



Business Management Strategy and Customer Loyaltitas to Service Quality at Titia Gallery During the Covid 19 Period

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Abstract

The research was motivated by the effects of the covid-19 virus felt by Titia Gallery Bukittinggi with many clients delaying receptions until the cancellation of service use. The better the quality of service, the greater the customer satisfaction. The research aims to a) describe the business management strategy at Titia Gallery on service quality during the Covid-19 period. b) describe customer loyalty to the quality of service at Titia Gallery during the Covid-19 period. c) describe the business management strategy and customer loyalty at Titia Gallery on service quality during the Covid-19 period. The type of research study is descriptive-quantitative. A total of 9 Titia Team members and 71 customers are the Population. Mechanism of sampling with purposive sampling method. The number of samples in this study were 80 respondents. Collecting data using interview, observation, documentation, and distribution of questionnaires in the form of a Likert scale which is tested for validity and reliability. The analytical technique applied is descriptive analysis, normality test, hypothesis testing consisting of t test, simultaneous f test, and R2 test. The results for the effect of the makeup business management strategy on service quality are 0.431 with no significant effect category, the results of the frequency distribution are 98.75%, the value of the influence of customer loyalty on service quality is 0.00 with a significant effect category, the frequency distribution is 71.25%. The r2 test value is 24.9% where the makeup business management strategy and customer loyalty have a simultaneous effect on service quality. For further researchers, it is recommended to develop similar things in the makeup business management strategy in order to survive.

Keywords: *business management strategy, customer loyalty, service quality*

Introduction

In the service business management strategy, the quality of the service is one of the important points to meet customer satisfaction. The company's ability to maintain service quality determines the success of a service business. Therefore, a proper business management strategy is needed in order to bring customers to continue using our services with the quality provided by service business managers. During the Covid-19 outbreak, the managers of the bridal makeup business or make-up artist must have various strategies to provide a safe quality of service to be free from the transmission of the Covid-19 virus.

The impact of the COVID-19 virus was also felt by one of Bukittinggi's make-up artists, Titia Make-up Gallery, with many clients delaying the reception date until the cancellation of the use of make-up services. However, the Titia Gallery Team at the end of the year when the New Normal was able to reassure consumers /clients with good and safe strategies and service quality, so that customer loyalty arose (Direct interview with the titia team). With customer loyalty, Titia Gallery Bukittinggi can survive. The better the quality of a service or service, the more customer satisfaction increases so that customer loyalty occurs. Based on data from direct author interviews, it is known that customer demand during the Covid-19 pandemic averaged 10-15 people per month. Meanwhile, during the new normal period. Customer demand averages 10-25 people per month. It can be concluded in the table of customer requests at Titia Gallery Bukittinggi during the Covid-19 pandemic, on average, it is less than during the new normal period.

In providing services, there must be provisions provided by business service providers to their customers, including bridal makeup services. When the makeup artist receives a make-up booking, there are provisions such as if the customer uses the doctor's cream, please stop it h-1 month before the reception, because the make-up can be damaged or even not attached if they still use doctor's cream. These provisions are often violated by customers who use doctor's cream, and then sue or complain to the makeup artist. The actions taken to solve these problems by paying more attention to business management strategies and customer loyalty to the quality of service at titia make-up gallery bukittinggi during the Covid-19 pandemic.

The description of the purpose of this study is to describe the business management strategy at Titia Make-Up Gallery Bukittinggi towards the quality of service during the Covid-19 pandemic. To describe the quality of service and the results of bridal makeup at Titia Make-Up Gallery Bukittinggi so that customer loyalty occurs during the Covid-19 period. To describe the business management strategy at Titia Make-Up Gallery Bukittinggi in maintaining service quality and customer loyalty during the Covid-19 outbreak.

Literature Review

Strategi comes from the Greek "strategos" which means general. In the KBBI (Big Dictionary of Indonesian), the word strategy has the meaning of a plan regarding activities to achieve specific goals. Whereas in the scientific dictionary strategy is the science of war tactics, deception to achieve something. According to Dimas Hendika, et al (2015) here are some definitions of the word strategy according to some experts: According to Gaffar, a strategy is a plan that contains a comprehensive and integrative way that can be used to work, fight and do to win competencies, Wheelen and

Hunger, strategy is a series of managerial decisions and actions that determine the company's performance (services/products) in the long term.

