

## Quality of Service in Improving Customer Satisfaction at MSMEs in Purbalingga

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### Abstract

*In the business world, fulfilling the needs and desires of consumers is one of the tasks that must be fulfilled by business people. Increasingly tighter competition makes business people prioritize customer satisfaction. The purpose of this research activity is to determine the effect of service quality on customer satisfaction at the Central Motor Workshop. The population of this study is unlimited and the sample of 96 respondents is known by using the lameshow formula. This type of research uses a quantitative approach, with data collection techniques using questionnaires. In this study the research tests used were validity, reliability, correlation analysis, descriptive analysis, simple linear regression, t-test and the coefficient of determination. In this study using a simple regression correlation coefficient. The effect of service quality (X) on customer satisfaction (Y), based on the results of the T-test in this study, the test results show that the independent variable, namely service quality, has a positive and significant effect on smooth production. Significant at the 0.000 level, because  $0.000 < 0.05$ , it is concluded that  $H_0$  is rejected and  $H_a$  is accepted. Thus it can be stated that the service quality hypothesis has a significant effect on customer satisfaction. From the t value indicates that service quality has a positive and significant effect on customer satisfaction. The results of this study indicate that service quality has a significant effect on customer satisfaction*

### Keywords

marketing management;  
customer satisfaction;  
service quality



## I. Introduction

Meeting consumer needs is a major factor in the business world. For business people, maintaining consumers is a concern in doing business because it will be the key to success in long-term business. In marketing a product, a company has a goal to be able to create customer satisfaction for the product received by the customer. Customer satisfaction is the value given by the customer to the company, whether it is a positive value or a negative value. Each value provided by the customer has a different level. Customers are declared satisfied if the product or service received can give a feeling of pleasure after using the product or service provided. This can create a sense of trust and commitment to the products and services offered. With the positive value that has been received by business actors, it is possible for these customers to become loyal and repurchase the products or services provided by the perpetrators and can become regular customers. Vice versa if consumers are not satisfied and happy, consumers can switch to other products or services that they think can satisfy their needs.

One of the considerations for customer satisfaction is service quality. According to Kotler (1997) in Hardiyansyah (2018: 49) quality is all the characteristics of a product or service that can provide satisfaction to consumers, which means that quality is all the characteristics of a product or service that can provide satisfaction to consumers. Service is

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a product that cannot be owned but can be felt, Lovelock (2011) in Hardiyansyah (2018:13). According to Tjiptono (1996:59) in Mulyawan (2016:47-48) service quality is the level of excellence and control that is expected to meet customer needs. Service quality is not viewed from the point of view of business people or service providers but is viewed from the perception of customers who feel the product. Every business that runs must have a goal of how customers must feel satisfied and comfortable with the service they receive. Every business person must always pay attention to what consumers or potential customers want. The same thing happened to MSMEs in Purbalingga. This business is engaged in providing products and services to consumers and potential customers. One of the service activities for MSMEs in Purbalingga is repair or maintenance services for two-wheeled vehicles.

Each level of satisfaction obtained by customers is closely related to the quality standards of goods or services that match their expectations and needs. Likewise with MSMEs in Purbalingga, this is the most important thing to pay attention to so that consumers feel comfortable and satisfied. The service quality of this workshop is far from perfect, it can be seen in terms of waiting room facilities, unavailability of fans, and unavailability of drinking water for customers. The waiting room facilities provided by MSMEs in Purbalingga still seem uncomfortable and dirty, as well as the inadequate number of seats resulting in consumers standing while using repair services, and also the waiting room and the mechanic's rest area are not separated. This is one of the causes of customer dissatisfaction with MSMEs in Purbalingga, moreover, there are so many consumers who visit every day. Inadequate waiting room facilities are a special concern for business actors, because they have to follow the trends of their competitors.

Currently, large workshops of official factory partners are operating in various regions. Consumers expressed the opinion that the waiting room facilities at the workshop were very comfortable, plus there were free drinking water facilities and air-conditioned rooms. However, consumers mostly turn to non-official workshops. Not because of the service, but because the product parts sold in non-official workshops are more numerous and the available stock is very adequate. In contrast to the official factory workshop where the desired part product must be ordered first because the related party does not have a stock of the part product. This is one of the reasons why non-official workshops prioritize business activities and increase sales compared to customer satisfaction. Whereas as is known customer satisfaction is an important thing in activities and increasing sales in business.

