Service Quality and Its Impact on Consumer Satisfaction

Herman
Sekolah Tinggi Ilmu Riau, Pekanbaru Indonesia
hermanrupat83@gmail.com

ARTICLE INFO

ABSTRACT

One of the reasons a company continues to exist is because of its ability to satisfy consumers. Satisfied consumers will survive while those who are dissatisfied will move elsewhere. This study aims to determine the effect of the quality of services provided by PT. New Inti Furnindo for customer satisfaction. The population in this study were 10,338 consumers who shopped at PT. New Inti Furnindo Pekanbaru. Thus the number of samples is 99 consumers. From the results of the analysis it can be concluded that service quality has a significant effect on customer satisfaction at PT. New Inti Furnindo Pekanbaru. The value of R square (R^2) was obtained at 0.623 or 62.3% while 37.7% was influenced by other variables that were not in this study.**Keywords:**Service Quality, Customer Satisfaction

INTRODUCTION

In modern times like today, business development is increasing rapidly, especially throughout the world. The development of the era and the increasingly modern lifestyle of society can also lead to the development of increasingly varied and complex consumer needs. One of them is the furniture business which is a business with very promising opportunities, because it is a community need (Harwina, 2021; Iskamto, 2017; Iskamto et al., 2023; Iskamto & Karim, 2021).

Furniture products are products that are much needed by the community and have become a part of life. Each furniture business actor will try to understand the needs, wants and demands of consumers and will provide important input for the company to design a marketing strategy in order to create satisfaction for its consumers.Efforts that can be done is to improve the quality of service. Expectations from consumers change at any time so that the quality of services provided must also be adjusted. Consumers will assess the services provided by a company by comparing one company with other similar companies, also by comparing the services received with the services they expect andwhere both parties are happy or no one is harmed.

Quality of service is a condition related to how far the service provider can provide a form of service that is in accordance with the expectations of its consumers. Service to consumers is an important factor in efforts to facilitate sales and purchases.PT. New Inti Furnindo is a company engaged in the furniture sector that sells various types of quality furniture. In running a business, the company is required to be able to provide good service to its customers. Although the quality of service at PT. New Inti Furnindo is not yet of high quality and there are still many processes that must be carried out to improve service quality. So the company must provide a customer service department that is responsible for providing good service quality so that consumers feel satisfied.

In providing services to consumers supported by 29 employees with 10,338 consumers in 2022. When compared to 2021 there was a decrease in sales realization as reflected in the following table:

Table 1
Sales Target and Sales Realization

Year	Sales Targets	Sales Realization	Sales Rate (%)
2019	15,160,000,000	12,185,874,413	80,38
2020	15,160,000,000	11,688,272,391	77.09
2021	15,160,000,000	11,042,142,791	72,83
2022	15,160,000,000	9,822,417,287	64,79

Source: PT. New Inti Furnindo Pekanbaru, 2023

In table 1 it can be seen that the development of PT. None of New Inti Furnindo has achieved its annual sales target. From its development, it can also be seen from 2019-2022 the amount of income at PT. New Inti Furnindo continues to decline.

In providing services to achieve consumer satisfaction PT. New Inti Furnindo provides facilities to consumers. Facilities owned by PT. New Inti Furnindo can be seen in the following table:

Table 2
PT facilities New Inti Furnindo Pekanbaru

No	Facility	Amount	Good
1	air conditioning	2	√
2	CCTV	4	√
3	Wifi	2	√
4	Administration room	1	√
5	Branch Manager Room	1	√
6	Sales Room	1	√
7	Bathroom	5	√
8	Warehouse	1	√
9	Goods Service Room	1	√
10	Pick up car	3	√
11	Truck Car	2	√

Source:PT. New Inti Furnindo Pekanbaru, 2022

In table 2 it can be seen the facilities of PT. New Inti Furnindo includes complete facilities and is in good condition. It is hoped that these facilities will increase consumer satisfaction.

