

Improving Friendly and Personalized Service as a Commitment to Public Satisfaction at BUMDes Wukir Sari Yogyakarta

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Abstract.

This article discusses the improvement of friendly and personalized service at Bumdes Wukir Sari, Yogyakarta, as an effort to enhance community satisfaction. The background of this community service activity underscores the importance of excellent service in building the image and trust of the community towards Bumdes. However, there are still challenges, such as the lack of knowledge and experience among new employees and limited communication skills. The methods of the activity include training designed to improve staff competencies in providing warm, personal, and responsive service. This training involves lectures, practical exercises, mentoring, and evaluation. The results show a significant correlation between the quality of friendly and personal service and the level of community satisfaction. The findings indicate that friendly and personal service is a key factor in increasing community satisfaction with the services provided by Bumdes Wukir Sari. The recommendations include implementing a personal approach through HR training focused on enhancing employees' communication and empathy skills, as well as integrating technology to improve service quality and customer experience. It is also suggested to conduct regular evaluations, collect feedback, and foster a culture of friendly and personal service. The application of sharia principles in managing Bumdes is also recommended to increase trust and community satisfaction.

Keywords: *Improving friendly; Personalized service; Public satisfaction.*

I. INTRODUCTION

The importance of excellent service in enhancing the image and trust of the community towards the Village-Owned Enterprise (BUMDes) Wukirsari. Friendly and personal service has become one of the key factors in achieving high customer satisfaction levels, as well as strengthening BUMDes's position as a business entity capable of meeting the needs and expectations of the community effectively. In the context of managing Wukirsari village tourism, service quality significantly impacts the attractiveness of the village and its sustainability in the long term. Therefore, friendly, responsive, and personalized service should become the top priority in developing service quality within the BUMDes environment.

Data and prior research indicate that friendly and responsive service creates a comfortable environment for customers and users of services. Siregar et al. (2024) state that implementing friendly and responsive service can establish a learning environment that is comfortable and safe, which is equally applicable in the context of BUMDes services. They emphasize that employees' personalities and responsive attitudes are crucial in creating a pleasant and effective service atmosphere. Polite, friendly, respectful, and soothing speech behaviors are the main factors in providing satisfying service, as also highlighted by (Hasan, 2024). These attitudes not only provide comfort to customers but also reflect professionalism and the seriousness of the managers in the service operation.

However, in practice, many BUMDes, including Wukirsari, still face various challenges. One major issue is the lack of knowledge and experience among new employees working within the BUMDes. According to Han et al. (2011), an essential aspect of improving service quality is the management's ability to communicate and provide guidance to the community and members effectively. Strategic and effective communication helps enhance service quality and builds better relationships between managers and the community. Capacity building through continuous training and mentoring is crucial so that employees can interact in a personal and professional manner.



Figure 1. at Bumdes wukirsari

Furthermore, internal factors influencing BUMDes's performance include financial resources, human resources, and social capital, as Harianto (2016) describes. These three pillars are fundamental in building quality services and competing effectively. Social capital, for instance, strengthens the success of BUMDes management through trust and familiarity between the managers and the village community. If managers can maintain good communication, show empathy, and understand community needs personally, the relationship will become more harmonious, and the service will feel warmer and more personal.

In addition to communication and human resources, other influencing factors that need attention are the service environment. As active participants in village tourism management, the community must also actively support quality services. High community participation will strengthen the presence and quality of BUMDes services. However, to ensure that services are

friendly and personal, managers need to develop strategies that enhance the competence of all team members. This includes improving communication skills, understanding community needs, and managing services responsively and empathetically.

On the other hand, Prasad Lamsal & Kumar Gupta (2022) emphasizes that there is an aspect of tangible service that still requires attention, with a gap value of 0.13. This indicates that physical aspects and appearance in BUMDes services need to be improved to meet customer expectations, so that services are not only friendly but also appear professional and visually appealing. To achieve and maintain friendly and personal service, managers and staff must be able to sustain performance across all these aspects — including physical appearance, attitude, and understanding of customer needs.

