

Public relations strategy in improving the image of service quality at let's stop vegetarian Medan

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Article Info	ABSTRACT
Keywords: Public Relations, Service Quality	The outbreak of Covid-19 is currently hitting almost all parts of the world. These conditions have had various negative impacts on human life both in the political, economic and educational sectors, in particular experiencing such a large impact. This research was made with the aim of knowing the positive image of the Public Relations Strategy. In addition, this research is also intended to contribute to the development of Mari Mampir Vegetarian Medan. research conducted from the point of view of society or one's way of observing phenomena around them. This study uses the constructivism paradigm because it seeks to understand the processes and social interactions that occur between human practitioners. This research method is descriptive research with a qualitative approach. Data collection was carried out by observation and interview techniques. Researchers use source triangulation to check the validity of research data. Data analysis in this study uses 3 components, namely data reduction, data presentation, and drawing conclusions.
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INTRODUCTION

In 2019, the Covid virus was first discovered in China, precisely in the city of Wuhan, at the end of December 2019. This virus has spread widely throughout the world, including Indonesia. This pandemic has caused several companies to go bankrupt and traders who run small businesses are also affected, in starting with the increase in the price of cooking oil, so that at that time it was difficult for people to start trading because the government set PPKM, and there was a change in lifestyle where previously people could go out without wearing masks, now they have to wear masks and previously they could go on a spree, now they can't anymore. , because you have to save money during the pandemic. And now, thank God, the Covid situation is no longer as bad as before, people are getting back up and starting a new enthusiasm to earn a living for their families.

In this era, many people have opened businesses that are quite well developed and there are various ways that companies do so that their business runs smoothly and is well known to the wider community. This is done so that the business gets positive value from the community so that the company can develop according to the expectations of traders.

However, there are factors that influence a company's image, one of which is product relations.

And obey(Ernawati, 2021)Buyer decision is a thought in the eyes of an individual evaluating various options and making a choice on a product from many choices. According to(Goesty Perdana et al., 2023)Purchasing decisions are the owner's decision about which brand to buy. Complex decision-making processes often involve several decisions. These decisions involve a choice between two or more.

If you enter the beautiful cypress complex, there are many traders selling various culinary delights, and one of them is a vegetarian restaurant and there are also many people interested in it. This restaurant is located in a fairly strategic location and is easy to find, in this restaurant there are various menus available, namely chasio fried rice, Belacan fried rice, wonton noodles, mushroom chicken porridge, while the drinks available at this restaurant consist of liang tea. , the sweet, lohanko, jali water, soya and other menus. The menu at this restaurant has many variations and is suitable for breakfast, lunch and dinner with family and friends.

The name of this restaurant is Mari Mampir Vegetarian which is located on Jalan Boulevard B1 No.64 (near Sunrish School), Medan Estate, Percut Sei Tuan. Because Mari Mampir is close to the writer's location so the writer is interested and conducting interviews shows that the quality of service at Mari Mampir Vegetarians, the results of the author's interviews show that the quality of service is quite low. Customer A said that the quality of service was not thorough enough and was limited. Customer B said that he often saw waiters sitting hanging out with each other so that customers were ignored, it could be said that his response was a bit slow, customer C said that the quality of the food was not commensurate with the slightly expensive price. Developing Let's Stop Vegetarian is inseparable from the existence of a Public Relations Strategy in increasing the value of service quality to customers from this background

METHOD

(Ruslan1, 2021)Data sources are divided into two parts, namely, primary, namely data obtained through interviews or filling out questionnaires, which means this data source directly provides data to researchers. Secondary data means that researchers do not directly receive it from the data source. The primary data source for this research is interview respondents, namely regular customers of Mari Mampir Vegetarian who often visit around 3-4 times a month. Secondary sources for this research are theoretical books used to support researchers(Apriyanti et al., 2021)

(Ningsih, 2022)How to know data collection techniques can be carried out by interviews (interviews, questionnaires), observations and a combination of the three. This research can be carried out by means of interviews. It is defined as language interaction that takes place between two people in a face-to-face situation.

Almost all qualitative research uses data collection techniques by interviews. (Faradita & Rachmawati, 2022)Interviews are a way of collecting research data by means of direct questions and answers with subjects who contribute directly to the object under

study. In conducting interviews, so that the main issues are focused, the author uses structured interviews.

