

**EXPLORING THE INTRICACIES OF SERVICE
MARKETING: A PERSONAL REFLECTION ON THE COURSE
EXPERIENCE**

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ABSTRAK

Kualitas dan layanan pelanggan yang memuaskan sangat penting untuk kesuksesan perusahaan. Pemasaran Layanan telah mengalami pertumbuhan yang signifikan selama bertahun-tahun, didorong oleh meningkatnya penekanan pada pengalaman pelanggan dan meningkatnya permintaan akan layanan di berbagai sektor. Juga revolusi digital dan kemajuan teknologi juga memainkan peran penting dalam membentuk kembali cara penyampaian dan pemasaran layanan, sehingga penting bagi pemasar dan manajer bisnis untuk memahami seluk-beluk domain yang berkembang ini. Oleh karena itu, penulisan esai ini bertujuan untuk memberikan pemahaman yang baik tentang konsep, strategi, dan praktik dalam Pemasaran Layanan sangat penting bagi calon pemasar dan manajer bisnis. Untuk memenuhi tujuan penulisan esai. Secara keseluruhan, esai ini memberikan deskripsi yang terperinci dan mudah dipahami tentang kursus Pemasaran Layanan dan dampaknya terhadap perjalanan pembelajaran penulis.

Kata Kunci : pemasaran layanan, marketing, hubungan pelanggan, kepuasan pelanggan.

ABSTRACT

Satisfying quality and customer service is essential to the company's success. Service Marketing has experienced significant growth over the years, fueled by the increasing emphasis on customer experience and the rising demand for services in various sectors. The digital revolution and technological advancements have also played a crucial role in reshaping the way services are delivered and marketed, making it imperative for marketers and business managers to understand the intricacies of this evolving domain. Therefore, this essay aims to provide a sound understanding of the concepts, strategies, and practices in Service Marketing which are essential for aspiring marketers and business managers. Overall, this essay provides a detailed and easy-to-understand description of the Service Marketing course and its impact on the author's learning journey.

Keywords: service marketing, marketing, customer relations, customer satisfaction

1. INTRODUCTION

In the era of globalization and increasingly fierce business competition, providing quality customer service is one of the keys to a company's success. Hence, a good understanding of concepts, strategies, and practices in Service Marketing is essential for prospective marketers and business managers. Therefore Service Marketing is one of the crucial subjects in marketing studies.

As a student taking the Service Marketing course, authors can learn the main concepts in service marketing, including understanding the unique characteristics of services, customer relationship management, customer experience design, and effective communication strategies in the context of services. Through this course, the author hopes to develop knowledge and skills that will serve as a foundation for the author's future career success.

This essay will share the author's learning experience in the Service Marketing course. This essay will explain the topics covered, the teaching methods used, interactions with professors and fellow students, and the application of Service Marketing concepts in practical contexts. Additionally, this essay will reflect on the acquired learning, including changes in attitudes, knowledge, and skills, as well as the relevance of this course to author career and personal development.

This essay aims to strengthen the author's understanding of Service Marketing, reflect on valuable learning experiences, and inspire readers to recognize the importance of service marketing in an increasingly complex and dynamic business world.

2. METHOD

Sharing Experiences: The primary purpose of writing this essay is to share the author's learning experience in the Service Marketing course. This essay will explain the topics, teaching methods, and interactions with professors and fellow students. By sharing these experiences, the author hopes to provide insights and inspiration to readers interested in service marketing. **Exploring Concepts and Practices in Service Marketing:** Through this essay, the author aims to delve into the key concepts in Service Marketing and in real-world applications. This essay will present exciting and relevant case studies or examples of implementing Service Marketing concepts. By doing so, readers will gain a deeper understanding of practical strategies and tactics in service marketing. **Reflecting on Learning and its Influence:** This essay aims to reflect on the learning gained from the Service Marketing course. This essay will evaluate the author's changes in attitudes, knowledge, and skills acquired through this course. This essay will also describe the relevance of this subject to the author's career and personal development. Through this reflection, the author hopes to inspire readers to recognize the value and benefits of studying Service Marketing.

