

## ANALYSIS OF CUSTOMER SATISFACTION LEVEL IN EVA FASHION STORE SERVICE MEDAN JOHOR

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### Abstract

*The purpose of this research is to find out customer satisfaction with the quality of service that has been provided by the Eva Fashion Store. This study used 34 respondents and using the likert scale through Servqual method as research instruments. The research method uses a qualitative method with in-depth interview results. The results of this study include 5 dimensions of service quality so that reliability (reliability) is obtained and a gap value of -0.16, Tangible evidence of -0.21, assurance of -0.13, Emphaty of -0.28, responsiveness of -0.14. Empathy gets the largest gap value which means that it is at the highest priority that must be further corrected, with this it is hoped that the Eva Fashion Store can evaluate again and improve more deeply on customer responses. These findings are expected to provide insights for Eva Fashion Stores to improve service quality and customer satisfaction.*

**Keywords:** Customer expectations, Customer satisfaction, Service quality

### Introduction

Fashion has become a part of human life that cannot be separated from everyday appearance. Fashion can be a small showcase about one's self for others where the style of dress is a material for one's initial assessment. The competition of fashion stores is very high, each competing store highlights and offers different styles, quality, and values, as well as their services. Good service quality is needed, by understanding the quality and satisfaction of service along with customer desires is an important indicator in determining the success or failure of a market or service in society, in determining the level of satisfaction there are several indicators such as wants, expectations, and needs where needs must exceed consumer expectations so that consumers who are satisfied with products and services tend to buy back products and services and reusing the service when the same need arises again in the future. Satisfaction is an assessment of the characteristics or specialties of the product or service, or the product itself, which provides a level of consumer pleasure related to the fulfillment of consumption needs for consumers. (Asti & Ayuningtyas 2020).

According to Kotler (2002) quoted by Shah (2021), customer satisfaction is a feeling of pleasure and disappointment that arises after comparing the impression and perception of the product that if it is below expectations, the customer is not satisfied, and vice versa if the performance exceeds expectations, then the customer is very satisfied and happy. Customer trust is the foundation of a business which every company will want to have awesome and more loyal trust in the eyes of their customers because they know very well about the cost of getting customers is very high. Customer expectations can be formed from experiences, comments and information obtained from others. Satisfied customers will be loyal for longer, and give good comments about the company.

Eva Fahion store is a store that sells several kinds of fashion clothes from children to adults. Eva Fashion is a store that has been established for a long time in the Medan Johor area and certainly already has a lot of customers. Eva Fashion in Medan Johor has three floors consisting of seven employees, each floor is guarded by two employees and one more member as a supervisor. The first floor sells various kinds of women's clothes, and the second floor sells several children's and adult men's clothes while the third floor sells several items such as dolls, sandals, hijabs and others. Some customers who have shopped at eva fashion say they really like to shop at eva fashion stores because the price is quite cheap compared to the surrounding stores, where the selling price ranges from 12 thousand to 100 thousand, not infrequently customers buy up to millions to resell, but some buyers are not satisfied with the service provided. Good service has a great effect on customer satisfaction because service processing has an indirect positive effect on customer loyalty. Likewise, eva fashion must know more deeply about how much a good quality service affects to improve a business, because the sustainability of a business or service provider is influenced by consumer satisfaction. Some services that can satisfy customers such as having polite behavior towards customers, talking and conveying something

related to what customers should receive, and hospitality. results of Siswadi et al's (2018) research which said that service quality can be considered as a determinant of satisfaction, and its influence on loyalty is mediated by satisfaction. Another research conducted by Gopur (2019) also showed that together the quality of service and price have a positive and significant effect on customer satisfaction. Meanwhile, a study conducted by Setyawati (2023) showed that the service quality variable has a positive coefficient regression direction with consumer satisfaction, which means that there is an influence of service quality on consumer satisfaction.

