



Modelling Quality of Service

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ABSTRACT

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This research was conducted because of the increasing number of customer complaints at the Mobile Store in Ukui, this shows that customer satisfaction at the Mobile Store in Ukui is low. Therefore, the research objective is to analyze the effect of physical evidence, reliability, responsiveness, assurance and empathy on customer satisfaction. The research sample is 86 respondents. By using purposive sampling method is a sampling technique that uses certain criteria. This study uses multiple linear regression analysis tools. The results of this study indicate that physical evidence, responsiveness, and empathy have a significant effect on customer satisfaction and assurance while empathy has not effect on customer satisfaction.

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1. Introduction

The business world is experiencing development and is affected by processes or kthe state of globalization. The business market is getting more and more open and open with opportunities that continue to open everywhere, but the competition is getting very tight and it is very difficult to keep up if you don't have the skills or abilities to compete. So that in conditions like this the company is required to create something innovative and creative as a competitive advantage. Competition in business does not look at what business we are running, but maybe only the number of competitors is large or not. Competition in the field of technologyTechnology is increasingly stringent, especially in the development of communication technology. Communication technology is experiencing rapid development and continues to grow today. Communication tools in the form of mobile phones in particular continue to experience extraordinary developments and improvements. And the demand for cellphones continues to experience a high increase, because nowadays cellphones are a necessity for human life. A communication tool which is a modification of a telephone set developed wirelessly and with more sophisticated and more complete technology.

The influence of advances in science and technology has increased awarenessas well as customer or community demands for a service. This is also no exception in terms of business in the field of selling communication tools, namely cellphones which have recently experienced a rapid increase both in quality and quantity. In every region, there are many cellphone sales businesses or what are often called cellphone counters. This creates intense competition between one store and another. Mobile is a basic communication tool for human life today, both young and old, both big and small. All can be connected with only one minimalist device, easy to carry around and provide maximum service. Currently, mobile phones are available from various brands, specifications, services and also shapes or models. At the level of low-income people, various types of cellphone brands have been provided with cellphone specifications that are already classified as high. So that people are interested and can also buy cellphones according to their wishes, as well as their economic capabilities.

Mobile is not only a means of communication, but also as a means of competing for economic capabilities. The price of cellphones for certain brands reaches a very high number with the luxury of the



service. But the cellphone is also a multifunctional tool. Mobile phones can be used for various purposes, from financial needs to various services that can make a job easier. Thanks to the services found on mobile phones, human life is made easier. People's mobility can be suppressed, even more so during a pandemic like today. So that makes it very easy when many things can be done via cellphone. Manufacturers of various brands of cellphones provide workshops or official cellphone care places. From this authorized repair shop or repair shop, the manufacturer offers a good service and is in accordance with factory standards. And if the official repair place offered by the manufacturer does not provide good service to customers, then the customer feels disappointed or dissatisfied with choosing the cellphone or is disappointed that he has made repairs at an official repair place.

Customers have high expectations of a company mobile phone brand, there are various reasons from the customer so that the customer finally buys a cellphone from a certain brand. Customers see from product quality, usually buyers will prefer products with good quality and in accordance with what the customer needs. In addition, the price of the product is a separate consideration for customers, customers tend to prefer products according to their financial capabilities. Furthermore, based on the service from the store where they will buy a cellphone. But basically a consumer will buy a product that has the quality as needed and in accordance with the ability to buy the product and also the customer gets good service from the shop assistant. Customers really appreciate the store that has provided friendly service and has good quality. The business world today is not only competing for profit but also competing in making customers more satisfied and not turning to other stores. However, in practice not all customers get the service or something they want. This is experienced by the largest mobile phone shop in Ukui who feels that customers have not felt satisfied. There are still many customers who complain about service that is less fast, less responsive, lack of attention to customer interests by shop assistants, and lack of product explanations.

Customer satisfaction is considered something that has a multi-dimensional concept that involves many elements ranging from costs, facilities, techniques and also personal and final results. A person's satisfaction is a combination of the influence of skills, knowledge, behavior, attitudes and means. Customer satisfaction is also different, the size is determined based on subjectivity, this causes each customer to have different sizes or levels of satisfaction. Thoughts about satisfaction also have influencing factors, such as age, occupation, income, education, gender, social position, economic level, culture, mental attitude and personality. Customer perception is one of the determining factors of customer satisfaction. This customer perception of the quality of products and services that focus on several dimensions of quality, namely physical evidence, reliability, responsiveness, and empathy. The physical evidence referred to in this study is physical evidence in the form of physical facilities, equipment, employees and means of communication. Physical evidence is the ability of a company to show its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure as well as the state of the surrounding environment are one of the ways the company provides quality service to customers.

