THE ROLE OF CUSTOMER SERVICE IN ENHANCING CUSTOMER VALUE AND FOSTERING CUSTOMER TRUST IN THE MODERN MARKET ENVIRONMENT IN BOGOR CITY

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Abstract

This study aims to investigate the role of customer service in enhancing customer value and fostering customer trust in the modern market environment of Bogor City. In an era of increasingly intense retail competition, customer service is a crucial factor in creating added value for customers and fostering sustainable trust. This study employs a qualitative approach, incorporating in-depth interviews and observations of consumers and modern market managers in Bogor City from October to December 2024. The study's findings indicate that the perception of customer value is significantly influenced by the quality of services, which is characterised as friendly, responsive, and instructive. High customer value then becomes a crucial foundation for growing customer trust, which in turn fosters customer loyalty and the sustainability of modern markets. However, there are challenges in the form of inconsistencies in service and limited human resources and market facilities that still require improvement. These findings emphasise the importance of standardised service management and staff training as primary strategies for enhancing service quality. The practical implications of this study are the need for continuous investment in training and facility development to strengthen the position of modern markets in Bogor City amidst retail market competition. This research is a significant contribution to the field of contemporary market management, as it aids in the development of effective service strategies that enhance customer value and establish long-term trust.

Keywords: Customer Service, Customer Value, Customer Trust, Modern Market, Bogor City, Marketing Management

INTRODUCTION

Not only are businesses required to sell their products in today's increasingly complex global market, but they are also expected to cultivate strong and long-lasting relationships with their valued customers. Creating value for customers and earning their trust is a task that relies heavily on marketing management in this context. According to Kotler and Keller's (2021) research, "marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value."

Today's marketing management focuses not only on products and prices but also on how customer service and experience can provide added value (customer value) and build trust (customer trust). These two concepts are closely related and serve as important indicators of creating customer loyalty. As stated by Sahri and Sukma (2024), "service quality and customer value have a significant effect on customer satisfaction and customer trust." This statement emphasises the importance of customer service as a central pillar in contemporary marketing practices.

Customer value can be understood as the customer's view of the net benefits acquired after considering the expenses paid, both financial and non-financial. The foundation for most buying decisions is this value. Yuniarti and Sukma (2024) state that "customer value is formed from a combination of perceptions of price, quality, and service received by customers." Companies that can

offer high value through their products will have more opportunities to attract and retain customers. Customer trust is the conviction that a business will deliver services in line with consumer expectations and honour the guarantees made. Since it directly affects the continuity of the long-term relationship between the company and its customers, this trust is rather vital. According to Hidajat and Fahlevi (2023), consistency in delivering services that are satisfactory, safe, and in line with consumer expectations helps to build consumer trust in a company.

Customer service is one of the main instruments in forming customer value and customer trust. The services provided not only include direct interaction between officers and consumers but also encompass the speed of service, friendliness, ease of process, and handling of complaints. In this context, Taufik, Salim, and Pratiwi (2024) emphasise that the better the quality of service provided, the greater the value perceived by customers and the higher the trust that arises in the company.

This investigation focuses on the contemporary market environment in Bogor City, resulting from the shift in consumer preferences from conventional markets to more organised, clean, and comfortable ones. In recent years, the Bogor City Government has been actively promoting the conversion of traditional markets into modern markets, as evidenced by the revitalisation of Sukasari Market and Jambu Dua Market. Not only is this endeavour intended to enhance market competitiveness, but it also addresses consumer expectations for service quality and comfort. The significance of professional service management that is focused on customer satisfaction is demonstrated by the revitalisation of these markets. According to Nisak (2024), contemporary markets must be capable of integrating service quality, trust, and customer value into a series of mutually supportive marketing strategies. Consumers anticipate enhancements in service aspects, including cleanliness, security, product information, and the service attitude of market employees or traders, as a result of this modernisation.

This phenomenon presents an opportunity for business actors in modern markets to strengthen relationships with consumers by providing excellent service. Suppose the service provided can create a positive perception and add value for consumers. In that case, they will not only return to the shop but also recommend it to others. According to Permatasari and Handoyo (2023), customers who feel well-served tend to have a high level of trust and exhibit loyalty to the company. However, the main challenge faced by modern markets in Bogor City is the uneven quality of service. Several markets that have been revitalised still experience problems in terms of employee service skills, limited product information systems, and slow responses to customer complaints. Therefore, it is essential to determine the extent to which consumer service can enhance customer value and foster customer trust in this modern market environment.