Based from description of service quality above, we try to find out the level of customer satisfaction from the services that have been provided by eva fashion and find out the most important aspect from service quality.

## Methods

The research was conducted at the Eva Fashion Store in Medan Johor, the selection of the location was Purposive. This is done with the basic consideration that Eva Fashion Shop is a store that sells a wide variety of clothes. This research was conducted in May and the results of interviews were conducted in two days. The sampling technique in this study is to use a non-probability sampling technique, where each member of the population does not have the same opportunity to be used as a research sample. The purposive sampling method is used, namely sample selection based on predetermined criteria. The criteria are Eva Fashion Shop customers or customers who have shopped at Eva Fashion Shop. The research method used is a qualitative method with data collection techniques such as in-depth interviews and observations on a likert scale and using The Servqual Method.

The Servqual Method is a commonly used method to regulate the level of service quality in the marketing field by finding the gap between expectations and perceptions of service users. Measurement using the servqual method measures the quality of service from the attributes of each dimension, so as to obtain Gap results which are the difference between consumer perceptions of the services received. The Servqual method in this study, by taking the assessment of customer perception and expectations on customer satisfaction criteria.

Calculating the weight of customer satisfaction perception with the formula:

$$\sum x_i = (\sum T_p \times 1) + (\sum K_p \times 2) + (\sum C_p \times 3) + (\sum P \times 4) + (\sum S_p \times 5) \dots\dots\dots 1$$

Calculate the expected weight of customer satisfaction with the formula:

$$\sum y_i = (\sum T_p \times 1) + (\sum K_p \times 2) + (\sum C_p \times 3) + (\sum P \times 4) + (\sum S_p \times 5) \dots\dots\dots 2$$

Calculate the Gap (the level of the gap) and determine the ranking of the Gap with the formula:

$$S_{qi} = x_i - y_i \dots\dots\dots 3$$

The variables and indicators used in the study are customer satisfaction and service. Customer satisfaction is the feeling of customers after using a product or feeling a service that reflects the extent to which products or services have met customer expectations and desires. Indicators of customer satisfaction are as follows: Product quality, Product quality is the most important indicator of all indicators because it is directly related to the company's products. Product price, Usually most customers are looking for products at the cheapest price but that doesn't mean expensive products are not in demand, if the price of the product is expensive and followed by good product quality, customers will still buy it. Facilities, Facilities are also part of the company's attributes in the form of intermediaries to support the smooth operation of the company in relation to customers. The basis of assessment such as the arrangement of goods, storage of goods, and others. Service is a process or activity that is carried out to satisfy the needs and desires of customers, Service quality indicators according to (Tjiptono 2019) Reliability, is the ability to provide accurate service in accordance with promises and is the ability of the company to carry out services in accordance with what has been promised. Tangible evidence, Tangibles is tangible evidence of the care and attention given by service providers to consumers. Assurance is the knowledge and behavior of employees to build customer trust and confidence in consuming the services offered. Emphaty is a company's ability that is carried out directly by employees by paying attention to consumers individually as well as sensitivity to consumer needs. Responsiveness, Responsiveness is the willingness to help customers by providing services according to the company's ability which is carried out directly by employees to perform services quickly and also responsively.

The research data used 34 respondents. the author uses the Likert scale test method of 1 to 5 by providing a questionnaire in the form of questions that must be answered by the respondents. The respondents selected in this study were customers who had shopped at the Eva Fashion Store. The likert scale is a tool to measure Page Numbers the opinion of a person or a group on a social phenomenon where the answers to each item have a gradation from very positive to very negative, Sugiyono (2012). The Likert scale is also a mode that is often used in survey and research measurements to measure respondents' attitudes, or perceptions of a statement or question. The likert scale allows respondents to express the intensity of their feelings more broadly. Because questions on the Likert scale have tiered answers or have more possible answers. In this study are to collect a number of questions related to the problem to be researched, where the respondents choose one of a number of available answer categories, then make a total score for each person by summing the score for all answers with the scale used in this study which is a scale test of 1 to 5 which is very satisfied with a score of 5, Satisfied

with a score of 4, Satisfied with a score of 3, Not satisfied with a score of 2, and Not satisfied with a score of 1.

