

Excellent Service in Increasing Customer Satisfaction: Strategy and Implementation in the Digital Era

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Abstract

Excellent service is the main key in winning business competition, especially in the digital era which demands speed, accuracy and empathy. This article discusses the concept of excellent service, its supporting factors, as well as strategic implementation that can be implemented by organizations to increase customer satisfaction and loyalty. This research uses a descriptive qualitative approach through literature study. The study results show that excellent service must involve elements of tangibility, reliability, responsiveness, assurance and empathy which are integrated with digital technology to provide an optimal customer experience.

Keywords: excellent service, customer satisfaction, loyalty, digital era, service strategy

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INTRODUCTION

In an increasingly competitive business environment, excellent service is an important element that determines the success of an organization. Good service is not just about providing products or services, but rather creating a comprehensive experience that is memorable for customers. In the digital era, customer expectations are increasing due to easy access to information and diversity of choices.

Service is an activity or sequence of activities that occurs in direct interaction between a person and another person or physical machine, and provides customer satisfaction (Barata, 2003; 30). In the Big Indonesian Dictionary, service is explained as an effort to serve the needs of other people. Meanwhile, serving is helping to prepare (take care of) what someone needs. Another definition states that service is a form of service activity carried out by government agencies both at the center, in the regions, BUMN and BUMD in the form of goods or services in the context of meeting community needs in accordance with applicable legislation (KEPMENPAN 81/93). According to Daviddow and Uttal (1989) services are activities/benefits offered by organizations or individuals to consumers/customers that are intangible and cannot be owned. In services, what is called consumers (customers) are people who benefit from activities carried out by 13 organizations or officers from service providing organizations (Lukman & Sugiyanto, 2001; 4).

Meanwhile, the essence of customer service or customer service itself is every activity intended to provide customer satisfaction, through services that can meet customer needs and desires (Wahjono, 2010; 179). Excellent service is a person's maximum ability to relate to other people in terms of service. Excellent service is the best service provided to customers, both internal and external customers based on service standards and procedures (Suwithi, 1999; 4). Excellent

service is the best service in meeting customer expectations and needs. In other words, excellent service is a service that meets quality standards. Service that meets quality standards is a service that meets customer/community expectations and satisfaction (Maddy, 2009; 8). Then another opinion says that excellent service is caring for customers. So excellent service is basically a sense of concern of profit-oriented organizations or socially oriented organizations (non-profit) towards customers which is demonstrated by attitudes, attention and real actions, so that customers feel comfortable with the excellent service provided (Pratomo & Shaff, 2000; 107). According to Judiardi (2010; 102) it is said that Service Excellence is: a. Repairing damaged or obsolete items b. Providing pleasant service. Excellent Service can be understood as serving more than expected, by paying attention to time, accuracy, safety, comfort, quality, cost, process and satisfaction. For example, when you hope to get Rp. 100,000,- but it turns out you got Rp. 200,000,- so you will feel satisfied (Anorogo, 1993; 107). Another opinion states that excellent service is service with high quality standards and always following developments in customer needs at all times, consistently and accurately (Rahmayanty, 2013; 18).

This research aims to explain the concepts and principles of excellent service in the digital era.

RESEARCH METHODS

The method in this article uses library research, namely a method of collecting data by understanding and studying theories from various literature related to the research. There are four stages of library study in research, namely preparing the necessary equipment, preparing a working bibliography, organizing time and reading or recording research material (According to Zed, 2004). This data collection uses the method of searching for sources and constructing them from various sources, for example books, journals and research that has already been carried out. Library materials obtained from various references are analyzed critically and must be in-depth in order to support the propositions and ideas. Data was obtained from various literature such as scientific journals, books and relevant online articles regarding the concept of excellent service and its application in various sectors.

DISCUSSION

What is Excellent Service? Excellent service or also called Excellent Service is providing the best possible service to customers, so that customers feel satisfied. Or the definition of excellent service is providing the best possible service to customers or consumers so that it creates a feeling of satisfaction. In general, the aim of excellent service is to provide service so that it can meet and satisfy customers so that the company gets maximum profits. The benefits of excellent service include efforts to improve the quality of company or government service to customers or the public, and can be a reference for developing service standards. Service standards can be interpreted as benchmarks or standards used to provide service and also as a reference for assessing the quality of a service. Service is called excellent if customers feel satisfied and in accordance with customer expectations. School Excellent Service Service is related to the quality of products in the form of goods and/or services. To improve product quality, the Total Quality Management

concept has been developed. Meanwhile, to improve service quality, the Total Quality Service concept has been developed. In an effort to improve service quality, it is necessary to identify "Who are our customers?"