Reliability is the ability to provide services that are available quickly, precisely, accurately and satisfactorily. Customers like something that is right and in accordance with the product description that has been provided. Responsiveness is the ability of a person to help provide clear information to customers. Customers will have a bad perception of a store or business when the service provided is satisfactory or makes customers wait for service for no apparent reason. Furthermore, what is needed in fulfilling customer satisfaction is empathy, which is an attitude that helps facilitate relationships, good communication and understanding the needs of customers.

Research on the effect of service quality on customer satisfaction has been investigated by previous researchers, namely research conducted by Aliansyah, et al, (2012), Nasyrah, et al, (2017), Wicaksono, (2017), Novitawati, et al, (2019), Putri and Nurcaya, (2012), Primananda and Setiawan, (2013), Dewi, et al, (2019), Armanto, (2018). There are differences in the results of previous studies so that researchers are interested in examining the effect of service quality dimensions on customer satisfaction. This is because the use of communication technology in the form of mobile phones is increasingly widespread and its use in all lines of life continues to develop. In addition, there was a decrease in cellphone purchases at the store, and the local community apparently prefer to buy cellphones in other areas or by other methods. Due to these complex reasons, the researcher chose to examine customer satisfaction which focuses on the dimensions of service quality.

1.1 Hypothesis

a. The Effect of Physical Evidence Variables on Customer Satisfaction

Physical facilities owned by the company that can be seen by customers will lead to confidence or disbelief. When the physical facilities that are owned are good and in accordance with existing standards it will provide service and also confidence for customers, then satisfaction with service to customers will increase. Meanwhile, when the physical facilities are not owned properly, the customer will feel dissatisfied with the service received by the customer.

H1: Physical evidence affects customer satisfaction

b. The Effect of Reliability on Customer Satisfaction

Reliability in providing the promised service by accelerating the interests of customers, serving accurately and also satisfactorily is something that is most desired by customers. Service reliability provides more confidence to customers so that they can provide satisfaction to customers. So that increasing the company's reliable ability to serve will increase customer satisfaction, and vice versa when the company is not reliable or reliable in service it will reduce or even make customers dissatisfied.

H2 : Circumstances affect customer satisfaction

c. The Effect of Responsiveness to Customer Satisfaction

Good responsiveness from company employees to provide assistance in serving customers to the maximum. Responsiveness affects someone in doing something, as well as in service. Company employees who have good and fast responsiveness will provide appropriate and fast service, because they know what customers need quickly. Therefore, the higher the level of responsiveness of employees, the higher the level of customer satisfaction. And vice versa when employee responsiveness is low, the level of customer satisfaction will also be low.

H3 : Responsiveness affects customer satisfaction

d. The Effect of Guarantee on Customer Satisfaction

Guarantees in employee service to customers can be in the form of employee knowledge, employee competence, courtesy and a trustworthy attitude from employees. Customers want guarantees in the form of fulfilling their needs, free from danger, risk and also free from doubt. The guarantee provided by the company must cover this, so that customers can feel satisfied. A high guarantee of a product and service will increase and affect customer satisfaction. And vice versa when the customer feels the company cannot guarantee it, the customer will be dissatisfied.

H4 : Guarantee has an effect on customer satisfaction

e. The Effect of Empathy on Customer Satisfaction

Empathy is a feeling of caring for others, this will help in providing services to customers in a business. Empathy for customer needs helps customers feel comfortable in dealing with the company. Because the customer assumes that the employee knows the needs that he will need, so that the customer will feel confident and satisfied with the employee's service. Therefore, the higher the level of empathy of a company employee in serving, the higher the level of customer satisfaction. Vice versa, when the empathy shown by an employee is low, the less likely the customer is to be satisfied.

H5: Empathy affects customer satisfaction

2. Methods

The population in this study are consumers who visit and buy cellphones at the Pratama counter whose numbers are not known for certain. While the sample in this study was calculated using the margin of error (MOE) because the total population cannot be determined with certainty, 10% is used (Djarwanto & Subagyo, 2005). The number of samples in this study was 86 people.

The data used is primary data by using a questionnaire and analysis method using Partial Least Square (PLS). With an analytical scale, namely a Likert scale of 1 to 5.

