CHAPTER 10

CUSTOMER SATISFACTION ANALYSIS AND SERVICE PROCESS DEVELOPMENT DESIGN ON SELF SERVICE IN HIDAYATULLAH STORE
(Case Study: Pondok Pesantren Hidayatullah Surabaya)

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1. Introduction

At the Covid 19 pandemic, the people's economy was still unstable. Many industries, both small and large, have to be clever in dealing with company strategies to adapt. The many types of businesses that have sprung up are a form of competition that can motivate the company's performance to improve and survive in this unstable economic condition. The types of businesses that exist today include interactions that are engaged in industry and produce output in the form of products and companies involved in services, which provide products in the form of services [1][2].

For service businesses, the quality is measured based on the quality of the products produced. As for services, the rate is estimated based on the services provided to consumers. The better the quality of a type of business, the better its management, and the more it can withstand difficulties in developing the business [3]. There are many kinds of services that can be provided and used as an effort to create jobs. Self-service at Ponpes Hidayatullah Store is engaged in retail services, has quite a lot of customers, but the facilities and services are still not good.