Apart from that, it is also necessary to identify "What our customers' needs are". Then we can identify the types of services in an organization or organizational unit. The results of identifying the types of services in an organization are very useful for efforts to improve service quality towards excellent service. Excellent service is a translation of the term "Excellent Services" which literally means excellent service or the best service. Like in school, a teacher should provide the best service for students, that is called excellent school service. Excellent service to students is based on "service and empowerment".

The excellent service provided to students is basically not seeking profit, but providing the best service according to the students' needs. In terms of empowerment, students are actually empowered by the excellent service they receive. As a facilitator, teachers should be experts and have complete mastery of the field of study they teach, because teachers are required to provide examples of many ways to overcome difficulties for students who experience difficulties, especially for students who are trying to deepen the subjects they teach. As mentors, teachers are required to pay attention to students who have difficulties in learning, with full seriousness and responsibility. As a manager of teaching and learning activities, in this case the teacher needs to mobilize all resources, utilize all potential and facilities related to the teaching and learning process in the classroom. As agents of reform, in this case teachers are required to actively take initiative and be creative to be able to make educational reforms in accordance with developments in science and technology and trends that will occur in society. For this reason, teachers should not be separated from information that occurs every day, especially information related to the subjects in their teaching field. (sulfemi: p. 8)

The aim of excellent service is to provide services that can meet and satisfy customers, in this case the students themselves. Excellent service at school is also included in the learning process, so it is not just outside the learning process. Teachers must carry out a learning process that can satisfy these students, meaning that students can study and understand what the teacher explains.

In order to make this happen, teachers must be creative in carrying out the learning process, starting when the teacher designs learning plans (starting from formulating learning objectives, learning methods, and learning techniques and evaluation). In essence, teachers must know more about the character of each student, so that in the teaching and learning process the PAIKEM process (namely: Active, Innovative, Creative, Effective and Fun Learning) will be implemented. In this way, students will be enthusiastic in learning, and they themselves will be formed into creative, innovative and smart individuals. These creative, innovative and smart student personalities are the result of excellent service provided by the school as an educational agency, and automatically provide positive value and profit for the educational agency.

Excellent Service Concept

Excellent service (service excellence) is defined as service that exceeds customer expectations. According to Zeithaml, Berry, and Parasuraman, there are five service dimensions that influence customer perceptions, namely:

- Tangibles (physical evidence)
- Reliability (reliability)
- Responsiveness (responsiveness)
- Assurance (guarantee)
- Empathy (concern)

There are 3 (three) types of excellent service concept, here is a brief explanation:

a. **Konse Sikap / Attitude**

The attitudes that must be had include being friendly, attentive and having a sense of pride in the company. It is hoped that employees in a company must reflect the company itself. Because employees who serve consumers will reflect the company's image. Consumers or customers will give a first impression when they have direct contact with people involved in the company, one of which is the employees who provide services. The success of a service company will really depend on the people involved in running the company. Some of the attitudes that are expected include an attitude that has a sense of pride in the work that is done, is devoted to the work that is done, always maintains a good image of the company and so on. Of course, in this attitude concept, service employees must have knowledge related to their work, have abilities or skills that are appropriate to their work, and can communicate well. And what must also be taken into account is that employees must have an attractive appearance and be polite according to company regulations.

b. **Concept of Attention**

When providing service to consumers, it is necessary to pay attention and pay attention to the consumer's desires. If the consumer has shown an intention to buy a good or service that has been offered, then immediately serve him and offer the help he needs so that the consumer feels cared for, and his wishes can be fulfilled. Several things need to be considered in this concept, such as saying hello when starting a conversation, asking what the consumer wants, understanding the consumer's desires, providing service in a friendly, precise and fast manner and placing the consumer's interests first, because the consumer is king.

c. **The concept of action / Action**

In the action concept, for example, an employee in the service department must always pay attention and pay attention to what consumers want. If the customer has shown interest in buying the product, then immediately serve the customer and offer the help he or she may need so that the customer feels satisfied with the service. Some forms of service in this concept include, for example, recording the order that the customer wants, confirming or re-checking what the customer ordered, completing the customer's order transaction, and usually, if you have served, saying thank you to the customer.

