



The Role of *Excellence Service* in Creating *Customer Loyalty* (Case Study D'warung Sepakat Nikmat Kuta Bali)

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ABSTRACT

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The purpose of this study is to explain how important the quality of a service is, especially Service Excellence, on customer satisfaction is mediated by customer satisfaction because the more rapid population growth, the more special needs such as food. Therefore, one of the fundamental factors is the existence of a Restaurant to support the need for food that serves a variety of interesting and distinctive menus. In today's competition in the business world, companies must prioritize customer satisfaction, which is one of the secrets to business success in a company. This research method uses qualitative research methods. The type of data used is the collection of various kinds of information and analysis. The concept of Excellence Service is a service that has quality services including speed, accuracy, reliability and empathy. The concept of Customer Loyalty as a need for customer loyalty (Customer Loyalty) which is related and has a close relationship with customer satisfaction. Excellence Services as the creator of Customer Loyalty at D'warung Sepakat Nikmat includes physical evidence, reliability, responsiveness, assurance, and empathy. External factors and internal factors that support the creation of customer loyalty and external factors that can hinder creating customer loyalty.

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1. Introduction

The faster the population grows, the more special needs such as food will increase. Therefore, one of the fundamental factors is the existence of a Restaurant or Restaurant to support the need for food that serves a variety of interesting and distinctive menus. In the current era of the Revolution, producers are not only prioritizing special and interesting menus but also on the quality of service and services at the Restaurant to increase *Customer Loyalty*. Service Excellence is a service to consumers to improve service to a company. Service Excellence in a restaurant is a service to consumers to provide satisfaction in the form of excellent service to the restaurant's products. Excellent service is very important not only to get big profits but this service must be fulfilled by every company. (Yunia wardi, Abror 2019) In general, service is only defined as meeting customer needs, but in *Service Excellence*, service can be interpreted to meet and exceed needs (need) and wants (want) customers. *Excellence Service* or service quality (prime) is a feature and the nature of the overall service that is very influential on the ability of a company to achieve customer satisfaction (*Customer satisfaction*). Service quality and customer satisfaction are very important concepts that companies must

understand if they are to stay competitive and grow. Service quality can be seen from consumer responses to services provided, responses to services provided, and trust in those who provide services. (Pawes triningtyas, Nining Catur, Suharyono 2016) *Customer satisfaction* Is the responsiveness of consumers to the evaluation of the perceived mismatch between previous expectations and the actual performance felt after use. It is very important to achieve a Restaurant is to satisfy consumers.

To foster customer loyalty (*Customer Loyalty*) is not an easy thing to form, because manufacturers must first provide satisfaction to their customers. *Customer Loyalty* is very important to maintain the success of a business. customer loyalty is the ticket to business success, and it is closely related to satisfaction. (Fatwa, Wahyuni, and Djaja 2018) Quality has a close relationship with customer satisfaction. Quality provides an incentive to customers to forge a strong relationship with the company. *Customer Loyalty* is an attitude that



encourages behavior to purchase products or services from a company that includes a feeling aspect in it, especially purchases regularly and repeatedly with high consistency, but not only buying goods and services over and over again, but also have a commitment and positive attitude towards companies that offer products or services so that it can become mutualism for both parties.

A restaurant or restaurant is a place or building that is commercially organized to provide services in the form of food and beverages. One of the restaurants that customer satisfaction and creates and *prioritizes Customer Loyalty* *Customer Constain* is the Restourant D'Warung Sepakat Delicious Kuta Bali which has several mainstay menus namely Betutu Chicken and *Seafood*. Restourant D'Warung Sepakat Nikmat Kuta Bali has been committed and focused on making customers feel satisfied with the quality of service so it will be very interesting to see how D'Warung Sepakat Nikmat Kuta Bali provides its services to consumers and retains customers by examining the role of service *excellenceto* Create repeat customers or customer loyalty.

Previous research conducted by Rachmad Yanuar Fatwa, Sri Wahyuni, Sutrisno Djaja In his journal entitled the *effect of service quality on customer satisfaction* suggests that one of the factors that can increase customer satisfaction is good service quality. By paying attention to service quality in the form of physical evidence, responsiveness , reliability, assurance and empathy. As for customer satisfaction, make a repurchase, recommend to others. And the results of this study indicate that service quality has an effect on customer satisfaction by 67.5%.

