

# Value Proposition Canvas Validation: Measuring Customer Satisfaction of Photography Business

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## Abstract

Photography and videography services accounted for 0.45% of the total revenue generated by the creative industry. The research indicates that the photography sector is a viable business opportunity, particularly in Bandung, West Java. Pict.by.Vins Photographic is one of the photography companies attempting to have a sustainable future. There are many methods for evaluating a business opportunity. Nonetheless, sustainability is an aim for any business. Customers are the most critical element of any company that must be taken carefully. Businesses do not just sell goods; they connect with consumers personally via the product. Understanding the difficulties and benefits of consumers enables businesses to develop their product and marketing strategies. The purpose of this study is to examine the consumer viewpoint to quantify and verify the photography business's value proposition canvas (VPC). This study aims to collect customer satisfaction data to validate the VPC. The research used a qualitative approach in describing the data gathered from respondents—the data were gathered through interviews with ten company customers. Purposive sampling was used to choose responders. This research demonstrates that a combination of originality and quality drives consumer satisfaction with business services and photographic products at a reasonable price. The area that needs improvement is relationship, skill, and knowledge. This study is essential for business insight since it enables companies to develop and improve engagement strategies over time.

## Keywords:

Customer Satisfaction, Service Quality, Value Proposition Canvas, Creativepreneurship

## 1. Introduction

The survey results from Badan Ekonomi Kreatif (BEKRAF, 2017) say that the photography sector contributes as much as 0.45% of all sectors in the creative industry. Based on the data, businesses in the photography sector are still relatively small compared to other sectors, for example, the fashion sector, which reaches 18.15%. There are still very few actors in the photography sector. Meanwhile, taken from D. Rochman, (D. Rochman, 2015), the photography service sector has an increasing economic impact on the country, both directly and indirectly. Thus, the impact is that the calculation of the economic contribution in the photography industry is considered quite high. The economic contribution seen from one of them is the aspect based on the gross domestic product (GDP), which contributed 8.4 billion in 2013. According to the data, it can be seen how much potential the photography industry has to develop.

Sub-sectors in the creative industry like to be diverse as before. The creative industry in Indonesia has other sub-sectors outside the sub-sector, such as culinary services, fashion, crafts, and others. The photography sub-sector can relate to all sub-sectors of the main need for visualization, namely images or photos (D. Rochman, 2015). The breadth of aspects and uses of photography needed in other sectors is one of the reasons why the service sub-sector is one of the rapidly growing sub-sectors in the industry. A significant increase in the development of the photography industry occur. This increase is supported by the need for all sectors for visualization. The photography industry can develop due to competition that still tends to be minor and not so tight and is also supported by more specific consumers for a particular market (Syaikhon, 2012). High consumer interest or the ability (purchasing power) of good consumers to support photography services is in great demand.

In order to achieve the goals of the company, Pict.by.Vins should analyze the industry to make a proper value for their customer. The most important aspect of service business is customer satisfaction. Customer business can sustain by fulfilling the customer pains and gains. Every business should achieve its goal of paying attention to customer satisfaction. One of the long-term goals is always to build relationships with customers. Consumers will be loyal to the company because they feel comfortable, and their needs or desires are always met—every business, especially Pict.by.Vins want to achieve by always maintaining customer satisfaction. We are expected to maintain the company's reputation and image as a service company that provides the best service to consumers. The company thinks reputation and corporate image are very important in the industry. A positive consumer perception makes the company that can be trusted. Maintaining customer satisfaction is also expected to create customer loyalty. The consumers become evangelists who recommend the business to friends or family. So that it can attract new customers to the company, and help increase the profits that can be obtained by Pict.by.Vins.

## 1.1 Objectives

When the businesses want to build a relationship with the customer, they must create satisfaction for consumers who use its services to become a sustainable business in the industry. In addition, the company must also be able to analyze the company's internal to create value proportion for creating satisfaction. This research aims to measure customer satisfaction through VPC on Pict.by.Vins business. In this research, the authors want to know customer satisfaction in Pict.by.Vins company by processing data to increase customer satisfaction through 5 dimensions.