3. Results and Analysis

3.1 Effect of Physical Evidence on Customer Satisfaction

Based on the results of the original sample estimate value, physical evidence has a value of 0.405 with a significance value below 0.05 or 5%, which is indicated by a statistical t value of 4.144. The significance value is less than 5%, so it can be concluded that physical evidence has an effect on customer satisfaction.

This means that the physical evidence owned by the Store or Pratama cellphone counter is good and the better it will make customer satisfaction increase.

Physical evidence or physical facilities describes the state and readiness of the business to provide the best service to its customers. Companies that have good facilities will be better prepared to provide the best service. This is because employees are supported by various kinds of convenience in customer service. As with consumers, consumers will be more confident and ultimately satisfied with the adequate facilities from the company. Therefore, it can be said that the more complete and modern physical evidence is more capable of providing satisfactory service to customers. This research is supported by previous research conducted by Armanto, (2018), which states that higher physical evidence will affect customer satisfaction.

3.2 The Effect of Reliability on Customer Satisfaction

Based on the results of the original sample estimate, the reliability has a value of 0.108 with a significance value above 0.05 or 5% which is indicated by a t-statistic value of 1.044. The significance value is more than 5%, so it can be concluded that reliability has no effect on customer satisfaction. This means that the reliability of the store or the Pratama mobile counter has no effect on customer satisfaction.

In this research the reliability of a company does not have an important role for customer satisfaction. This is probably due to other factors that affect customer satisfaction. Usually, customers, especially from their villages, pay more attention to how the service is and pay more attention to the politeness and friendliness of the seller. Very few see how reliable a waiter is in serving. Therefore, reliability is a factor that is not too important for the respondents in this study. So the research results in this study reject the initial hypothesis or the hypothesis is rejected.

3.3 The Effect of Responsiveness on Customer Satisfaction

Based on the results of the original sample estimate, responsiveness has a value of 0.568 with a significance value below 0.05 or 5%, which is indicated by a t-statistical value of 3.886. The significance value is less than 5%, so it can be concluded that responsiveness has an effect on customer satisfaction. This means that the responsiveness of the shop or the Pratama mobile counter has an effect on customer satisfaction.

These results provide an illustration that the ability of employees to capture customer needs is needed in a service. This proves that the customer needs the understanding of a waiter to transact according to what he needs. Because sometimes customers don't know how good a product is, so consumers need an explanation on the initiative of the waiter. even more so with the environment which is still in a rural level, sometimes people only know by word of mouth about a product. Therefore, the service of a store must provide direction as needed, of course, accompanied by an attitude of courtesy. This research is in line with research conducted by Primananda and Setiawan, (2013) which states that responsiveness affects customer satisfaction.

3.4 The Effect of Guarantee on Customer Satisfaction

Based on the results of the original sample estimate, the guarantee has a value of 0.198 with a significance value above 0.05 or 5%, which is indicated by a t-statistical value of 0.976. The significance value is more than 5%, so it can be concluded that the guarantee has no effect on customer satisfaction. This means that the guarantees owned by the shop or the Pratama mobile counter have no effect on customer satisfaction.

Guarantee in service is an ability to guarantee that a service is safe and can also be trusted. But sometimes people do not understand how important a guarantee is for consumers. This is especially true for rural communities whose knowledge is not too much. Therefore, the guarantee for this study has no effect on customer satisfaction.

3.5 The Effect of Empathy on Customer Satisfaction

Based on the results of the original sample estimate, empathy has a value of 0.579 with a significance value below 0.05 or 5%, which is indicated by a t-statistical value of 3.857. The significance value is less than 5%, so it can be concluded that empathy has an effect on customer satisfaction. This means that the empathy that is owned by the Store or Pratama cellphone counter affects customer satisfaction.

These results prove that empathy is something that is needed by a customer. Empathy is a sense of caring that employees have to help customers choose products according to their needs. This really gives a big influence, because the empathy shown by employees will give maximum satisfaction to customers. This is because people feel cared for and buy products according to what they need. Therefore, empathy is a factor that affects customer satisfaction. These results are in accordance with previous research conducted by (Novitawati, et al, 2019).

4. Conclusion

Based on the results of the analysis in this study, it can be concluded that the variables of physical evidence, responsiveness and empathy have a significant influence on customer satisfaction. While the reliability and assurance variables do not have a significant effect on customer satisfaction. Suggestions for this research are as an effort to provide more useful information for customers, so that customers can feel satisfied. And for future research, it is better to add other variables so that it can describe customer satisfaction well such as company image and others.

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