

## Client Perception of Groovy Event Organizer in Handling Event

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**Abstract:** *This study aims to determine how the client's perception of the Groovy event organizer in handling events. Perception greatly affects the behavior of the client towards buying interest and interest in a thing or service provider. The resulting client behavior will be greatly influenced by perception, depending on the resulting perception whether it produces a positive perception or a negative perception. The method used in this research is the descriptive qualitative method. By conducting interviews and also analyzing the data from the questionnaires already owned by the Groovy event organizer, other data collection techniques used were observation and literature study. Using triangulation techniques to determine the validity of the data obtained by the author. The results of this study indicate how the client's perception of the Groovy event organizer in handling events. The results of the questionnaire aimed to determine how the perception and satisfaction of the client. The interview questions made include the client's perception of Groovy at the time of Pitching, Pre-Event, During the Event, and After the Event. If the GAP occurs, then the GAP analysis will be used to find out how the GAP occurs and adjust what solutions can be used.*

**Keywords:** *Perception, GAP, Client, Event Organizer, Service Quality.*

### Introduction

Event Organizer in 2019 grew by 15-20% with an industry value of more than 500 Trillion Rupiah. Based on data from the International Congress and Convention Association (ICCA) in 2019, Indonesia was ranked 41st for the world ranking of the number of international meeting events per country with a total of 95 meetings. While in the rankings in the Asia Pacific region, Indonesia is ranked 10th. In addition, Indonesia has favorite cities to hold international meeting events, such as Bali, Yogyakarta, and Jakarta. According to statistical data on domestic and international events that have been carried out in the DKI Jakarta province, there is an increase from the previous year. In 2017 there were 170 events, in 2018 there were 156 events, and in 2019 there were 361 events.

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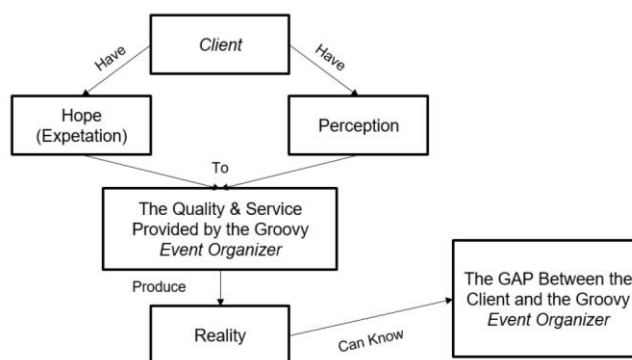
The MICE (Meetings, Incentives, Conferences, Exhibition) service business sector is one part of the tourism industry in Indonesia. The MICE industry is currently growing because it is increasingly supported by advances in technology and knowledge. The MICE industry always requires many parties in its preparation, one of which is the Event Organizer. All parties must work together with the same goal, namely the success of the event so that it is by following per under what has been planned and expected. The Event Organizer is a service provider that has a series of systematic activity mechanisms that require teamwork which in the preparation of the event must be equipped with deadlines, targeting, scheduling, and pressure. One of the Event Organizers in Jakarta is the Groovy Event Organizer. Groovy Event Organizer is under the auspices of PT. Sahabat Pesta Indonesia, which is a part of the Groovy Group, also provides services other than an Event Organizer.

In the preparation of the event until its implementation, the client must have hopes and also the initial perception of the Groovy Event Organizer in the success of the event. Groovy Event Organizer has a lot of experience, namely with a 16-year portfolio, service providers at affordable prices, and also the services provided are certainly fun, fast, and youthful. Groovy Event Organizer's experience will make clients feel more comfortable during the event preparation process. Therefore, with a client who has high hopes for the selected Event Organizer, Groovy as an Event Organizer who has been trusted by the client for his event must also be able to meet the client's perception with quality results so that it is by following per under the client's perception.

With the GAP can cause complaints from clients because it is not by following per under the initial perception. Complaints from clients can be a motivation for Groovy Event Organizers to provide the best quality service, therefore complaints from clients must be accommodated so that Groovy Event Organizers can quickly handle, respond and fix them properly. The author will discuss the client's perception of the Groovy Event Organizer when handling events as a service provider because there has been no detailed research on this topic. This study aims to determine the client's opinion about Groovy in the pitching phase whether the perception offered is by following what is being offered and to find out the gaps that occur between the client and the Groovy event organizer.

## Research Mind Map

*Figure 1*  
*Research Mind Map*



## Literature Review

Client expectations have variables that play an important role in determining the quality of the product to be selected and also client satisfaction, the client will consider product choices by following the standards of his expectations. According to Widodo, the standards used by clients are taken from experience and information obtained by previous clients such as advertisements, media, and friends (Widodo, 2009). Client expectations accompanied by quality service will certainly play an important role in shaping customer satisfaction.

