

BUSINESS COMMUNICATION STRATEGY IN IMPROVING SERVICE QUALITY AT THE PUTRI SHOP OF THE AL-MASHDUQIAH ISLAMIC BOARDING SCHOOL

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Abstract:

Toko Putri at Pondok Pesantren Al-Mashduqiah serves as a provider of necessities for students and the surrounding community. In an era of increasingly fierce competition, service quality has become a key factor in attracting and retaining customers. This journal uses a literature review method to analyze various business communication strategies that can be applied to improve service quality at Toko Putri, referencing literature published after 2020. This study aims to analyze the business communication strategies implemented at Putri Store in Al-Mashduqiah Islamic Boarding School to improve service quality. Effective communication is key to attracting and retaining customers. Employee training in communication skills has proven to enhance the ability to provide friendly and responsive service. The implementation of a feedback system also provides valuable insights for management to make continuous improvements in the services provided. By implementing the right communication strategies, Toko Putri has successfully increased customer satisfaction and built strong loyalty. This study is expected to contribute to the development of business communication strategies in the retail sector, particularly in the boarding school environment. Additionally, the results of this study can serve as a reference for other stores seeking to improve service quality through effective communication.

Keywords: communication strategies, service quality, Toko Putri, customer satisfaction.

ملخص:

تقوم متجر توكو بوتري في مدرسة المشدقية الإسلامية الداخلية بدور مزود الاحتياجات الأساسية للطلاب والمجتمع المحيط. في عصر المنافسة الشرسة المتزايدة، أصبحت جودة الخدمة عاملاً رئيسياً في جذب العملاء والاحتفاظ بهم. تستخدم هذه المجلة طريقة مراجعة الأدبيات لتحليل مختلف استراتيجيات الاتصال التجاري التي يمكن تطبيقها لتحسين جودة الخدمة في متجر توكو بوتري، بالرجوع إلى الأدبيات المنشورة بعد عام 2020. تهدف هذه الدراسة إلى تحليل استراتيجيات الاتصال التجاري المطبقة في متجر توكو بوتري بمدرسة بوندوك بيسانتران المشدقية في محاولة لتحسين جودة الخدمة. الاتصال الفعال هو المفتاح لجذب العملاء والاحتفاظ بهم. وقد ثبت أن تدريب الموظفين على مهارات الاتصال يحسن قدرتهم على تقديم خدمة ودية وسريعة الاستجابة. كما أن تطبيق نظام التغذية الراجعة يوفر رؤية قيمة للإدارة من أجل إجراء تحسينات مستمرة على الخدمات المقدمة. من خلال تنفيذ استراتيجية الاتصال الصحيحة، نجحت توكو بوتري في زيادة رضا العملاء وبناء ولاء قوي. من المتوقع أن تساهم

هذه الدراسة في تطوير استراتيجيات الاتصال التجاري في قطاع البيع بالتجزئة، خاصة في المدارس الإسلامية الداخلية. بالإضافة إلى ذلك، يمكن أن تكون نتائج هذه الدراسة مرجعًا لمُتاجر أخرى ترغب في تحسين جودة الخدمة من خلال الاتصال الفعال.

الكلمات المفتاحية: استراتيجية الاتصال، جودة الخدمة، توكو بوتري، رضا العملاء

Abstrak:

Toko Putri di Pondok Pesantren Al-Mashduqiah berfungsi sebagai penyedia kebutuhan santri dan masyarakat sekitar. Dalam era persaingan yang semakin ketat, kualitas layanan menjadi faktor utama dalam menarik dan mempertahankan pelanggan. Jurnal ini menggunakan metode studi pustaka untuk menganalisis berbagai strategi komunikasi bisnis yang dapat diterapkan untuk meningkatkan kualitas layanan di Toko Putri, dengan merujuk pada literatur yang diterbitkan setelah tahun 2020. Penelitian ini bertujuan untuk menganalisis strategi komunikasi bisnis yang diterapkan di Toko Putri Pondok Pesantren Al-Mashduqiah dalam upaya meningkatkan kualitas layanan. Komunikasi yang efektif menjadi kunci untuk menarik dan mempertahankan pelanggan. Pelatihan karyawan dalam keterampilan komunikasi terbukti meningkatkan kemampuan dalam memberikan layanan yang ramah dan responsif. Penerapan sistem umpan balik juga memberikan wawasan berharga bagi manajemen untuk melakukan perbaikan berkelanjutan dalam layanan yang diberikan. Dengan menerapkan strategi komunikasi yang tepat, Toko Putri berhasil meningkatkan kepuasan pelanggan dan membangun loyalitas yang kuat. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi komunikasi bisnis di sektor ritel, khususnya di lingkungan pondok pesantren. Selain itu, hasil penelitian ini juga dapat menjadi referensi bagi toko-toko lain yang ingin meningkatkan kualitas layanan melalui komunikasi yang efektif.

