



# ISLAMIC SERVICE DEVELOPMENT: ANALYSIS OF CUSTOMER SATISFACTION IN THE CAFETERIA OF MUHAMMADIYAH MATARAM UNIVERSITY

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## ABSTRACT

Fostering Islamic services for the college canteen is very important to maintain business continuity. At Muhammadiyah University Mataram, canteen consumers include students, employees, and lecturers. Based on the level of implementation of management, operations, completeness of facilities and infrastructure, as well as services, the canteen of Muhammadiyah Mataram University becomes canteen A, B+, and B. This research aims to foster Islamic canteen services at Muhammadiyah Mataram University. This development is carried out by qualitative methods related to aspects of halal food, food safety, halal food, location comfort, and price involving 10 respondents. The results showed still lack of customer satisfaction with canteen service at Muhammadiyah Mataram University. the most dominant variable that affects the performance of canteens A and B is food halalness. Managers of canteen A and canteen B can make alternatives to Islamic service standards and halal menu production and uniform prices in order to create healthy business competition. Canteen at Muhammadiyah University Mataram is expected to have a special sales area to minimize biological or physical contamination. The manager of the canteen of Muhammadiyah Mataram University is expected to pay more attention to the condition of the canteen to create a more comfortable atmosphere as a place to eat and discuss, as a description of the college canteen. Halal certification is expected.



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## A. INTRODUCTION

The provision of Islamic and conventional-based services does not have significant differences. The difference lies only in the process of use, namely when businesses provide services in the form of physical, halal and haram should not accentuate the luxury (Supranto, J,2011) Islam encourages every businessman can be professional that can work quickly and appropriately so as not to waste the mandate that is the responsibility of good bad service behavior of traders in the canteen will determine the success and failure of the business carried out (Zainal Veithzal Rivai. (2017). In the view of islamic economy that is used as a benchmark to assess the quality of service to consumers, namely sharia standardization. Islam advises people to always be bound by sharia law in carrying out every activity or solving every problem. The legal understanding of the quality of service is not directly found in the Qur'an, but based on the concept of providing good service to humans it has been ordered by Allah SWT. The quality of service provided by the canteen is certainly not only intended to provide satisfaction alone. As a Muslim in providing services must be principled on sharia values in order to realize laughter while proving consistency of faith in carrying out Islamic sharia. ( Yamit, Julian. (2011).

In carrying out islamic services many things that must be considered by sellers in the canteen of Muhammadiyah University of Mataram, to increase consumer satisfaction. ( Suteki, Mega and Karwanto. 2014) Fakhri Wijayanto stated in his book "Marketing Islami" that a Muslim who is tasked with managing the affairs of the people (leaders) must have the spirit of loving the truth, wise, maintaining trust and harmony, sincere and have a spirit of community service, serve the community well, zuhud to power, honest, have a vision of generality, and moral responsibility. (Fakhri Wijayanto,2018).

If the responsibility of the company, especially the seller in the canteen of Muhammadiyah University of Mataram then not carried out properly according to the standard of service that has been determined, God will be angry with him so that one day does not get the attention of God on the Day of Resurrection In the view of islamic economy that is used as a benchmark in assessing the quality of service to consumers, namely sharia standardization. Islam advises people to always be bound by sharia law in carrying out every activity or solving every problem. The understanding of the law of quality of service is not directly found in the Qur'an, but based on the concept of providing good service to people has been commanded by Allah SWT, as for the evidence that syara' contained in the Qur'an Surah Al-Imran verse 159 which reads: Whoever comes with (bring) good, then for him (reward) is better than his goodness; And whoever comes with evil shall not be recompensed for those who did evil except what they used to do.

From this verse, it can be concluded that every human being is led to behave meekly so that others feel comfort when they are by his side. The same with consumers who have to get good service. Not that it should not be rude / assertive in acting but in the context of service to consumers, then gentle behavior is important in providing services to consumers. So everything in doing a business must provide good service, with good service it will be able to provide an effect for the company that is satisfaction to consumers.