To see whether consumers are satisfied or not, PT. New Inti Furnindo must always provide a good image with quality service. With good service, it is hoped that consumers will feel valued and not feel ignored. Service is an important element in efforts to increase consumer satisfaction. If the service provided meets consumer demand, the consumer will be satisfied and if the service is below the expected level, the consumer will feel dissatisfied.

For that PT. New Inti Furnindo must always provide services that consumers need. can be seen in the following table:

Table 3
Service Form Data PT. New Inti Furnindo Pekanbaru

No	Form of Service
1	Give greetings, smiles, when consumers come and ask for the furniture they are looking for
2	Provide brochures and product catalogs
3	Explain the advantages of each product to consumers

4	Provide product design solutions
5	Make payments easy by paying cash, transfers and installments
6	Gives a minimum purchase price discount of 1,500,000 gets a discount of 20%
7	Goods delivery services are not only for within the city but can go out of town, with conditions that apply
8	Provides a month-long purchase warranty, if there are complaints of scratched or damaged goods during delivery it will be repaired or exchanged for new items

Source: PT. New Inti Furnindo Pekanbaru, 2022

Table 3 explains the form of services provided by PT. New Inti Furnindo to consumers to increase consumer satisfaction. Furthermore, several consumer complaints were still found, including; the service is still not fast enough, there are still complaints about unfriendly marketing, the slow completion of goods damaged/scratched during delivery, and there are still problems with slow warehouse inventory information with the marketing department. So that this complaint can be an evaluation for the management of PT. New Inti Furnindo.

Then the results of reading several articles about the effect of service quality on customer satisfaction still found research gaps, namely; first, the article written by Ismail and Yusuf (2021) states that customer satisfaction can be positively and significantly influenced by the quality of service provided at the Indhome Gegerkalong Bandung Office. Second, the results of Novia's research, at al (2020) show that service quality has a positive and significant effect on consumer satisfaction at the novia store at the Butung Makassar Wholesale Center. The results of this test indicate that service quality which consists of physical evidence, reliability, responsiveness, assurance and empathy has a real influence in increasing customer satisfaction. Third, different results can be seen from the research conducted by Budiarno,

Based on the background above, the purpose of this study was to determine the effect of the quality of services provided by PT. New Inti Furnindo on consumer satisfaction.

LITERATURE REVIEWS
Definition of Marketing Management
Yulianti (2019:1) Marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy wants and achieve target markets and company goals. Meanwhile, according to Hasan (2015: 4) marketing is the process of identifying, creating and communicating value, and maintaining relationships that satisfy consumers to maximize company profits. Several definitions of marketing, it can be concluded that marketing is a social process or organizational function in business activities that aims to channel or distribute goods in order to satisfy consumer needs. The objective of marketing is to know and understand the customer in such a way that the product fits him and sells itself. ideally marketing makes customers ready to buy so that all that remains is how to make the product available. In summary, marketing management is planning, action, monitoring and evaluation activities related to the process of introducing products/services to a wide audience or consumers.

Definition of Service Quality
According to Wijaya (2016: 11) quality is something that is decided by the customer. That is, quality is based on the consumer's actual experience of the product or service that is measured based on these requirements. Meanwhile, according to Yamit (2017: 7) states "quality is whatever the customer needs and wants".

Companies will certainly compete with each other to improve the quality of products/services aimed at fulfilling and in order to satisfy the needs and wants of target consumers. Furthermore, companies are increasingly aware and acknowledging that the organization as a whole must pay attention to quality. Every organization as a whole must pay attention to quality. All of this led to a new notion of quality, namely the degree to which a product conforms to customer specifications and expectations. So, quality is a measure of the extent to which the product/service meets the needs, wants and expectations of customers.

According to Kotler in Wijaya (2016: 150) "services or services are all actions or performances that can be offered by one party to another party which are essentially intangible and do not result in any ownership".

Concern for consumers in modern management has been developed into a service that is developed into the best service which is also called excellent service. The excellent service put forward by Daryanto (2018: 1) is "concern for customers by providing the best service to provide high quality service to consumers and to generate decisions on the part of consumers to immediately buy the goods/services offered at that time too". So according to Tiptono in Nasution in Ismail and Yusuf (2021: 415) service quality is the level of excellence expected and control over this level of excellence to meet consumers.

