

The Influence of Service Quality on Customer Satisfaction: A Case Study

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ABSTRACT

The purpose of this study was to determine whether service quality has an effect on customer satisfaction. With a case study on a snack food supplier company, the population of this study is all suppliers who shop at PT. Sinar Niaga Sejahtera Duri-Riau, totaling 1,080 people, using the slovin formula, obtained 95 samples as respondents in this study. For hypothesis testing and data processing, SPSS version 24 was used. It was found from the determination test that the value of R square was 0.509, which means that service quality affects customer satisfaction, the value is 50.9% while the remaining 49.1% is influenced by other independent variables. not observed in this study.

Keywords: Service Quality, Customer Satisfaction

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INTRODUCTION

Along with the increasingly fierce competition in the business world in marketing and selling their products, this is indicated by the increasing number of companies that sell products of the same type and continuously appear in the market with various, attractive offers and affordable prices. This requires companies to be able to provide better services to meet the needs and desires of suppliers (Febrina & Fitriana, 2022; Iskanto, 2015, 2020).

In business, service quality is the key to the success of a business. In providing service quality, the factors that must be considered are: reliability, responsiveness, assurance, empathy, and physical evidence, whether the area can be used as a business center or not so that consumers feel satisfied in making purchases (Ansori, 2022; Bakhri, 2021; Efdison, 2021; Setiawan et al., 2022; Srimulatsih, 2022).

According to Raharjani in (Oetomo 2012: 6), consumers tend to choose places that offer varied and complete products regarding the depth, breadth, and quality of service, the diversity of goods offered by the seller. All these things are done by the company in order to increase the level of consumer purchases. Because there are various kinds of similar products offered by various companies. But we need to know that when consumers make a purchase of a product there are always factors that influence it in making a purchase decision. One of them is the quality of service provided (Herman, 2022; Iskanto & Ghazali, 2021).

PT. Sinar Niaga Sejahtera Duri-Riau is a company engaged in Garuda snack products. To increase the number of consumers PT. Sinar Niaga Sejahtera Duri really pays attention to the needs and desires of its consumers. The following is a description of the number of consumers and PT. Sinar Niaga Prosperous Duri Riau, which are as follows:

Table 1.
Comparison of the number of suppliers and employees at PT. Sinar Niaga Prosperous Duri-Riau

Year	Amount supplier	Number of employees	Comparison of employees with suppliers
2016	1.078	21	1 to 51 Suppliers
2017	1.154	23	1 to 50 Suppliers
2018	1.114	22	1 to 51 Suppliers
2019	1.105	22	1 to 50 Suppliers
2020	1080	22	1 to 49 Suppliers

Source: PT. Sinar Niaga Prosperous Duri-Riau, 2021

Based on table 1 above, the number of suppliers always increases every year, namely from 2017 there were 1,154 people and decreased to 1,114 people in 2018, as well as until 2020 it continued to decline to 1,080 suppliers. And the number of employees for the last 5 years has also decreased and the last there were 49 people, then this will have an impact on employee work so that the quality of service provided to suppliers is less than optimal, it can be seen that the comparison between suppliers and employees for one year is quite large, namely in 2018, the ratio of employees to suppliers who shopped was 1 employee to 51 suppliers. With the greater the comparison of suppliers with employees, the satisfaction received by suppliers will be increasingly dissatisfied. besides that there are several suppliers who complain in doing shopping at PT. Sinar Niaga Sejahtera Duri-Riau, there are various types of complaints including some incomplete goods, the transaction/payment process is quite queued, and the position of the goods is not in place. The following is the number of suppliers who complained, as follows:

Table 2.: Amountsupplierthe one who complains

No.	Year	Number of Complaining Suppliers
1	2016	150 people
2	2017	156 people
3	2018	192 people
4	2019	180 people
5	2020	204 people

Source: PT. Sinar Niaga Prosperous Duri-Riau, 2021

Based on table 2 above, it can be explained that the number of suppliers who complain every year always increases, namely in 2019 from 180 suppliers increasing to 204 suppliers in 2020. other. So this illustrates that the quality of service provided is less than optimal at PT. Sinar Niaga Prosperous Duri-Riau. Based on the data above, it can be described data regarding the quality of existing services, namely the shape of the building/company building is in the form of a shophouse and the surrounding environment is quite good, the technology used is not fully maximized, and the appearance of the employees is too free, the working hours of employees are not fully in yet. in accordance,

The following is a form of service quality provided by PT. Sinar Niaga Prosperous Duri-Riau are as follows:

- a. Facilities, namely having a large parking area so that the supplier is satisfied with the existing facilities.
- b. Timeliness of services provided by staff/employees to suppliers.
- c. Provide a fast response to all customer wants and needs.
- d. Employees/staff have certainty, good communication and extensive knowledge of the products offered
- e. Give sincere attention to suppliers.