## 2. Literature Review

To achieve the goal, some of the literature used as a reference in writing is as follows :

### 2.1. Value Proportion Canvas (VPC)

According to (Osterwalder A. ..., 2014) value proportion is a combination of products and services that provide value for certain customer segments. Another opinion says that the value proportion is a method adopted to understand the strengths and weaknesses of a product or service in the eyes of consumers (Gierej, 2017).

### 2.2. Key Performance Indicators (KPIs)

A business's ability to assess and verify customer satisfaction requires an effective and efficient measuring system. Their measuring objectives ensure that established company performance is consistent with the objectives. The authors use Key Performance Indicators (KPIs), a metric used to evaluate how a company carries out its strategic goal. The strategic vision in question relates to how the organization's strategy is incorporated into the broader organizational strategy on an interactive basis (Warren, 2011).

Meanwhile, according to (Iveta, 2012), Key Performance Indicators (KPIs) are quantitative and progressive measurements for businesses from various viewpoints. They are based on real facts and serve as the foundation for establishing objectives and developing organizational plans.

### 2.3. Service Quality and Customer Satisfaction

Pict.by.Vins company offers photographer services included in one of the service companies. According to (Lupiyoadi, 2013), service is an economic activity. The result is not an item or product in physical form, which is generally produced when it is produced and can provide added value for those who use it. Meanwhile, according to (Pasuraman, 2011) services offered by service companies are intangible products bought or sold in the market through mutually satisfying exchange transactions. The service company itself is an act or action offered by a party with an intangible, physical nature. It does not result in ownership (Tjiptono, Pemasaran Jasa - Prinsip Penerapan dan Penelitian, 2014). The definition of a service company is a company that carries out economic activities that have intangible benefits where interaction with consumers or with goods owned does not result in a transfer of ownership (Payne, 2000). Thus, in general, service companies offer products in services to consumers. To become a surviving company, Pict.by.Vins must ensure customer satisfaction with the best service. (Tjiptono, Pemasaran Jasa, 2005) Argues that service quality is the expected level of excellence in controlling these advantages to fulfill customer desires. In other words, two main factors affect service quality, namely, the expected

and the perceived service. Customers are satisfied with service quality if there is a match between expectations and management perceptions, conformity between consumer expectations and employee work standards. There is a match between employee work standards and the services provided by the company with the promised services. The last is the compatibility between the services received with what consumers expect.

From the above definition, it can be concluded that what is meant by service quality is an activity expected by consumers so that companies try to meet the needs and desires of consumers. (Bitner, 2002) argues that five indicators, namely as follows, can measure service quality:

1. Tangible (physical evidence)

Physical evidence is concrete evidence of the company's ability to present the best in the eyes of consumers. The physical facilities include buildings, front office, cleanliness, comfort, and tidiness of the room, the appearance of employees, etc.

2. Reliability

Reliability Is the ability to provide services following consumers' promises. As previously stated, two main factors affect service quality: expected service and perceived service. If the service received or perceived (perceived service) follows what is expected (expected service). The service quality is perceived to be good and satisfactory. If the service received exceeds customer expectations, the service quality is perceived as ideal. However, if the service received is lower than expected, then the quality of service is highly dependent on the ability of the service provider to provide services to consumers continuously and consistently.

3. Responsiveness

Responsiveness is the company's response to helping consumers meet their needs and desires. Responsiveness is also how we as a company provide fast and responsive service.

4. Assurance (guarantee)

This dimension includes the company's ability to know the right knowledge of services to consumers. This dimension also includes the courtesy of the company as an individual who interacts directly with consumers (quality of hospitality). This dimension measures the company's ability to instill trust in consumers.

5. Empathy

The last dimension is empathy. Empathy shows the individual attention given by the company to consumers, such as the ease of contacting the company, the company's ability to communicate with consumers, and the company's efforts to understand the needs and desires of its consumers.