According to David (2011:18) strategy is a common means with long-term goals to be achieved. Strategy is a potential action that requires the decision of top management and large amounts of company resources. From the above understanding, conclusions can be drawn, strategy is a set of choices / decisions in planning managerial actions in achieving goals by paying attention to an ideal and sustainable comprehensive and integrative way (long term) in an organization or company.

In the big dictionary Indonesian management means the process, way or deed of managing, while managing means the process of organizing or providing supervision on all things involved in the implementation of something managed can run smoothly, effectively and efficiently in achieving goals. Management is a series of activities to obtain certain goals by using people as the implementer (Purwanto, 2009: 32). According to Georgy R. Terry (2004) management is the use of human resources or other resources that can be realized in planning, organizing, directing, and supervising activities to achieve a certain goal.

Customer loyalty (customer loyalty) is a form of repetitive purchase. Loyal customers will make repeated purchase behaviors on a common product/service, even though many products/services offer discounts and promotions. Customers will be loyal if the customer's expectations are met with the products/services provided by the company. According to Gremel and Brown (1997), customer loyalty is not only to repurchase an item or service, but also to have a commitment and a positive attitude towards a service company, for example by recommending others to buy. Loyal customers are caused by satisfaction with the provider of the product or service so that they want to continue the relationship with the provider of the product or service.

The quality in the dictionary Indonesian that is, the good and bad of something, can be defined as the degree of superiority of something. Quoted from Tjiptono (2012:152) according to Goeth and Davis Quality is a dynamic condition related to products, human services, processes and the environment that meets or exceeds expectations. According to Garvin in Tjiptono (2012:143) states that There are five perspectives on quality, one of which is that quality depends on the person who judges it, so that the product that best satisfies one's preferences is the highest quality product. Davis Quality is a dynamic condition related to products, human services, processes and the environment that meet or exceed expectations. According to Garvin in Tjiptono (2012:143) states that There are five perspectives on quality, one of which is that quality depends on the person who judges it, so that the product that best satisfies one's preferences is the highest quality product.

Service quality is a crucial issue for every company, regardless of the form of product produced. Service quality can simply be interpreted as a measure of how good the level of service provided is able to match customer expectations, Lewis and Booms in Tjiptono (2008: 85). Another opinion expressed by Sunyoto (2012: 236) service quality is a measure to assess that a good or service has a use value as desired or it can be said that the goods or services are considered to have quality if they function or have the desired use value.

Method

The type of research used is descriptive research. According to Sugiyono (2010) it

is used to analyze data by describing the collected data as it is without leaning towards making conclusions that play a role for the public and its generalizations. The approach method used in this study is quantitative. According to Sugiyono (2012: 8) quantitative research methods are research used in researching certain populations or samples. Data accumulation uses research instruments, data analysis in the form of quantitative / statistical, with the direction of testing predetermined hypotheses.

This research was conducted at Titia Gallery, Gg. Durian, No.78 Tengah Jua, Bukittinggi. In this study, the study population was 10 Titia Gallery Team members and 70 Titia Gallery customers. According to Sugiyono (2014:80) Population is a zone of leveling, an object or subject that has weights and privileges that are implemented to be studied and understood. Sampling techniques for regression studies if the respondents are less than 100, the sample is taken entirely so that this study belongs to the category of population research. The total sample in this study was 80 respondents. In this study, the author applied the purposive sampling technique. According to Sugiyono (2016:85) the technique of sampling data sources with certain considerations is a purposive sampling technique. There for the author decides on certain criteria or considerations that must be realized by the research sample used.

In the study, it used three variables, namely two free variables and one bound variable. The types of data used are primary data and secondary data. This research was carried out using interview methods, observation, documentation, and the distribution of questionnaires in the form of a likert scale. The trial used to be valid and reliable in obtaining instruments by looking at the validity and reliability of the questionnaire, so that the questionnaire will meet the conditions for use. The objects carried out in this trial are Titia Gallery Team Members and endors or customers of Titia Gallery Bukittinggi.