Friendly and personal service at Wukirsari BUMDes is a critical factor that must continue to be developed and maintained. The main challenge is the lack of knowledge and experience among new employees and limited communication competencies. Capacity-building efforts through ongoing training and mentoring will greatly assist in creating services that are not only responsive but also full of empathy and personal touch. By implementing appropriate communication strategies and enhancing employee skills, it is hoped that Wukirsari BUMDes's services will be recognized more broadly as a provider of excellent services to strengthen the background of the study or activity.

II. METHODS

The training activity on Friendly and Personal Service at Bumdes Wukirsari is designed to enhance the competence of staff in providing warm, personalized, and responsive services to the community. The methods employed in this activity include lectures, practical exercises, mentoring, and evaluation. Scheduled to take place in June 2025 at the Bumdes Wukirsari office, this activity will involve 10 staff members who are directly responsible for delivering services to the community.

At the initial stage, the activity begins with a lecture session aimed at providing a foundational understanding and theoretical knowledge regarding the importance of friendly and personal service. The lecture material covers fundamental principles in creating positive customer experiences, such as establishing effective communication, demonstrating empathy, respecting customers, and understanding their individual needs. This session will also explain how to build good relationships and trust with customers through warm interactions, as well as offering appropriate solutions to make customers feel valued and satisfied. Participants are expected to grasp these basic concepts, serving as a basis for direct application in the field.

Following the lecture, the activity continues with practical exercises. In this session, each staff member will have the opportunity to directly practice implementing the principles of friendly and personal service by role-playing as both customer and service provider. These simulations will replicate service situations at Bumdes's service points, where staff must communicate effectively, display friendly attitudes, and understand customer needs personally. Through this activity, participants will gain firsthand experience in applying the theories learned, enabling them to adjust their service approach according to the characteristics of each customer (Homburg et al., 2017).

Subsequently, ongoing mentoring will be conducted throughout the training, involving facilitators or trainers who provide direct guidance. The mentoring aims to give direction, corrections, and support to participants, helping them build confidence and optimize their ability to

implement friendly and personal service techniques in their respective work environments. Mentoring will be carried out both individually and in groups to ensure that each staff member receives constructive feedback and solutions to challenges faced during practice.

By the end of the series of activities, an evaluation will be conducted to measure staff understanding and skills in delivering friendly and personal service. The evaluation will utilize two methods: written tests and practical assessments. The written test will assess participants' comprehension of the theoretical concepts conveyed during the lecture, including service principles, building personal relationships, and effective communication techniques. The practical assessment will evaluate their ability to perform direct service at their work locations in accordance with the learned concepts through simulated service scenarios. This evaluation aims to determine the extent to which participants can apply the knowledge and skills gained during the activity.

This program is expected to improve the quality of staff service at Bumdes Wukirsari, enabling them to provide more warm, personal, and responsive services to the community. Through the combination of theoretical foundations, real-world practice, continuous mentoring, and objective evaluation, this training aims to produce tangible improvements in performance and customer satisfaction. Furthermore, the activity serves as a preliminary step in fostering a culture of quality service within Bumdes Wukirsari and demonstrates the management's commitment to delivering excellent and enjoyable services to all customers.

III. RESULT AND DISCUSSION

This research indicates that enhancing friendly and personal service is a key factor in increasing community satisfaction with the services provided by Bumdes Wukir Sari. Based on data collected through observations and direct interviews with community members and Bumdes managers, there is a significant correlation between the quality of friendly and personal service and the level of community satisfaction. This aligns with the findings of Nor et al. (2022), who state that organizational commitment and employee professionalism greatly influence the quality of public services and ultimately lead to greater community satisfaction. Organizations that demonstrate a high commitment to friendly and personal service tend to be more effective and efficient in meeting community expectations (Homburg et al., 2017).

