



QUALITY OF SERVICE TO CUSTOMER SATISFACTION IN CLEANINGSERVICE

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ABSTRACT

The quality of cleaning services is at the core of the University Politeknik cleaning services. Customer satisfaction often uses assessment methods to determine the quality of cleaning services. Customer satisfaction depends on customer expectations and quality awareness factors. This study uses a qualitative approach. The data collection method used is survey research that takes data using questionnaires, observations and interviews.

Keywords: Quality, Service, Customer Satisfaction.

ABSTRAK

Kualitas layanan kebersihan adalah inti dari Universitas Politeknik dalam layanan kebersihan. Kepuasan pelanggan sering digunakan sebagai metode penilaian untuk menentukan kualitas layanan kebersihan. Kepuasan pelanggan tergantung pada harapan pelanggan dan faktor kesadaran kualitas. Penelitian ini menggunakan pendekatan kualitatif. Metode pengumpulan data yang digunakan adalah penelitian survey yang mengambil data yang menggunakan kuisisioner, observasi dan wawancara.

Kata Kunci: Kualitas, Pelayanan, Kepuasan Pelanggan.

INTRODUCTION

Cleaning service is a series of scheduled and periodic tasks that can be carried out on a daily, weekly and monthly basis. Cleaning services are under operation and maintenance services which are under Facility Management. According to the (International Facility Management Association), a multidisciplinary profession ensures the functionality of the built environment by integrating people, technology and processes. In the Facility Manager aspect above, we can see that there are specific aspects of cleaning that are also included in Facility Management.

To break down and match project elements with cleaning services, it starts with the service owner. For cleaning services in the company the owner of the service is the company itself. The Company employs contractors as their project team to handle the cleaning process at the Company by open tender. Like the nature of a service that has a beginning and an end, a cleaning service also has a beginning and an end. Depending on the duration of the contract, at the company the duration can be one or two years.

Cleaning service can still be considered a project. Because in every cleaning tender, there is always a contract duration, people still don't see the importance of the quality of cleaning services and how it will impact our daily lives. If there are no cleaners to manage our trash in the office, take out the trash or clean the windows, our work environment will be very uncomfortable and dangerous because no one manages the unwanted items scattered around our workplace.

To maintain a good cleaning service quality, we need to identify what factors are the most influential in cleaning service. Does the cost of cleaning services have an impact on the quality of cleaning services? Will the number of workers affect the quality of cleaning services?

There are endless possibilities that affect the quality of cleaning service perceived by the customer or future customers. To simplify and narrow down all possibilities, the study of the factors that affect the quality of cleaning services is very important so that we can know the relationship between the two factors and how we can improve and learn from them.

Improving the quality of service is one that prioritizes the fulfillment of customer desires. To create a high quality of service, a company must offer services that are able to be received and felt by customers in accordance with or even exceeding customer expectations. The higher the perceived service quality, the more satisfied customers will be. The satisfaction felt by customers will have a positive impact on the company, including encouraging the creation of customer loyalty and the company's reputation will be more positive for the community, especially for customers. Therefore, every company needs to try to understand customer expectations for the products produced or services provided.

According to (Stephens, 1997) clean is defined as a new appearance. Cleanliness or tidiness is defined as a neat, tidy and clean appearance of the tangible components of the service package, including the service environment and facilities (Johnston, 1995). According to (Dictionary) clean is free from dirt, pollution, foreign or foreign where cleaning is the act or example of making clean.

Cleaning is a process that is systematic and intended to remove unwanted things from the environment. To ensure that unwanted things are cleaned and maintained to a certain level of the safe zone to reduce the risk of human health. Using the highest level of monitoring system or whatever standard is available at the time, service delivery will be carried out effectively and achieve the desired cleaning quality.

According to Harbani (2007: 128) service can basically be interpreted as "the activity of a person, group or organization either directly or indirectly to meet needs". Menpan Decree No. 81/1993 which was enhanced by MENPAN Decree No. 63/2003 defines public services, namely: "As all forms of services carried out by government agencies at the Center, in the Regions and within the BUMN/BUMD environment in the community as well as in the context of implementing the provisions of the Law. to meet the wishes of the community.

RESEARCH METHODS

Research Approach

This approach uses a qualitative approach for data collection through a survey with a questionnaire instrument

Population And Sample

The population and sample of this study were carried out on employees of the Polytechnic University Cleaning Service

Research Location and Time

This location was carried out at the Polytechnic University, the research time was 7 days, namely on June 23, 2022 to June 30, 2022

Data collection technique

In this data collection using a survey with a questionnaire instrument. The process carried out by research in collecting data through questionnaires, interviews and also observations

Data analysis

By using qualitative methods, qualitative methods are comprehensive explanations of the phenomena of the subject's experience, such as perception, motivation, and behavior, in the form of language words, in specific natural contexts, using various scientific methods. .

RESULTS AND DISCUSSION

Polytechnic or often equated with institute of technology is the name used in various

educational institutions that provide various types of degrees and often operate at different levels in the education system. In this case, Polytechnics also provide services to the community, one of which is cleaning services. . On service standards according to the decision of the minister for the utilization of state apparatus no. 63 of 2003 concerning general guidelines for the implementation of public services and the decree of the minister of empowerment of state apparatus for bureaucratic reform no. 15 of 2004 concerning service standards guidelines regarding service procedures, completion time, service costs, product service facilities and infrastructure, as well as the competence of service providers.