Meanwhile, Zainuddin Tahuman in his journal entitled "*Analysis of factors that affect customer loyalty and the impact on competitive advantage*" said that brand reputation has a significant effect on customer satisfaction. Brand reputation has a significant effect on customer loyalty. Service quality has a significant effect on customer loyalty. Service quality has no significant effect on customer loyalty. Customer satisfaction has a significant effect on customer loyalty. And customer loyalty has a significant impact on the company's competitive advantage.

And previous research conducted by Dwi Aliya Apriyani, Sunarti in her journal entitled "*The influence of Service Quality on "customer satisfaction"*" argued that the independent variables used in this study were physical evidence, reliability, responsiveness, assurance, and empathy for satisfaction

consumer. thus creating consumer loyalty. And based on the test results it can be seen that the physical variables, reliability, responsiveness, and empathy partially have a very significant effect on customer satisfaction. (Apriyani and Sunarti 2017)

From several studies above, it can be concluded that service quality will create customer satisfaction. According to the satisfaction and quality of service are closely related to the market. Service quality and customer satisfaction are very important concepts that a company must understand if it is to remain competitive and grow. Providing high quality services in today's competitive environment is the key to a sustainable competitive advantage.

2. Literature Review

2.1 The concept of Excellence Service within the scope of universal

Excellence Service Very Good at exceeding client expectations. At first, consumers chose simple expectations with general standards that have been provided by several companies, and it turns out that there are several forms of unexpected services, either additional or from the company. *Excellence Service* is a Service that has a different quality, including the speed, accuracy, reliability and empathy of the service personnel in providing and providing services and services in providing and servicing to customers. Service with Quality standards Always follow the development of customer needs at any time, consistent and accurate (reliable). Excellent service is a service that has different qualities, including speed, accuracy, reliability and empathy from service personnel in providing and servicing to customers. (Desthiani, Unique 2020)

In general, *Excellence Service* is often used as the basis for service products because the main product marketed is a quality service and this service is purchased by the customer, and therefore the quality of the procurement or provision of the service is the basis for the marketing of the service. The implementation of excellent service requires the support of Human Resources (HR), namely employees who are reliable and ready. This is because these employees will provide excellent service, especially when dealing directly with consumers or the community. Therefore, the quality of Human Resources (HR) of the employees at the restaurant needs to be improved. One way to improve the quality of service for employees is that employees are given direction and training on the importance of excellent service. Excellent service is an

effort to provide a sense of satisfaction and foster trust in or customers.

There are five dimensions or five main factors Quality of service is in use consumers to assess or determine the quality of service. (Pawitan, gandhi, Widyarini 2011) five dimensions are as follows: **first**, Reliability the ability of people provide the services promised promptly, accurately, and satisfactorily. **second**, responsiveness (*Responsiveness*), which is the desire of the staff to help customers and provide service with a response. **Third**, Assurance *Covers the* knowledge, competence, politeness and trustworthiness of staff, free from danger, risk or doubt. **Fourth**, Empathy includes ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of customers. **Fifth**, physical evidence (*Tangible*) in the form of tangible things that are visible to consumers including strategic office locations, parking locations, office cleanliness and tidiness, office beauty, and everything related to physical facilities, equipment, employees, and means of communication.

Of the five dimensions or five factors that have been described above are indicators used to assess the quality of service provided by the company to its customers and also to find out what consumers think about the quality of the service and in the end the quality of service or excellent service will be assessed based on the perception of consumers or customers who have received excellent service in the form of services.

According to Drs. Daryantod (2014: 2) states that the function of excellent service (Excellence Service) is: **first**, serving customers in a friendly, accurate, and fast manner. **Second**, create an atmosphere so that customers feel important. **Third**, place customers as business partners. **Fourth**, Create a good market share for the product / service. **Fifth**, beat the competition in the market. **Sixth**, satisfied customers want to do business with the company again. **Seventh**, provide benefits to the company.