Sarlito said that the ability to distinguish, group, focus, and so on whose final result is an opinion can be interpreted into perception (Efendi, 2016). Perception can take place when someone tries to understand something with his senses so, in perception, there is a process to assess something. Meanwhile, according to Kotler perception is the consumer's response to the selected thing or object. Perception has several main indicators, namely: (Kotler, Marketing Management, 2009)

- a. Affordable product prices
- b. Product Quality
- c. A wide variety of products and many choices

Kerby stated that perception greatly influences consumer behavior towards buying interest and interest in a thing or service provider needed by individuals (Need Recognition) (Irwansyah, 2021). Perceptions that influence customer decisions: (Kurniawan, 2020)

- a. Quality perception
- b. Price perception

According to Kotler, service quality is the performance offered by service providers to clients (Kotler, Principle of Marketing, 2008). Service quality is an assessment dimension used to measure or meet client expectations (Fandy, 2019). Improving service quality is one of the important aspects to get customer satisfaction, currently service quality is one of the important aspects needed by service providers to find out the gaps that may occur between the company and the client. With good service quality, it will have a positive impact on the company because the client will have a positive perception which will certainly provide benefits for the company.

According to Kotler, customer satisfaction is a feeling of satisfaction or disappointment of consumers that arises because of comparing perceptions with expectations that are the result of finished work (Kotler & Keller, Marketing Management, 2007). Client satisfaction or dissatisfaction is a response to the perceived evaluation because previous expectations do not match the actual performance after being felt. In evaluating customer satisfaction, it can be measured by looking at the quality of service. The following are some of the dimensions used in evaluating customer satisfaction, namely:

- a. Tangibles  
Direct evidence is service that can be seen, smelled, and touched. Physical evidence of the company can attract the client's interest, with the appearance and good infrastructure can be tangible evidence of the services to be provided.
- b. Reliability  
Reliability is the ability of service providers to provide services to clients with what was promised immediately, appropriately, and satisfactorily.

- c. Responsiveness  
Responsiveness is the ability of service providers to assist or provide services quickly and responsively.
- d. Assurance  
Assurance is the knowledge and behavior of staff in building trust and confidence in the client when choosing the services offered.
- e. Empathy  
Empathy is one of the skills needed in the dimension of service quality because it is carried out directly by staff to give attention, sensitivity, and needs to individual clients.

GAP Analysis is a method used to determine the gap (GAP) that occurs between the performance of service providers and client expectations (Fandy, 2019). GAP analysis aims to determine the relationship between client perceptions and improving the quality of services provided, with service factors that according to clients need to be improved because they are still not satisfactory (Alfred, Melicia, & Monika, 2017). There are 5 types of GAP to determine the level of client satisfaction with the services provided seen from different aspects to understand the gap (GAP) that occurs, namely: (Gunawan, 2020)

1. GAP 1 (Customer Expectation – Management Perceptions)  
The first gap that can occur is because the management does not understand how the client forms expectations based on the sources obtained, such as advertisements, previous experiences at the service provider, or others.
2. GAP 2 (Management Perceptions – Service Standards)  
This gap can occur because the management lacks commitment when providing quality service or it could be because the management gives the perception that service providers cannot meet customer expectations.
3. GAP 3 (Service Standards – Service Delivery)  
A Gap that happens transpires ensue during service delivery can be influenced by many things, including lack of teamwork, poor employee selection, inadequate training, and inappropriate job design.
4. GAP 4 (Service Delivery – Customer Perception)  
This gap occurs because there is a difference between the services provided and external communication which is usually in the form of excessive promises and the client does not get further information.
5. GAP 5 (Customer Perception – Customer Expectation)  
This gap is a gap that occurs due to differences in the client's perception of the client's expectations of the services that will be provided by the service provider.

## **Methodology**

This study used several methods, it is observations at the Groovy Event Organizer Company for 4 months, conducting interviews with supervisors, questionnaire data owned by the company, Google reviews, and literature studies through books, journals, and scientific works. I used several methods, such as summarizing and also selecting the appropriate data

and then presenting it in tabular form to make it easier to read the research results and draw conclusions.

To check the validity of the data, triangulation was carried out by checking the data obtained from several different sources. The number of clients who have filled out the questionnaire and also interviewed by the author who was represented by the supervisor as an intermediary as many as 23 clients with 20 different companies have filled out the questionnaire owned by the company. The non-probability sampling method is used in this study, non-probability sampling has a method that can be used, namely purposive sampling, the supervisor directs to several clients which are easier to obtain data. Then I was allowed to interview and got 5 companies according to their needs by adjusting the appropriate criteria. The data obtained during the interview related to the personal data of the respondent is kept confidential, the data published is only general data.

**Table 1**

*Number of Clients Who Have Filled Out Questionnaires and Interviews*

No	Data Collection Method	Amount
1	Questionnaires	23
2	Interview	5
<b>TOTAL</b>		<b>28</b>

## Findings & Discussion

The results of the table below were obtained by conducting interviews with clients with an intermediary supervisor as a liaison.

