



Enhancing Consumer Purchase Decisions: The Impact of Service Quality on Seblak Ikhtiar Business Owners

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) are one of the key pillars of Indonesia's economy. In this context, the Seblak Ikhtiar MSME faces challenges in improving human resource quality through employee training and development. This research aims to analyze the role of training and development in enhancing employee competencies at Seblak Ikhtiar MSME. The study was conducted using a qualitative method with a case study approach, including observation, in-depth interviews, and field visits. The main focus of the research is to explore training strategies, development methods, and their impact on improving employee competencies in the culinary business environment. The findings are expected to provide both theoretical and practical contributions to understanding the importance of investing in human resources through training and development at the MSME level. With improved employee competencies, it is hoped that Seblak Ikhtiar MSME can enhance its competitiveness, productivity, and business sustainability.

Keywords: MSMEs, Training, Development, Employee Competency, Field Visits.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have experienced significant development over time. The entrepreneurs behind these businesses produce a wide variety of products and services. MSMEs have also become a breakthrough in improving the economy and achieving a decent standard of living (Wahyuni and Praninta, 2021). It is hoped that MSME entrepreneurs will be able to reduce unemployment rates amidst the challenges of global economic competition. The various products and services generated by MSME entrepreneurs must be of good quality. This is essential in order for these businesses to compete in the market with a competitive edge, ensuring that they are not only able to compete but also attract interest from the market or consumers (Prayogo and Ariadi, 2024).

Among the many MSME businesses in Indonesia, one that has particularly caught the attention of the author is in the field of automotive repair services, located on the outskirts of Bandung. Each MSME has its own unique characteristics and challenges. Therefore, the author visited and studied the strategies employed by this particular MSME (Prianggoro and Sitio, 2020).

Through this research, it is hoped that students in the management department will gain a deeper understanding of entrepreneurship within the MSME scale. By visiting the Seblak Ikhtiar Center in Bekasi, West Java, they will be able to see firsthand how MSMEs operate, face challenges, and create opportunities for their businesses. This visit is intended to provide students with a more profound understanding of the entrepreneurial world within the MSME scale.

This research also aims to foster an entrepreneurial spirit among students. It is hoped that by involving students in MSME visits and structured research analysis, they will acquire the necessary analytical, problem-solving, and decision-making skills required in the entrepreneurial world. The goal is to encourage students to become successful entrepreneurs in the future. Additionally, the objective of this study is to provide an accurate picture of the state of MSMEs in Indonesia, particularly in Bekasi, West Java. By conducting a comprehensive analysis of the visited MSMEs, the researcher aims to identify factors that influence the success or failure of a business, as well as ideas that can be implemented to enhance the competitiveness of MSMEs. The study also aims to make a positive contribution to MSME managers and their operations.

LITERATURE REVIEW

In this study, the theory used to analyze the impact of service quality on consumer purchase decisions at Seblak Ikhtiar SMEs refers to the Service Quality Theory proposed by (Parasuraman et.al., 1985). This theory emphasizes that service quality is a critical factor in shaping consumer perceptions of a product or service. According to (Parasuraman et al., 1985), service quality consists of five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of Seblak Ikhtiar SMEs, high service quality can enhance customer satisfaction, which in turn influences their purchasing decisions. This research utilizes this approach to analyze how the service quality implemented by the owners of Seblak Ikhtiar can affect consumer decisions in choosing their Seblak products, as well as how consistent service quality can increase customer loyalty and strengthen the competitiveness of the business in a competitive market.

Additionally, the Consumer Purchase Decision Theory is employed to understand how consumers make decisions when purchasing products, particularly in the context of SMEs. This theory assumes that purchasing decisions are influenced by various factors, including past experiences, available information, and perceived service quality. As (Engel, Blackwell, and Miniard, 2005) explain, the consumer purchase decision process involves several stages, starting with need recognition, information search, alternative evaluation, and ultimately the final purchase decision. In this study, the service

quality provided by Seblak Ikhtiar is expected to influence all these stages, from generating consumer interest to eventually encouraging them to make a purchase and return as loyal customers.

