

**ANALISIS PELAYANAN PELANGGAN PADA TOKO SEPEDA RECOVERY LANGOWAN**

By:

**Ronaldo Jordan Poluan<sup>1</sup>****Frederik G. Worang<sup>2</sup>****Ferdinand J. Tumewu<sup>3</sup>**

<sup>123</sup>International Business Administration, Management Department  
Faculty of Economics and Business  
Sam Ratulangi University, Manado

E-mail:

[1ronaldo.jordan1421@gmail.com](mailto:ronaldo.jordan1421@gmail.com)[2frederikworang@unsrat.ac.id](mailto:frederikworang@unsrat.ac.id)[3ferdinandtumewu@unsrat.ac.id](mailto:ferdinandtumewu@unsrat.ac.id)

**Abstract:** The purpose of this research is to analyze customer service at bike store at recovery bike Langowan. This research used qualitative method. 15 samples were collected with interview questions to the customers of Recovery bike Langowan. The result of this research shows that the service at the store Recovery bike Langowan from the interview results can be seen from the numbers of customer handled, level of customer satisfaction, response speed at the start and customer retention rate most of the respondent perceived a good service and leads to good customer service that been conducted from the store and leads them to loyal customers and become agent of marketing of the store also the performance and the marketing can conclude has a big positive impact both for the customers and the store.

**Keywords:** customer service

**Abstrak:** Tujuan dari penelitian ini adalah untuk Menganalisis pelayanan pelanggan pada toko sepeda recovery bike Langowan. Penelitian ini menggunakan metode kualitatif. 15 sampel dikumpulkan dengan pertanyaan wawancara kepada pelanggan sepeda Recovery Langowan. Hasil penelitian menunjukkan bahwa pelayanan pada toko Recovery bike Langowan dari hasil wawancara dapat dilihat dari jumlah pelanggan yang ditangani, tingkat kepuasan pelanggan, kecepatan respon di awal dan tingkat retensi pelanggan sebagian besar responden mempersepsikan baik. pelayanan dan mengarah pada pelayanan pelanggan yang baik yang dilakukan dari toko dan mengarahkan mereka menjadi pelanggan setia dan menjadi agen pemasaran toko tersebut juga kinerja dan pemasarannya dapat disimpulkan memberikan dampak positif yang besar baik bagi pelanggan maupun toko.

**Kata Kunci:** layanan pelanggan

## INTRODUCTION

### Research Background

Cycling is one of the most practical and straightforward exercises. This is why, from youngsters to adults, riding bicycles is a popular sport. A bicycle is a two- or three-wheeled vehicle with handlebars, a seat, and foot pedals. Bicycles are one of the world's most important forms of transportation because, in addition to being environmentally friendly, they represent a turning point in the evolution of other vehicles. Cycling is a common form of recreation and transportation for many Indonesians. Due to the increased demand for bicycles, there was a shortage of supply in the bicycle market at the time. Since the Covid-19 epidemic spread over the world, cycling has grown as one of the most popular sports and ways of transportation. Bicycle sales are increasing globally due to the increased usage of bicycles for leisure purposes in addition to everyday commuting. Also, people tend to adjust to this types of sports that save much money and kept people healthier.

Customers' greater ability to pay for bicycles cannot be separated from their dedication to a healthy lifestyle and the amount of product knowledge they will have before making a purchase in the aftermath of this epidemic. However, a handful of brands showed a modest dip in 2021 when compared to the previous year's results. Presently, the most sought-after items in the bicycle category are folding bikes with the Exotic, Pacific, and United brands, along with bicycle accessories such as goggles, MTB bicycle helmets, and drinking establishments. However, this increased demand has led companies to seek bicycle component supplies from overseas. The import and distribution of goods have.