**Table 1. Giving a score on the respondent's answer.**

Information	Score
Very satisfied (Vs)	5
Satisfied( S )	4
Quite satisfied (Qs)	3
Dissatisfied (D)	2
Very Dissatisfied (Vd)	1

Source : procced data

**Table 2. A score of the level of achievement responded.**

Response Rate (Tcr)	Information
0 - 35%	Very Dissatisfied
36 - 50%	Dissatisfied
51 - 65%	Quite satisfied
66 - 85%	Satisfied
86 - 100%	Very satisfied

Source : procced data

Calculate each variable average with the overall variable and then the results will determine some level of customer satisfaction generated.

Formula:  $\bar{x} = (\sum x_i) / k$  ..... 4

$\bar{x}$  = Average per minute answer.

$\sum x_i$  = the average number of variables.

K = the number of variables.

The formula of Tcr is average.

Responded Achievement Rate (TCR) = ( Average score / maximum score) x 100 (2)

TCR is an indicator used to measure the extent to which respondents agree with a series of questions in a Questionnaire.

## Results and Discussions.

From the questionnaires that have been collected, after managing by gender, from 34 respondents, 9 male respondents were obtained at 26% and 25 female respondents with a magnitude of 74%

**Table 3. Respondent characteristics by gender.**

Category	Number of respondents	Presentation
Man	9	26%
Woman	25	74%
Total	34	100%

Source : Analysis Results, 2025

**Table 4. Customer Satisfaction Rate.**

Valuation	Very satisfied	satisfied	Quite satisfied	Dissatisfied	Very Dissatisfied	Number of rows
Employee service	15	10	6	3	0	34
Product quality	13	11	8	2	0	34

Facilities	9	18	5	1	1	34
Response	12	15	7	0	0	34
Completeness	10	15	6	2	1	34
Number of columns	55	69	32	8	2	166
Column proportions	33%	42%	19%	5%	1%	100%

Source : Analysis Results, 2025

From the data, the table above shows a customer satisfaction rate of 42 percent, which is greater than the number of dissatisfaction, which is 1 percent.

**Table 5. Customer satisfaction calculation.**

Question	Vs	S	Qs	D	Vs	N	Score	mean	Tcr	Category
<b>Reliability</b>										
a. The service provided by the employees is very comfortable	11	16	5	2	0	34	138	4,06	81,18	<b>Satisfied</b>
b. Employees serve customers wholeheartedly	8	17	8	1	0	34	134	3,94	78,82	<b>Satisfied</b>
c. The response given by the workers was very fast	9	13	11	0	0	34	131	3,85	77,06	<b>Satisfied</b>
<b>Tangible</b>										
a. provide ample parking	17	9	6	1	1	34	142	4,18	83,53	<b>Satisfied</b>
b. Goods are neatly arranged according to the type	13	18	2	1	0	34	145	4,26	85,29	<b>Satisfied</b>
c. The store looks clean and fragrant	11	9	14	0	0	34	133	3,91	78,24	<b>Satisfied</b>
<b>assurance</b>										
a. Damaged items can be exchanged	18	12	3	0	1	34	148	4,35	87,06	<b>Very satisfied</b>
b. Employees will not sell damaged goods	15	10	8	1	0	34	141	4,15	82,94	<b>Satisfied</b>
c. Goods store in a clean state	9	15	7	3	0	34	132	3,88	77,65	<b>Satisfied</b>
<b>Emphaty</b>										
a. Eva fashion stores are in an easily affordable area	11	6	15	1	1	34	127	3,74	74,71	<b>Satisfied</b>
b. The products sold are in accordance with the tastes of the community	8	12	13	1	0	34	129	3,79	75,88	<b>Satisfied</b>
c. Employees offers products very attractively	11	8	12	2	1	34	128	3,76	75,29	<b>Satisfied</b>
<b>Responsiveness</b>										
a. Employees are very honest in serving customers	11	8	15	0	0	34	132	3,88	77,65	<b>Satisfied</b>
b. Employees is very patient in explaining to customers	13	12	7	1	1	34	137	4,03	80,59	<b>Satisfied</b>