Promoting Understanding of the Importance of Service Marketing: Through this essay, the author aims to enhance readers' understanding of the importance of service marketing in an increasingly complex and dynamic business world. This essay will highlight how a solid understanding of Service Marketing concepts, strategies, and practices can provide a competitive advantage to companies. Thus, the essay will inspire the readers to

apply this knowledge in business. With these objectives in mind, the author hopes this essay can serve as a valuable source of inspiration and knowledge for readers interested in understanding and mastering the world of service marketing.

3. RESULT AND DISCUSSION

A service marketing strategy focuses on providing customers with processes, experiences, and intangibles rather than physical goods and transactions. It aims to integrate customer orientation throughout the company and divisions.

Developing an effective service marketing strategy requires that all business functions – marketing, sales, human resources, operations, research, and development – work together. Instead of traditional product marketing focusing on transactions and exchanges, service marketing strategies focus on customers, usage, and relationships.

Services can be defined as actions, processes, and deliverables and fall into several categories. Many services, such as hotels, transportation, and healthcare, are unique and are companies' primary revenue-generating activities. Another category of service is customer service. It includes services provided to support the company's core products. Customer service typically does not generate direct sales but responds to customer requests, questions, and complaints and provides answers and solutions. Services can also add value to manufactured products. Many companies offer training, installation, and repair services for the products they manufacture for a fee. In early writings on services, scholars differentiated services from goods, noting that services are immaterial, permanent, and changeable and that producers and consumers are inextricably linked. Nowadays, these particular characteristics should not be considered peculiar to services but also related to commodities. While this perspective is relatively abstract, it suggests that organizations of all kinds can derive valuable insights from service marketing frameworks, tools, and strategies.

Service marketing plays a key role in today's business world for several reasons: The service sector has grown significantly in recent years and has become the dominant part of many economies. Service-oriented industries such as healthcare, hospitality, finance, and consulting have emerged, underscoring the importance of an effective service marketing strategy. In today's competitive environment, companies know that providing a positive customer experience is crucial. Service marketing aims to understand customer needs and preferences so that we can design and deliver an outstanding service experience that differentiates the company from its competitors. Services are intangible and often difficult to evaluate before use. Service marketing helps bridge this gap by developing effective communication strategies and creating service guarantees that build trust with potential

customers. Building long-term customer relationships is critical to business success. Service marketing emphasizes relationship-building strategies such as personal interaction, loyalty programs, and after-sales support that increase customer loyalty and repeat business. Service marketing helps companies differentiate their offerings in a crowded marketplace. Organizations can gain a competitive advantage and attract more customers by highlighting unique service characteristics, benefits, and value propositions.

In this course introduction, this essay addresses the need for this course, recognizing the growing importance of services in the business landscape.

Services have become a crucial part of doing business, requiring a deeper understanding of the balance between elements of the traditional marketing mix for physical goods and the innovative extension of the marketing mix for services.

Throughout this course, this essay will delve into the study of marketing services, explicitly emphasizing the distinctions between marketing intangibles and tangible products.

Readers will explore the managerial implications and strategies available in services, equipping readers with valuable insights to navigate this unique sector effectively. The course outline will provide a structured framework for examining these key concepts, ensuring a comprehensive exploration of marketing services and their strategic implications.

Develop a comprehensive understanding of how "service" can be a competitive advantage in managing organizations. Through this course, readers will explore how services can differentiate a business and create sustainable competitive advantages. By examining real-life case studies and industry examples, readers will gain insights into the strategies and practices employed by successful organizations to leverage service excellence for their growth and success.

Acquire in-depth knowledge about successful service providers and their strategies for achieving excellence. This course will provide readers with a detailed exploration of renowned service providers across various industries. By studying their approaches, best practices, and customer-centric strategies, readers will gain valuable insights into the factors that contribute to their success. This learning experience will equip readers with the knowledge and tools to identify and implement effective strategies for delivering exceptional service.

Objectives of this learning were achieved through teaching methods centered around presentations and real case studies. The course utilized presentations to provide a theoretical foundation and conceptual understanding of the role of service as a competitive advantage in

managing business. The teaching method presented relevant theories, frameworks, and industry trends through interactive lectures that facilitated a comprehensive understanding of the subject matter. These presentations incorporated visual aids, real-life examples, and industry insights to enhance the learning experience. To deepen the understanding of successful service providers and their strategies, real case studies were utilized. These case studies showcased diverse industries and highlighted the unique approaches implemented by successful corporations to achieve service excellence. By analyzing and discussing these cases, we gained practical insights into the challenges faced and the strategies employed by industry leaders. It enabled us to connect theory and real-world scenarios, strengthening our knowledge and analytical skills.