In the dynamic world of retail, customer service plays a crucial role in shaping the success and reputation of businesses. Within the context of bike stores, customer service is of paramount importance as it directly influences customer satisfaction, loyalty, and overall business performance. This research focuses on the analysis of customer service in bike stores, aiming to understand the key factors that contribute to exceptional customer service experiences and provide insights for improving the customer service practices within this industry. For the significance of customer service in bikes store Bike stores serve as vital hubs for cycling enthusiasts, providing a wide range of bikes, accessories, and expert advice. The success of bike stores depends not only on the quality of their products but also on the level of customer service they provide. Exceptional customer service goes beyond the transactional aspect of selling bikes; it involves building strong customer relationships, understanding individual needs, and delivering personalized experiences that exceed customer expectations.

In the competitive landscape of the bike retail industry, where customers have multiple options to choose from, delivering exceptional customer service becomes a critical differentiating factor. Bike stores that prioritize customer service create loyal customer bases, generate positive word-of-mouth recommendations, and foster long-term business sustainability, and when it comes to the understanding of what the needs of the customer in order to maintain the service and also increase it Customer service in bike stores encompasses a wide range of interactions between customers and store personnel throughout the customer journey. It includes pre-sales assistance, product recommendations, post-sales support, warranty services, and effective complaint handling. Successful bike stores invest in knowledgeable staff who can provide expert guidance, create a welcoming environment, and ensure that customers receive the assistance they need to make informed purchasing decisions.

Furthermore, customer service in bike stores is not limited to face-to-face interactions but also extends to online platforms and social media channels. With the increasing prevalence of e-commerce and digital communication, bike stores need to adapt their customer service strategies to provide seamless experiences across both offline and online channels also the store been focusing on specific context of bikes store to aim on this research. Especial for people in Minahasa that already notice this store even before its gets boost up of trending cycling since Covid attack and new normal been applied since then people more put attention on their health also some of group of people create a tournament and sometimes it also supported by the government and from the bike sale of the store can impact on people of all ages, genders, and social groups, ranging from young children to the elderly, engage in this enjoyable recreational activity and strategically, if people who interest in this types of sports officially there's is only one big bike store that support this types of sports with all those types of gear that will be needed for which is Recovery Bike Langowan and for the other store that selling regular such as for kids, Istana Sepeda Toko that located at Tomohon and Istana Sepeda Tomohon also located at same area

Consequently, cycling has become an intriguing trend has a impact both for the society and for the who in the business of selling bike and also specially for the business who sell it that they have to maintain their service to the customer in order to maintain their profit and brand among the customers. Based on the aforementioned phenomena, this research aims to investigate the following topic: analysis of customer service at Recovery Bike Langowan.

### **Research Objective**

1. To identify the important role of customer service on Recovery Bike.

## **THEORETICAL FRAMEWORK**

### **Customer Service**

Entrepreneurs recognize the importance of establishing and enhancing customer trust, as well as maintaining a positive perception of their company's products among customers and the general public. This favorable image is cultivated through factors such as product quality, service quality, and assurance of security. In order to meet the wants and needs of customers, entrepreneurs must ensure that their human resources

(employees) are well-prepared. These employees, commonly referred to as Customer Service (CS) or service assistants (SA), are responsible for catering to customer wants and needs. Kasmir (2017) states that customer service encompasses all activities aimed at satisfying customers through services that fulfill their wants and needs. This includes handling customer complaints or issues faced by the company. Essentially, all employees, ranging from cleaning staff and security guards to top-level directors, should prioritize customer service. However, individuals specifically designated as customer service personnel are typically trained to fulfill this role within the company.

### **Consumer Behavior**

Consumer behavior refers to the investigation of an individual's actions and choices concerning goods, services, brands, or businesses. It involves analyzing the factors that influence consumer spending in terms of money, time, and effort. In addition to marketing strategies, businesses must also consider the needs and preferences of their customers. Understanding consumer behavior is essential for industrial companies to effectively cater to their target audience. The theory of consumer behavior is often explored in fields such as psychology and communication science. It enables researchers to study and analyze how individuals behave towards specific brands or businesses.