Based on the description of the quality of service provided, it can be explained that PT. Sinar Niaga Sejahtera Duri-Riau has a good commitment in providing services to existing suppliers.

Here are the types of complaints that exist at PT. Sinar Niaga Prosperous Duri-Riau are as follows:

Table 3. :Type of Complaint in PT. Sinar Niaga Prosperous Duri-Riau 2020

No	Items	Complaint Type	Information
1	Reliability (reliability)	Employees do not provide accurate service	71supplier
2	<i>Responsiveness</i> (responsiveness)	there are some employees who don't help consumers in finding goods	91supplier
3	<i>Assurance</i> (guarantee)	no, because every damaged item will be replaced	24supplier
4	<i>Empathy</i> (empathy)	No, because the company always maintains good relations	19supplier
5	<i>Tangible</i> (physical evidence)	some shopping rooms are not clean, there is no air conditioning	47supplier
Amount			252supplier

Source: PT. Sinar Niaga Prosperous Duri-Riau, 2021

Based on table 3 above, it can be explained that the existing complaints are one of them is that some employees do not provide accurate service, namely there are 71supplierwho complains. and also there are employees who do not help consumers in finding goods, namely there are 91 consumers, and there are shopping rooms that are less clean, namely there are 47supplierwho complains.

LITERATURE REVIEW

Definition of Service Quality

According to Tjiptono (2004:59) service quality is the level of quality expected by consumers to fulfill consumer desires, if consumers feel the services or services they receive can meet what is expected or even exceed their expectations, then the quality of services or services is perceived as good, excellent and satisfying

Furthermore, the definition of service quality according to Mauludin (2013: 67) suggests that service quality is how far the difference between reality and customer expectations for the subscriptions they receive or obtain.

According to Lewis & Booms in Tjiptono (2012:157) "Service quality is simply a measure of how well the level of service provided is able to meet customer expectations". According to Nasution

(2004:114) "Service quality is the level of excellence expected and control over the level of excellence to meet customer desires".

According to Zeithaml et.al in Laksana (2008: 180) The quality of service received by consumers is stated by the magnitude of the difference between the expectations and desires of consumers and their level of perception.

Based on the description above, it can be concluded that service quality is a measure of the level of service provided to consumers based on consumer expectations and desires with their level of perception.

Dimensions of Service Quality

According to (Harfika and Abdullah, 2017:48), the following are five service quality indicators, namely:

1. Tangibles.

The ability of a company to show its existence to external parties. The appearance and ability of the company's reliable physical facilities and infrastructure as well as the state of the surrounding environment is one way for service companies to provide quality service to customers. May include physical facilities (buildings, books, bookshelves, tables and chairs, etc.), technology (equipment and equipment used), and employee appearance.

2. Reliability

The company's ability to provide services in accordance with what was promised accurately and reliably. Performance must be in accordance with customer expectations which is reflected in timeliness, equal service to all customers without errors, sympathetic attitude and high accuracy.

3. Responsiveness

Willingness to help customers and provide services quickly and precisely with the delivery of clear information. Ignoring and letting customers wait for no apparent reason causes a negative perception of service quality.

4. Guarantee

Knowledge, courtesy and ability of company employees to foster customer trust in the company.

5. Empathy

Provide sincere and individual or personal attention given to customers by trying to understand consumer desires where a company is expected to have an understanding and knowledge of customers, understand specific customer needs, and have a comfortable operating time for customers.

Definition of Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product being thought of against the expected performance (or result). If performance is below expectations then the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler 2016:177). So, satisfaction is a function of the perception or impression of performance and expectations. If performance is below expectations, the customer is dissatisfied. If the performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy (Iskamto, 2017; Iskanto et al., 2020; Iskanto & Risman, 2018; Puspitasari & Fauziyah, 2022).

According to Phillip Kotler and Kevin Lane Keller (2015: 177) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance.

According to Tjiptono (2012: 301) consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled.

From some of the definitions above, it is known that consumer satisfaction is the level of one's feelings when receiving the product or service offered and comparing the performance of the product or service received with consumer expectations.

Satisfaction Indicator

According to Arsyanti (2016:4) In the journal Diponegoro Journal Of Management. That consumer satisfaction is measured by 5 indicators, namely:

a. Fulfillment of expectations given by the product.

That is whether or not the quality of a product or service post-purchase of a product with the expectations desired by the customer.

b. There are no complaints about the results of product consumption.

That is, customers will continue to use and continue to buy a product if the expectations they want are achieved

c. Satisfied with core product performance.

That is, customers who are satisfied after using a product or service will tell others and are able to create new customers for a company

d. Satisfied with product benefits.