### 3. Methods

In this research, the authors use the descriptive method. Collected data might need for this analysis. Data collection is one of the steps authors need for research because it has the main purpose for gaining information which is later used for analytical (Sugiyono, 2016). The data used in this analysis include primary data and secondary data. Primary data can be directly from Pict.by.Vins customers. Meanwhile, for secondary data, the authors used the literature study method.

These data collection techniques helped and facilitated a collection of information about the variables studied. Several methods to collect data for this research include:

1. Interview

(Esterberg, 2002) defines that the interview as a meeting of 2 people to exchange information and ideas through question and answer, meaning can be constructed in the topic. Interviewing is a communication process paired with a serious and predetermined purpose designed to exchange behavior and involve questioning and answering. We also conduct interviews about the quality of the services we provide, feedback, and suggestions from customers. We regularly conduct focus group discussions with our consumers; the point is to find out feedback for the Pict.by.Vins company.

For this research, the company Pict.by.Vins conducted interviews with ten different sources who are the company's consumers. They are expected to convey factual and accurate information, so the respondents must have an experience of pict.by. vin's services.

2. Literature review

Literature studies are theoretical studies, references, and other scientific literature related to the culture, values, and norms that develop in the social situation under study (Sugiyono, 2016). Literature studies can also be done by looking for references that support scientific research from books, websites, or articles that are related and related to scientific research. The authors chose this data collection technique of the literature study to obtain a theoretical basis that we can use in determining the variables measured in this study.

### 3. Questionnaire

In addition, the author also uses a method of collecting data using a questionnaire. According to (Sugiyono, 2016) a questionnaire is a data collection technique done by giving a set of questions or written statements to respondents to answer. In this research, the questionnaire given is a questionnaire to consumers of Pict.by.Vins to determine the quality of the services that the company provides. The researcher's technique is purposive sampling, which uses a questionnaire targeting method to certain groups selected by the researcher before distributing the questionnaire. The purpose of selecting the target of the questionnaire is that researchers want to obtain data based on the research objectives to be achieved. Its application to the company Pict.by.Vins is that the author has a group of corporate consumers who have used the services of Pict.by.Vins. It is hoped that the data or information obtained is following the research objectives that want to measure consumer satisfaction of the Pict.by.Vins company. The media that the researcher chose as a means to distribute this questionnaire was online. The researchers chose this distribution method because it has advantages such as obtaining it. One of them is saving costs, time, and effort. Another consideration for researchers is distributing online questionnaires to process data from respondents' answers automatically.

### 4. Data Collection

After authors have conducted a review of related literature review, done interview and questionnaire to measure and validate value proposition for five dimensions of customer satisfaction in Pict.by.Vins business, the authors identified customer satisfaction and how to maintain it. By doing this research, authors discover VPC used on Pict.by.Vins business to gain customer satisfaction. VPC is a tool that helped Pict.by.Vins is positioned around what the customer values and needs. Towards fulfilling the expectation of customers, Pict.by.Vins design value is based on five dimensions of customer satisfaction. Authors collected data helped to company sustain and maintain the relationship with their customers. The value offered by the company Pict.by.Vins, shows that the value can meet the needs and wants of customers. The impact is that by paying attention to the needs and desires of consumers, companies can be closer and establish good relationships with consumers. Results and measurements have shown that deeply communicating and understanding customers is important for a business to sustain and grow in the market.

### 5. Results and Discussion

Authors interview with ten business customers of Pict.by.Vins. The result is that seven of them are women and the rest are men. The answered of the respondent are satisfied with Pict.by.Vins services. During the process interview, there were six questions. This question refers to five dimensions of customer satisfaction (tangible, reliability, responsiveness, assurance, and empathy). The other outcome will be explained on the point. In the process, the author measured this index with a previously distributed questionnaire. By setting the criteria or scale in the following table:

Scale	Criteria
1	Strongly disagree
2	Disagree
3	Quite agree
4	Agree
5	Strongly agree

Table 1. Criteria for scale on questioner

The first indicator from the five indicators is tangible. Physical evidence is concrete evidence of the company's ability to present the best in the eyes of consumers. In the Pict.by.Vins company, physical evidence that companies can obtain from consumers at prices. The company measures the physical evidence that consumers are satisfied with the services of the Pict.by.Vins company by looking at indicators regarding the prices consumers provide to photo vendors and whether Pict.by.Vins has set prices that follow the benefits they receive. The average consumer answers that the budget they are willing to spend for photo vendors is around 10 million for wedding days. Thus this question, data collected is the price offered by Pict.by.Vins is already following the benefits received.