Validity is the provision of measuring instruments against those to be measured in research. The instrument validity test is carried out by the following formula:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{(N \sum X^2 - \sum X^2)(N \sum Y^2 - \sum Y^2)}}$$

After undergoing the instrument validity test, the next procedure is the instrument reability test. The reliability test in this study used a likert scale with the Alpha Crobach formula because the score of the research instrument was said to be signifkat if ($r_{11} > 0.5$ at a 95% confidence level). Arikunto (2006: 226) explained the scores on a classy questionnaire scale from 0 to 3.5 or others according to the reasons for the researcher's estimate. For instruments with their grain scores instead of 1 and 0 on the reliability index by applying the Alpha formula. To test the reliability in this study, the crobach Coeficient Alpha formula in Arikunto (2006: 171) was used as follows:

$$r_{11} = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum a^2}{\sum t} \right]$$

The data analysis techniques used in the study are descriptive analysis, normality test, hypothesis test consisting of t test, F test, and R2 test. The t test is used to measure independent variables partially affecting dependent variables. The t-test is carried out by comparing the results of the table t with the calculated t, with the $\alpha = 0.05$. The provision of accepting or rejecting H0 if t counts is positioned between the

H0 admission area i.e. -1.96 and 1.96 then H0 is accepted, if the H0 position is outside then H0 is rejected. According to Gujarat (2004) formulated the T test as follows:

$$t = \frac{b}{sb}$$

To find out whether the business management strategy has a significant effect on Service Quality and Customer Loyalty, an F test was carried out in this study. aims to test that the entire independent variable has a significant influence on the dependent variable. The F test is also intended to determine whether there is an influence of independent variables on dependent variables synchronously.

Result and Discussion

Description of Research Results

In this study, it consists of three variables, namely 2 free variables and one bound or dependent variable. The business management strategy (X1) and Customer loyalty (X2) are free variables and service quality (Y) is a bound variable. The data of this study was obtained from the results of filling out research instruments in the form of questionnaires containing 61 statements distributed to respondents, namely 9 titia gallery team members and 71 Titia Gallery customers. For the rias business management strategy variable (X1) consists of 23 statements, for the customer loyalty variable (X2) consists of 4 statements, and for the service quality variable (Y) consists of 34 statements.

1. Description of Rias Business Management Strategy Data

The rias business management strategy data (X1) consisted of 23 statements and was distributed to 80 respondents. The following are the results of the data obtained from the study table 1. Description of Rias Business Management Strategy Data.

Table 1. Description of Rias Business Management Strategy Data

Kategori	Rentang Skor	F	%
Sangat Setuju	99 - 115	79	98,75 %
Setuju	80 – 98,4	1	1,25 %
Ragu – Ragu	61-79,4	0	0
Tidak Setuju	42 – 60,4	0	0
Sangat Tidak Setuju	23 – 41,4	0	0
Jumlah		80	100

Source: Processed Data 2021

Based on table.1 above regarding the variable data of Business Management Strategy, it can be seen that as many as 98.75% showed the category of strongly agreeing, 1.25% indicating Agreeing, 0% indicating the category of not agreeing, i0% showing the category of strongly disagreeing.

2. Description of Customer Loyalty Data

Customer loyalty data (X2) consists of 4 statements and is distributed to 80 respondents.

Table.2 results obtained from the customer loyalty data description study

Kategori	Rentang Skor	F	%
Sangat Setuju	20	57	71,25 %
Setuju	16 – 19,2	23	28,75 %
Ragu – Ragu	12 – 15,2	0	0
Tidak Setuju	8 – 11,2	0	0
Sangat Tidak Setuju	4 – 7,2	0	0
Jumlah		80	100

Source: Processed Data 2021

3. Description of Quality of Service Data

The quality of Service (Y) data consisted of 34 statements and is distributed to 80 respondents.

