

Analysis of Service Quality in Enhancing Customer Satisfaction at Jamil Sembako Store in Kaliwulu, Plered, Cirebon

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Abstract

This research aims to find out about service quality analysis in increasing consumer satisfaction at the Jamil grocery store in Kaliwulu Plered Cirebon. The theoretical view of service quality consists of 5 concrete dimensions, the reliability dimension, the responsibility dimension, the security dimension, and finally the empathy dimension.

This research method is descriptive qualitative, namely an approach to a particular phenomenon, behavior, event or situation which is the object of research. Data collection techniques in this research are interview techniques, observation techniques, and documentation techniques. Based on the research results, it can be concluded that the service provided by Jamil store employees is quite good. Judging from the results of interviews with informants who said that the shop employees were quite quick and polite and correctly carried out the 3S (smile, greet, greeting), serving painstakingly quickly and precisely

Keywords: *Service Quality, Customer Satisfaction, Retail Store*

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INTRODUCTION

Every year, competition in the field of trade or retail is getting tighter. This is because more and more companies are working in the same field. This condition is supported by increasing market demand and promising business opportunities. The number of food sales in the community continues to increase every year, showing an increase in the need for basic necessities. (HarIn'a, et al., 2022)

Basic necessities, also referred to as the "nine staples", are the nine basic needs of the community consisting of various food, drinks, and household necessities. Cooking oil, sugar, vegetables, chicken and beef, rice, margarine, milk, eggs, gas, and salt are the nine staples. (Fatchan & Wahyuningsih, 2020)

All people, from the lowest to the highest economic level, certainly need basic necessities to meet their daily needs. Therefore, basic necessities play a very important role in the lives of the Indonesian people, as seen in small stalls, traditional markets, minimarkets, and even shopping centers provide basic necessities very easily. (Pemi & Beni, 2021)

Every time he knows, the need for basic necessities always increases. The increase in the need for basic necessities is directly proportional to the number of Indonesians. Thus, the higher the population, the higher the community's need for basic necessities. The number of Indonesia's population has always increased every year. The population census agency noted that in the last 1 year the number of Indonesia's population was 276,639,440 people as of February 8, 2023, and will continue to increase every year. (Kompas, 2023).

Jamil Grocery Store is one of the grocery stores located in Kaliwulu Village, Kecamatan Plered, Cirebon Regency. Toko Jamil is a family business of Mohammad Abdul Jamil. The Jamil Grocery Store has been established since 15 years ago and still survives today. Although it has been around for quite some time, this store still faces stiff competition with other grocery stores in the area.

The problem in the Jamil store is that the size of the store is too small and the display of goods or stock is inadequate so that consumers have difficulty in choosing the goods they want to buy. Furthermore, Toko Jamil once had unfriendly employees so that Toko Jamil once had a bad image in the community because of the quality of service provided.

Consumers will use the service again and become repeat customers if they feel satisfied, and will share their positive experiences with others. This benefits sellers because it gets loyal customers. On the other hand, if consumers are not satisfied, they will tell others about their disappointment, which can damage the image and existence of the store, as well as result in a decrease in the number of basic food purchases.

This research only focuses on one grocery store, namely the Jamil grocery store in Kaliwulu Village, Plered District, Cirebon Regency. One of the factors that can affect the success of a business is the quality of the services provided. Good service quality can increase consumer satisfaction and build consumer loyalty to the business. However, if the quality of service does not meet consumer expectations, then consumers can switch to other stores that offer better service quality. (Fauzi & Mandala, 2019)

Based on this description, the author is interested in conducting research entitled "Analysis of Service Quality in Increasing Consumer Satisfaction of Jamil Grocery Stores in Kaliwulu Plered Cirebon".

RESEARCH METHODOLOGY

This research uses a qualitative method. That is, the approach used to explore a particular phenomenon, event, action, problem, or situation. The subject of this research is produced in the form of sentence descriptions that provide an in-depth understanding of the phenomenon. Thus, this study is descriptive. A qualitative approach is an attempt by a researcher to observe and understand something. The subject of the investigation then describes the events that occurred by explaining in simple words or words Understanding and presenting the data as accurately and honestly as possible on the site. Based on this, I will explain the situation at Toko Jamil Kaliwulu Plered Cirebon.