Service Quality Dimensions

According to Parasuraman in Kurniawan (2018) there are five dimensions of service quality (SERVQUAL). This SERVQUAL is a multi-item scale consisting of questions that can be used to measure perceptions of service quality covering 5 dimensions, namely:

a. *Tangibles*(Physical Evidence)

Is a physical form that includes facilities, equipment, employees, and means of information or communication.

b. *reliability*(reliability)

Is the ability to provide the promised service promptly, accurately and satisfactorily

c. *Responsiveness*(Responsiveness)

It is the desire of employees to help and provide responsive service and care about customer complaints or expectations.

d. *assurance*(guarantee)

Is a competence such as to provide a sense of security from danger, risk, or doubt and certainty which includes the knowledge, courtesy and attitude that employees can trust.

e. *Empathy*(Empathy)

Is the nature and ability to give full attention to customers, ease of contact, good communication and understanding individual needs.

Definition of Customer Satisfaction

A consumer is someone who uses the products and or services being marketed. While consumer satisfaction is the extent to which the expectations of a consumer's purchase are met or even exceeded by a product. If the consumer's expectations are met, he will be satisfied, and if it exceeds consumer expectations, the consumer will feel happy.

The existence and ability of companies to earn profits in the long term are indirectly influenced by these companies in satisfying consumer needs, which is often termed the marketing concept. In an effort to meet consumer satisfaction, companies are required to be careful to find out shifts in consumer needs and desires, which change at any time. purchase will move after forming the perception of the value of the offer, satisfaction after purchase depends on the performance of the offer compared to expectations.

According to Lovelock in Kurniawan (2020) customer satisfaction is an emotional state, a picture of a post-purchase reaction, which can be in the form of anger, joy, or pleasure. So it's no wonder that many companies are very obsessed with customer satisfaction.

Kotler and Keller (2012: 140) retaining customers is more important than attracting customers. Therefore, there are 5 dimensions to measure consumer satisfaction, namely as follows:

1. Buy again.
2. Say good things about the company to others and recommend them.
3. Pay less attention to competitors' brands and product advertisements.
4. Purchased another product from the same company.

5. Offer product or service ideas to companies.

The Influence of Customer Service Quality on Satisfaction

According to Rianto Zalukhu, et al in (Kurniawan, 2020) a good service system needs to know the dimensions of service quality which include: Tangibles, reliability, responsiveness, assurance, and empathy.). So it can be concluded that the service quality of a company is one of the factors that influence customer satisfaction in buying a product or service offered or sold by a company. Cleanliness of the company in providing more services to customers will make customers loyal in using the products offered repeatedly. Thus it can be seen that the quality of service has an influence on satisfaction.

hypothesis

The hypothesis can be said to be a temporary guess regarding the actual relationship between the variables to be tested. Because of its conjectural nature, the hypothesis should contain clearer implications for testing the stated linkages. Therefore, the research hypothesis can be formulated as follows: "It is suspected that service quality has a significant effect on customer satisfaction at PT. New Inti Furnindo Pekanbaru". Or with the Conceptual Framework as follows

Figure 1
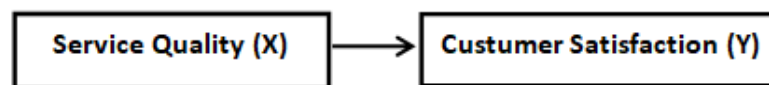
METHODS

This research was carried out at PT. New Inti Furnindo, Jalan Soekarno Hatta No. 20, West Sidomulyo, Kec. Tuah Madani, Pekanbaru City. The data analysis technique uses quantitative analysis with a simple regression method, namely a method that influences one independent variable on one dependent variable. The population in this study are consumers who buy PT.New Inti Furnindo Pekanbaru products as many as10,338 consumers, then based on the help of the slovin formula, the research sample becomes 99 consumers. Furthermore, the sampling method for this research is purposive sampling, namely the technique of determining the sample based on certain considerations (Ansori, PB. 2020). The consideration referred to in this study is that everyone has purchased products from this company.