The purpose of excellent service (Excellence Service) must be well understood. The purpose of excellent service (Excellence Service) in general is to satisfy the public regardless of anything, in this case several characteristics related to excellent service: (Wahyuni 2019) **First**, Effective Services provided by public organizations must be effective, which means they prioritize achievement what is the goal of the public organization. **Second**, the Efficiency of Services provided by public organizations must be efficient. The terms of service are limited to matters directly related to the achievement of service objectives, while there is still integration of requirements with related service products, Prevention of the collection of requirements in terms of the intended community service process requires compliance with the requirements of related work units / other government agencies, Simple contains the meaning of procedures and procedures for services is carried out easily, quickly, accurately, without complications, easy understanding and convenience by those who request services.

Excellent service will be beneficial for efforts to improve the quality of government services for the community and for customers and as customers and as a reference for the development of service standard formulation. (Sugiarta and Widagda nd)

2.2 Customer satisfaction in creating *Customer Loyalty Customer*

satisfaction is a kind of comparison or assessment step between experience and customer expectations that will produce a sense of satisfaction when it is in accordance with expectations. In other words, if the customer feels that the performance is below expectations, the customer will be disappointed. If the performance is as expected, the customer will be satisfied. Meanwhile, if the performance exceeds expectations, the customer will feel very satisfied. To create customer satisfaction, the products offered must be of high quality. The term quality contains various interpretations. In simple terms, quality can be interpreted as defect-free products. Quality reflects all dimensions of product offerings that generate benefits for customers. (Vinsensia 2014) Good service quality in a the company will be able to provide a sense of satisfaction to customers. Service quality is the difference between customer expectations and the services provided by the company.

Satisfaction has been a concern of marketing experts for so long, because satisfied tourists will tend to be loyal to a product or service. Customer satisfaction is a determining factor, whether a business will be sustainable or not. (Hermawan 2017) One of the factors that determine the company's success rate is the company's ability to provide quality service to consumers to achieve satisfaction. In general, it is said that satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance or product results that are thought to the performance or expected results. If the expected performance is below expectations, the customer is not satisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, then the customer is very satisfied or happy, creating customer satisfaction will have a major impact on the survival of the company. (Puung, Fudholi, and Dharmesta nd)



A good company always puts customers at the center of business activities, from this it is expected the company always pays attention to and prioritizes customers in all activities carried out by the company, so that consumers become parties that are always prioritized in the hope that they will feel satisfied, comfortable, and eventually become loyal to the company. (Novandy and Rastini 2018) If what is obtained is in accordance with expectations, then this buying process keeps repeating. It can be said that there has been consumer loyalty. If the experience gained by consumers does not get what satisfies them, consumers will not stop to try other brands until consumers get a product or service that meets the criteria they set. So that in this case the company will strive to maintain relationships with consumers in various ways so as to make consumers feel satisfied by implementing various innovations and creativity.

Customer satisfaction can be divided into three levels, namely: *first*, meeting the basic needs of customers. *Second*, Fulfilling customer expectations in a way that makes them will. *Third*, Doing more than what the customer expects. According to Tjiptono (2006: 119) the existence of consumer satisfaction will provide several benefits, including: *first*, the relationship between companies and consumers becomes harmonious. *Second*, it provides a good basis for repeat purchases. *Third*, can encourage the creation of consumer loyalty. *Fourth*, forming a word of mouth recommendation that is beneficial for the company. *Fifth*, the company's reputation will be better in the eyes of consumers. *Sixth*, the profit earned is increased than what the customer expected.

