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## Online and Offline Service Quality Assistance at Ratu Hijab Online Shop

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### ABSTRACT

This online shop business has several guarantees as a beginner online business venture, first because online consumers need original images or original images of clothes, veils, mukena so they need several statues. In addition, the second problem is in providing quality offline service to consumers when wrapping goods that are still very simple, so this reflection team provides a solution in terms of wrapping goods by making stickers that contain complete information related to Ratu Hijab, so that the items sent look neat and the information is clear. . This community service activity aims to provide assistance to Ratu Hijab online shop owners regarding the quality of online and offline services. The assistance is in the form of providing solutions and innovations related to marketing strategies so that consumers get good service related to sales promotions by displaying real images during promotions. In addition, the service team also provides solutions related to wrapping goods to be sent to consumers by providing labels / stickers related to the queen's hijab information, such as address, cellphone number and various items sold.

Keywords: Ratu Hijab, Online Shop and Offline Service.

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### INTRODUCTION

Online business in Indonesia is experiencing quite rapid growth. This condition is certainly supported by technological advances and the high number of internet users. Even in 2018, the number of internet users in Indonesia reached 93.4 million people. Thanks to this combination, the value of online business in Indonesia was able to penetrate 12 billion USD. The amount of value makes Indonesia has a great opportunity to become the world's new economic power in 2020. This is where online businesses play a considerable role in supporting the national economy.

This condition is certainly supported by technological advances and the high number of internet users. The rapid growth of internet users and advances in information technology have had a considerable and considerable influence on individual communities, organizations and companies. The increasing intensity of competition from competitors requires companies to innovate in providing services to customers and to get new customers, by maximizing their service electronically through the internet known as e-service or called the quality of online services. The quality of online services is developed based on the advancement of existing information

technology to evaluate a service provided on the internet network. Good online service will cause satisfaction to customers. Customer satisfaction is a significant determining factor of repeated purchases, positive word of mouth information and customer loyalty or loyalty.

According to Kotler (2002:83) the definition of service is any action or activity that a party can offer to another party, which is inherently intangible and does not result in any ownership. Its production can be attributed or not attributed to a single physical product. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction in the consumer itself. Kotler also said that such behavior can occur during, before and after a transaction. In general, high-standard services will result in high satisfaction as well as more frequent repurchases.

Ratu hijab is a type of online shop that sells a variety of clothes and veils. This business belongs to a housewife named Irfaniyah who has an address in Gumukrejo Village RT/RW. 01/X1 No. 36 Karangsono-Bangsalsari and established in 2019. This online shop business has become a very easy business opportunity for Irfaniyah as a housewife, because this business can be done anytime and anywhere by using a mobile phone. Irfaniyah status as a reseller that sells women's fashion needs such as clothes, veils, mukena and others. This online shop business is just standing, and has some obstacles as a beginner online business venture, the first because the demands of consumers when shopping online requires an original picture or real picture of clothes, veils, mukena so it requires some statues. In addition, the second problem is in providing the quality of offline services to consumers when wrapping goods that are still very simple, so that this devotional team provides solutions in terms of wrapping goods by making stickers containing complete information related to Queen Hijab, so that the goods sent look neat and clear information.

This community service activity aims to provide assistance to online shop owners Ratu Hijab related to the quality of online and offline services. The assistance is in the form of providing solutions and innovations related to marketing strategies so that consumers get good service related to sales promotion by displaying real pictures during promotion. In addition, the service team also provides solutions related to the wrapping of goods that will be sent to consumers by providing labels / stickers related to queen hijab information, such as address, mobile phone number and various goods sold. The problem faced by online shop Ratu hijab a) The quality of online services related to promotions that have not been able to meet the wishes of consumers in showing the perfect real picture of the goods sold. b) The quality of offline services related to wrapping goods to be sent to consumers is still very simple and just wrapped regularly.

Solutions Based on the problems faced by the online shop Ratu Hijab among others related to the quality of online services, namely promotions that have not been able to meet the wishes of consumers in showing the perfect real picture of the goods sold, so it is necessary to provide assistance by providing assistance in the form of statues to install / show real pictures of veils, clothes and mukena. Another problem is the quality of offline services related to the wrapping of goods to be sent to consumers is still very simple and only wrapped regularly, so it needs assistance by making stickers related to Queen Hijab information such as complete address, mobile phone number, what products are sold, and others. The sticker is then affixed to the product that has been wrapped and ready to be sent to the consumer.

Community service activities are expected to produce targets in accordance with the expectations of partners, namely: a) Promotions that are more attractive because they display real pictures (original images of products), so that consumers better understand the product without worrying that the product purchased is not in accordance with the original, it is to avoid disappointed consumers. b) The wrapping of the product is neater, because there is a label that lists information related to the Queen of the hijab.

## **METHODS**

As for the steps of this devotion activity are as follows: a) Survey the location of the owner of the online shop Ratu Hijab. b) Interviews with community service partners related to the history of The Queen Hijab's online shop business and the problems faced and provide assistance with solutions to the problems faced. c) Buy a statue to support a more attractive promotion and make a label of information related to the Queen of the hijab to be affixed at the time of wrapping the goods to be sent to consumers.

## **RESULTS AND DISCUSSION**

The results of the implementation of community service activities are: a) Survey of business locations sehigga obtained information of the place of business online shop Ratu hijab. b) Interviews with the owner of the online shop Ratu hijab then obtained information related to the history of the establishment of the business and the problems faced so that the community service team can provide solutions to the problem. c) Buy statues for promotional activities and stickers containing information related to Queen Hijab and at the same time for a neater and more interesting process of wrapping goods.

## **CONCLUSION**

Based on the results of the implementation of community service that has been done, can be drawn some conclusions as follows: a) Ratu Hijab online shop business is a small business that has business constraints in providing online and offline services. b) This community service provides assistance in terms of the quality of online services (promotion) and offline (neat wrapping of goods). The purpose of providing good service quality is to create customer satisfaction and loyalty, because consumers today when shopping online many are asking for real pictures or original images of the product, so that by looking at the original image of the product that consumers want to buy will avoid disappointment. This community service activity also provides assistance with statues and stickers to facilitate partners in the promotion and wrapping of neat goods.

Service Quality Advice is an important aspect in the service industry in shaping customer satisfaction that uses it. The nature of the quality of service is dynamic, i.e. changing according to what the customer wants and needs for a service. This is a challenge for service providers to continue to maintain the quality of services provided at different times. Good service quality will form a satisfaction for customers who consume it so that it is expected that customers will be loyal by making repeated purchases in the future. Online shop business is also inseparable from the quality of service or called service quality, because this business has a shortage of one of them is prone to fraud, so consumers sometimes feel hesitant when shopping if there is no real picture or original picture of goods sold. As a wise online shop business owner, he will provide excellent service quality in order to create trust and satisfaction. Online shop must also continue to innovate to meet the needs of consumers, in addition to the quality of online services must also provide quality offline services one example is the wrapping of neat and interesting goods when it will be sent to buyers.

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