Data collection methods used in this study include questionnaires, interviews and observations. In accordance with the type and nature of this research, all data to be collected is arranged systematically and descriptively. The data analysis method used in this study is the Likert scale used to measure attitudes, opinions, and social perceptions. Scores of respondents' answers in research. (Ansori, PB. 2018).

To assist in processing the data, the SPSS (Statistical Package For Social Science) program is used. While the test equipment used to test the regression equation and the coefficient of determination and standard error and to see the effect of the independent (independent) variable on the dependent (dependent) variable in this writing

RESULTS AND DISCUSSION

Validity test

In this study there were two variables, the results of which were known from the SPSS test, these variables were: Service Quality (X) and Consumer Satisfaction (Y). The results of the validity test:

Table 4
Test Results for the Validity of Service Quality and Customer Satisfaction

Variable	Information	r count	r table	Information
Service quality	Statement 1	0.657	0.197	Valid
	Statement 2	0.617	0.197	Valid
	Statement 3	0.675	0.197	Valid
	Statement 4	0.696	0.197	Valid

	Statement 5	0.715	0.197	Valid
	Statement 6	0.759	0.197	Valid
	Statement 7	0.626	0.197	Valid
	Statement 8	0.694	0.197	Valid
	Statement 9	0.652	0.197	Valid
	Statement 10	0.754	0.197	Valid
	Statement 1	0.656	0.197	Valid
	Statement 2	0.685	0.197	Valid
	Statement 3	0.265	0.197	Valid
	Statement 4	0.606	0.197	Valid
Consumer Satisfaction	Statement 5	0.626	0.197	Valid
	Statement 6	0.625	0.197	Valid
	Statement 7	0.492	0.197	Valid
	Statement 8	0.640	0.197	Valid
	Statement 9	0.588	0.197	Valid
	Statement 10	0.295	0.197	Valid

Source: Research Processed Data, 2023

Based on table 4 above, it shows that r count> r table (0.197). Thus, all statements in this study are suitable for further testing. This means that the data is feasible to be used to test the effect of service quality on customer satisfaction.

Reliability Test

Reliability can be interpreted as dependability or can be trusted. A reliable instrument means that if the instrument is used several times to measure the same object, it will produce the same data. The reliability value is in the Cronbach's Alpha column, namely a variable is considered reliable if the Cronbach alpha value is above 0.60. The results of the questionnaire reliability test are as follows:

Table 5
Reliability Test Results

| Variable	Reliability Limit	Cronbach's Alpha	Information
Service quality	0.60	0.874	**Reliable**
Consumer Satisfaction	0.60	0.741	**Reliable**

Source: Processed Results of SPSS, 2023

From table 5 it can be seen that Cronbach's Alpha for each variable, namely service quality (X) 0.874, and consumer satisfaction (Y) 0.741, has a Cronbach's Alpha value above 0.60. This means that each variable item used in this study can be trusted or reliable.

Normality test

The purpose of this test is whether the independent variable and dependent variable regression models have normal or close to normal data distribution. To see the normal probability plot that forms a straight diagonal line, and plotting the data to be compared with the diagonal line.

If the data spreads around the diagonal line and follows the direction of the diagonal line / histogram graph, then it shows a normal distribution pattern. If the data is far from the diagonal line and does not follow the direction of the diagonal line/histogram graph then it shows an abnormal distribution pattern. To see the results of the normality test can be seen in the table below the image below:

Figure 2
Normality test
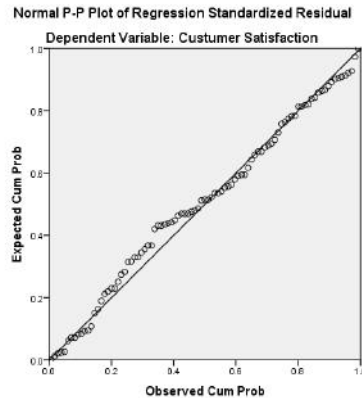
d data, 2023

Figure 2 above illustrates that the data is spread around the diagonal line and follows the histogram line, so it is concluded that the research data is normally distributed.

