

BUILDING CUSTOMER RELATIONSHIPS BY PROVIDING QUALITY PRODUCTS AND SERVICES

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Abstract

Indonesia's economy in the past year has indeed been in trouble due to the pandemic. Right after the Government announced the positive for Covid 19 in Indonesia on March 2 2019, the Indonesian economy experienced a downturn throughout 2020 due to the implementation of the PSBB due to the pandemic. According to Kompas, Wednesday 27 January 2021, household consumption in 2019 contributed up to 57 percent of economic growth, while throughout 2020 the pandemic caused millions of workers to lose their jobs or experience a decrease in income. The PSBB policy to prevent the spread of the Covid-19 pandemic resulted in limited mobility and community activities which resulted in a decrease in domestic demand. MSMEs are present as a means of improving the economy of the poor, namely by expanding employment and absorbing labor so that MSMEs can become an alternative means in order to move the wheels of the people's economy. In addition, MSMEs are able to play a role as a means of increasing foreign exchange, because the MSME market is not only domestic but also abroad.

Keywords: Reliability, Usefulness, Service, Satisfaction, Positive Impression

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