That is according to whether or not the quality of a product or service after purchasing a product with the expectations that customers want.

e. Satisfied with product quality (That is an expression of feeling satisfied or dissatisfied from customers when receiving good service and quality products from the company.

Influence of Service Quality with Satisfaction

Lupiyoadi and Hamdani (2009) suggest that the quality of employee service to customers has an asymmetrical effect on customer satisfaction, where poor service has a greater impact on customer satisfaction than services that are categorized as good. The implementation of the strategy with the best category will increase customer satisfaction and loyalty more than no relational marketing is done. And conversely the implementation of the strategy with the worst category will reduce customer satisfaction and loyalty more than no relational marketing is done.

METHODOLOGY

This study takes a location that is in consumer satisfaction in shopping on Jl. Cross Duri-Dumai KM 3.5 Duri - Riau. the population of this study is all suppliers who shop at PT. Sinar Niaga Prosperous Duri-Riau, totaling 1,080 suppliers. the researcher uses the Solvin formula to reduce the population, this is due to the limitations of the researcher's time, cost, and energy, here is the formula used, namely:

$$n = \frac{N}{1 + Ne^2}$$

Where: N = Total population, n = Sample sample, e = 10%

$$n = \frac{1080}{1 + 1080(0.1)^2} = \frac{1080}{1 + (1080 \times 0.01)}$$

$$n = \frac{1080}{1 + 10.8} = \frac{1080}{11.8} = 91.52$$

n = 92 people (Rounded)

This sampling technique is accidental sampling. Accidental sampling is sampling that is done by chance, that is, anyone who coincidentally meets a researcher can be used as a sample (Sugiyono, 2015:156).

RESULT AND DISCUSSION

Simple Linear Regression Test

Simple linear regression analysis is used to determine the direction of the linear relationship between the independent variables and the dependent variable.

Table 6.: Simple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10,928	2,946		3.709	.000
Service quality	.687	.071	.713	9,659	.000
a. Dependent Variable: Consumer Satisfaction					

Source: SPSS Data Test, 2021

Based on table 6, the simple linear regression equation is obtained as follows: $Y = 10.928 + 0.687X$

This equation can be interpreted as follows:

- Constant of 10,928 it means that without service quality, or the value of service quality = zero (0) then the satisfaction of consumers who shop at PT. Sinar Niaga Sejahtera Duri is only 10,928 units.
- The regression coefficient value of 0.687 indicates if the service quality variable increases by one unit, then the satisfaction of consumers who shop at PT. Sinar Commerce Prosperous Duri will increase by 0.687 units.

Based on the results of the simple regression above, it can be concluded that the direction of the relationship between the variable service quality on the consumer satisfaction variable has a positive relationship direction, if the independent variable in this case is service quality increases, then the dependent variable in this case consumer satisfaction will also increase.

t test

From table 6 above, it can be proven the truth of the hypothesis that the author proposed in the previous chapter. This t-test was performed by comparing t-count or with t-table at 5% significance ($\alpha=0.05$). For the value of t_{table}, it is obtained as follows: nk (row), 1/2 (column) then obtained 92-2=90 (row) and 1/2 = 0.025 (column, so the value of t_{table} is 1.98667.

Based on the results of data processing, the t-count value is 9.659 while the t_{table} value is 1.98667, so it can be explained that the t_{count} value (9.659) > from t_{table} (1.98667) so it can be concluded that there is a significant influence between service quality to consumer satisfaction.

Coefficient of Determination (R²)

To determine the magnitude of the effect of Service Quality on Employee Satisfaction, the coefficient of determination (R²) is used, after data processing can be seen in table 6 below:

Table 7
Coefficient of Determination Value

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713a	.509	.504	4.53022

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Consumer Satisfaction

Source: SPSS Data Test, 2021

Based on table 7 above, it can be obtained that the R_square value or the coefficient of determination of 0.509 which means that the influence of the independent variable/service quality on the dependent variable/customer satisfaction is 50.9% while the remaining 49.1% is influenced by other independent variables that are not observed in this study.

CONCLUSION

Based on the results obtained, a conclusion can be drawn in this study, namely: The results of the *t*-test obtained variables service quality has a significant effect on consumer satisfaction variables. Based on the results of data processing, the value of *t*-count (9 .) is obtained, 659 > from *t*-table (1.98667), the results of simple linear regression have a positive relationship direction, namely if the independent variable is increased, the dependent variable will increase. The constant value is 11,699 units and the regression coefficient value is 0.672 units. ($Y = 10,928 + 0,687X$), the Coefficient of Determination has a value of 0,509 which means that the amount of influence/contribution or contribution given by the independent variable to the dependent variable is 50.9% while the remaining 49.1% is influenced by other factors that are not included. in this research.

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