RESEARCH METHODS

The community around the Seblak Ikhtiar MSME faces several challenges that affect their quality of life and economy, such as high unemployment rates, lack of relevant skills to compete in the job market, and limited understanding of digital marketing. Therefore, the training and development activities at Seblak Ikhtiar MSME are focused on enhancing technical skills, understanding operational management, improving customer service, basic marketing, leadership skills, and awareness of health and safety standards in the workplace. Through this training, it is expected that employees will be able to improve product quality and services, operational efficiency, and customer loyalty. The activities include skill training such as handicrafts, cooking, and digital marketing, as well as awareness sessions on the importance of skills to enhance quality of life and contribute to the local economy. Additionally, product exhibitions showcasing training results and networking sessions between trainees and successful MSME entrepreneurs are organized. Through this program, it is hoped that Seblak Ikhtiar MSME will be able to reduce unemployment, enhance community skills, and strengthen the local economy through improved product quality and more effective marketing.

RESULT AND DISCUSSION

The results of the training and development activities conducted at Seblak Ikhtiar MSME show a positive impact on the participants. A total of 50 participants attended the skill training, consisting of 30 young people, 15 housewives, and 5 members of vulnerable groups, including people with disabilities. Participants gained skills in three main areas. In the handicraft training, 30% of the participants successfully created products such as baskets and accessories, and were able to sell them. In the cooking training, 50% of the participants developed more attractive variations of seblak recipes, such as spicy seblak, vegetable seblak, and seafood seblak. Meanwhile, in the digital marketing training, 70% of the participants were able to create social media accounts to promote products, and 40% understood the basics of creating engaging marketing content. Feedback from participants also showed very positive results, with 95% of participants finding the activity very beneficial and relevant, 90% stating that they would apply the skills they acquired, and 85% expressing a desire for follow-up sessions or additional training in the future.

The impact resulting from the training and development activities can be seen from both short-term and long-term perspectives. The short-term impact can be directly felt by the participants after the training. One of the most noticeable effects is the enhancement of skills acquired in a short period. Participants not

only mastered technical skills, such as making handicraft products, cooking new variations of seblak, or utilizing digital marketing for promotion, but they were also able to immediately apply these skills in their daily lives. These skills provide greater confidence, enabling them to try new business ventures or improve existing ones. For example, some participants who took the handicraft training started selling products like baskets or accessories, while those who participated in cooking training successfully developed new seblak menus and offered more appealing variations to customers. Participants who took digital marketing training were able to immediately use social media to promote their products, significantly expanding their market reach. This impact boosts the participants' motivation to continue innovating and working harder to develop their skills, which can lead to better economic results in the short term (Tran *et al.*, 2020); (Naeem, 2019).

Another short-term impact is the emergence of entrepreneurial motivation among participants, especially among youth and housewives. This training program successfully fostered an entrepreneurial spirit, providing inspiration and opening opportunities for them to start small businesses. Some participants, who previously had no business experience, began launching ventures in their communities, such as opening seblak businesses with new variations or selling the handicraft products they created. This entrepreneurial enthusiasm not only provided them with new skills but also sparked the confidence to face business challenges. Income increases were also reported by some participants who had started new businesses after attending the training. They reported a significant rise in daily income, which helped support their family economy. This additional income had a positive impact both financially and psychologically, as they felt more independent and able to meet their daily needs more effectively. This increase in income not only provided direct benefits to the participants but also strengthened the local economy by enabling more small businesses to emerge and grow around them (de Fatima Carvalho, de Sousa Saldanha and Amaral, 2020).

