

Implementation of the principles of Cipta, Rasa, Karsa in GC Persada Transportation Company to Improve Service Quality

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ABSTRACT

This research aims to improve service quality at GC Persada Transportation Company, through a socialization-based approach, especially the concept of "Cipta, Rasa, Karsa" from Ki Hajar Dewantara. The community service program involved students and lecturers from Sarjanawiyata Tamansiswa University who optimized the service system through the Spreadsheets application to improve service quality. The methods used include socialization, training and implementation of Spreadsheets digital technology to maximize recording according to customer wishes to reduce the occurrence of miscommunication with other employees. The results showed that the approach of implementing digital technology on employees is significant to improve the quality of service that is more professional and effective.

Keywords: Quality of Service, Transportation, Digitalization, Customer, Innovation, Human Resource Management, Socialization.

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INTRODUCTION

The development of the business world, especially in the transportation services sector, has experienced a rapid surge in recent years. Population growth, increased community mobility, and economic progress have encouraged the development of many transportation service companies, which in turn has increased competition in the market. In this increasingly competitive situation, transportation companies are required to provide high-quality services to attract customers and maintain their market share. Good service quality can increase customer satisfaction, which in turn will encourage their loyalty to the company.

One of the main problems that hinder the improvement of the quality of transportation services is the decentralized HR system, which often leads to a lack of communication between employees. And also inappropriate timing is one of the main problems in rental services. For example, customers do not follow the rules at the beginning of the agreement when they first rent the unit.

Previous research shows that service quality is very influential on the balance in choosing transportation services. As the opinion said by (Agustina et al, 2021: 21) Service quality is an important thing to pay attention to because it will be perceived by consumers after consumers consume goods or services. Likewise, research by Yaves Sumual et al (2021: 74) "Service quality is an important factor and root that is able to provide satisfaction for its customers which is related to the results of word of mouth behavior such as complaints, recommendations and exchanges or transfers". Customer satisfaction is an important element in winning business competition. (Zikri and Harahap, 2022). explains that, customer satisfaction is the level of a person's feelings that arise after comparing their expectations and perceptions of the results of a product or service, namely the difference between perceived performance and the expectations they feel. Customers who are satisfied with the service received will be more likely to return to using the company's services and recommend it to others. Conversely, dissatisfaction can damage the company's reputation and lead to the loss of loyal customers. Customer satisfaction can be achieved if the services provided match, or even exceed, their expectations. In the context of the transportation business, factors that influence customer satisfaction include vehicle quality, punctuality, price, and interaction with company staff.

However, transportation service companies often face various challenges in maintaining consistent service quality. One of the main obstacles is the decentralized human resource management (HRM) structure, which can lead to a lack of coordination and communication between employees. In addition, issues such as untimeliness in service, or customer non-compliance with rental agreements, are often obstacles that affect customer experience.

METHOD

The method used in the implementation of this community service is designed to improve service quality at GC Persada Transport Jogja through an approach that includes socialization, training, and implementation of digital technology. This approach is based on the concept of "Cipta, Rasa, Karsa" from Ki Hajar Dewantara, which aims to develop creativity (Cipta), improve the sense of service (Rasa), and encourage action and innovation (Karsa) in improving operational quality and service to customers.

The first step taken is problem identification. At this stage, the community service team made direct observations in the field to explore existing problems. We also conducted interviews with management and operational staff to get a clearer picture of the challenges faced by GC Persada Transport. From the results of these observations and interviews, we found that the company faced some major problems, such as irregularities in the system of recording vehicle bookings and fleet schedules. The records are still done manually and are not integrated, causing a lot of miscommunication between employees, which ultimately affects the quality of service provided to customers.

In addition, we also found that the company did not have an efficient system to support fleet management and daily operations. Once the main problems were identified, the next step was to conduct socialization and training. In the socialization phase, we introduced the concept of "Cipta, Rasa, Karsa" to all employees, with the aim of building an understanding that improving service quality must start from creativity in finding solutions (Cipta), attention to customer satisfaction (Rasa), and the spirit to innovate and act (Karsa).

In addition, we also provide training to employees on the importance of using digital technology, especially Spreadsheet applications. This training aims to help employees understand how technology can be used to manage various aspects of the company's operations, from recording vehicle bookings, managing fleet schedules, to vehicle maintenance. By using the Spreadsheet application, employees are expected to record and access data more accurately, avoid recording errors, and facilitate coordination between employees involved in the operational process.

By implementing digital technology. At this stage, we assisted GC Persada Transport employees in applying Spreadsheet technology to their operational systems. We assisted them in creating a structured and easy-to-use recording format, such as for booking vehicles, recording schedules, and monitoring fleet maintenance. By using this application, all data related to operations can be well organized and easily accessed by all parties who need information, including drivers, administrative staff, and operational managers. The implementation of this technology is expected to reduce miscommunication between employees and increase the effectiveness of services provided to customers, because each party can access accurate and up-to-date information.