### **Service Quality**

Quality of service is an attitude that is related to, but not synonymous with, satisfaction resulting from the comparison of expectations and performance. It is commonly recognized as a crucial requirement and plays a significant role in determining the competitiveness of services for establishing and maintaining customer relationships (Rubogora, 2017). Multiple definitions of quality exist according to Andriani, Setyanto, and Kusuma (2017). In essence, quality refers to the suitability, purpose, or utility of a product or service. It varies from person to person and depends on the specific context and timeframe. Quality represents a dynamic state across various elements, including products, services, people, processes, and environments, aiming to meet or surpass expectations. Quality of service contributes substantially to the creation, differentiation, positioning, and competitive strategies of both manufacturing and service-oriented businesses and organizations (Tjiptono and Chandra, 2016).

## **RESEARCH METHOD**

### **Approach Research**

The study using qualitative approach with descriptive research design that describe about the customer service at langowan bike store within people who lives at Minahasa particularly people who loves sports especially in bike. Qualitative research method usually uses descriptive procedures to generate meaning and understanding of phenomenon being studied. In qualitative research open-ended questions are used (Creswell, 2003).

### **Population and Sample**

According to Sabar (2007), population is the overall subject of research. A study is a census or a census if you want to explore all the elements of an area of study. A population is a generalized area made up of objects/subjects exhibiting certain qualities or characteristics that are determined by researchers and from which conclusions are drawn (Sugiyono, 2011). Target population for this study are people who every purchased product at Recovery Bike store specially the main product. Guest, Bunce, and Johnson (2006) propose that saturation often occurs around 9-11 participants or informants in homogeneous groups. The sample in this research is 15 customer at Recovery Langowan Bike store especially for those who purchase the main product

### **Sampling Technique**

According to Sugiyono (2011), Purposive sampling is a technique to collect data sample of data sources with some consideration like people who are considered to understand the matter, can be trusted or people who have authority that will make it easier for the researcher to explore the certain object or social situation.



### Data Collection Techniques

In research, data collection techniques are an important factor for the success of the research. This relates to how to collect data, who the source is, and what tools are used. The type of data source is about where the data is obtained from. Weather data is obtained from a direct source (primary data) or data is obtained from an indirect source (secondary data). According to Saunders, Lewis, and Thornhill (2009:297), data analysis in qualitative research can be done with use interviews and document interviews and provide confirmation of important information that can be presented in the research according to the problem formulated in the research.

### Operational Definition and Indicator of Research Variable

**Table 1. Operational Definition and Indicator of Research Variable**

Variable	Operational Definition	Indicator
Customer Service	The support company offer to customers, both before and after they buy and use the products or services — that helps them have an easy, enjoyable experience with the brand	<ul style="list-style-type: none"> <li>- Number of customer handled</li> <li>- Level of customer satisfaction</li> <li>- Response speed at the start</li> <li>- Customer retention rate</li> </ul> (Prawira and Sidharta, 2021)

Source: Data Processed, 2023

## RESULT AND DISCUSSION

### Result

#### Interview Result

This research has one variable to analyze The customer service perception from what they perceived as a customer at Recovery Bike Langowan store by means what they feel when they buy the product what action the store take after the sell by means still with the maintenance the product or if there is no maintenance, the variable customer service, the researcher will find out the perspective of the informants in this research is the people who ever purchase the service at the store to know the feedback of the service that they give in order to maintenance the performance of the store and fo the usefull of marketing of the store in order to increase the profit.

Informant 1 is a 43-year-old enthusiast, has been actively engaged with Recovery Bike Langowan for three consecutive years. His experience as an active customer extends beyond mere purchasing; he also relies on the store for bike maintenance. During his visits, he has consistently received prompt and accurate responses from both the employees and the store owner, even when the store experiences high customer traffic. The staff excels in providing clear information about products, including spare parts and detailed explanations about the various bikes available. They go the extra mile by offering recommendations based on customers' specific needs, taking into account their complaints, suggestions, and, most importantly, their cycling activities. He, as a satisfied customer, is enthusiastic about recommending Recovery Bike Store to others through word of mouth and on social media platforms. He attributes his satisfaction to the excellent customer service he receives, the extensive product knowledge of the store's employees, and the convenience of the payment methods offered. Additionally, he recognizes the effectiveness of the store's marketing strategies, particularly their use of social media for advertising and their creation of sports teams affiliated with the store, which adds value to the overall customer experience.