Based on these problems, there needs to be a mentoring activity for sellers in the cafeteria of Muhammadiyah University of Mataram in terms of Islamic services to increase service, customer satisfaction in the Muhammadiyah Mataram University. Assistance offered in the form of training in serving consumers, product innovation, clean place, This assistance is intended for canteen sellers in the environment of Muhammadiyah University Mataram.

## **B. RESEARCH METHODS**

This study uses qualitative research method (Palinkas et al., 2015). In this type of qualitative research conducted observation and interview techniques, which were conducted to see the level of customer satisfaction to the canteen service in the Cafeteria of Muhammadiyah University Mataram. The subjects in this study were students of Muhammadiyah Mataram University, owners and employees of canteens, as well as canteen suppliers located around Muhammadiyah Mataram University, both inside and outside the University consisting of 10 canteen locations. Techniques of research data collection conducted by researchers with qualitative data

## **C. RESULTS AND DISCUSSION**

Sellers in the cafeteria in the Muhammadiyah Mataram University that has a desire to advance, but with the development of service quality, level of customer satisfaction and islamic service strategi product innovation and packaging that is not good can make consumers shop outside so that it becomes the first priority in solving this problem, through the community service program lecturers Muhammadiyah University Mataram Fakultas Islamic Law Islamic Economics Program. The

limitedness of the sellers dikantin Muhammadiyah University mataram in its knowledge to improve the quality of Islamic services, customer satisfaction to progress and develop becomes their top priority in solving the problem. By requesting assistance from LPPM ( Institute of Research and Community Service Of Muhammadiyah Mataram University through lecturers as the fulfillment of duties and responsibilities of lecturers to Tri Dharma Higher Education, the Development of Quality Of Islamic Services, Customer satisfaction is continuously carried out. Through coaching is expected to solve and provide solutions to problems in the outreach in the cafeteria at the Muhammadiyah University of Mataram. There are several steps to solve the problem in the cafeteria of Muhammadiyah Mataram University, including:

1. Finding solutions to existing problems by providing coaching and mentoring during the process of Islamic service quality practices, customer satisfaction takes place.
2. Working with lecturer friends in providing coaching input.
3. Accompanying in the process of Practice of islamic service quality, customer satisfaction so that Muhammdiyah University has a better canteen.

All of the above steps require coaching that is quite serious and painstaking, because this coaching requires creativity and strategy in the practice of quality Islamic services, customer satisfaction. It is not easy to change or teach people to the quality of Islamic service, customer satisfaction. But with seriousness and patience in accompanying it will produce maximum and good results. Metode penyelesaian yang akan dijalankan untuk menyelesaikan permasalahan para penjual di kantin Universitas Muhammadiyah Mataram adalah dengan beberapa cara, diantaranya adalah :

#### 1. Coaching

This coaching is done to teach how to service Islam properly and properly. So as to increase customer satisfaction.

#### 2. Working with Lecturers

In providing coaching lecturers provide practices to sellers in performing Islamic services and increase customer satisfaction

#### 3. Monitoring and evaluation

Monitoring and evaluation is intended to see the development and progress of the sellers in the environment of Muhammadiyah Mataram University for some time. So that the sellers who are built can be released completely.

### **D. CONCLUSIONS AND SUGGESTIONS**

Some things that can be concluded in research on The Development of Islamic Service Quality: the level of Customer Satisfaction in the Cafeteria of Muhammadiyah University mataram are:

1. UMMat Canteen Partners have a strong willingness to advance their canteen, by first providing Islamic services and services that can satisfy consumers. So that from the sales records ummat canteen manage it well and correctly.
2. The implementation of islamic service quality development and UMMat customer satisfaction is expected to provide a good solution for the sellers.
3. The achievement of the seller's desire at Muhammadiyah Mataram University to improve its management properly and properly through the cooperation of lecturers of Sharia Economics Study Program as a form of community service of lecturers in fulfilling the duties and obligations of Tri Dharma Higher Education.

### **Suggestions**

Suggestions for sellers in the cafeteria of Muhammadiyah Mataram University in order to innovate are:

1. There needs to be a spirit from the sellers to improve the quality of service and customer satisfaction in the cafeteria of Muhammadiyah University mataram..
2. Intensive mentoring and supervision.

### **THANK YOU**

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