Monitoring and mentoring. At this stage, the community service team continues to provide direct assistance and guidance to employees to ensure that the use of the Spreadsheet system can be done correctly and effectively. We help employees who experience difficulties in using the technology and provide solutions to problems that

arise. In addition, we also monitor the operational processes using the new system to ensure that all aspects, such as reservations and fleet schedules, are managed properly and in accordance with the procedures that have been taught. This regular monitoring aims to ensure that the implemented system can run smoothly and provide maximum benefits for the company.

Evaluation to assess the success of this community service program. The evaluation is carried out by collecting feedback from the management and employees about the application of digital technology and the training that has been provided. We also conducted a survey to assess whether the use of the Spreadsheet application has had a positive impact on service quality and operational efficiency. The results of this evaluation will be used to determine whether the system implemented has been running as expected, whether there are obstacles that need to be corrected, and whether adjustments need to be made so that the system can be even more optimal in supporting the company's operations.

With this method, GC Persada Transport is expected to overcome existing problems, especially those related to data management and internal communication. The use of integrated digital technology, especially Spreadsheet applications, is expected to improve operational efficiency, reduce miscommunication between employees, and improve the quality of service to customers. In addition, the "Cipta, Rasa, Karsa" based approach is also expected to encourage employees to continue to innovate and commit to providing better services, so that the company can achieve sustainable growth and higher customer satisfaction.

RESULTS AND DISCUSSION

The results of this work in the framework of this community service in order to provide an implementation and socialization approach can be done according to the teachings of ketamansiswaan, namely "Cipta" is the power of the mind to design or make something. In this case GC Persada Transport Jogja in order to cooperate with other transportation companies to provide additional services or share the transportation units needed for the service in terms of limited inventory on the rental unit. Then with the development of human resources to be able to discuss transportation needs "Taste" refers to the emotional experience and customer perception of the service provided. This sense of service includes how customers feel about service quality, comfort, and satisfaction while using GC Persada Transport Jogja services.

Empathy from service providers also plays an important role, as it can create a better relationship between customers and the company. For services such as driver friendliness, punctuality, and vehicle quality. Overall, "rasa" in this context is critical to creating customer loyalty and a positive reputation for the transportation company. "Karsa" is the spirit or drive of human beings to do something, this is in line with the number of customers who without being told to have taken part in promoting GC Persada Transport Jogja, because GC Persada Transport Jogja is concerned with the quality and comfort of customers. But it is better if GC Persada Transport Jogja continues to innovate to improve the quality of service so that the value of kuliatis is maintained.

The results of the implementation of the "Cipta, Rasa, Karsa" approach in order to improve the quality of service at GC Persada Transport Jogja, as well as the impact caused by the application of research methods involving problem identification, socialization and training, implementation of digital technology, monitoring and mentoring, and evaluation. This discussion will also relate the relevance and contribution of the application of the concept in the context of managing company operations and improving the quality of service to customers.

This system is supported by the concept of "Cipta, Rasa, Karsa" initiated by Ki Hajar Dewantara to be the main basis in this community service program, with the aim of improving the quality of service at GC Persada Transport. Cipta refers to efforts to stimulate creativity in finding solutions to existing problems, in this case related to the management of operational systems that were previously done manually. Through the socialization and training phase, employees were given the understanding to think creatively in designing a more efficient system using digital technology.

"Rasa" focuses on the importance of raising awareness of service quality, which means every employee must understand the importance of customer satisfaction and have a sense of responsibility in providing optimal service. As such, this approach not only affects technical operations but also builds a service attitude that is more responsive and caring to customer needs.

"Karsa" encourages employees to act and innovate in the face of existing operational challenges. In this case, the spirit to innovate is key in developing better systems, such as the implementation of Spreadsheet applications to facilitate fleet management and vehicle reservations.

Disruptive innovations not only affect products or technologies, but also the way they interact in the workplace. Digital technologies and automation, which define today's customer experience, make service quality highly dependent on speed, personalization and convenience (Harvard Business Review 2019).

It is important to adapt to these changes, as today's customers demand faster and more relevant experiences that go beyond product quality to overall experience quality. By implementing disruptive innovation in companies in order to increase performance to be more effective, and can help employees who have difficulty in using technology and provide solutions to problems that arise.

1. Development of manual to digital recording system through Spreadsheet application





In the city of Yogyakarta, transportation companies like GC Persada, which play an important role in providing mobility services to the community, face similar challenges. GC Persada offers various types of transportation services for individuals and groups, but in the face of increasing competition, the company must continuously strive to improve service quality in order to maintain customer loyalty. One important step that can be taken is to evaluate and improve the existing service system, to ensure that every customer always has a satisfying experience when using the company's services.