Informant 2 is a 41-year-old avid bicycle sports enthusiast for the past three years, found his healthy lifestyle calling during the COVID-19 pandemic. He also happens to be a loyal customer of Recovery Bike Store. Haprianto greatly appreciates the store's ability to maintain accuracy and swift responses, even during busy periods when numerous customers visit. Furthermore, the store's employees excel in providing comprehensive information, whether it's about spare parts pricing, bike details, or bike maintenance consultations. Impressed with the service, Haprianto is eager to recommend the store to his close friends and through various social media platforms like Instagram, Facebook, and WhatsApp. However, he does have some reservations, particularly about the payment method. He experienced connectivity disruptions during non-cash transactions, which left him somewhat dissatisfied. He also mentioned that the store could improve by considering the purchasing power of its customers. Nonetheless, he acknowledges the store's effective marketing techniques, such as exceptional service, advertising through social media, and their significant contributions to competitions, which have contributed to establishing a robust brand presence in the world of sports.

Informant 3 is a 43-year-old individual who doesn't have a strong interest in bicycle sports and only occasionally rides a bike, had a notable experience when visiting Recovery Bike Store. While he found the service, especially the responsiveness and accuracy, somewhat lacking due to high customer traffic during his visit, he did appreciate certain aspects of the store's service. For instance, he found the follow-up after the sale to be quite satisfactory, particularly in terms of product knowledge. However, he did express some dissatisfaction with the level of product knowledge provided by the employees, which didn't meet his expectations. Despite not being deeply involved in the hobby, he acknowledged the store's efficient payment methods and expressed his willingness to recommend the store to others, whether through social conversations or on social media. Regarding the store's marketing strategies, he recognized the value of their approach. By sponsoring and participating in tournaments representing Recovery Bike Store Langowan, the store effectively draws attention and creates brand awareness. This strategy, in his opinion, not only brings profit but also contributes significantly to enhancing the store's reputation among people.

Informant 4 is a 35-year-old male, developed a keen interest in sports during the pandemic, recognizing the importance of a healthy lifestyle. As a loyal customer of Recovery Bike Store, he expressed immense satisfaction with the service provided. Despite waiting in line due to high customer traffic, he commended the store for their prompt and knowledgeable responses. Their recommendations on suitable bike parts, payment methods, and maintenance processes all left a positive impression. He is eager to recommend the store to sports enthusiasts, especially those interested in sports activities. From his perspective, the store's marketing strategies, including advertising and team participation in tournaments, have been highly effective in attracting attention. These actions have successfully drawn the interest of people who share his passion for this particular sport.

Informant 5 is a customer of Recovery Bike Store, although she isn't deeply involved in the sport. On one of her visits to the store to check for new bike parts, she received a warm and welcoming reception from the store's employees. They provided her with excellent service and made recommendations for bike parts. However, she did encounter some delays due to the high volume of customers, and occasionally, she received incorrect information because of the overwhelming demand, resulting in the wrong purchase. Nevertheless, she acknowledged that the store's price information was clear, both on social media and through product tags in the store. She expressed her willingness to recommend the store to others, both through her social media accounts and during in-person conversations. She found the store's promotions, such as free maintenance, to be effective marketing strategies. Additionally, the store's participation in tournaments has contributed to building the store's brand reputation and increasing its recognition among customers.

Informant 6 is a 55-year-old man who has been passionate about this sport for the past 13 years, considers it one of his favorites. He remains actively engaged in the sport. As a customer of Recovery Bike Store, he expressed deep satisfaction with the service provided. Whether the store experiences high or low customer traffic, he found that the employees consistently offered excellent and clear guidance regarding product knowledge and gear recommendations. The store's clear price lists, both in-store and on their social media accounts, further enhanced the information flow. Additionally, the flexible payment methods, including both cash and cashless options, added to his positive experience. Being a dedicated enthusiast, he wholeheartedly recommended the store to others, even those he didn't know personally but who shared his passion for sports. He also appreciated the store's strategic initiatives, including the one-time free maintenance offered to bike buyers and the store's active participation in tournaments. The success and achievements of the teams sponsored by the store drew significant attention, instilling trust in the store's products and inspiring newcomers to embrace the sport by exploring the store's offerings.