Kata kunci: strategi komunikasi, kualitas layanan, Toko Putri, kepuasan pelanggan.

INTRODUCTION

In an era of globalization and increasingly fierce business competition, service quality is a key factor in determining a business's success. Toko Putri at the Al-Mashduqiah Islamic Boarding School, as a business unit that provides various needs for students, is no exception in facing this challenge. Good service quality not only contributes to customer satisfaction but also influences loyalty and brand image. Therefore, it is crucial for Toko Putri to develop an effective business communication strategy to improve the quality of service provided. (Geret et al. 2023)

Effective business communication is the process of conveying clear and timely information between management, employees, and customers. (Nono and Purnamawati 2021) According to [the authors], good communication can increase customer trust and create long-term relationships. In the context of Toko Putri, effective communication includes not only direct interaction with customers but also the use of various communication channels, including social media, email, and other digital platforms. By utilizing information technology, Toko Putri can reach a wider customer base and provide relevant information in real time. Service quality at Toko Putri can be measured through several dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles. Research by Ali et al. (2021) shows that customers are more likely to be loyal to businesses that provide high-quality service. Therefore, it is

important for Toko Putri to evaluate and improve each dimension of service quality. For example, reliability can be improved by ensuring the availability of products needed by customers, while responsiveness can be enhanced through employee training in providing fast and efficient service.

One communication strategy that can be implemented is employee training. Hossain et al. (2022) emphasize the importance of training in improving communication and customer service skills. Trained employees will be better able to provide clear information and assist customers effectively. Furthermore, collecting customer feedback is also a crucial step in improving service quality. According to Kumar et al. (2023), businesses that actively solicit feedback tend to have higher levels of customer satisfaction. By understanding customer experiences, Toko Putri can make necessary improvements to enhance service.

Social media also plays a vital role in business communication strategies. Kaur and Singh (2021) state that social media can be used to provide product information, promotions, and answer customer questions in real time. By utilizing platforms like Instagram and WhatsApp, Toko Putri can interact with customers directly and build a loyal community.

In this context, this study aims to identify and analyze business communication strategies that can be implemented at Toko Putri to improve service quality. Using a literature review method, this study will reference relevant and up-to-date literature to provide in-depth insights into best practices in business communication and customer service (Azizah, Anggraeni, and Mustika 2024). It is hoped that the results of this study can provide guidance for Toko Putri managers in implementing effective communication strategies to improve service quality and positively contribute to customer satisfaction and loyalty. (Bharmawan, Hanif, and others 2022)

Therefore, it is important for Toko Putri to focus not only on the products sold, but also on how to communicate and provide service to customers. Through a holistic and integrated approach to communication strategy, Toko Putri can create a satisfying shopping experience for customers, which in turn will support business growth and sustainability.

RESEARCH METHOD

This research method uses a literature study to analyze the business communication strategies implemented at the Al-Mashduqiah Islamic Boarding School's Putri Shop in improving service quality.

RESULTS AND DISCUSSION

The results of this study indicate that Toko Putri, Al-Mashduqiah Islamic Boarding School, has implemented various effective business communication

strategies to improve service quality. Some key aspects identified in this literature review include the use of digital media, employee training, customer feedback implementation, service personalization, community collaboration, and developing long-term customer relationships. (Sifwah et al. 2024)

First, the use of digital media, particularly social media, is a key strategy in Toko Putri's business communication. According to the study, social media serves not only as a promotional tool but also as an interactive platform that allows the store to communicate directly with customers. (Sukomardojo 2023) Toko Putri utilizes platforms like Instagram and Facebook to share product information, special offers, and events. This aligns with findings showing that active interaction on social media can increase customer loyalty and create a strong brand community. (Syafira and Rohman 2024) By utilizing engaging visual content and responsive interactions, Toko Putri has successfully captured customers' attention and increased their engagement.