So service quality has a positive and significant effect on customer loyalty, service quality has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty. Customer satisfaction is able to mediate the effect of service quality only customer. The following is a bar graph of the number of customers per year from 2017-2020 at D' warung agreed to enjoy Kuta Bali:

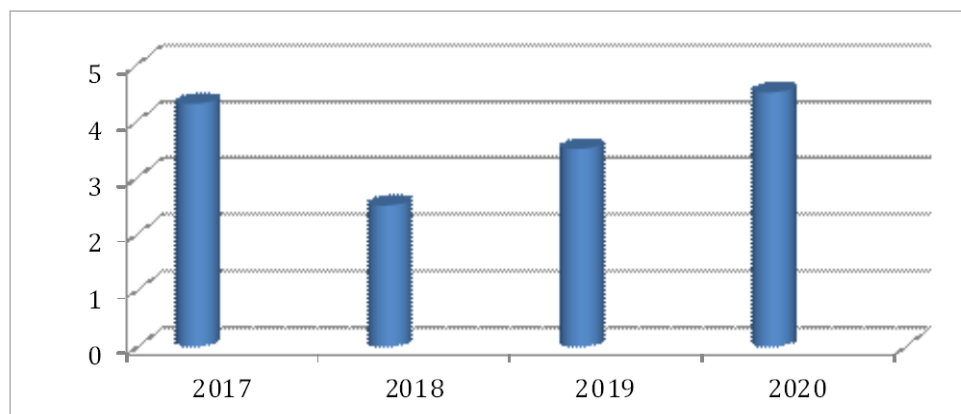


Fig 1. Graph of the number of customers from 2017-2020

It can be concluded that the number of visitors in 2017 was 100 people, and in 2018 it was 250. people, whereas in 2019 there were 350 people, and by 2020 it had reached 500 people. This is because customers are satisfied with the services served because the owner of the restaurant has the principle that "the customer is the King who must be served well". Consumer satisfaction is very important to be achieved by a restaurant. (Iswari, Wiranatha, and Satriawan 2015)

2.3 Price Conception of Customer Loyalty as a need for

Response Loyalty literally means loyalty, which is one's loyalty to an object. Many factors affect customer loyalty. These factors include product, product price, and service. Customer loyalty is a response or purchase that is commonplace or expressed continuously by decision making by paying attention to one or more alternative brands from a number of similar brands and is a function of the psychological process. However, it needs to be emphasized that it is different from repurchasing behavior, customer loyalty expresses the feeling aspect in it. (Dharmmesta 1999) According to (Jennie Siat in Sriwidodo 2012: 167) customer loyalty (*Customer Loyalty*) is a ticket to business success, and it is closely related to satisfaction Quality which has a close relationship with customer satisfaction. Quality provides an incentive for customers to form strong relationships with the company, a choice attitude as well as to make commitments and make repeat purchases at the company.

Building a *customer loyalty* is a strategic policy for the company because the company views that *customer loyalty* is part of the company's strategy in dealing with competitors and connecting the company with consumers. To achieve an element in a competitive marketing strategy, *customer loyalty is needed*. The level of loyalty to customers is often an important thing for companies in carrying out marketing activities or marketing their products. This is because companies need to build loyalty through communication among consumers. Loyal consumers will continue their relationship with these products. To grow *customer loyalty*, must the company start with demanding loyal employees to work and take responsibility for creating the success of a company.

Building loyalty requires constant effort. Customer loyalty will give birth to customer behavior and actions, such as (1) customer behavior that provides recommendations to invite others to make purchases or use the product. (2) customers will carry out transaction activities or use all forms of services offered by the company. (3) customers will make the company the first choice in using financial services (4) *word of mouth* is consumer behavior to talk about good things about the company's products to others (Wicaksono 2017)

Customers who are loyal in their purchasing decisions no longer considering the factors that influence the determination of choices such as price level, quality, distance and other attributes, because in the minds of loyal customers, the product or service to be purchased has met their needs and expectations. (Mulanto 2012) Customer satisfaction is proven positively affects customer loyalty, thus it is very important for a company or a restaurant to maintain customer satisfaction. Satisfied and loyal customers will continue to come to D' warung agreeing to be delicious and saying Fositif about D' warung agreeing to be delicious and inviting other people to come and buy at D' warung agree to enjoy.

Basically, every company that carries out or implements a service quality program will create customer satisfaction. Customers who get satisfaction in service are the basic capital of the company in forming a *customer loyalty*. Building a loyalty requires a lot of continuous effort. Usually the media used to build *awareness* customer of the brand is an advertisement that is used to build a brand image in the hope that if an image that is owned by a product or service is strong, it will be very able to build *customer loyalty*. A person can be said as a consumer (customer) when that person starts to get used to buying products or services offered by a company. This habit can be built through the purchase route over and over again within a certain period of time. And if that person does not buy a product or service repeatedly within a certain period of time, it is not said as a customer but as a buyer or a person.