Informant 7 is not particularly invested in this sport but has made a purchase at Recovery Bike Store and found the service to be commendable. However, during high traffic periods, he noted that the accuracy and response time weren't as efficient. Yet, when the store traffic is normal, the service process meets his expectations, with employees providing full attention and addressing any waiting times. The store's provision of information, including price lists and explanations of gear usage on both product tags and social media platforms, adds to the overall experience. He is open to recommending the store to others because of the excellent service he has received. However, he has some reservations about the payment method. While the store offers both cash and cashless options, he accustomed to cashless and mobile banking, found it slightly less convenient. Regarding the store's marketing strategy, he recognizes the value of their participation in tournaments, which enhances the store's reputation and includes bonuses like extra one-time free maintenance for customers. These efforts contribute to the store's appeal and customer satisfaction.

Informant 8 is a 28-year-old enthusiast deeply immersed in this sport for the past three years, made his foray during the pandemic. As an active customer of Recovery Bike Store, he expressed immense satisfaction with the store's service. Their attentiveness, prompt responses, and provision of accurate information about the sport,



suitable bikes, and gear left him highly content. He also appreciated that the store shared valuable product knowledge on social media, benefiting both customers and the store itself. The efficient payment method offered by the store added to his delight, making his shopping experience seamless. Respondent 8 is not only happy to be a customer but is also eager to recommend the store to others, whether for bike purchases, parts, or maintenance. From his perspective, the store's marketing strategies, such as offering free one-time maintenance to bike buyers and active participation in tournaments, are highly effective. These initiatives instill trust among customers, assuring them of the store's reliability and encouraging further purchases.

Informant 9 is a 24-year-old female, isn't particularly into this sport, but she became a customer of Recovery Bike Langowan after purchasing her bike there. Her experience upon visiting the store revealed mixed impressions. When the store wasn't crowded, she found the employees capable of providing clear information about different gear types and bike maintenance to maintain performance. However, when the store was bustling with customers, she encountered challenges like a lack of attention, slow responses, occasional misinformation, and a sense of overwhelm among the employees due to the high demand for their attention. Nonetheless, she appreciated the polite and patient demeanor of the store's employees. She also found the payment method convenient, allowing her to contact them through social media to make purchases. However, she did encounter issues related to signal problems while attempting to pay for her products through this method. Regarding the store's marketing strategies, she recognized the value in the offer of one-time free maintenance and the store's participation in tournaments. These initiatives added substantial value to the store's reputation in her eyes.

Informant 10 is a 35-year-old respondent, deeply passionate about this particular sport and an active customer at this store for approximately four years, shared his positive views on the store's service. According to his perception, the store's employees excel in providing fast responses and clear information about product knowledge, even during high-traffic periods. He particularly praised the store's social media presence, where they offer comprehensive information about various bike products and related gear. The flexibility of the payment method, which includes both cash and cashless options, added to his satisfaction. Additionally, he mentioned that customers who were previously aware of the store but had not visited before could easily contact the store by mobile phone or through direct messaging on their Instagram account. In terms of marketing strategy, the respondent highlighted the store's initiatives, such as offering free one-time maintenance to bike buyers and active participation in tournaments. These strategies significantly increased the store's perceived value in his eyes.

Informant 11 is a 43-year-old man deeply engaged in this sport for the past five consecutive years, provided his perspective as a customer of this store. He expressed satisfaction with the store's ability to handle a significant number of customers efficiently. Even during high-traffic periods, the store managed to deliver clear information, both in person and through their social media platforms, helping customers choose the right bike and gear for their needs. He also praised the store's payment methods and the offer of free one-time maintenance for customers who make purchases at the store. The store's active participation in bike tournaments significantly contributed to enhancing its value, particularly when coupled with the excellent service provided to visiting customers.