c. Employees use good language in serving	16	15	2	1	0	34	148	4,35	87,06	<b>Very satisfied</b>
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Source : Analysis Results, 2025

The results of the table show that satisfactory service for customers is in the guarantee and responsiveness, where in the assurance with the question of Goods that can be exchanged can be exchanged get a mean value of 4.35 with a value of 87.06 with a very satisfied category and responsiveness gets a Tcr value of 87.06 with a very satisfied category. But the value of the service that gets a smaller value is in Empathy where in the first question, Eva fashion stores are located in an easily affordable area with a mean value of 3.74 with a Tcr value of 74.71 in the satisfied category. Products sold according to people's tastes get a value of 3.79 Tcr value of 75.88 in the satisfied category. Employees offers products very attractively getting a score of 3.76 and Tcr of 75.29 in the satisfied category. It is hoped that with this, even though Empathy is in the satisfied category, it does not mean that eva fashion stores do not make efforts to improve, with this it is hoped that eva fashion can further fix the problem of consumer satisfaction.

At this stage, a Sevqual score is calculated to determine the results of the Gap score on customer perception and expectations.

Here is the calculation: sevqual score ( Gap) = Perception score – expectation score.

**Table 6. Calculate the survqual Gap from customer perception and expectations..**

Question	Perception							Hope							Gap	
	Vs	S	Qs	D	Vs	score	mean	Vs	S	Qs	D	Vs	Sco re	mean		
Realability																
a. The service provided by the employees is very comfortable	11	16	5	2	0	138	4,06	14	17	3	0	0	147	4,32	-0,26	
b. Workers serve customers	8	17	8	1	0	134	3,94	12	15	6	1	0	140	4,12	-0,18	
c. With all my heart																
d. The response given by the workers was very fast	9	13	11	0	0	131	3,85	9	13	11	1	0	132	3,88	-0,03	
Tangible																
a. provide ample parking	17	9	6	1	1	142	4,18	18	13	2	1	0	150	4,41	-0,23	
b. Goods are neatly arranged according to the type	13	18	2	1	0	145	4,26	18	13	3	0	0	151	4,44	-0,18	
c. The store looks clean	11	9	14	0	0	133	3,91	10	18	6	0	0	140	4,12	-0,21	

and  
fragrant

#### Assurance

a.	Damaged items can be exchanged	18	12	3	0	1	148	4,35	15	18	1	0	0	150	4,41	-0,06
b.	Employees will not sell damaged goods	15	10	8	1	0	141	4,15	12	18	3	1	0	143	4,21	-0,06
c.	Goods store in a clean state	9	15	7	3	0	132	3,88	11	17	6	0	0	141	4,15	-0,27

#### Emphaty

a.	Eva fashion stores are in an easily affordable area	11	6	15	1	1	127	3,74	13	16	3	2	0	142	4,18	-0,44
b.	The products sold are in accordance with the tastes of the community	8	12	13	1	0	129	3,79	13	9	12	0	0	137	4,03	-0,24
c.	Employees offers products very attractively	11	8	12	2	1	128	3,76	9	14	10	1	0	133	3,91	-0,15

#### Responsiveness

a.	Employees are very honest in serving customers	11	8	15	0	0	132	3,88	9	17	8	0	0	137	4,03	-0,15
b.	Employees is very patient in explaining to customers	13	12	7	1	1	137	4,03	15	13	6	0	0	145	4,26	-0,23
c.	Employees use good language in serving	16	15	2	1	0	148	4,35	15	17	2	0	0	149	4,38	-0,03

Source : Analysis Results, 2025

After obtaining the results of the perception and expectation values, the next step is to determine the Gap ranking, that is, if the positive Gap indicates that the perception score is higher than the expected score and if the negative Gap indicates that the Expectation score is higher than the perception score.