The evaluation process assessed the attainment of the learning objectives outlined above. It consisted of the following components: **Fundamental Case Study Analysis:** We were assigned real case studies related to successful service providers and evaluated our ability to critically analyze the strategies employed, identify critical success factors, and propose recommendations for improvement. This assessment tested our comprehension of the process for success in the service industry. **Assessment Reports:** We had to submit assessment reports demonstrating our understanding of how services can be a competitive advantage and showcasing our analysis of the actual case studies. These reports assessed our ability to articulate concepts, apply theories, critically analyze information, and present our findings effectively in a written format. The assessment reports allowed us to showcase our comprehension of the subject matter and our ability to synthesize and communicate our insights. **Class Participation and Discussions:** Active participation in class discussions, sharing insights from presentations and case studies, and engaging in thoughtful conversations with peers were also evaluated. This component assessed our ability to apply theoretical concepts to practical scenarios and contribute to a collaborative learning environment. By employing these teaching methods and evaluation components, the course provided a comprehensive and valuable learning experience that equipped us with the knowledge and skills to understand the competitive advantages of service and learn from real-world examples.

During the author's journey as a Double Degree student in South Korea, taking the Service Marketing course has been transformative. One aspect that stood out to the authors was the interactive nature of the classes and the professors' exceptional understanding of international students.

The course fosters active participation and engagement, allowing students to immerse themselves in the subject. The professors went above and beyond to create a welcoming and inclusive environment, ensuring students from different cultural backgrounds felt comfortable expressing their thoughts and ideas. This approach facilitated a deeper understanding of the course material and encouraged meaningful discussions and the exchange of diverse perspectives.

Moreover, the support and camaraderie among the author's classmates enhanced the author's learning experience. The author's Service Marketing class students were incredibly supportive and always willing to lend a helping hand. We formed study groups and collaborated on assignments, pooling our collective knowledge and insights. The diversity of our backgrounds and experiences brought a unique richness to the discussions, enabling us to learn from one another and broaden our perspectives. Together, we navigated the challenges of the course, celebrated our successes, and created lasting friendships. The sense of community within the class played a pivotal role in making the learning process informative and enjoyable.

Overall, the author's personal experience of learning the Service Marketing course as a double degree student in South Korea has been gratifying. The interactive classes and professors' exceptional understanding of international students created an engaging learning environment.

Additionally, the support and collaboration among the author's classmates further enriched the author's understanding of the subject. Through this course, the author not only acquired knowledge about service marketing but also developed valuable skills.

One of the most exciting parts of the Service Marketing course was including practical case studies based on real-life experiences. These case studies aimed to challenge our understanding of service marketing principles and their real-world applications. One case study involved interviewing a part-timer cashier at a convenience store. This assignment allowed authors to observe and analyze customer interactions and complaint-handling dynamics in a real-life setting. Through this firsthand experience, the author gained insights into the challenges faced by service providers and the significance of exemplary service in addressing customer concerns and building long-term relationships. For this assignment, the author prepared interview questions about the cashier's experience handling customer complaints. It allowed the author to gain valuable insights into the strategies employed by the cashier to address customer concerns effectively. Analyzing the responses and reflecting on

the interview, the author drew useful conclusions regarding the importance of empathy, active listening, and swift problem resolution in delivering exceptional service.

The course also included other case studies showcasing successful service marketing strategies by renowned companies. These case studies gave the author a comprehensive understanding of different service marketing approaches, enabling the author to develop critical thinking skills and gain insights into industry best practices.

By integrating real-life examples and practical assignments into the curriculum, the Service Marketing course enhanced the author's theoretical knowledge. It provided the author with an accurate understanding of the challenges and opportunities faced by service providers in various industries.