There are five factors that determine the loyalty to a product or service Them (Sari, N, and Priyono nd) **first**, brand value(*brand value*). **Second**, individual characteristics possessed by customers. **Third**, Barriers switch (*switching barrier*). **Fourth**, customer satisfaction and. **Fifth**, the market environment. Each customer assesses a product relative to its competitors in 3 ways, namely the image displayed by the brand, quality and price. These 3 factors are very important because the company will assess the economy by customers in recognizing the side of a certain brand compared to the quality received and the perception of the brand image compared tomereng

certain, it is different with customer satisfaction in most food stalls, they will pay more attention to the matter of ideals. taste of food, comfortable place and quality of service that will create customer loyalty.

Loyal customers will often find out products from similar companies because customers will always have a great potential to be more satisfied wherever and in any situation. And to become a loyal customer you have to go through several stages, because each stage has different needs. By giving each stage and fulfilling all the needs at each stage the company will have

a great opportunity to create potential buyers to become loyal customers. There are several categories of customers who are said to be loyal including: (Yuliawan and Weather 2016) **first**, *Suspect* .includes everyone who is likely to buy goods or services in a company. **Second**, *Prospects* . are people who have a need for a certain product or service and have the ability to buy it. *prospects* This is someone who has not made a purchase but already knows the existence of the company and the goods or services offered because someone has recommended it. **third**, *Disqualified prospects* . *Prospects* who already know the existence of certain goods or services. **fourth**, *First time customers* are customers who buy for the first time. They are still new customers. **fifth**, *Repeat Customer* . a customer who has bought two or more times the same product or purchased two different products on two occasions. **Sixth**, *Clients* . customers who buy all the goods or services they offer and need by buying regularly and have a strong and long-lasting relationship that keeps them from being influenced by competitors for other products. **Seventh**, *Advocates* . is the purchase of all the goods or services they need as well as making purchases regularly and inviting or encouraging their friends to buy these goods or services.

2.4 Excellence Services as the creator of Customer Loyalty at D' Warung Sepakat Nikmat

One of the important elements in a business or company is *Excellence Service* in facing competition from other businesses or other companies, every company must have good service, because service is a very important aspect in determining quality goods and services produced. If this aspect is forgotten or even deliberately forgotten, in the not too distant future the company concerned could lose a lot of customers. Usually many of the companies who claim that they have provided excellent service to all clients or their customers are not fully said to have delivered *Excellence Service*.

D' warung Sepakat nikmat is one of the restaurants located on Jl. Samudra Kuta Bali. This restaurant always strives to provide excellent service (*Excellence Service*), this excellent service is a very good reflection of a company's identity. It can be said that a company has a good name if it can provide excellent service to customers. Apart from good service, it also provides mainstay menus such as spicy fried rice, soup, and other menus that are no less attractive to consumers.

Service quality at D' warung Sepakat nikmat which includes physical evidence in the form of smiles, greetings and greetings when customers want to enter the shop, reliability in serving food and being gentle to customers, responsiveness when customers want to order food menus, assurance in the form of knowledge, ability, politeness and trustworthiness possessed by staff so that consumers do not hesitate and consumers feel free from harm and risk. and the empathy of a waiter to customers by not wanting to disappoint him, such as the attitude of an employee who can feel problems or consumer complaints when the service process is in progress. D' warung agrees that it is enough to give pleasure to consumers because it has implemented excellent service to customers so that it is able to retain loyal customers. This service quality is very important because it will have a direct impact on the company's image. Good quality service will be an advantage for the company. How not, if a company has received a positive value in the eyes of consumers, then the consumer will provide *feedback* a good and it is not impossible to become a regular customer or *report buyer*. Consumer satisfaction can be created through quality, service and value. The key to generating customer loyalty is providing high customer value. (Lubis and Andayani 2017)