This research is vital because it has the potential to make both theoretical and practical contributions to the process of developing customer service strategies for modern markets. In a practical sense, the findings of this study can serve as a foundation for city governments and market

managers to use when developing quality management systems and service training programs geared towards ensuring customer satisfaction. From a theoretical standpoint, this research contributes to the existing body of literature on the connection between customer service, customer value, and customer trust in the context of contemporary Indonesian markets.

In the modern market environment of Bogor City, several interesting phenomena have emerged related to consumer behaviour and service patterns provided. Modern markets today are not only a place for buying and selling transactions but also a space for interaction between consumers and service providers that influence customer perceptions of value and trust. A phenomenon often observed is that consumers are increasingly critical in assessing the quality of service received, including the speed of service, the friendly attitude of officers, and the ease of accessing product information. This shift in consumption patterns encourages modern markets to focus not only on products alone but also on efforts to enhance customer value and foster customer trust as a strategy to retain customers amid tight competition. However, in reality, many customers still feel that consumer service in modern markets in Bogor has not met their expectations, making this a significant concern that warrants further study.

Digital technology, which has been implemented in several modern markets, has also brought changes to the service process. Although the presence of technology is expected to speed up and simplify transactions, another phenomenon that has emerged is the lack of adequate socialisation and adaptation, so that customers sometimes feel confused or uncomfortable. This phenomenon further clarifies that customer service is not only about speed and convenience but also about building trust and providing added value to customers. It is essential to develop sustainable customer loyalty and maintain a positive image in the modern markets of Bogor City.

Research problems related to research studies are systematically arranged based on the focus of the study, namely:

Table 1 Research Problems

No.	Research Problem	Problem Description
1	Low Customer Value	Customers feel that the service they receive does not provide significant added value, thus reducing their shopping satisfaction.
2	Weak Customer Trust	Lack of customer trust in modern markets caused by unclear information and slow response to complaints.
3	Inconsistency of Service	There are differences in service quality among employees, which result in inconsistent customer experiences.
4	Unhealthy Competition	The focus of modern markets is more on price discounts than on building long-term relationships with customers.
5	Lack of Utilisation of Technology	The use of technology to support efficient and effective services is not yet optimal.

Source: Observation Results, 2024

These problems reflect the various obstacles faced by modern market managers in Bogor City as they strive to enhance customer service. The low customer value perceived by customers indicates that although the products sold may be of good quality, suboptimal service makes customers feel that they are not getting the maximum benefit from their shopping experience. In addition, weak customer trust arises from a lack of transparency and responsiveness in handling customer complaints, which ultimately reduces loyalty and prompts customers to switch to competitors. Inconsistency of service is also a barrier because customers receive unpredictable, different treatments, causing discomfort. On the other hand, competition that focuses more on price discounts than on service quality makes it difficult to build long-term relationships with customers. Ultimately, the minimal use of technology hinders the efficiency of the service process despite technology being a crucial tool for increasing the speed and convenience of service in today's digital era. All of these factors pose challenges, which is the primary focus of this study. The primary aim is to find solutions that can increase customer value and foster customer trust in modern markets in Bogor City.

Several studies have emphasised the significance of customer service in influencing customer value and trust. Sahri and Sukma (2024) found that service quality directly increases customer trust through positive value perceptions in the hospitality sector, with implications that can be applied to various service industries, including modern markets. Yuniarti and Sukma (2024) emphasised that perceptions of price and product quality supported by responsive service can increase customer satisfaction and trust, thereby strengthening loyalty. Nisak's (2024) research suggests that consumer trust is significantly influenced by consistent service quality and transparency in communication, particularly in the context of modern retail. Furthermore, Permatasari and Handoyo (2023) emphasised that brand image and trust are essential mediators in the relationship between service quality and customer loyalty, which is very relevant in modern market competition in urban areas. Hidajat and Fahlevi (2023) also revealed that the COVID-19 pandemic has affected consumer service patterns and trust, making service adaptation key to the success of modern businesses in maintaining customer value.