In both cases, it can be concluded that it is important for the company to have a good level of service. Excellent service is an important aspect of marketing success, especially for organizations engaged in the service sector. Great service is at the forefront of seizing opportunities and understanding consumers who will use the services offered. It is not uncommon for prospective customers to use or reuse services provided because they perceive the services provided to be unsatisfactory and unfriendly. This will of course result in loss of business success. Conversely, by providing excellent service, organizations can understand potential customers or clients, sell services and act effectively, thus satisfying customers and themselves. If everyone in the company can understand and deliver superior service, there will be many great opportunities that can be achieved and captured together, benefiting all parties involved in the organization.

Initial Perception and Attitude Change after Taking the Subject When the author first enrolled in the Service Marketing course, the author had high expectations due to its importance in marketing. As the course progressed, the author can surpass the initial perceptions, and the author's attitude toward the subject changed positively. The author realized that Service Marketing goes beyond traditional marketing concepts and is crucial in today's globalized and competitive business landscape. The author sincerely appreciated the unique characteristics of services and their impact on customer satisfaction and business success. This course challenged preconceived notions and opened the author's eyes to the significance of service excellence in achieving a competitive advantage.

Knowledge and Skills Acquired. Throughout the Service Marketing course, the author acquired a wealth of knowledge and skills to benefit the author's future career. The author gained a comprehensive understanding of critical concepts such as customer relationship management, customer experience design, and effective communication strategies in the

context of services. The course gave the author insights into how services can differentiate a business and create sustainable competitive advantages. The author learned about successful service providers and their strategies for achieving excellence by studying real-life case studies and industry examples. These learnings have broadened the author's perspective and provided the authors with practical tools to identify and implement effective service marketing strategies in the author's future endeavors.

Relevance of the Subject to Career or Personal Interests. Service Marketing is highly relevant to the author's career aspirations and interests. In today's service-driven economy, companies across various industries recognize the importance of delivering exceptional customer experiences. Aspiring marketers and business managers need a solid understanding of Service Marketing to navigate this landscape effectively. The author has always been fascinated by the dynamics of customer interactions and the role of service in building solid relationships. The Service Marketing course has further fueled the author's passion for this field by providing the author with the knowledge and skills to deliver outstanding service experiences.

Reflection on How Service Marketing Works in real-world business Scenarios. Reflecting on the Service Marketing course, the author was impressed by how its concepts and practices can work in real-world business scenarios. Including practical case studies allowed the author to observe and analyze service dynamics in various industries. Through these real-life examples, the author gained insights into service providers' challenges and the strategies to overcome them. The author learned the importance of empathy, active listening, and swift problem resolution in delivering exceptional service. Moreover, by understanding the unique characteristics of services, the author discovered how businesses can leverage service excellence as a competitive advantage. The Service Marketing course gave the author a practical framework to apply these learnings and positively impact real-world business settings.

Influence of the Subject on Personal and Professional Development. The Service Marketing course has profoundly influenced the author's personal and professional development. On a personal level, it has deepened the author's understanding of the significance of service in our daily lives and enhanced the author's appreciation for exceptional customer experiences. Professionally, the course has equipped the authors with the knowledge and skills necessary to succeed in the service-driven business landscape. It has sharpened the author's critical thinking abilities, improved problem-solving skills, and expanded the capacity for effective communication. The course has also instilled in the

author's mindset of continuous learning and a commitment to delivering outstanding service in future roles. Overall, the Service Marketing course has played a pivotal role in shaping the author's personal and professional growth, making the author better prepared for the challenges and opportunities.

4. CLOSING

The essay provides a comprehensive overview of the Service Marketing course, emphasizing its importance in marketing. It discusses the objectives of this essay, which include sharing learning experiences, exploring concepts and practices in Service Marketing, reflecting on personal growth, and promoting an understanding of the subject's relevance. The course curriculum highlights the topics covered and the teaching methods, such as presentations and real case studies. The essay further delves into the author's personal learning experience, emphasizing the interactive nature of the classes, support from professors and classmates, and the inclusion of practical case studies. It reflects on the author's initial perceptions and attitude toward Service Marketing and the knowledge and skills acquired throughout the course. The subject is relevant to the author's career aspirations and emphasizes the author's interests and the practical application of Service Marketing in real-world business scenarios. Lastly, the essay highlights the influence of the course on the author's personal and professional development, including improved critical thinking, problem-solving, and communication skills. Overall, the essay provides a detailed and easily understandable description of the Service Marketing course and its impact on the author's learning journey.

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