### Interview results

**Table 2**

*The results of the interview regarding the client's opinion about contacting Groovy's contact person for the first time for event consultation via Whatsapp chat*

No	Interview Questions	Enterprise Scale	Results
1	Client's opinion about contacting Groovy contact person for the first time for event consultation via Whatsapp chat	International Company	Fast Response
2		National Company	Friendly and Helpful
3		National Company	Provide solutions and also details in the explanation
4		National Company	Fits with the way of service
5		National Company	Precise and fast response

The data obtained in the table regarding the client's opinion about the first time contacting the Groovy contact person for event consultation via Whatsapp chat that the

responses or answers given by the client are all positive, from the results of the interview it can be concluded that the client has a positive perception of the Groovy event organizer. It can be seen that there is a positive perception of Groovy Event Organizer as a service provider that provides the best quality service for its clients, although it is still in the discussion stage to gain client trust, Groovy still provides its best response to clients because they are service providers who need trust from the client to handle the event.

**Table 3**

*Interview results regarding the first pitching event with Groovy (Presentation)*

No	Interview Questions	Enterprise Scale	Results
1	Client's opinion about the first time pitching event with Groovy (Presentation)	International Company	Inovasi and Millennial
2		National Company	Innovation and Total
3		National Company	Solid and Clear Presentation
4		National Company	Very Clear
5		National Company	Out Of The Box

The results of the interview obtained regarding the client's opinion about the first time pitching event with Groovy (Presentation) the response given by the client, namely Groovy gave a very good performance in making presentations because the results obtained according to the client's opinion Groovy gave a total, solid, very clear presentation, very innovative and also out of the box. Therefore, this interview point also shows that the client has a positive perception of Groovy even though it is still in the pitching (presentation) stage.

**Table 4**

*Interview results regarding the client's opinion about the first event with Groovy (After Event)*

No	Interview Questions	Enterprise Scale	Results
1	Client's opinion about the first event with Groovy (After Event)	International Company	Satisfied with the way it works and the service
2		National Company	Very happy with the service
3		National Company	Total Service
4		National Company	Happy and hope to work together again
5		National Company	Happy, always provide solutions to all challenges faced

The results of the interviews obtained regarding the client's opinion about the first time the event with Groovy (After Event) gave a positive response to the way of working, service, service, and solving the solutions that occurred. The point of this question also shows that the client has a positive perception of groovy regarding the services provided to the client.

**Table 5**

*Interview results regarding the reasons for choosing Groovy for the Event*

No	Interview Questions	Enterprise Scale	Results
1	What is the reason the client chooses Groovy for the event?	International Company	Budgets and Ideas
2		National Company	Budget worth it
3		National Company	Budget and service obtained
4		National Company	Budgets and Ideas
5		National Company	The best budget from other Event Organizers

In the indicators proposed by Kotler in the marketing management book that an affordable product price indicator can affect the perceptions generated by the client. With the results of the interviews, it was found that the table of interviews conducted showed that the client gave reasons because of the budget other than the quality of service that made them decide to choose Groovy as a service provider that handled the event that the client would carry out. Therefore, the main indicator regarding affordable product prices greatly affects the positive client perceptions that the client has of the Groovy Event Organizer. This point also shows that the client has a positive perception of Groovy with the prices and services provided.

### Questioner gap results

**Table 6**

*GAP that occurs based on the data obtained*

No	Event Type	Enterprise Scale	Client Character	The GAP that Occurred
1	Online Event	National Company	Details by bringing their event concept	GAP 5 (Stream quality and screenshot image)
2	Virtual Event	International Company	Details with a given concept	GAP 5 (Company standard database for clients who have repeat orders)

3	Hybrid Event	National Company	Details by bringing their event concept	GAP 5 (Extended GR timing)
4	Hybrid Event	International Company	Details with the Client's Terms and Conditions and structured	GAP 2 (Error in displaying presentation documents)
5	Hybrid Event	National Company	Details with production results are affected by distance due to event location (Semarang)	GAP 2 (Delay in submitting 3D Virtual Stage production results)

Clients handled by Groovy Event Organizer are company-based clients that have international, national, and regional scales. From the results of the questionnaire obtained there is a GAP between Groovy and the client. This GAP is not affected by the scale of the client company because the GAP can occur if there is a discrepancy between the perception and the expectations obtained, this can occur by each individual (PIC Event Client). The GAP obtained from the questionnaire results are GAP 5 (can occur because the client's perception is inversely proportional to the client's expectations) from the results of the questionnaire some clients have gaps both in streaming quality and screenshot images do not match what expected by the client, groovy does not have a standard database the company for clients who have made repeating orders that cause dissatisfaction because they have to do a brief from the beginning about things that groovy should have understood about the standard from the client and also there is a mismatch between expectations and expectations regarding the provision of general rehearsal time. GAP 2 (can occur due to management's perception of service standards provided to clients who do not follow the per under what was previously promised by the management service provider) from the results of the questionnaire some clients have gaps, both errors when displaying presentation documents and also delays when submitting the results of the 3D virtual stage production. Even though there are some gaps with groovy clients, they still provide their best service and solve problems by providing solutions quickly and precisely which makes clients repeat orders for their events. The conclusion obtained from this research is that the client has a positive perception of Groovy Event Organizer in the pitching phase as well as during the event, the initial perception offered is by following the client's expectations, the gap (GAP) cannot be avoided. The gaps that occur are GAP 2 and GAP 5. It is proven by Kotler theory that it affects the client's perception. The way to find out the gap can be proven by the theory of GAP Analysis.

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