Determining the Gap ranking using the formula  $\text{Gap} = \text{Perception score} - \text{Expectation score}$ , the lower the Gap value (-), the higher the priority.

**Table 7. Total Gap and Gap ranking.**

Question	Gap	Rangkig
a. The service provided by employees is very comfortable	-0,26	3

b.	Workers serve customers with all their hearts	-0,18	8
c.	The response given by the employee is very fast	-0,03	15
<b>Reliability</b>		<b>-0,16</b>	
a.	Provide ample parking	-0,23	6
b.	Neatly arranged goods according to type	-0,18	9
c.	The store looks clean and fragrant	-0,21	7
<b>Tangible</b>		<b>-0,21</b>	
a.	Damaged goods can be exchanged	-0,06	12
b.	Karwayan will not sell damaged goods	-0,06	13
c.	Shops selling goods in a clean condition	-0,27	2
<b>Assurance</b>		<b>-0,13</b>	
a.	Eva fashion stores are in an easily affordable area	-0,44	1
b.	Products sold according to the taste of the community	-0,24	4
c.	Employees offer products very attractively	-0,15	10
<b>Emphaty</b>		<b>-0,28</b>	
a.	Employees are very honest in serving customers	-0,15	11
b.	Karyanan is very patient in explaining to customers	-0,23	5
c.	Employees use good language in serving	-0,03	14
<b>Responsiveness</b>		<b>-0,14</b>	

Source : Analysis Results, 2025

From the results of the gap in the table above, it shows that empathy is in the first rank, then followed by assurance in the 3rd question is ranked 2nd, and the reability of the 1st question which is ranked 3rd, so it means that empathy, guarantee, reliability are at the highest priority that must be fixed again by the eva fashion store.

The calculation of the overall value of the gap is obtained by adding the Gap of all questions and then dividing by 3 because each of the five variables has 3 questions, then the reliability gap =  $-0.26 + -0.18 + -0.03 / 3 = -0.16$  and so on. From 5 variables, Reliability (-0.16), Tangible (-0.21), Assurance -0.13, Emphaty -0.28, Responsiveness -0.14.

Based on the results of the research, it can be concluded that customers have high expectations for the service where some customers feel that the service provided has not met expectations. Although overall customers are satisfied with the services at Eva fashion, it does not mean that Eva fashion has had enough of this, it is necessary to evaluate more deeply about the 5 dimensions in this study, namely, Reliability, Tangible, Assurance, Emphaty, Responsiveness. Especially in empathy who received the lowest score, namely in the first question "Eva fashion stores are in an easily affordable area" which got a score of 127 with a mean of 3.74 in the satisfied category. Some customers may feel dissatisfied with the location of Eva fashion because it is located in a cross-complex of Medan Johor, where some customers are not easy to get the existence of eva fashion stores. The gap in reliability in the first question, namely, "The service provided by employees is very comfortable" is also ranked 3rd with a high priority, namely customer expectations are higher than perception.

The results of Servqual show that there is a gap between customer expectations and perceptions of several service qualities which shows that there are opportunities to improve service quality. And based on the results of the Likert scale, the overall level of assurance and responsiveness has a very good customer satisfaction value in the very satisfied category.

From the conclusion above, the researcher provides suggestions for improvements so that when Eva fashion opens a new branch, it is necessary to find a location that is easy for customers to reach, so that customers do not have difficulty finding a location. Then further improve the services provided by employees, by training and giving direction so that Eva Fashion employees can provide even better service.

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