience Store. Dimulai dengan identifikasi indikator kualitas layanan. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada pelanggan Kadaipapi Convenience Store. Metode SERVQUAL digunakan untuk mengetahui kualitas layanan Kadaipapi Convenience Store. Kemudian, prioritas perbaikan ditentukan dengan menggunakan metode Importance Performance Analysis (IPA). Terakhir, metode PGCV digunakan untuk menghitung indeks PGCV dalam meningkatkan kualitas layanan.

Hasil penelitian menunjukkan bahwa tingkat kualitas pelayanan di Kadaipapi Convenience Store masih rendah, hal ini ditunjukkan oleh nilai SERVQUAL Gap yang bernilai negatif pada setiap indikator. Berdasarkan hasil perhitungan menggunakan metode IPA, terdapat empat indikator kualitas pelayanan di Kadaipapi Convenience Store yang berada pada Kuadran I. Indikator yang berada pada Kuadran I menjadi prioritas utama dalam perbaikan kualitas pelayanan di Kadaipapi Convenience Store. Berdasarkan nilai indeks PGCV, urutan indikator yang menjadi prioritas dalam perbaikan adalah penyusunan barang dan rak barang sehingga memudahkan pelanggan menemukan produk yang ingin dibeli, keamanan parkir, penggunaan masker/face shield oleh karyawan, dan keberagaman variasi produk yang dijual.

Kata kunci: IPA, PGCV, Industri ritel, Kualitas layanan, SERVQUAL