Simple Linear Regression Test

Simple linear regression is used to determine the effect of the independent variable service quality (X) on the dependent variable customer satisfaction (Y). The results of simple linear regression testing can be seen in the following table.

Table 6
Results of Simple Regression Analysis
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	16,256	1937		8,392	.000
	Service quality	.594	047	.789	12,667	.000

a. Dependent Variable: Consumer Satisfaction

The regression equation is as follows: Y = 16.256 + 0.594X This simple linear regression equation can be explained as follows: A constant value of 16.256 means that if the independent variable X (quality of service) has a scale value of 0, then the dependent variable Y (customer satisfaction) is 16.256 .Regression coefficient (b) = 0.594, meaning that if the quality of service increases, consumer satisfaction will also increase by 0.594. The coefficient is positive, meaning that there is a positive relationship between service quality and customer satisfaction. The higher the quality of service, the consumer satisfaction is increasing.

t test

The t test is a statistical test used to test the research hypothesis, namely whether the hypothesis is accepted or rejected. That is by comparing the tcount value with the ttable value. Determining the ttable value is by the formula: n-2, row and at alpha 0.05/2, column, then obtained 99-2 = 97 (row) and alpha 0.05/2 (column), then the ttable value is 1.984 .

So it can be concluded that the independent variable has a significant influence on the dependent variable. The hypothesis testing carried out for the service quality variable (X) has a tcount (12.667)

greater than ttable (1.984). This means that Ho is rejected and Ha is accepted. So it can be concluded that service quality has a significant effect on customer satisfaction at PT. New Inti Furnindo Pekanbaru.

Coefficient of Determination (R2)

The coefficient of determination R Square (R2) is used to determine how much the percentage of service quality variable influences PT. New Inti Furnindo Pekanbaru. The results of the coefficient of determination can be seen in the following table:

<div align="center">

Table 7
Test Results for the Coefficient of Determination (R2)
Summary modelb

</div>

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.789a	.623	.619	2.73414

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Consumer Satisfaction

Based on the test results for the coefficient of determination in table 5.31 above, the R square (R2) value is 0.623 or 62.3%. This shows that changes in the value of customer satisfaction are influenced by changes in the value of the independent variable service quality by 62.3%, while 37.7% is determined by other variables that are not in this study.

Discussion

The effect of service quality on customer satisfaction at PT.New Inti Furnindo Pekanbaru

From the partial test results it can be said that service quality has a significant effect on customer satisfaction at PT. New Inti Furnindo Pekanbaru. This is evidenced by the results of the hypothesis test, namely the tcount value of 12.667 is greater than the ttable of 1.984, with a significance level of 0.000 <0.05. Means Proven Hypothesis. The results of this study have results that are in line with the research of Ismail and Yusuf (2021) stating that customer satisfaction can be positively and significantly influenced by the quality of service provided at the Indhome Gegerkalong Bandung Office. As well as the same influential results carried out by Novia, at al (2020) that service quality has a positive and significant effect on consumer satisfaction at the novia store at the Butung Makassar Wholesale Center.

Conclusion

Based on the results of the analysis and discussion that have been described above, it can be concluded: that service quality has a significant effect on customer satisfaction at PT. New Inti Furnindo Pekanbaru. the magnitude of the contribution of the effect of service quality on customer satisfaction is the value of the independent variable service quality of 62.3% while 37.7% is determined by other variables that are not in this study. The coefficient is positive, meaning that there is a positive relationship between service quality and customer satisfaction. The higher the quality of service, the consumer satisfaction is increasing. Third, the magnitude of the contribution of the effect of service quality on customer satisfaction is the value of the independent variable service quality of 62.3% while 37.7% is determined by other variables that are not in this study. The coefficient is positive, meaning that there is a positive relationship between service quality and customer satisfaction. The higher the quality of service, the consumer satisfaction is increasing. Third, the magnitude of the contribution of the effect of service quality on customer satisfaction is the value of the independent variable service quality of 62.3% while 37.7% is determined by other variables that are not in this study.