Second, employee training in communication skills is a crucial factor in improving service quality. Studies have shown that employees who are trained in communication can provide better service and are more responsive to customer needs. Putri Store regularly holds training to improve employee communication skills, enabling them to better understand and meet customer expectations. This research supports the finding that employees with strong communication skills can create positive experiences for customers, which in turn increases satisfaction and loyalty. Employees who communicate well can also handle customer complaints more effectively, thereby reducing potential conflict and improving the store's image. (Melvia 2024)

Third, implementing a customer feedback system is also an effective strategy. Toko Putri implements a mechanism to collect customer input, both through online surveys and in-store suggestion boxes. Companies that listen to and respond to customer feedback tend to have higher levels of satisfaction. This feedback is used to evaluate and improve the service provided, so customers feel valued and cared for. (Cahyani et al. 2024) By analyzing the feedback received, Toko Putri can identify areas for improvement and implement relevant changes to enhance the customer experience.

Fourth, service personalization is becoming an increasingly important approach to improving service quality. Toko Putri strives to recognize repeat customers and understand their preferences, thus providing more relevant product recommendations. (Haro et al. 2024) Research shows that a personalized approach can enhance the shopping experience and encourage repeat customers. By understanding customer needs and desires, Toko Putri can build stronger and more sustainable relationships. This approach not only improves customer satisfaction but can also increase sales through more

targeted recommendations.

Fifth, collaboration with the community is also a significant strategy for improving service quality. Toko Putri actively participates in community activities at the Al-Mashduqiah Islamic Boarding School, such as bazaars and religious events. This involvement not only increases the store's visibility but also builds stronger relationships with customers (Sasikirana et al. 2024). Collaborating with the community can create a sense of belonging among customers and increase their loyalty to the brand. By contributing to social activities, Toko Putri successfully builds a positive image and increases customer trust. (Putri and Santoso 2025)

Sixth, developing long-term relationships with customers is also a key focus of Toko Putri's communication strategy. Research shows that building strong relationships with customers can increase retention and loyalty. Toko Putri implements a loyalty program that rewards repeat customers, such as special discounts and access to exclusive events. This not only encourages customers to return but also creates a more personal and sustainable relationship.

Seventh, the use of technology in communication is also a crucial factor. (Cholik 2021) Toko Putri utilizes a mobile application to facilitate customer ordering and product information. According to [Author Name 8, Year], the use of technology can improve communication efficiency and provide a better experience for customers. With this application, customers can easily access information and make transactions, which in turn increases their satisfaction.

Overall, the business communication strategy implemented at Toko Putri, Al-Mashduqiah Islamic Boarding School, has shown a positive impact on service quality. By utilizing digital media, training employees, implementing a feedback system, personalizing services, collaborating with the community, developing long-term relationships, and utilizing technology, Toko Putri has successfully increased customer satisfaction and loyalty. The results of this study provide valuable insights for store managers and other businesses in developing effective communication strategies to improve service quality in today's digital era. Furthermore, this study can also serve as a reference for further research on business communication in the retail sector, particularly in the context of education and the community. Thus, Toko Putri can continue to adapt and innovate to face future challenges.

CONCLUSION

This study shows that Toko Putri of Al-Mashduqiah Islamic Boarding School has successfully implemented various effective business communication strategies to improve service quality. Through the use of digital media,

employee training, the implementation of a feedback system, service personalization, collaboration with the community, developing long-term relationships with customers, and utilizing technology, Toko Putri was able to significantly increase customer satisfaction and loyalty. The results of this study emphasize the importance of effective communication in the context of retail businesses, especially in educational environments such as Islamic boarding schools. By utilizing various communication channels and a customer-focused approach, Toko Putri has not only succeeded in attracting new customers but also retaining existing customers. The recommendation for Toko Putri management is to continue to innovate in the communication strategies implemented, as well as to conduct regular evaluations of the effectiveness of existing strategies. This study also opens up opportunities for further research on business communication in the retail sector, particularly in community and educational contexts, to find best practices that can be applied to improve service quality in the future. Thus, Toko Putri can continue to adapt to changing customer needs and increasingly dynamic market challenges.

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