Improving service quality will not only benefit customers, but can also strengthen the company's position in the market. According to Kotler and Armstrong in Indrasari (2019: 61) emphasize "Service quality is the whole of the features and characteristics of a product or service that support its ability to satisfy needs directly or indirectly". Wijayanti (2008) states that an important concept that must be considered when building a loyalty program is customer satisfaction. Satisfaction is measured by how well customer expectations are met, while customer loyalty is a measure of how much the customer wants to make repeat purchases. So that customer satisfaction is felt to be positively related to customer loyalty. By providing better service than competitors, companies can attract more new customers and increase the loyalty of existing customers. This is very important, considering that competition in the transportation industry is getting tougher and demands for service quality are getting higher.

Based on the opinion, Kotler and Armstrong in Indrasari (2019: 61) assert "Service quality is the whole of the features and characteristics of a product or service that support its ability to satisfy needs directly or indirectly". this study aims to assess the quality of service provided by GC Persada and provide recommendations for service improvement. With continuous improvement in the service system, it is expected that the company can maintain customer loyalty, improve business performance, and remain competitive in an increasingly competitive market.

GC Persada Transport optimizes operations through digital technology in the form of Spreadsheet applications. Before implementing the Spreadsheet application, the process of recording vehicle bookings and fleet schedules was done manually, which potentially led to errors and miscommunication. With the Spreadsheet application, data can be recorded in a structured and organized manner, allowing easier and faster access to information for all parties involved in operations, from administrative staff to drivers. This certainly contributes to the reduction of recording errors, minimizes miscommunication between employees, and improves coordination between different sections. The use of this technology increases transparency in fleet management and vehicle maintenance. Neatly recorded data allows management to

monitor the status of the fleet and determine necessary actions for maintenance or repair, thereby reducing the risk of undetected breakdowns.

Development of Quality of Service to Customers, with increased operational efficiency through the implementation of a more structured system, service to customers has also improved. Speed and accuracy in recording vehicle bookings and managing fleet schedules can reduce customer waiting time and increase satisfaction. In this context, employees who have been trained to use the new system have a better understanding of managing and providing the necessary information to customers. This certainly contributes to improving the quality of interactions with customers, which in turn increases the company's loyalty and reputation.

Monitoring and mentoring play an important role in ensuring that the applied technology can be used optimally. According to the opinion, (Kamanjaya, Supartha, & Dewi, 2017). A service-focused leadership style is very suitable for use by public organizations where the organization has a vision and mission to provide services to the community.

The assistance provided by the community service team provides direct support to employees in overcoming technical difficulties or obstacles that may arise during the use of the Spreadsheet application. In addition, regular monitoring helps identify potential problems early on, so that improvements or adjustments can be made quickly. This approach allows the company to ensure that the implementation of the new system runs according to established procedures and provides optimal results.

Based on the results of evaluations conducted by collecting feedback from management and employees, as well as surveys to measure the impact on service quality. Kotler (2019). Explains that the definition of service quality is a form of consumer assessment of a level of service compared to the expected level of service. If the service received or provided meets expectations, then the quality of service is considered good and satisfying. It can be concluded that the new system has had a positive impact on GC Persada Transport operations. Employees reported improvements in work efficiency and internal communication, while customers also perceived improvements in terms of service speed and accuracy. Despite the changes, there are still some areas for improvement, such as continued training to maximize the use of the application and strengthening more detailed operational procedures to ensure the sustainability of the results achieved.

Based on the above discussion, it can be concluded that the implementation of the concept of "Cipta, Rasa, Karsa" through a structured approach has made a positive contribution in improving the quality of service at GC Persada Transport. The application of digital technology, especially Spreadsheet applications, has successfully overcome various problems that previously hampered operational efficiency and internal communication. Thus, the company can improve the quality of service to customers and improve overall operational performance.

However, to ensure the sustainability of the results achieved, it requires commitment from management and employees to continue to innovate and develop existing systems. (Gustiawan, 2019). Explaining that, from the information system, employees can find out the flow of work, the duration of the work, and various necessary information documentation. According to Gustiawan (2019) states that information systems do not affect employee performance. However, other research

conducted by Irfiani (2015) states that the use of information systems can have a positive effect on employee performance, meaning that the use of information systems can improve employee performance. continuous training and regular evaluation are very important so that the technology applied can be used effectively and in accordance with the development of company needs, through a combination of creativity, empathy for customers, and technology-based innovation. we also develop the quality of service by monitoring and mentoring employees to prevent instability in operations.

CONCLUSION

The community service program conducted by students and lecturers of the Management Study Program of Sarjanawiyata Tamansiswa University at GC Persada Transport can have a significant effect on employee performance. By optimizing operations through digital technology in the form of Spreadsheet applications. By using the Spreadsheet application, GC Persada Transport can help employees who have difficulty in using technology and provide solutions to problems that arise. In addition, we also oversee the operational processes using this new system to ensure that all aspects, such as reservations and fleet schedules, are managed properly and in accordance with the procedures that have been taught.

This program is expected to help improve employees skills in record-keeping through digital applications to hopefully reduce the difficulties they face in daily operations.

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