There are several attempts by restaurant owners to create customer satisfaction and loyal customers, including: **first, adding menu variants**. Generally, D' warung agrees that it is delicious to serve specialties such as fried rice, mixed rice, cassava leaves, red chili tomato sauce, soup and others. In order to increase customer interest, Mr. Joko as the owner of the restaurant took the initiative to add other menus favored by the Balinese people such as various variants of processed chicken such as Betutu chicken, flour chicken, grilled chicken, fresh vegetables, patties, various kinds of fried foods, and various kinds of drinks such as ice mix, iced sugar, sweet iced tea, etc. **Second, Maintain the taste of cooking**. The owner of the D' warung always tries to keep the taste of the food the same as when the customer first visits so that the customer feels satisfied. Maintaining the taste of the cuisine will also make customers feel happy with the consistency of the taste of the dishes and will make customers come back to buy and there is no doubt to recommend D' warung Restaurant to agree to have a good time with friends, relatives and friends on social media. **Third, affordable prices**. Because the D' warung market segment agrees that delicious local customers are cheaper than non-local customers when viewed from the location, D' warung Restaurant agrees that it is close to German beach tourism and shopping places such as Lipo, hotels, and Arshop which are located in Around the restaurant The owner sets the price is not too expensive, around Rp. 10,000 - Rp. 15,000 and for customers such as tourists from abroad the price is around Rp. 35,000 - Rp. 50,000. **Fourth, quality of service**. Service quality is needed so that customer satisfaction with good service can be fulfilled. Customer satisfaction is one of the factors that must be considered in service. If the quality of service is good, consumers will feel satisfied. In terms of human resources, the owner does not need a lot of waiters to serve customers. D' warung Restaurant agrees to prove the quality of their good service by being responsive in serving customers, deft and mastering the menu well. **Fifth, present in the go food application**. The owner realizes that in this digital era the owner must follow the current development of the consumer market, such as the presence of the go food application which makes it easier for customers, especially millennials who want to enjoy food from the D' warung restaurant, agree to enjoy without having to come to the D' warung restaurant and agree to enjoy it. this makes it easier for Restaurant owners to get more customers.

There are several factors that can be considered by customers in assessing a service, namely Timeliness, Trustworthiness, Technical Ability, Expected Quality, and Commensurate Prices. Based on these factors, customers themselves assess the level of satisfaction they receive from the specific goods or services provided, as well as the level of their confidence in the ability of the service provider. Measuring customer satisfaction is very important to do to find out the true "position".

Therefore it is very important to consider the aspects of customer satisfaction related to the *Excellence Service* (excellent service) provided. *Excellence Service* is one of the best services with different qualities which include speed, accuracy, reliability, and empathy from service personnel in providing and serving consumers.

D' warung agrees that delicious has provided excellent service to customers who just want to fill their stomach. The initial intention, which was just to stop by, caused a feeling of wanting to return to the restaurant. *Excellence Service* has created customer loyalty that is beneficial for D' warung and agrees to enjoy it, so that by implementing it this restaurant can achieve a large turnover by implementing excellent service to customers. And being able to compete with stalls that are not far from the location of the D'warung sepkat delicious.

D' warung agrees that favors have created employees who are trained to always implement some *Excellence Service* in the form of being friendly to customers, empathy, responsiveness in providing service to consumers, providing guarantees that can generate customer trust, and not being careless when serving customers. The beginning of instability in serving customers is the basis for implementing excellent service to customers because D' warung agrees that this favor creates customer satisfaction and customer loyalty so that it can become a symbol of the success of a company in doing business.

2.5 Inhibiting factors and supporting factors for service excellence in creating customer loyalty

Today's customers are faced with various alternatives in choosing a restaurant that suits their interests and needs. Customers don't just buy products but also buy the services that accompany them. In general, customers will feel happy if served politely, friendly, with full attention and are considered important so that satisfaction will arise in buying goods / services and being loyal to the company. Customer satisfaction with the company is inseparable from the type of promotional strategy used, the quality of the products offered, and the quality of service provided by the company itself.