This research was conducted in Kaliwuu Village, Plered District, Cirebon Regency. Kaliwulu Village was chosen as the location of the research because it has a Jamil Grocery Store which is the focus of this research.

This research is planned to be carried out during the [specify the research time] period, starting from [start date] to [end date]. The determination of this period is based on considerations of resource availability, specific seasons or periods that may affect consumer purchasing patterns, and the time considered sufficient to comprehensively collect data.

This type of research is usually known as field research or field research. What is field research? Field research refers to research conducted in a place chosen as the study location. The goal is to observe objective phenomena that occur in the place. (Darmalaksana, 2020). In this study, the researcher used two types of data sources that are related to the subject matter discussed, namely primary data sources and secondary data sources. Therefore, the data sources used include:

1. Primary data source

The main primary data sources in this study involved store owners, grocery traders, consumers, and employees at Jamil Grocery Stores. The number of available informants does not require the use of all or most of the informants as a source of information (Richard Oliver (in Zeithml., 2021). The total number of employees of Toko Jamil is known to be three employees, the researcher took a sample of Toko Jamil owners 6 consumers, 1 employee and 1 owner

2. Secondary data sources

The researcher uses relevant theoretical books or references related to service quality and consumer satisfaction as a secondary data source.

This research utilizes observation, interview, and documentation techniques in data collection, as the goal is to ensure that the results and data sources obtained reach the maximum level.

1. This study used semi-structured interviews as the interview method. In this case, the researcher created a guideline of frequently asked questions about topics that will be asked to Jamil Kaliwulu store owners, consumers, and Jamil Shop employees to obtain information about the quality of service and customer satisfaction. The respondents of this study included the owner of Toko Jamil, six customers of Toko Jamil, and three employees of Toko Jamil.
2. Observation is a data collection technique in this study. This is done by recording all the events and phenomena that occurred in the Jamil Kaliwulu store from an Islamic perspective. The observation techniques used include non-involved observation and community observation. The non-involved observation technique is used because the researcher is not directly involved with what is happening, but only observes. Researcher participation will

be limited to what is needed to produce valid data. The selection of this method allows the researcher to focus on observing what is observed, ensuring that the observed data obtained is completely valid and relevant to the real-world situation. The data collection methods in this study are observation methods, interview methods, and documentation methods. Therefore, the results and data sources collected are utilized to the fullest.

3. This documentation technology is carried out to store, record, and use informational data or other written documents. Since materials are important primary data, all materials are categorized by type. Supporting researchers in information recovery requires improving documentation skills and efficiency. The documentation created is a collection of data obtained through documents. Information received from research documentation is the structure of the agency, description of the general location and operations of the business owner and employees and consumers.

RESULTS AND DISCUSSION

1. The quality of service provided by Toko Jamil to consumers

Service quality is one of the fundamental variables in business. This is evidenced by the following regulations that regulate various actions of employees who work at Toko Jamil such as infrastructure arrangements, appearance, and services provided. The quality of service should be a guideline or reference in carrying out work according to work procedures and systems, according to work functions and evaluation tools based on technical, administrative, and procedural indicators.

Toko Jamil Kaliwulu provides quality employee service. This serves as a legal basis for violations in service practices, instructs employees to be equally disciplined in their work, and serves as a guideline in carrying out daily duties. The level of service is determined by the recipient of the service. Because consumers enjoy such services, they can judge the quality of service based on their expectations of achieving satisfaction.

According to Zeithaml, et al. (1990) in (Sholihin, 2019), service quality can be measured from 5 dimensions, namely: Reliability, Responsiveness, Assurance, Emphaty (Empathy), Tangible (tangible).

- a. Reliability is related to the ability to deliver the promised service consistently and accurately. To measure the reliability dimension at Toko Jamil Kaliwulu, the following indicators can be used:

- 1) The ability of employees to use cashier applications such as the Griyo Pos application in the process of buying and selling services is very important so that the transaction process runs well.
- 2) Fast service by employees makes consumers happy. Proper service means that employees provide services that suit consumer needs.

At Toko Jamil Kaliwulu, employees are sometimes overwhelmed when the store is crowded, and not all employees are skilled using calculators and the Griyo Pos (cashier) application. According to the store head, Toko Jamil still uses manual equipment, and some employees are not proficient in using tools, especially calculators. However, thank God all employees try to provide service quickly and responsively.