Informant 12 is a 43-year-old who has been actively engaged in this sport for the past five years, expressed high satisfaction with the service provided by this store. He highlighted several aspects of the service that impressed him, such as the store's ability to efficiently handle a significant number of customers. The store excels in offering clear information and valuable recommendations, advising customers on the right bike and gear choices. He also appreciated the store's utilization of technology for marketing, particularly its Instagram account, where they display price lists for bikes and gear. The fast response rate when customers have inquiries, coupled with convenient payment methods, added to his positive experience. He particularly liked the store's policy of offering one-time free maintenance to customers who purchase bikes from them. Furthermore, he acknowledged the store's active participation in tournaments as a savvy marketing strategy. From his perspective, this approach rapidly enhances the store's value in the eyes of customers.

Informant 13 has been involved in this sport for the past two years, though not particularly passionate about it, shared his perspective as a customer of Recovery Bike. He praised the store's excellent customer service, particularly in their approach to customers like him who may not be deeply interested in the sport but still purchase gear. Even during busy times with a high volume of customers, the store's employees managed to provide clear information and guidance regarding gear selection and maintenance, which he found valuable. He also commended the store's flexible payment methods, which include both cash and cashless options. He acknowledged the store's various marketing efforts, including social media advertising, offering free one-time maintenance to customers, and active participation in tournaments. These strategies contribute to enhancing the store's public image and branding.

Informant 14 is a 25-year-old female who isn't particularly interested in this sport, shared her experience as a customer at Recovery Bike. Despite her limited interest in the sport, she was impressed with the store's service. She noted that the employees provided fast service and offered clear information about the products and gear that customers might need. She also found the price list and other relevant information readily available when visiting the store. Regarding the payment method, she had no issues and considered it satisfactory. She also appreciated the store's strategic marketing efforts, including the offer of free one-time maintenance and their participation in tournaments. These strategies contributed to the store's branding and enhanced its reputation in her eyes.

Informant 15 is a 20-year-old female with limited interest in this sport and only occasional participation, she shared her experience as a customer at Recovery Bike Langowan. She appreciated the store's employees for their friendly and informative approach, but she noted that the response time was not particularly fast, and sometimes the information provided was incomplete due to the high number of customers at the store. She also found that the store's responsiveness on social media was somewhat slow based on her experience. In her view, the marketing strategies employed by the store, including advertising, responsiveness, and the offer of free one-time maintenance with bike purchases, was effective. Additionally, the store's participation in bike tournaments added value to their brand.

### Coding Categorizing

**Table 2. Coding Categorization**

Indicators	Description		Informant
Numbers of customer handled	Fast service and accuracy	Agree	1,2,4,6,8,10,11,12,13,14
		Disagree	3,5,7,9,15
	Serious attention on high traffic	Agree	1,2,4,6,8,10,11,12,13,14
		Disagree	3,5,7,9,15
	Clear information about the price list	Agree	1,2,3,4,5,6,7,8,9,10,11,12,13,14
		Disagree	15
Level of customer satisfaction	Product Knowledge	Agree	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15
		Disagree	-
	Product Satisfaction	Agree	1,2,3,4,6,7,8,9,10,11,12,13,14,15
		Disagree	5
	Recommendation	Agree	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15
		Disagree	-
	Politeness and patient	Agree	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15
		Disagree	-
Response speed at the start	Respond at social media and in person	Agree	1,2,3,4,6,8,9,10,11,12,13,14
		Disagree	5,7,15
	Payment method	Agree	1,3,4,5,6,8,10,11,12,13,14,15
		Disagree	7,9,2
	Advertisement on social media	Agree	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15
		Disagree	-
Customer retention rate	Marketing strategy (free maintenance)	Agree	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15
		Disagree	-
	Marketing strategy (participate at tournament)	Agree	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15
		Disagree	-