(Nst et al., 2022) Unstructured interviews are free interviews where the researcher does not use an interview guide that has been arranged systematically and completely for data collection. Of the two types of interviews above, the researcher used a structured interview method where the researcher compiled an interview list first.

Data analysis. Data analysis is one of the research activities in the form of the process of compiling and managing data in order to interpret the data that has been obtained, according to (Akbar & Am, 2022) Data analysis is an activity after data from all respondents or other data sources has been collected. There are three types of qualitative analysis, namely:

1. Data reduction

Data reduction is a stage of qualitative data analysis techniques, data reduction is simplifying, classifying and discarding unnecessary data in such a way that the data can produce meaningful information and make it easier to draw conclusions.

2. Presentation of data

It can be narrative text in the form of notes, matrices, graphs, networks or charts. Through this presentation of the data, the data will be organized and arranged in relationship patterns, so that it will be easier to understand.

3. Verify conclusions

The final step is verification and drawing conclusions. The basic assumptions and initial conclusions stated above are still temporary, and will change as long as the data collection process continues. However, if the conclusions are supported by evidence (data) that valid and consistent that researchers find in the field, then the conclusions put forward are credible conclusions.

Data Validity

Data validity is data that does not differ between the data obtained and the data that actually occurs on the research object so that the validity of the research object is valid so that the validity of the data that has been presented can be accounted for. According to (Ersita, 2022) Data triangulation is a technique of checking data from various sources in various ways and at various times. So there is source triangulation, data collection technique triangulation, and time triangulation.

1. Source triangulation

Source triangulation to determine the credibility of data is carried out by checking data that has been obtained from various data sources such as interviews, archives and other documents.

2. Engineering Triangulation

Triangulation techniques for assessing the credibility of data are carried out by checking data that has been obtained from the same source using different techniques. For example, data obtained from observations, interviews and documentation at different times or situations until it becomes credible.

3. Time triangulation

Time can influence the credibility of data. Data obtained using interview techniques in the morning when the source is still fresh will usually produce data that must be checked by observation, interviews and documentation at different times or situations until credible data is obtained.(Rembang et al., 2021)In this research, the triangulation used by researchers is source triangulation. By interviewing several sources, namely Let's Stop Vegetarian customers.

RESULTS AND DISCUSSION

From the results of interviews that the author conducted by checking data that was obtained through several sources. The author found several findings, namely:

1. The owner of Let's Stop Vegetarian applies the rule of not playing with cellphones while working. And don't chat with fellow employees when a customer wants to enter the restaurant, if you violate this you will be given a warning.
2. The importance of service quality according to the owner of Mari Mampir Vegetarian, namely understanding customer desires, caring more about customer relationships, and being able to dominate the market.
3. Because technology is now advanced, Mari Stop Vegetarian Restaurant implements the ovo, m-bangkin and other payment systems because it makes it easier for cashiers to input money, speeding up queues so that they are not too long.

Discussion

There are many strategies that Mari Stops Vegetarian has implemented to improve the quality of its service, for example prohibiting employees from playing with cellphones, not chatting when a customer wants to enter the restaurant, more precisely, being served first, don't let the customer call first, applying discipline and responsibility.

CONCLUSION

Customer feedback on Mari Mampir Vegetarian employees is carried out through the suggestion box or complaints directly to the owner of Mari Mampir Vegetarian. The quality of public services at Mari Mampir Vegetarian can be assessed from 5 dimensions, namely: Tangible dimension (physical evidence) which has indicators of appearance, comfort, convenience and use of assistive devices. However, there are indicators that have not been fully implemented, namely the discipline of officers in providing services. The Reliability Dimension which has clear standard indicators, the ability and expertise of officers in serving customers is quite good but it is better to serve with a smile so that the customers are happy. Responsiveness dimension which has indicators of responding to every customer and handling all customer complaints. Indicators for providing services quickly, precisely and carefully have not been fully met. The Assurance (Guarantee) dimension which has indicators of timely guarantees and guarantees of cost certainty and customer wishes are quite fulfilled because this has proven that there are no complaints from customers regarding the indicators in this dimension. The Emphaty dimension which has indicators of serving with a friendly and polite attitude and not being rude when asking

customers for the menu and being patient with talkative customers and everything runs smoothly.

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