If ordinary business people pay more attention to customer satisfaction, it is possible that their profits can be doubled and the number of customers will increase over time. Based on this explanation, researchers need to conduct research related to the effect of service quality on customer satisfaction. The formulation of the problem discussed in this study is whether there is an influence of service quality on customer satisfaction in MSMEs in Purbalingga. The purpose of this study based on the formulation of the problem that has been raised is to determine the effect of service quality on customer satisfaction at MSMEs in Purbalingga.

## **II. Review of Literature**

### **2.1 Service Quality**

According to Lewis and Booms in Kodu (2013: 1252) defines service quality simply, namely the value of the level of service provided in accordance with what is expected or exceeds what is expected by consumers. Service quality has a different level of

value between the wishes or expectations of consumers and the actual services provided depending on how consumers feel about the services provided, both from overall services and partial services. Good service quality can be implemented with a real action by focusing on the feelings that will remind consumers of the services provided To be able to bind consumers a company must be able to provide the best service than the services provided by competitors. In line with this opinion, according to Ratminto and Atik (2016) service quality is the standard of service success which is assessed based on the level of consumer satisfaction assessment.

Service quality is an activity that can create value from consumer perceptions where this value can have an impact on companies in meeting consumer needs and desires that are in line with expectations or even exceed consumer expectations. To be able to provide good service, Rustanto (2019:136) put forward good service standards to support service quality, including:

- 1) Qualified employees
- 2) Complete facilities
- 3) Friendly, fast, and precise service
- 4) Effective communication
- 5) Have a good insight into the product
- 6) Understanding customer needs

Service quality has dimensions that become benchmarks of service quality which aims to analyze the comparison between consumer expectations and consumer reality for the services provided. According to Gronroos and Arvin in Tjiptono et al (2007: 135-136) the main dimensions of service quality are divided into three dimensions, the three dimensions include:

- 1) Outcome related dimension (technical quality)

It is an assumption that service providers as business actors and employees as well as performance systems have the knowledge and skills (professionalism and skills) needed to serve customer problems professionally.

- 2) Image-related dimensions

It is a customer's belief in a service provider business (reputation and credibility) that provides value for money which indicates a positive performance.

- 3) Process-related dimensions

It is the feeling of customers who consider the performance of business actors to be able to solve problems spontaneously and happily (attitudes and behavior), operations are designed in such a way (accessibility and flexibility), are responsible for promises (reliability and trustworthiness), action to control the situation (service recovery), and a supportive environment and positive experience (serviscape).

## **2.2 Customer Satisfaction**

In maintaining and attracting consumers, customer satisfaction is something that organizations or business people want to achieve. Maulana (2016:114) states that satisfaction can be interpreted as a person's feeling of satisfaction, pleasure, and relief for consuming a product or service. According to Kotler (2014:138) "satisfaction is a person's feelings of pleasure or disappointment that arise from comparing the perceived performance of the product to their expectations". The level of satisfaction can refer to a function of the difference between perceived performance and expectations. According to Zeithaml and Bitner in Rasyid (2017:211) customer satisfaction is the customer's response regarding the level of compatibility or not what is given with what is obtained. In simple terms, customer satisfaction can be interpreted as a comparison between expectations or

expectations before purchase and perceptions of performance after purchase”, Tjiptono (2015: 76). Thus, customer satisfaction is a reflection of the value perceived by consumers for the satisfaction received either real or not.

In empirical conditions in the business world, customer satisfaction is an important point in an activity or business actor because it can provide many benefits, as stated by Tjiptono and Diana (2019: 106-109) "the main benefits of customer satisfaction include:

- 1) Response to low-cost producer strategy
- 2) Economic benefits of customer retention compared to continuous customer acquisition
- 3) Customer lifetime value
- 4) Gethok tular persuasive style (word of mouth and word of mouse)
- 5) Price sensitivity reduction
- 6) Customer satisfaction as an indicator of future business success”

In achieving the goal of customer satisfaction, a concept is needed that can increase customer satisfaction.