Quality Characteristics of Excellent Service

The quality characteristics of excellent service include the following:

- a. **Appearance** Appearance is very necessary to provide excellent service to customers, because a good appearance can convince customers when providing service. For example, as a receptionist you must have good speech, have an attractive appearance, have a proportional body, and so on.
- b. **Politeness and Friendliness** Employees who serve the public or customers require polite, patient and unselfish attitudes because people who use services come from various groups, both from different economic levels and social status levels.
- c. **Willingness to Serve** Employees must be professional or must really serve their customers, as is their job, they must always be ready to serve customers who really need it.
- d. **Knowledge and Skills** In order to serve well, employees must have knowledge and expertise in the field they work in. For example, service officers who have a certain level of education or training, their position must also be in accordance with their expertise.
- e. **Punctuality and Promises** In service, when employees carry out their duties, if they make a promise with a customer, they must first calculate whether the time and promise can be kept, for example holding a meeting with a customer within a period of 3 days must be fulfilled.
- f. **Honesty and Trust** When providing services, you must have an aspect of honesty in all things, be it honesty in the form of rules, honesty in the form of financing and honesty in completing work on time. If you are honest then service officers can be trusted from various aspects, for example in terms of their words, their attitude, in carrying out work, and so on.
- g. **Efficient Service** to the public or customers must be efficient and effective, because customers demand these things. So that it can produce low costs, short and precise time, as well as quality service results. Therefore, efficiency and effectiveness are things that must be realized and must be taken seriously when providing services.
- h. **Legal Certainty** If the result of services provided to customers is in the form of a decision, then it must have legal certainty. If there is no clear legal certainty, it will affect people's attitudes, for example in the service of managing securities, if legal uncertainty is found, it will affect the credibility of the company or service.
- i. **Openness:** For every matter or activity that requires permission, openness needs to be carried out. This attitude of openness will influence the clarity of information to the public or customers.
- j. **Costs** In services, it is necessary to determine reasonable financing. Therefore, costs must be adjusted to people's purchasing power, must be transparent, and comply with regulations.
- k. **Not Racial** When providing service, you must not differentiate between race, ethnicity, religion and politics, so you must serve equally.

The Importance of Excellent Service

If a company wants to progress by expecting consumers to buy the products or services it offers and keep consumers subscribing, even though there are many companies offering similar or similar products, then in this case Excellent Service plays a very important role for the company, staff and also consumers. Excellent service is very important for companies or sellers, because it influences maintaining customer loyalty and helps to secure the future of the company's business. It is also

very important for company staff because excellent service can give them pride, especially in the company and its products, and is also very important for consumers because it can provide information to make decisions in choosing and purchasing products or services to meet their satisfaction and needs.

Excellent Service Strategy

Here are some excellent service strategies:

- a. **Improving Service Quality:** Companies must improve service quality by ensuring that all service processes run smoothly and effectively.
- b. **Using Technology:** Companies can use technology to improve the efficiency and effectiveness of services, such as using customer management systems and chatbots.
- c. **Improving Employee Capabilities:** Companies must enhance employee capabilities by providing appropriate training and development.
- d. **Collect Feedback:** Companies should collect feedback from customers to understand their needs and expectations.

Implementation of Excellent Service in the Digital Era

In the digital era, companies can use various digital platforms to improve excellent service, such as:

- a. **Social Media:** Companies can use social media to interact with customers, answer questions, and provide information about products or services.
- b. **Chatbot:** Companies can use chatbots to provide automated services and increase service efficiency.
- c. **Customer Management System:** Companies can use customer management systems to manage customer data and improve service.

Digitalization enables increased efficiency and personalization of services. For example:

- Chatbot for 24/7 service
- Mobile application for easy access
- CRM (Customer Relationship Management) to understand individual customer needs

CONCLUSION

Excellent service is the foundation for building customer loyalty and company competitiveness. To achieve superior service, organizations must understand customer needs, implement integrated strategies, and utilize digital technology optimally. In the digital era, speed, accuracy and personal touch are the ideal combination to provide excellent service.

What is meant by excellent service is providing the best possible service to customers, so that customers feel satisfied with the service. Meanwhile, one of the aims and benefits is to provide the best possible service to customers in order to fulfill and satisfy customers, so that customers feel cared for and remain loyal to buy the products or services sold by the company.

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