According to one of the customers, one of Jamil's store employees was able to use the existing cashier application, but some may not be able to use it yet. One of the other customers said that the employee service was very good, but only certain employees could use the cashier

application, so maybe other employees were not able to use it yet. Meanwhile, according to non-permanent customers, the service of Jamil store employees is quite good.

b. Responsiveness (Responsibility), which refers to the willingness or desire of employees to provide prompt and appropriate service to customers in accordance with professional standards. To determine the dimension of responsibility in Toko Jamil Kaliwulu, indicators can be used:

- 1) Employee attitudes towards consumers. When employees can give a good response to consumers, they will feel appreciated by employees. In a situation where the store is full, employees can serve customers one by one according to their queue and then move on to the next consumer.
- 2) Employees' views on receiving complaints and feedback from customers.

Toko Jamil Kaliwulu has employees who are passionate about helping and providing fast and precise service to customers as well as providing the information they need. The store owner said that they always strive to develop and provide a sense of comfort in a 3S way (Smile, Greeting, Greeting) and providing the best possible service so that customers feel satisfied.

One of the employees of Toko Jamil Kaliwulu said that employees have responded well to customers. Criticism and complaints are received, listened to, and submitted to the owner, who then provides an evaluation to the employee. Some customers still say that the employee's service to the

customers are already good; They are greeted and well served. However, we sometimes take longer to serve customers, perhaps because they are tired enough or for other reasons that customers may not be aware of.

c. When service providers are polite and courteous, providers will get a positive perception from customers and the value of the provider's organization as a guarantee of service quality (Insurance), such as knowledge and insight, politeness, politeness, trust of service providers, and respect for service consumers increases. This guarantee increases trust, peace of mind, and freedom from risk and danger, helping consumers feel satisfied and remain loyal to their service providers. To find out the size of Assurance at the Jamil Kaliwuu store,

The following indicators can be used:

- 1) The time to complete the service must be guaranteed by the employee so that consumers do not have to wait too long.
- 2) Toko Jamil provides a guarantee of return on products sold or timely service to customers. The store owner said that if any customer protests or returns expired goods, they will respond quickly or be replaced with new goods.

One of the employees of Jamil's shop, who is the same as the owner, stated that there is no guarantee whatsoever. One of the non-permanent customers stated that he did not know about the existence of a guarantee. One of the customers who remained stated that they had once complained to Jamil's store about a quantity of items that were less than the total listed on the goods note, and the store employee responded politely.

d. The quality of empathy service consists of the ability of employees to understand and give special attention to customers. These desires are expressed by communicating, understanding, and considering customer needs and complaints.

To find out how much empathy there is in Toko Jamil, the indicators can be used as follows:

- 1) Provide information services and respond to customer complaints.
- 2) Serving customers happily in their transactions helps customers when they encounter difficulties in transacting or other issues related to service.
- 3) Customers will see the service better if the service is served with care and assistance.
- 4) Non-discriminatory against customers

Jamil grocery stores only need to pay attention to consumers individually by understanding what they want. According to the owner, the employees provide good service and provide detailed product information. However, there are many consumer complaints about employee behavior when the store is crowded or crowded. This complaint was investigated and used for learning materials or evaluation among employees of the Jamil grocery store.

According to employees, the Jamil store provides the best service, does not discriminate between one consumer and another, strives to provide appropriate and fast service, is responsive to complaints and criticism and is always too responsive, quick to be evaluated together. According to regular consumers, customer service is very friendly and polite, and there are no signs of discrimination.

According to some regular customers, the service is very friendly, the employees are customer-friendly and open, and they have never felt that different consumers get different service when shopping at the Jamil store. At the time of transactions, customers will be warmly welcomed, the employees are polite, all consumers are not discriminated against, and those who only buy in small quantities or small amounts are well served.

- e. Quality of physical services (Tangible): physical facilities such as buildings, comfortable waiting rooms, and other facilities. Physical services should not show luxury in Islam. It is important to have amenities that make customers feel comfortable, but it doesn't have to be a facility that emphasizes luxury.

Toko Jamil uses a cashier application the only obstacle is that it can operate the application for only 1 employee, Toko Jamil has a separate kiosk so that it is difficult for consumers or employees to take products or goods, sufficient parking space, and the appearance of the employees is neat and polite. According to the owner of Jamil's store, Jamil's store consists of 3 separate stalls. Toko Jamil also provides ample parking space. It's just that for the tool that can use the cashier application, only 1 employee so that for the notes, there are still those who use manual recording and cashier notes.