- 1) According to Suwito (2018: 257), the factors that influence customer satisfaction are as follows:
  - 2) 1) Quality of service or services, namely consumers will feel satisfied if the services provided to them are in accordance with what they want.
  - 3) 2) Product quality, namely consumers will feel satisfied and feel their consumption needs are met if the products they use are of good quality.
  - 4) 3) Price, which is a product that has the same good quality but has a relatively cheap price which will make it more value for consumers.
  - 5) 4) Condition, is a condition or situation that is being experienced by consumers.
  - 6) 5) Personal consumer, is the individual character of consumers who meet the personal needs of consumers themselves.
- 7) Customer satisfaction indicators are stated by Tjiptono in (Suwito, 2018: 257), where the indicators of customer satisfaction include:
  - 8) 1) Consistency of expectations, is the level or level of similarity between the performance of a product, the facilities desired by consumers and those felt that can meet consumer needs.
  - 9) 2) The desire to revisit, is the availability of a consumer to make a return visit or in the sense of carrying out re-purchase activities of related products.
  - 10) 3) Willingness to recommend or suggest, is the availability of consumers in terms of suggesting products that have been felt to friends or other consumers

### **III. Research Method**

In this study, the type of data used is quantitative deductive with data collection techniques using questionnaires and interviews. According to Sugiyono (2019:28-29), quantitative research methods are research methods based on the philosophy of postpositivism, used to examine the condition of objects that are natural, specific, clear and detailed. Data collection techniques were carried out by means of questionnaires, observations or structured interviews. data analysis is deductive in nature, and quantitative research results emphasize understanding meaning, and constructing phenomena broadly and in detail from the literature related to the problem under study. In this study, the data obtained were sourced from primary data.

In this study, the authors use unlimited number of consumers in MSMEs in Purbalingga, so it will be continued with sampling using the Lameshow formula. The sample is part of the number and characteristics of a population”, Sugiyono (2017: 131). In

this study, the researcher did not know the number of the population to be studied, so the formula needed to determine the number of samples in the study was to use the Lemeshow formula, as follows:

$$\frac{Z\alpha^2 \times P \times Q}{d^2}$$

Information:

n = Minimum number of samples required

Z = The standard value of the distribution according to the value of  $\alpha = 5\% = 1,96$

P = Outcome prevalence, because data has not been obtained, it is used 50%

Q = 1-P

d = Accuracy level 10%

Based on the above formula, the researchers calculated using the Lameshow formula above, with the results that will determine the number of samples that will be studied are:

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.1^2}$$

n = 96.04

Based on calculations using the Lemeshow formula above, the number of samples for this study amounted to 96 respondents.

Data analysis in this study used simple linear regression analysis. Simple linear regression is based on a functional or causal relationship of one independent variable with one dependent variable. Hypothesis testing in this study was carried out through t-test and coefficient of determination. This test is conducted to determine the partial role significance between the independent variables and the dependent variable by assuming that other independent variables are considered constant, while the coefficient of determination is a measure to determine the suitability or accuracy between the estimated value or the regression line with the sample data.

#### **IV. Results and Discussion**

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Regression analysis was performed to calculate the average estimate and the value of the dependent variable based on the value of the independent variable. Simple linear regression is based on a functional or causal relationship of one independent variable with one dependent variable as follows:

**Table 1. Coefficients**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28,099	5,371		5,232	,000
	Kualitas Pelayanan	,149	,091	,166	1,691	,106

a. Dependent Variable: Kepuasan Konsumen

Source: SPSS data processing ver.20

Based on table above, it can be seen that the regression equation is as follows:

$Y = 28.09 + 0.149X$ . That is, based on these equations it can be explained that:

- 1) The constant is 28.09, meaning that the consistent value of the customer satisfaction variable is 28.09
- 2) X regression coefficient of 0.149 states that for every 1% addition to the value of service quality, the value of customer satisfaction increases by 0.149. The regression coefficient is positive. So it can be said that the direction of the influence of variable X on variable Y is Positive.