Taufik, Salim, and Pratiwi's (2024) research shows that customer trust acts as an intervening variable that mediates the relationship between service quality and customer loyalty. This finding underscores the importance of customer service as a crucial strategy for creating customer value and fostering trust, particularly in today's highly competitive market environment. However, there is still a lack of studies that specifically examine how customer service can influence both variables simultaneously in a modern mid-sized city market such as Bogor, which has unique consumer characteristics and competition compared to other big cities in Indonesia.

Based on a review of studies, a research gap exists in customer service that focuses on the modern market in Bogor City, where the variables of customer value and customer trust have not been studied holistically, considering local factors and unique market dynamics. Previous studies have

tended to be conducted in the hospitality sector, e-commerce, or modern markets in large cities such as Jakarta and Surabaya. Therefore, this study aims to fill this gap by examining the role of customer service in enhancing customer value and fostering customer trust, specifically in the modern market of Bogor City. This approach is essential because socio-cultural factors and consumption patterns in Bogor exhibit distinct characteristics that can influence the relationship between variables.

The novelty of this research lies in its focus on simultaneously combining the influence of customer service on customer value and customer trust in modern markets in Bogor City. It is an area that has not been studied in depth to a significant degree. Additionally, this study adopts a contextual approach, which considers the local characteristics of modern markets in medium-sized cities, as well as the dynamics of interactions between consumer and business actors that differ from those in large cities. This research will also incorporate aspects of service technology as part of customer service, a significant factor in the current digital era that has received little attention in previous studies within the context of modern regional markets. Additionally, this research will integrate various aspects of service technology. As a result, it is anticipated that the findings of this research will give modern market managers in Bogor City the opportunity to benefit from practical contributions while simultaneously contributing to the expansion of the academic literature on marketing management at the international level.

LITERATURE REVIEW

Customer Service

Customer service is a critical component of marketing management that emphasises the direct interaction between service providers and customers. Rahmadani and Firmansyah (2023) assert that quality customer service encompasses not only the speed and precision of service but also the extent to which the organisation is capable of offering personalised attention that enhances customer satisfaction. Furthermore, responsive service that effectively addresses consumer needs can enhance positive customer perceptions of the brand or establishment (Fauzan & Anisa, 2022). Long-term relationships that foster customer loyalty and trust can be established through optimal customer service.

Customer Value

The customer's perception of the benefits they receive in comparison to the costs they incur during the purchase or use of products and services is known as customer value. According to Santoso and Haryanto (2023), customer value is the sum of the combined experiences of product quality,

price, and service that consumers have with a particular brand. Consumer expectations and experiences during interactions with service providers significantly influence this subjective value. Furthermore, for Putri and Setiawan (2021), customer value is the primary factor that determines the extent of customer satisfaction and loyalty. The perceived value must exceed expectations to cultivate emotional bonds and trust with customers.

Customer Trust

Customer trust is a vital component in fostering long-term, sustainable relationships between customers and service providers. Wulandari and Prasetyo (2024) stated that trust is the customer's belief that the company will consistently fulfil its promises and protect its interests. Trust also minimises uncertainty and risk in purchasing decision-making (Anggraeni & Wicaksono, 2022). In the modern market context, customer trust is influenced by service transparency, communication quality, and the service provider's reputation, which collectively increase customer loyalty and value.

METHOD

Research methods

This research employs a qualitative methodology to gain a comprehensive understanding of the role of customer service in the modern market environment of Bogor City, with the aim of enhancing customer value and fostering customer trust. The qualitative approach was selected due to its suitability for investigating the subjective meanings, perceptions, and experiences of consumers and market players in the context of customer service (Moleong, 2020).

Location and Time of Research

The research was conducted in several of the most prominent modern markets in Bogor City. These markets serve as hubs for buying and selling activities, catering to a diverse range of consumer groups. The research was conducted over three months, specifically from October to December 2024. The researchers decided to conduct their study at this particular time so that they could observe the dynamics of consumer service in its entirety, including at the end of the year, when market activity typically increases.