Source: Data Processed

### Discussion

In this discussion, there are several key points to consider. First, some respondents (specifically respondents 3, 5, 7, and 9) expressed disagreement with the level of customer service at Recovery Bike Store. They complained about slow service, inaccuracy, lack of attentiveness during busy periods, and unclear information. However, the majority of other informants were satisfied with the fast, accurate assistance, attentive employees, and clear information provided. Second, in terms of customer satisfaction, only one respondent (respondent 5) expressed dissatisfaction. Their dissatisfaction was related to their overall experience with the store's products. Most other informants were content with the service and product knowledge of the store's employees. Third, several respondents disagreed with the response speed, especially respondents 5, 7, and 15. This disagreement seems to be related to their initial experiences, which included dissatisfaction with service

speed, accuracy, and attention during busy times. Fourth, in the context of customer retention, all customers interviewed provided positive feedback regarding the store's marketing strategies, such as free maintenance and participation in tournaments. This suggests that these strategies have been successful in attracting and retaining customers. Overall, these marketing strategies not only aim to generate enthusiasm for the sport but also lead to increased profits by attracting and retaining more customers, aligning with the evolving demands of customers for greater availability and accessibility in customer service.

## CONCLUSION AND RECOMMENDATION

### Conclusion

1. The study findings indicate that Recovery Bike Store's marketing strategies, including offering one-time free maintenance and active participation in tournaments, have been highly successful in retaining customers. All respondents provided positive feedback on these strategies, highlighting the significant role of well-planned marketing initiatives in enhancing customer retention and satisfaction.
2. The store's sponsorship of racing teams and active involvement in tournaments directly and positively influence the store's brand image. When sponsored teams achieve success in races, it not only elevates the store's reputation but also improves customers' perceptions of the quality and reliability of the products and gear offered by the store. This approach has proven to be effective in establishing a strong and trusted brand presence. Additionally, the store effectively utilizes social media platforms to showcase its accomplishments and those of sponsored teams, extending its reputation beyond its current customer base. This not only attracts potential customers interested in the sport but also strengthens the loyalty and trust of existing patrons. The skilful use of social media is a crucial element in a successful marketing strategy in the sports retail industry.

### Recommendation

Based on the results, the following are some suggestions for marketers and academic purposes that can be given by the researcher:

1. The store manager should prioritize continuous staff training to ensure consistent and high-quality service, particularly during peak periods. Utilizing digital tools like appointment scheduling can help efficiently manage customer flow, build trust, and address any customer service issues, especially during high-traffic times. Consider providing additional training to staff to ensure they can maintain high service standards even when the store is busy. Implementing digital solutions such as online appointment scheduling can help manage customer flow more efficiently and leverage the power of real customer stories. Encourage satisfied customers to share testimonials online, which can help build credibility and trust with potential customers.
2. With the advancement of technology, various aspects, including marketing, become more accessible. Recovery Bike Langowan should focus on improving their responsiveness to customer inquiries by adding more dedicated personnel to handle various types of customer service. These dedicated staff can ensure that clear and accurate information is provided, making product knowledge easily accessible to customers, particularly on social media platforms. By harnessing the potential of technology and proactive customer engagement, the store can enhance brand awareness and better manage customer interactions.

## REFERENCES

- Kasmir. (2017). *Customer Services Excellent: Teori Dan Praktik*. Jakarta: PT. RajaGrafindo Persada
- Rubogora, F. (2017). Service Quality and Customer Satisfaction in Selected Banks in Rwanda. *Journal of Business & Financial Affairs*, 06(01).  
[https://www.researchgate.net/publication/315464389\\_Service\\_Quality\\_and\\_Customer\\_Satisfaction\\_in\\_Selected\\_Banks\\_in\\_Rwanda](https://www.researchgate.net/publication/315464389_Service_Quality_and_Customer_Satisfaction_in_Selected_Banks_in_Rwanda).
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality & Satisfaction*. Edisi 4. Yogyakarta: Andi
- Creswell, J. W. (2003). *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*. Thousand Oaks: Sage Publications



Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta

Andriani, D. P., Setyanto, N. W., & Kusuma, L. T. (2017). *Desain dan Analisis. Eksperimen Untuk Rekayasa Kualitas*. Malang: UB Press.

Guest, G., Bunce A., & Johnson, L. (2006). How Many Interviews Are Enough?. *Field Methods*, 18(1), 59-82.  
[https://www.researchgate.net/publication/249629660\\_How\\_Many\\_Interviews\\_Are\\_Enough](https://www.researchgate.net/publication/249629660_How_Many_Interviews_Are_Enough)

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students*. New York: Pearson