Table.3 results obtained from the research description of service quality data

Kategori	Rentang Skor	F	%
Sangat Setuju	146 – 170	66	82,5
Setuju	118 – 145,2	14	17,5
Ragu – Ragu	90 – 117,2	0	0
Tidak Setuju	62 – 89,2	0	0
Sangat Tidak Setuju	34 – 61,2	0	0
Jumlah		80	100

Source: Processed Data 2021

Based on the table above regarding the Quality of Service variable data, it can be seen that as many as 82.5% indicate the category strongly agrees, 17.5% indicates Agreeing, 0% indicating the category of doubting, 0% indicating the category of disagreeing, 0% indicating the category of strongly disagreeing.

Discussions

After conducting research, the results obtained can be made a discussion about the Rias Business Management Strategy and Customer Loyalty to Service Quality at Titia Makeup Gallery Bukittinggi during the Covid-19 pandemic. Based on the analysis that has been carried out by researchers, independent variables (Business Management Strategy and Customer Loyalty) are significant to dependent variables (Service Quality). From the results of the study, it was explained that from 80 respondents on the variable Makeup business management strategy was classified as very agreeing with a percentage of 98.75%. However, it did not have a significant effect on service quality with a significant value obtained in the T Test of $0.431 > 0.05$, then the calculated t value of $0.792 < 1.94$, the conclusion was drawn that H1 was not accepted which means that there is no significant influence of the Rias Business Management Strategy on Service Quality.

Based on the results of tests carried out on the variable makeup business management strategy, it can be seen that in the F test the signification value is

greater than 0.05, namely 0.295 and the calculated F value of 14,130 is greater than Ftabel 3.11 which can be interpreted to mean that there is a simultaneous influence of the overall indicators of the makeup business management strategy.

The discussion of this study describes the process of making papaya seed scrubs and rice flour, the results of laboratory tests, namely testing the content of Vitamin B1 and Tannins contained in papaya seeds, organoleptic tests, namely texture, aroma, adhesion tests and hedonic tests, namely the panelists' preference for papaya seed scrubs. From this study, the results obtained were described that of the 80 respondents on the customer loyalty variable were classified as very agreeable with a percentage of 71.25%. Meanwhile, in the results of the partial test (t test) a significant value of 0.000 stated that customer loyalty had a significant effect on makeup results and the quality of services provided by the Titia Makeup Gallery Bukittinggi team during the Covid-19 pandemic to its customers.

Based on the results of tests conducted on customer loyalty variables, it can be seen that in F tests the signification value is greater than 0.05, namely 0.000 and the calculated F value of 14,130 is greater than Ftabel 3.11 which can be described as having a simultaneous influence of all indicators of the Customer Loyalty variable. Based on the results of the study, the results of the coefficient of determination (R²) test of 0.249 were obtained. it can be said that this means that the influence of the makeup business management strategy and customer loyalty simultaneously affecting the quality of service is 24.9%.

Conclusion

The results of this study can be concluded, namely: 1) Makeup business management strategies to maintain service quality at Titia Makeup Gallery Bukittinggi during the Covid-19 pandemic, including using defensive strategies, marketing strategies, promotion strategies. Based on the results of the study, it can be explained that the makeup business management strategy is classified as very agreeable with a percentage of 98.75%. However, the Rias Business Management Strategy does not have a significant effect on service quality by 0.431, 2) Customer loyalty to maintain service quality at Titia Makeup Gallery Bukittinggi during the Covid-19 pandemic including attitudinal loyalty (Making regular repurchases, Making purchases outside the products /services that are commonly used, Recommending the product to others, Showing immunity from the attractiveness of similar products from competitors), based on the results of the study can be explained customer loyalty strongly agrees with a percentage of 71.25%. Meanwhile, customer loyalty has a significant effect on service quality by 0.00, 3) The strategy of managing makeup business and customer loyalty in maintaining service quality at Titia Makeup Gallery Bukittinggi during the Covid-19 pandemic obtained the results of the coefficient of determination test of 0.249. These results hold the meaning that the influence of the variables of The Rias Business Management Strategy (X1) and customer loyalty (X2) simultaneously affects the variable quality of service (Y) is 24.9%.

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