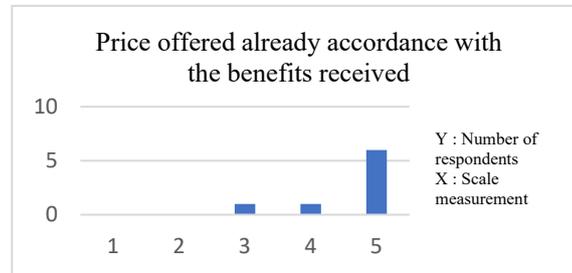


Figure 1. Result for

first indicator (tangible)

The second dimension is reliability, which measures customer satisfaction by looking at the quality of service that is expected by consumers and what is expected by consumers. The criteria for customer satisfaction are seen from the quality of services that the company provides. If the service received or perceived by our consumers is as expected (expected service), then the service quality of the Pict.by.Vins company is perceived as good and satisfactory. If the service received exceeds customer expectations, the service quality is perceived as ideal. However, if the service received is lower than expected, then the quality of service is very dependent on the company's ability to provide services to consumers continuously and consistently.

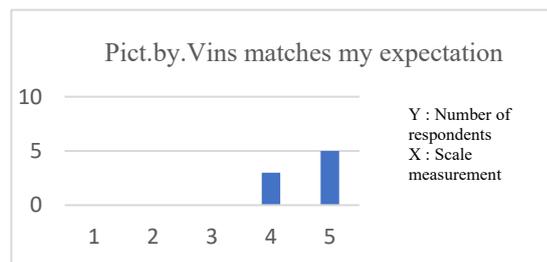


Figure 2. Result for second indicator (reliability)

After analyzing and pouring it, the authors got the data that 37.5% answered agree and 62.5% answered strongly agree. So the author can conclude that the company Pict.by.Vins has met the expectations of the company's consumers in providing photo services on their special day. Thus, the quality of the services provided by the Pict.by.Vins company is perceived as good and satisfying.

The third indicator in measuring consumer satisfaction, the indicators that companies need to measure are responsiveness in helping consumers. The Pict.by.Vins company performs an indicator of questions regarding the professionalism and responsiveness of individuals in the Pict.by.Vins company in the process of providing services.

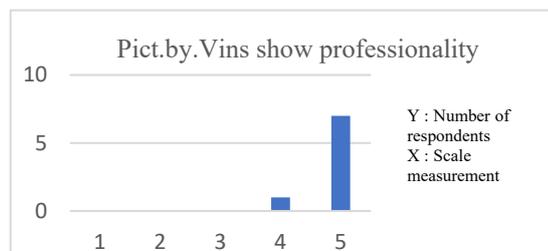


Figure 3. Result for third indicator (responsiveness)

Based on the data, the author can conclude that the company assumes the professional company Pict.by.Vins is good, and the company shows professionalism during service to consumers.

The next dimension measures the company's ability to be polite as individuals who interact directly with consumers (hospitality quality). The author looks at indicators regarding the polite, friendly, and comfortable attitude that the company Pict.by.Vins provide to consumers.