Suggestion

In order to complete the results of this study, the authors provide the following suggestions: First, provide advice to the management of PT. New Inti Furnindo Pekanbaru to be able to provide fast completion and handling of services. Second, giving advice to PT. New Inti Furnindo to make cheaper promos to increase sales and so that many shop at PT. New Inti Furnindo. Third, to provide suggestions

to future researchers to examine beyond the service quality variable, as a continuation of this study which has limited results on the factors that influence customer satisfaction.

REFERENCES

Abdullah, T and Tantri F. (2014). Marketing Management. Depok: PT. King of Grafindo Persada

Ansori, PB (2018). The Influence of Relationship Marketing on Customer Loyalty at PT.MPM Finance, Panam Pekanbaru Branch. Development Journal. Vol.6 No.1 June 2018, pages 33- 46.

Ansori, PB (2020). The Effect of Price, Location and Product Quality on Consumer Purchasing Decisions Cv. Zafira Teknik Pekanbaru. Eco and Business: Riau Economic and Business Review, 11(1), 11–19.

Budiarno, Udayana Ida Bagus Nyoman, Lukitaningsih Ambar (2022). The Effect of Service Quality, Product Quality, on Customer Satisfaction in Forming Customer Loyalty. Equilibrium: Journal of Education and Economic Research. Volume 19, Issue 02, July 2022. Pages 226-233

Daryanto, (2018). Marketing Management. Bandung: Sari Lectures, Printing 6, Satu Nusa.

Harwina, Y. (2021). The Effect of Service Quality on Consumer Satisfaction: A Case Study of the Hospitality Industry in Pekanbaru Indonesia. *ADPEBI International Journal of Business and Social Science,* 1(1), Article 1. https://doi.org/10.54099/aijbs.v1i1.36

Hasan, H. (2015). Marketing and Selected Cases. Yogyakarta: CAPS (Center for Academic Publishing Service).

Iskamto, D. (2017). Analisis Customer Satisfaction Alfa Mart Kalisari Jakarta. *Jurnal Ekonomi Bisnis*, 8(1), 13.

Iskamto, D., & Karim, K. (2021). What Are The Factors That Encourage People To Keep Buying Newspapers In The Digital Age? *Proceedings of the Second Asia Pacific International Conference on Industrial Engineering and Operations Management Surakarta*, 9.

Iskamto, D., Hendrayani, H., Dehotman, C., Wahab, W., Liyas, J. N., Syahsudarmi, S., & Asnahwati, A. (2023). Does store atmosphere support consumers' desire to shopping? *Jurnal Pemasaran Kompetitif*, 6(2), Article 2. https://doi.org/10.32493/jpkpk.v6i2.27344

Ismail taupik and Yusuf Ramayani (2021). The Effect of Service Quality on Customer Satisfaction at the Indihome Gegerkalong Office in Bandung City. JIMEA, MEA Scientific Journal (Management, Economics, and Accounting) Vol. 5 No. 3, 2021.

Kotler. K. (2012). Marketing Management 14th Edition. New Jersey: Pearson Education, Inc.

Kurniawan, TR (2018). The Effect of Service Quality, Product Quality, and Customer Satisfaction on Customer Loyalty at Bank Central Asia, Duri Riau Sub-Branch Office. Eco and Business: Riau Economic and Business Review, 9(3), 216-223.

Kurniawan, TR (2020). The Effect of Service Quality on Customer Satisfaction at PT. Mandiri Tunas Finance Pekanbaru Branch.

Novia Mirna Ayu, Semmaila Baharuddin, Imaduddin. (2020). The Effect of Service Quality and Product Quality on Customer Satisfaction. Journal: Governance. Volume7, Number 2, December 2020. Pages 201-212

Wijaya, T. (20160. Service Quality Management. Jakarta: PT Index.

Yamit, Z. (2017). Product & Service Quality Management. Cet. 8. Yogyakarta: Econesia.

Yulianti, F. et al. (2019. Marketing Management. Yogyakarta: CV. Budi Utama