Next, in this study, hypothesis testing is carried out with the aim of testing whether or not there is a positive relationship between the independent variable, namely service quality (X) and the dependent variable, namely customer satisfaction (Y). To test the proposed hypothesis, the statistical test used is the t-test or Partial Test and Coefficient of Determination. The statistical hypothesis testing is done by t-test or Partial Test as follows:

Service quality has a positive and significant influence on customer satisfaction. The regression coefficient or T count for the service quality variable is 1.691, which is greater than the T table, which is 1.660 and means that there is an effect of service quality on customer satisfaction, and is significant at the 0.000, because  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. Thus it can be stated that the service quality hypothesis has a significant and significant effect on customer satisfaction. After testing the partial test or T-test, the coefficient of determination analysis will then be carried out in order to determine the quadratic correlation and to find out how much influence the X variable has on Y, as follows:

**Table 2. Model Summary**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766 <sup>a</sup>	,428	,017	2,96658

a. Predictors: (Constant), Kualitas Pelayanan

Based on table above, it shows that the coefficient of determination is 42.8%. This means that 42.8% of the customer satisfaction variable can be influenced by the service quality variable, while 57.2% is influenced by other factors not examined.

Research conducted in general shows fairly stable results. This can be seen from the number of responses given by respondents with a value of agreeing on the quality of service that affects customer satisfaction. In this study using the coefficient of regression coefficient or T count. The regression coefficient or T of the service quality variable is 1.691, which is greater than T, which is 1.660. The effect of service quality (X) on customer satisfaction (Y), based on the results of the T-test in this study, the test results show that the independent variable, namely service quality, has an influence on customer satisfaction. positive and significant to the smooth production. Significant at the level of 0.000, because  $0.000 < 0.05$ , it is concluded that  $H_0$  is rejected and  $H_a$  is accepted. Thus it can be stated that the service quality hypothesis has a significant influence on customer satisfaction. The t value indicates that service quality has a positive and significant effect on customer satisfaction.

The results of this study are in line with previous research, namely Inka Janita Sembiring, Suharyono and Andriani Kusumawati (2014) by discussing and analyzing the Effect of Product Quality and Service Quality on Customer Satisfaction in Forming Customer Loyalty (Study on Customers Mcdonald's Mt.Haryono Malang) in Inka Janita's research . Sembiring, Suharyono and Andriani Kusumawati (2014) state that the quality of products and services has a significant effect on customer satisfaction, while product quality has no significant effect on customer loyalty. Service quality has a significant effect on customer satisfaction. This effect is indicated by the coefficient value ( $\beta$ ) of 0.490 and p-value of 0.000.

This research is also in line with Januar Efendi Panjaitan and Ai Lili Yuliati, (2016), namely the influence of service quality on customer satisfaction at the Bandung branch. Januar Efendi Panjaitan and Ai Lili Yuliati explained that the services provided by JNE received a very good response from consumers where this response became a benchmark in creating a good impression in the eyes of consumers. This can be shown by a significance value (P Value) of 0.946, which is far above 0.05 and a regression coefficient of 0.008. It can be concluded that reliability has a positive effect on customer satisfaction

## V. Conclusion

Based on the results of research and discussion of research conducted with the title "The Effect of Service Quality on Customer Satisfaction in MSMEs in Purbalingga, the researchers can draw conclusions, based on tests conducted using the Partial Test or t-test. The regression coefficient or T service is 1.691 which is greater than T count for the table quality variable, namely 1.660 and means that there is an influence of service quality on customer satisfaction, and is significant at the 0.000, because  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. In table 4.36 it can be seen that the coefficient of determination is 42.8%. This means that 42.8% of the customer satisfaction variable can be influenced by the service quality variable while 57.2% is influenced by other factors not examined.

Based on the conclusions in the study of the influence of service quality on customer satisfaction at MSMEs in Purbalingga, it is suggested that the MSME business unit in Purbalingga provides education to mechanics to always be open and accept ideas, comments or other input from consumers who visit MSMEs in Purbalingga.

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