Data collection technique

Data was collected using several techniques, namely:

1. In-depth interview

   In-depth interviews with market managers, service employees, and consumers who shop at modern markets. Interviews were conducted in a semi-structured manner to obtain rich and in-depth

information regarding their experiences and views on customer service, customer value, and customer trust (Creswell & Poth, 2023).

2. Participatory observation

    Participatory observation involves researchers conducting direct observations of customer service interactions in the field, including attitudes, responses, and service procedures used in modern markets.

3. Documentation

    Documentation in the form of collecting secondary data such as service records, consumer feedback, and promotional and communication materials used in the market.

Data Analysis Techniques

The data obtained were then analysed using a thematic analysis method, which involved identifying the main themes that emerged from the interview transcripts, observation notes, and related documents. The analysis process includes the data coding stage, where codes are grouped into categories. The themes are formulated that are relevant to the research focus (Braun & Clarke, 2021). This analysis aims to reveal patterns and relationships that explain how customer service contributes to creating customer value and building customer trust.

Validity and Authenticity of Data

This study employs source and method triangulation strategies that is, data from interviews, observations, and documentation to ensure data validity and provide a more comprehensive and accurate picture (L. Lincoln & Guba, 2020). To verify temporary results and ensure that data interpretation aligned with their intentions, researchers also conducted member checking with informants.

RESULTS AND DISCUSSION

Research result

This study yielded several key findings regarding the role of customer service in enhancing customer value and fostering customer trust in the modern market of Bogor City. The results of the study are presented in four main points as follows:

1. Quality of Consumer Service in Modern Markets in Bogor City

    According to the study, customer service quality in Bogor City's contemporary markets exhibits instead a considerable degree of fluctuation. When shopping, most customers evaluate the service staff as friendly, responsive, and helpful in attending to their needs. Customers value fast service, and staff politeness is of great importance. Still, not every part of this market offers a like experience. Some customers complained about disparities in service quality, in which case staff

members occasionally lack product knowledge or slow response times for complaints. This state of affairs indicates that, despite the generally high quality of the service, there is still a need for improvement, particularly in terms of staff training and standardising services so that every client receives a consistently fulfilling experience.

2. Customer Value Perception by Consumers

Consumers evaluate customer value by balancing the quality of service, the price they pay, and the benefits they receive. The majority of respondents reported that they perceived a greater value from their transactions as a result of an efficient purchasing process and friendly service. The perception of value is enhanced by the reduction of uncertainty and the increase in convenience that good service provides. Nevertheless, some consumers perceive that their value is diminished when they encounter service that is either slow or uninformative. It demonstrates that factors beyond price and product quality have a significant influence on customer value. Consequently, establishing positive customer value in the contemporary market of Bogor City is contingent upon providing high-quality customer service.

3. Customer Trust Level in Modern Markets

In modern markets, customer trust results from consistent positive experiences and transparent information-providing behaviour of market managers. Those who regularly receive good service often think the market can consistently meet their needs. This confidence affects not only choices about repurchase but also raises their loyalty and eagerness to recommend the market to others. On the other hand, bad experiences may lower confidence and may lead customers to migrate to rivals. These results suggest that in the modern market environment of Bogor City, consistent and open customer service is a crucial factor in fostering customer trust.

4. Supporting and Inhibiting Factors of Consumer Service

The study also identified several supporting factors for customer service, including regular staff training, effective communication systems, and supporting facilities such as customer information areas. These factors contribute positively to improving service quality and customer satisfaction. However, there are also significant obstacles, such as limited trained human resources and inadequate physical market facilities, which hinder the provision of optimal service. These limitations often lead to inconsistencies in service that negatively impact customer perceptions. Therefore, improvements in staff training and enhancements to physical market facilities should be a priority for managers to overcome these obstacles and sustainably improve service.