One of Jamil's employees said that Jamil's store offers various facilities to make customers feel comfortable, such as service aids such as cashier applications, sitting chairs to wait, and motorbikes between consumer orders that want to be delivered. According to one of the non-fixed consumers, there is a tool in the form of a cashier application so that the noto is automated. According to one of the regular customers, Jamil's store has delivery facilities so that orders can be delivered to their homes.

This means that the quality of Jamil Shop's service is almost achieved but still not optimal. In terms of responsiveness dimensions. (Responsive) According to the parties involved, the store is very polite in dealing with consumers, and responds well to criticism and suggestions. However, in terms of reliability (warranty), the Jamil store does not provide any guarantee both in terms of service guarantees, products sold, or the sincerity, kindness, and politeness of its

employees. discriminatory or differential in the service of one consumer from another, and in the end it is a tangible dimension.

The only drawback is the unavailability of places of worship, inadequate service facilities, and all that is needed is only one cashier application operator so that they still use calculators and manual recording of purchase receipts. But the good thing is that Jamil's store has a vehicle for goods delivery services. So that consumer orders can be delivered to their homes.

2. Quality of Service of Toko Jamil in an Islamic Perspective

According to the Islamic Encyclopedia, service has an important role and must be carried out in accordance with sharia principles. To ensure that the service runs well, all parties need to follow the teachings and principles taught by the teachings of Islam. The Islamic religion strongly emphasizes the importance of good service and according to the expectations of consumers so that they feel very satisfied. The application of Islamic values at Toko Jamil begins with the principle of service in Islam, which includes:

a. The Principle of Mutual Cooperation (Ta'awun)

Offering the best service to others is a very noble job and is a path of kindness to all who do it. This study shows that Toko Jamil always strives to provide the best service to its customers, as shown by the testimonies of loyal customers who have visited this store. For example, if a consumer does not know the location of an item, Toko Jamil employees will be happy to help pick up the item. According to the Islamic Encyclopedia, service is important and carried out in accordance with sharia principles. All parties must have standards and principles contained in Islamic teachings so that the service is more directed. In Islam, service that meets the needs of customers to make them fully satisfied is very important. Toko Jamil started with the principle of Islamic service.

b. The principle of providing facilities (at-Taysir)

Realizing that humans tend not to like burdens that limit their freedom, Allah SWT has revealed the Islamic sharia to provide ease in carrying out the rules given to humans and ensure the elimination of difficulties and narrowness.

The service of the Jamil store meets the expectations of consumers who are satisfied with the services of the Jamil Store As said by the regular customers of the Jamil store, the services provided by the employees of the Jamil store provide convenience for consumers as follows: The ease of product delivery makes it easier for consumers who want to shop for daily necessities, more than just shopping for groceries.

c. Principle of Persaman (Musawah)

All human beings are equal and come from the same origin, the Earth, and from the one Self, Adam, who was created from the ground. Therefore, there is no superiority and inferiority between individuals because humans have the same origin. According to information from store owners, employees, and consumers of Toko Jamil, the store has never discriminated against consumers in terms of service.

d. Principle of family (ukhuwah)

Ukhwa, as clearly expressed in the Qur'an, is a non-religious fraternal and fraternal relationship. At the Jamil store, services are carried out with the principle of kinship as

evidenced by the friendliness of employees towards consumers and the empathy of employees towards consumers of the Jamil store. Until one of the consumers said that even though he was not shopping, the store staff still greeted him with the greeting made him feel like close family.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that the quality of service at Toko Jamil Sembako Kaliwulu in general has been implemented quite well, although it is not fully optimal. This can be seen from most aspects of service that have been running, such as the application of the 3S principle (smile, greeting, greetings), but there are still some shortcomings, especially in terms of neatness of employee appearance, work management when conditions are crowded, and transaction recording and calculation systems that are not fully digitally integrated. Therefore, continuous efforts are needed from the management to continue to monitor, evaluate, and improve the quality of service in order to maintain better service standards. In addition, from an Islamic perspective, the services at Toko Jamil have reflected the basic values of Islamic services through the application of appropriate ethical principles, so that it can be the foundation for improving consumer satisfaction in a sustainable manner.

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