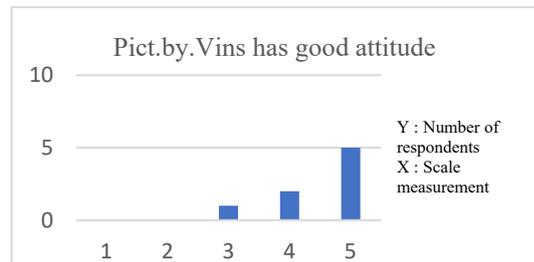


Figure 4. Result for fourth indicator (assurance)

The highest respondent's answer was 62.5% answered strongly agree, and the second-highest answer agreed with 25% percentage. The last order of respondents' answers quite agreed with 12.5%. It can be concluded that the company Pict.by.Vins has provided a friendly and courteous attitude to consumers.

The last dimension in measuring consumer satisfaction is empathy which shows the individual attention given by the company to consumers. In this measurement, the company sets indicators that measure the company's attention in providing solutions and the convenience offered.

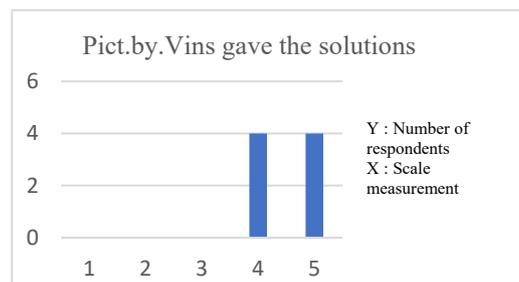


Figure 5. Results for fifth indicator (empathy)

Thus the author concludes that the company Pict.by.Vins provides solutions to consumers regarding the resolution of problems faced, especially in documentation. In addition to measuring the five dimensions, the authors also take data regarding customer satisfaction with the services provided by the company Pict.by.Vins. In concluding whether consumers are satisfied with the company's services or not, the authors make indicators that include customer satisfaction and customer loyalty.

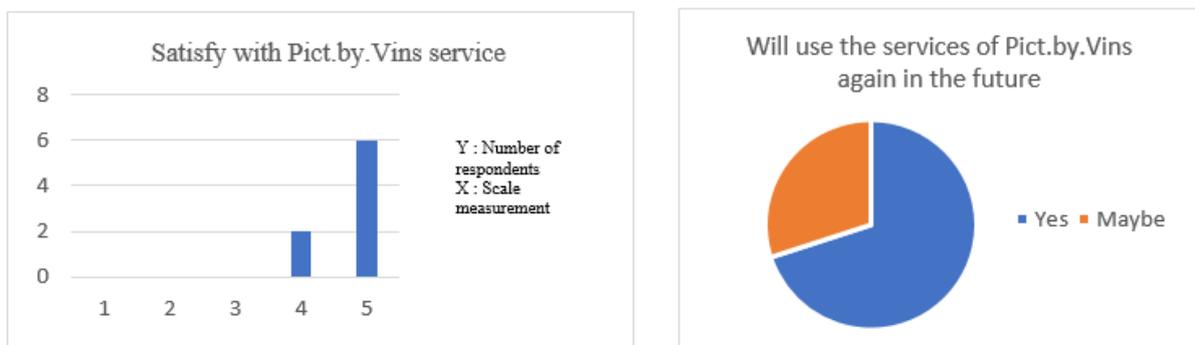


Figure 6. Measurement for customer satisfy and customer loyalty of Pict.by.Vins

In the measurement of consumer satisfaction, 75% of respondents answered strongly agree that they are satisfied using the services of Pict.by.Vins, this data is processed by the authors to evaluate companies to continue improving customer satisfaction. With the majority of satisfied consumers using the services of the Pict.by.Vins company, can be said that the company have good service quality.

Respondents answered that 87.5% would use the services of Pict.by.Vins again in the future, and 12.5% of respondents answered that they would probably use the services of Pict.by.Vins again. It can be concluded that the customer loyalty of the Pict.by.Vins company can be said to be good and has loyal consumers.

In developing a company that can compete in the creative industry, innovation and good services are needed. So it is hoped that the Pict.by.Vins company will not stop innovating and being creative both in the process and various services. The company Pict.by.Vins is a service company that is always customer-oriented in offering its services. Therefore, it is expected that the company will maintain the quality of services provided and improve the quality of services provided to consumers.