Table 2. Findings on Service Quality, Customer Value, and Customer Trust

No	Variables	Key Findings	Implications
1	Quality of Service	Friendly service but some inconsistencies; quick and polite response	Increase customer satisfaction

2	Customer Value	Value is assessed by price, quality, and service; a good value is one where the service is satisfactory.	Strengthening customer loyalty
3	Customer Trust	Formed from positive experiences and openness to information	Growing recommendations and loyalty
4	Supporting/Inhibiting Factors	Regular training and adequate facilities; constraints on human resources and physical facilities	Need to improve training and supporting facilities

Source: Field data processed, 2024

From the table above, it is clear that customer service is the main factor that directly affects the perception of customer value and customer trust. Good service quality contributes positively to customer experience and affects long-term loyalty. However, existing obstacles, especially in human resources and physical facilities, are still challenges that must be overcome to achieve excellent service.

Discussion

This research's discussion focuses on its main findings. It compares them with previous studies on customer service, customer value, and customer trust.

1. Relationship between Service Quality and Customer Value

    This research validates the importance of customer value being shaped by the quality of services. It aligns with the studies of Santoso and Haryanto (2023), which highlight responsive and friendly service as the primary elements influencing customer value development. Furthermore, Fauzan and Anisa (2022) validate the correlation between customer satisfaction and perceived value in the retail sector. It reveals that customer service quality is favourably correlated. Maintaining good customer value impressions in the modern market of Bogor City depends largely on consistent and informative service. The challenge of inconsistent service must be resolved if customer value is to remain the best. Therefore, market managers should concentrate on training and standardising service processes to raise the value acquired by consumers.

2. Customer Value as the Foundation of Customer Trust

    In line with Putri and Setiawan (2021), who stated that good value perceptions enhance customer trust, the research results indicate that customer value is the primary foundation for developing customer trust. Emphasising that openness and service quality build confidence in contemporary markets, Wulandari and Prasetyo (2024) also support this result. In this study, consumers who believe their purchases provide value for money tend to exhibit greater loyalty and trust in the market. It indicates that not only does perceived value and service affect momentary satisfaction, but it also creates a basis of long-term trust necessary for the survival of contemporary market companies.

3. Supporting Factors and Barriers to Consumer Service

Routine training and supporting facilities are considered crucial in maintaining service quality, as emphasised by Anggraeni and Wicaksono (2022), who highlight the importance of HR training in enhancing service and fostering customer trust. However, constraints on human resources and suboptimal physical facilities are common problems that Rahmadani and Firmansyah (2023) also identify. It emphasises the need for ongoing intervention to increase staff capacity and improve market infrastructure. In the context of Bogor City, these improvements are crucial, enabling modern markets to compete and provide services that meet customer expectations.

4. Implications of Modern Market Management in Bogor City

Modern market managers in Bogor City must prioritise the enhancement of service quality by conducting consistent staff training and ensuring that they have access to sufficient facilities, as indicated by the results and findings of the discussion. It will cultivate customer trust and enhance the sentiment of customer value among consumers in a sustainable manner. Furthermore, consistent service enhancements can fortify the market position in the face of competition from other retail establishments, thereby fostering business growth and enhancing customer loyalty. These practical implications are crucial strategic guidelines for the sustainable development of contemporary markets.

CONCLUSION

The findings of this investigation confirm that customer service plays a crucial role in enhancing customer value and fostering customer trust in contemporary markets in Bogor City. The service rendered by market staff, particularly those who are friendly, responsive, and informative, has been demonstrated to enhance consumers' perceptions of value. In addition to directly increasing customer satisfaction, high customer value also significantly contributes to building customer trust in the market. This trust is a critical capital asset for the market to preserve consumer loyalty and fortify its market position in the face of escalating retail competition. Nevertheless, the investigation also revealed inconsistencies in service quality that result in varying consumer perceptions of value. Market managers must devote significant attention to this factor, as it presents a significant challenge. Furthermore, the efficacy of consumer service is impeded by inadequate physical market facilities and inadequately trained human resources. To sustainably enhance the quality of service, it is imperative to implement strategic measures, such as expanding staff training and establishing supporting service facilities.

An investment in developing service quality will produce broad positive impacts, ranging from increasing customer value to building strong customer trust, according to the findings of this study, which have managerial implications. This study provides a clear picture of how this investment will produce its impact. Additionally, this paves the way for market managers to implement more

standardised service strategies that are centred on the requirements of the customers. As a result, contemporary markets in Bogor City have the potential to continue expanding and adapting to market demands while establishing long-term relationships that are mutually beneficial to both the market and its customers.

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