There are several external factors and internal factors that can support *service excellence* in creating *customer loyalty* at D' warung and agree to enjoy them, namely:

External Factor in the form of a very strategic location close to the beach and shops that are often visited by local and foreign tourists so that it can become a place stop for a moment releasing thirst and hunger. The use of social media is also a supporting factor, apart from being able to reach locations easily and menu lists are also listed on various social media sites owned by D' warung which agree that it is delicious and can be ordered through various digital platforms such as go food, WhatsApp, Instagram and others that can make it easier prospective customers.

And for internal factors, it can be seen in terms of responsive, courteous service and prioritizing customer satisfaction and a clean place so that customers feel comfortable, accompanied by a variety of varied food and beverage menus for both local and foreign tourists. The place owned by D' warung agrees that it has criteria in terms of seating that can be used for two or more people and can be used for business meetings. And factors that can hinder the implementation of *service excellence* in creating *customer loyalty* at D' warung agree to enjoy it. that is, when an order is overloaded, instability will occur in sending orders.

The efforts made by D' warung agree that it favors to improve excellent service to customers between improving the conditioning in existing facilities and infrastructure at D' warung, agreeing to be delicious, instilling a sense of responsibility to employees to provide excellent service to promote speed and on time and provide reliable service.

3. Research, and Analysis

This research was carried out at D'warung Sepakat Nikmat located in Kuta Bali. This research was conducted from August to the end of September. The data I obtained through a survey to the Research location.

The type of research I use here is qualitative. As the definition of qualitative research is a research that uses open interviews to study and study the attitudes or views of individual actors, social groups, or communities about what is experienced by objects to produce descriptive data in the form of written words and necessary behaviors. observed.

Research in this writing uses a case study research type. This case study is a type of approach used to investigate and understand an event or problem that occurs by gathering various kinds of information which are then processed to get a solution so that the problem revealed can be resolved. Case studies are carried out on a single system which can be in the form of a program, activity, event, or a group of individuals who exist



in certain circumstances or conditions. The goal is to obtain a complete and in-depth description of an entity.

This research is based on a case study to be examined, namely, the role of service excellence in creating customer loyalty at D'warung Sepakat Nikmat Kuta Bali. That is the reason for using a case study approach so that it is easier for researchers to understand in detail through a direct approach to the object being observed.

4. Conclusion

Companies must be able to provide real solutions to customer needs. Sometimes the customer doesn't always show what he needs. It is the company that must be sensitive to detect customer needs, expectations and problems, if the company can provide customer expectations, customer satisfaction can be achieved and make it have a high level of loyalty to the product compared to dissatisfied customers, if the company cannot improve the quality of its service, the customer will be increasingly abandoned. because the gap between hope and reality is getting bigger. Therefore the company must provide good service performance to its customers so that customer satisfaction occurs where this must be the standard in a company, if this basis is not achieved then getting loyal customers will experience difficulties.

The concept of *Excellence Service* is a service that has different qualities including speed, accuracy, reliability and empathy from service personnel in the provision and service in the provision and service to customers. The *concept of Customer Loyalty* as a need for customer *loyalty (Customer Loyalty)* is related to and has a relationship. closely related to customer satisfaction. With customer loyalty, it will provide an impetus for customers to form a strong relationship with the company, the attitude of making choices as well as to make commitments and make repeat purchases at the company.

Excellence Services as the creator of Customer Loyalty at D' warung Sepakat Nikmat includes physical evidence in the form of smiles, greetings, and greetings when customers want to enter the shop, reliability in serving food and being gentle to customers, responsiveness when customers want to order food, guarantees in the form of a return money if the food ordered is not what you want or gives him food that is not suitable to replace it and the empathy of a waiter to customers by not wanting to disappoint him.

The External Factor that supports the creation of customer loyalty, in the form of a very strategic location close to the beach and shops that are often visited by local and foreign tourists so that it can be a place to stop for a moment to release thirst and hunger. The use of social media is also a supporting factor, apart from being able to reach locations easily and menu lists are also listed on various social media sites owned by D' warung which agree that it is delicious and can be ordered through various digital platforms such as go food, WhatsApp, Instagram and others that can make it easier prospective customers. Meanwhile, the factor that can hinder the implementation is that when an order is overloaded, instability will occur in sending orders.

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