Referring to the decision of the minister for the utilization of the state apparatus.

Service Procedure

The service procedure is an operational step carried out in the process of providing services to service providers and recipients, including complaints. The service process of the Makassar Polytechnic University is carried out according to cleaning service standards.

Completion Time

The completion time is the time set from the submission of the application/registration until the completion of the service process including complaints. The time for service is Monday to Friday starting from 07.30 WITA to 16.00 WITA, and Saturday and Sunday are off. This is adjusted to the agreed procedures and cooperation agreements.

Service Fee

Within the area of the Polytechnic University environment, customers/communities are provided with cleaning services in the form of a clean place and cool air. in the provision of public services, without being charged a penny to customers. service is more happy if they carry out their duties well.

Facilities and Infrastructure

In this case, the facilities and infrastructure include adequate buildings and facilities, adequate cleaning equipment, and adequate office equipment. The University Polytechnic has the facilities and infrastructure to support the performance of its services, but still needs to improve adequate facilities and infrastructure to promote health and services for the population. The factors that become obstacles in implementing public services at Polytechnic University are based on observations.

Human Resources

Human Resources Polytechnic University as one of the main drivers of this activity and program has various potentials in participating in supporting the achievement of the goals of the Polytechnic University which is expected to increase every year. The number of Human Resources / University cleaning services there are 20 employees. It is hoped that the increase to become permanent employees or the addition of a long-term contract period, so that employees can be given the opportunity to improve the quality of hygiene and health services at the University.

Limited Facilities and Infrastructure

Infrastructure is one of the supporting resources to achieve the aims and objectives of the Polytechnic University. The availability of adequate and useful facilities and infrastructure will facilitate the Polytechnic University HR in carrying out each of the activities and programs that have been identified. However, in reality there are still some equipment that needs to be added due to limited equipment and the need for updating and modernizing equipment to improve the quality of service at the Polytechnic University. With the cleaning service, customers/communities can live healthier and brighter lives in their daily lives.

According to (Allen, 1993) to understand the quality of cleaning, the reason and purpose of cleaning must be clear. This is because the two factors understand each other and cannot function without each other. The five main reasons for cleaning are dust control, prevention of the spread of disease and infection, preservation of equipment, fabrics, furnishings and fittings,

provision of a socially acceptable environment and safety.

DUST CONTROL

Dust is a collection of particles in the atmosphere that come from various sources. Dust and fumes are very harmful to humans and high levels of dust and fumes in the environment can be harmful to human health. To avoid reducing this hazard, the dust level must be controlled to a certain level that is acceptable through cleaning. This applies not only to industrial working conditions but to all places.

FURNISHING, FIXTURE, FITTING AND FABRIC PRESERVATION

Damage to buildings and their furniture is usually caused by the accumulation of grease, dust, and other types of soil. The breakdown process is accelerated if there is no cleaning process and can result in usually higher repair costs and the methods applied to restore can cause further damage.

PROVIDING A SOCIALLY ACCEPTABLE ENVIRONMENT

A socially acceptable environment refers to a work environment that is comfortable and attractive because it can increase productivity. People who work in a clean environment tend to deliver higher productivity than their peers.

PREVENTION OF THE SPREAD OF DISEASE AND INFECTION

Different spaces require different standards of cleanliness and different cleaning methods. Prevention of the spread of disease and infection is one of the main reasons why the cleaning process is so important for maintaining human health. During this process, simultaneously, can make the environment cleaner. Examples of high-risk areas that need attention during the cleaning process are hospitals, clinics, operating theatres, kitchens, and sanitary accommodation

SAFETY

The cleaning process also includes removing obstructions and substances that tend to get in the way and will reduce the risk of minor and major accidents. Hygiene standards must meet expectations in order to meet occupational health and safety requirements.

The thing that every cleaning service must have is Ethics. Ethics is the main thing that must be possessed, in addition to skills of course. A cleaning service is appreciated by his superiors, often not for his skills, but for his good ethics. A cleaning service must pay attention to the importance of having good ethics. Because the good ethics of a cleaning service plays a big role in maintaining a good workplace reputation, is respected by everyone, and the indirect effect is creating the company's success. Then what are the ethics that a cleaning service must pay attention to, as follows;

Ethics at work

The main thing that the cleaning service needs to pay attention to is work ethics. Cleaning services must prioritize the 5S principles (smiling, friendly, polite and courteous) when meeting at work. Such ethics can create a more relaxed and warm atmosphere and maintain a good company reputation.

Ethics When Communicating

A cleaning service must pay attention to ethics when communicating with superiors and co-workers or customers. If you have good ethics in communicating, then cooperation will be more comfortable. Because communication that exists without good ethics can also damage interpersonal harmony in the workplace. Here are some things to know about etiquette when communicating:

Maintain tone of voice

Staring at the interlocutor when spoken to

Do not interrupt the conversation

Use polite and courteous language when speaking

Do not interrupt the conversation

Avoid talking that is bad for other people

Etiquette When Dressing

When dressing, cleaning services must adhere to dress etiquette and follow established standard operating procedures. This is so that the Polytechnic University regarding its cleaning services can maintain that image and explain that it is very loyal.

CONCLUSION

Of course, the implementation of polytechnic public services is quite good in terms of human resources or aspects of facilities and infrastructure. policies related to services, as well as the availability of facilities that are still lacking to support their implementation. For this reason, various strategies and efforts must be made to overcome these problems and maintain a good and clean environment.

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