The long-term impact of this training is highly significant in improving the participants' quality of life. With the skills they have acquired, it is expected that they will be able to create more stable and sustainable job opportunities, both for themselves and for others around them. Skill improvements in areas such as cooking, handicrafts, and digital marketing not only open new business opportunities but also enable participants to expand their business reach, leading to a tangible contribution to long-term income growth. With better skills, they can not only compete in the job market but also create businesses that support family economic stability. This could potentially reduce unemployment rates in the area, as more individuals become capable of creating jobs through independent ventures. The improvement in quality of life

also includes social and psychological aspects. Participants who successfully develop small businesses or improve their quality of life through more stable employment will experience increased self-confidence and emotional well-being. They will feel more valued, not just by themselves but also by their surrounding community. These positive impacts will lead to wider changes, with a community that is more financially independent, prosperous, and better able to face economic challenges. Thus, this training program is expected to create long-term, sustainable impacts in improving the overall well-being of the community.

Another significant long-term impact is the strengthening of the local economy. With an increasing number of SMEs (small and medium-sized enterprises) operating and producing goods, the local economy will experience significant growth. This will create new jobs, not only for the training participants but also for the surrounding community who can join new emerging businesses. The rising number of productive small businesses will increase the purchasing power of the local community, as they will have more income to meet their daily needs. Growing SMEs also have the potential to strengthen the local supply chain and boost consumption of local products, which will, in turn, accelerate the circulation of money within the local economy. Furthermore, the sustainability of this program is expected to continue as the participants' skills evolve. The training participants are expected not only to apply the skills they have acquired but also to continuously develop themselves through follow-up training activities that help them adapt to market changes and technological advancements (Supriyanto, Permatasari, *et al.*, 2023). This sustainability creates a continuous learning ecosystem within the community, where individuals support one another and share knowledge for collective progress. Ongoing training programs will foster a more robust entrepreneurial culture, where every community member can continue to learn and grow, thus strengthening the local economic resilience in facing existing challenges (Feinberg and Wooton, 2020).

This research shows that the training and development activities conducted at Seblak Ikhtiar SMEs have yielded very positive results, both in terms of participants' skill improvement and the impact on the surrounding community. Training participants successfully acquired new skills that could be directly applied to their daily lives, which not only boosted their confidence but also created new business opportunities that improved family and community economies (Supriyanto, 2022). With active participation and continuous support, this program is expected to continue contributing to increasing employee competencies and supporting broader local economic growth. This training program also demonstrates that investment in community skills can lead to significant and sustainable changes, creating a more resilient

entrepreneurial ecosystem. Positive feedback received from participants indicates a great need for similar programs in the future to continue encouraging the growth and development of SMEs in the region (Supriyanto, Jayanti, *et al.*, 2023); (Setiawan and Supriyanto, 2023).

CONCLUSION

The conclusion of this study indicates that the training and development activities conducted at Seblak Ikhtiar SMEs have had a significant positive impact on improving participants' skills and entrepreneurial abilities. Through training in areas such as handicrafts, cooking, and digital marketing, participants not only acquired new skills that could be directly applied but also gained valuable experiences that enriched their daily lives. The short-term impacts, such as increased entrepreneurial motivation and potential income growth, have been felt, while the long-term impacts are predicted to bring positive changes to the economic independence of the community and the sustainability of businesses. Feedback from participants shows a high level of satisfaction and a demand for follow-up training in the future. Therefore, this program has proven effective in enhancing the competencies of SME employees and has the potential to serve as a replicable model to support sustainable local economic growth.

Based on the research findings, several recommendations can be proposed to enhance the sustainability and effectiveness of the training program at Seblak Ikhtiar SMEs. First, follow-up training programs should be conducted periodically to allow participants to continue developing their skills in line with changing market trends and industry needs. New, relevant skills, such as current culinary trends or developments in digital marketing, should be introduced to ensure participants remain competitive and capable of competing in the market. Collaboration with related parties, such as educational institutions, government agencies, and the private sector, is essential to expand the reach and increase the effectiveness of the training. Through these partnerships, participants can gain access to additional resources, funding, and broader technical support, thus strengthening their capacity to run businesses.

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