Furthermore, the study by Prasad Lamsal & Kumar Gupta (2022) reinforces that factors such as effective communication, personal approach, and responsiveness significantly influence community satisfaction with public services. In the context of Wukir Sari Bumdes, the implementation of a personal approach can be achieved through HR training focused on enhancing employees' communication skills and empathy when interacting with the community. Such training is crucial for employees to understand the individual needs and desires of community members, enabling them to deliver services that are both suitable and satisfying. This competency development aligns with Sharma (2025) recommendations, which emphasize the importance of technology and innovation in improving service quality and customer experience, including in the public service sector.

Practically, effective communication is demonstrated through open and responsive channels, whether via social media, WhatsApp service, or direct interactions at service points. Bumdes managers have initiated the development of a feedback system that is easily accessible to the community, allowing residents to submit input and complaints quickly and directly. The importance

of collecting feedback to improve service quality is also supported by Alam et al. (2024), who argue that accountability and the integration of sharia principles in Bumdes management can enhance trust and satisfaction among community members.

Improving the speed and accuracy of service delivery has also become a primary focus. Observations show that services at Wukir Sari Bumdes have become more optimal following procedural adjustments and staff training to deliver faster, more precise services. This supports Sharma (2025) findings, which highlight that the use of technology and digital innovations are crucial for speeding up processes and reducing waiting times, thus providing a more positive experience for the public in accessing services.

Additionally, providing personalized services can be further improved through the use of information technology that delivers relevant, targeted services based on community needs. For example, by managing customer and participant data, Bumdes administrators can better understand the specific requirements of each individual, enabling them to tailor services according to their characteristics and preferences. This strategy is in line with the findings of Lamsal and Gupta (2022), who emphasize that personalization in service enhances feelings of being valued and increases community satisfaction.



Figure 2. The Discussion of Improving Friendly and Personalized Service

Next, regular evaluation and feedback collection are essential components to ensure the sustainability of service improvements. The Wukir Sari Bumdes management actively conducts customer satisfaction surveys and community discussion forums to identify the strengths and weaknesses of the services provided. The data collected are further processed and used as a basis for continuous improvement oriented toward community needs. This approach is highly relevant, as supported by Nor et al. (2022), who state that the success of public service development heavily depends on the organization's willingness to learn and adapt dynamically to community requirements (Engström & Elg, 2015).

Beyond internal aspects, strengthening a culture of friendly and personal service also becomes a primary focus. Internalizing community-oriented service values into all activities and work culture at Wukir Sari Bumdes is believed to enhance service quality on an ongoing basis. In practice, all employees are encouraged to always act politely, empathetically, and responsively towards the community as part of their daily work ethic. This aligns with the concept of professionalism and organizational commitment discussed by Prasad Lamsal & Kumar Gupta (2022), who assert that a strong organizational culture and positive service culture will reinforce service quality and increase community trust.

The use of technology is also a crucial factor in enhancing personal service. Currently, various digital innovations such as mobile-based applications and Customer Relationship Management (CRM) systems are being adopted by Wukir Sari Bumdes to facilitate administrative processes, accelerate service delivery, and provide more personalized services tailored to community needs. These technological advancements not only streamline operations but also enable the organization to better understand individual customer preferences, thus delivering more targeted and satisfying service experiences.

IV. CONCLUSION

Improving friendly and personalized service at Wukir Sari Bumdes plays a crucial role in increasing community satisfaction. Through the implementation of effective communication principles, HR competency training, and the utilization of digital technologies such as mobile-based applications and CRM systems, Bumdes is able to offer services that are faster, more accurate, and tailored to the community's needs. Additionally, regular feedback collection and the development of a community-oriented service culture, along with internalizing values of professionalism and trust, strengthen the quality of service. Therefore, a holistic approach that encompasses both internal and external aspects is expected to ensure the sustainability of service improvements, enhance community trust, and realize more effective, efficient, and community-driven Bumdes services that meet the expectations and needs of the community to the fullest.

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