The author also uses the triangulation method to check and establish validity by analyzing various perspectives when doing validation. In this study, qualitative research refers to research findings that accurately reflect the situation and are supported by evidence from data obtained. Triangulation is a term that refers to the process of using various methodologies or data sources in qualitative research to get a holistic picture of phenomena. (Mudjia Rahardjo, 2012). Meanwhile, according to Sutopo (2002: 7-8), triangulation is the most commonly used method for increasing validity in qualitative research. Author use action research, which provides direction on the use of quantitative and qualitative approaches, as different ways to study the same phenomenon and can answer the same research questions (Bryman 1988). This technique aims to check the validity of the data that Pict.by.Vins has been obtained and can be held accountable for their validity. This paper concludes that the theoretical triangulation technique is carried out to test the validity of the data using more than one perspective to discuss the problems studied. It can be analyzed and drawn conclusions that are complete and comprehensive by comparing the results of the data obtained with the contents of related documents.

The author uses the Business Key Performance Indicator (KPI) validation method to measure and evaluate the company's performance on customer satisfaction. Key Performance Indicator (KPI) is a scalable and quantitative measure used to evaluate organizational performance to achieve organizational targets. At the Pict.by.Vins company, the author makes an indicator to measure the Key Performance Indicator (KPI) on customer satisfaction is 50% respondents satisfy with Pict.by.Vins services. After gaining data, 25% satisfy and 75% are very satisfied with the services.

## 6. Conclusion

Validating value for a business is important to gaining customer satisfaction; by fulfilling customer satisfaction, a business Pict.by.Vins can survive and become a sustainable business in the industry. The business of Pict.by.Vins has met customer satisfaction as seen from the average consumer respondents. The latter answered agree and strongly agree that they are satisfied with the service of Pict.by.Vins. In addition, in this research, the authors use five dimensions to measure customer satisfaction: tangible, reliability, responsiveness, assurance, and empathy. Through interviews done by the author and obtained data, it can be concluded that the company Pict.by.Vins has fulfilled the five dimensions of customer satisfaction. So the authors conclude that the company's consumer satisfaction Pict.by.Vins is good, and the company can offer good services to consumers. The next step that the author takes is to increase customer quality which includes skills, knowledge, and tools used. At the end of the conclusion, this research is the value proposition of Pict. by.Vins business is appropriate and, according to a business objective, to sustain by getting and maintaining customer satisfaction.

This research has a significant contribution to the entrepreneurial and start-up field. Many of the young generations are currently interested in becoming an entrepreneur and building a new business. Through this research, the new entrepreneur who has a passion for service and photography could learn more about this business and increase their readiness to become entrepreneurs (Utama et al., 2019). This research also contributes to those who have a passion for business during the pandemic. The pandemic gives big changes in every business sector and part of the business process (Sudirman et al., 2019). Due to this business passing through these pandemic moments, people could use this business as a case study to explore business opportunities.

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## Biographies

**Kevin Setiawan** is a founder of Pict.by.Vins Photography Busines. His passion and specializes in capturing moments through a camera lens. Being in love with photography, he has joined this industry since 2017. His passion brings him to build his own business. From 2018 he starts this business until now. Besides that, he is a student of creativepreneurship of entrepreneurship department.

**Marceline Sandy** is a co-founder of Pict.by.Vins with 6 months of experience abroad to Taiwan, has the experience to develop Pict.by.Vins and growth business performance. Her responsible for administration organization makes all things structure and on track. She is a powerful force in the workplace. She uses her positive attitude energy to encourage others to work hard and succeed. She is a student in the entrepreneurship department as well.

**Mulyani Karmagatri** is a Lecturer of the Entrepreneurship Program in Bina Nusantara University. She graduated from the Doctoral of the economic program. She has a passion for research about entrepreneurship and Leadership. Scopus ID: 57210743902, Orchid ID: 0000-0001-9730-1499. She is a Dance Entrepreneur with twenty years of experience in dance education and the dance performance industry.