

THE EFFECT OF SERVICE QUALITY IN ENHANCING CONSUMER SATISFACTION

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Abstract

Service quality is an important factor that could influence many aspects that lead to customer satisfaction, indicators included in service quality such as reliability, responsiveness, and empathy, have strong connection toward its player, which is the human resources. These make the service quality success depends on the quality of human resources. The purpose of this paper is to explore how service quality contributes toward customer satisfaction, and how it enhances customer satisfaction. The result of this paper indicates that service quality have positive and significant influence toward customer satisfaction, the real life scenario explain that the better the service customer received, the more satisfy they are, the explanation for this located in the definition of customer satisfaction, satisfaction indicates the gap between the expectation and they service they received, therefore from this point, it explain that the better the service, the higher the customer satisfaction. In order to achieve this, company must have good selection model in the recruitment process, recalling that, service quality determined by the quality of human resources.

INTRODUCTION

Customer satisfaction is an important aspect of business, when a firm, or company is able to provide the needs of the customer with excellence, the customer will have the tendency to choose the same firm over and over again. Other than that, customer satisfaction is important in order for the business to successfully gain customer and profit, further expanding the business itself, whether by expanding the existing business or by building a franchise of that business. Before stepping any further, it is important to understand the definition of customer satisfaction, customer satisfaction can be defined as the expression of overall satisfaction toward a product or service, which influence an attempt to revisit or repurchase, or

establishing word of mouth, brand image, and brand improvement (Fu et al., 2022). The same definitions were stated way back by Oliver, which defines customer satisfaction as a response, a judgement that is provided by product or services that bring pleasure by consuming those items (Yu et al., 2023). Diversity of condition bring many definitions of customer satisfaction based on the context, in term of item, customer satisfaction reflected in their repeated purchase of certain item, while in term of service, customer satisfaction reflected in the customer behavior in reusing certain services (Abusafia et al., 2022). Customer satisfaction involve emotion which reflected fulfillment respond which tell the feeling of the customer toward the product or service that they purchase, satisfy customer not only have the intention to repurchase, but also help in promoting the certain item and service they find most appealing to them (Ahmed et al., 2023). In order to provide satisfactory to the customer, one must be able to fulfill the expectation of the customer, which in its process, customers satisfaction is a comparison between customer expectation and the reality toward their purchases, namely, customer satisfaction are measured by five aspect which is reliability, responsiveness, assurance, empathy, and physical evidence (Setiono & Hidayat, 2022).

In terms of customer satisfaction, there is a lot of factors that could affect it, reflecting from the empirical research, it explains that customer satisfaction were determine by what customers desire, in this matter, it could be items or services, but due to some cases, customers desire more than just the item or the services, they desire both, which in one of the recent empirical research explain that customer satisfaction is determine by few factors which is including product quality, packaging, brand, price, and delivery speed (Guan et al., 2022). Due to its needs, the customer has certain preferences toward one product. Explained in another empirical study, product uniqueness has also become one of many factors that influence customer satisfaction (Nofrizal et al., 2022). This also aligns with statement from empirical studies, that taste toward a product or service, will affect the satisfaction of the customer, in certain situations where customer is provided with substitute item, they will feel less satisfied, due to its not fulfilling their expectations or simply doesn't align with their taste (Siregar et al., 2022). In terms of satisfaction, the role of company as the main player is important, these are due to the marketing strategy, price, and the product quality were all determined by the

performance of that company (Suwarno et al., 2022). Its also important to note that, in terms of product, after market services were included, company must prepare to face complains, and critics thrown against their product and services, the initiative to improve, and to better the product or service, when faced again critics will become a preference for customers to choose or repurchase that certain products and services (Pribadi et al., 2022).

Service quality as one of main factors that affect is a very crucial and important factors, this are due to the how the company choose the right human resource to partake in this role, due to diversity of personality, each individual has different personality, which makes training become important in order to provide excellent service quality (Jasin & Firmansyah, 2023). Service qualities are important, due to the fact that other than providing product, some businesses are demanded to provide both services and product, especially culinary businesses, in this business, the importance of staff integrity such as caring, manage to carry out good communication, and have the sufficient ability to foster an understanding toward the needs of customers (Dewi & Putri, 2022). Nowadays, one form of business that have the potential to contribute toward local economy is the tourism company, since in the millennial era, people loves to travel, this make tourism destination become one of the raising business, the services of tourism businesses are reflected in how one's take care of their tourism destination, the hygiene, the uniqueness, and many other aspect such tour guide, will all lead to good service quality (P.J et al., 2023).

In term of service quality, there are a few aspect that become its main element, good service quality will be reflected in the physical evidence, which shown the service physically excellent, its also important to note that service must be able to build trust, which reliability and responsiveness play important role in this, other than this, guarantee and empathy is also become main factor in term of achieving good service quality (Arif et al., 2022). It has been analysis many times that service quality have significant effect toward customer satisfaction, however, in order to prepare such excellence in service quality, one's must selected qualified staff and technicians in the operational process of their business (Chaerudin & Syafarudin, 2021). Further explanation, that service quality will become a driving force toward

company image, and establishing customer trust, to form positive customer behavior reflecting satisfaction, by repurchasing product and services, even better, it will lead the customer to promote the certain items and product that providing them satisfaction (Nurhasan & Hendaryan, 2021).

Reflecting from this past evidence and research, it indicates that customers satisfaction are indeed dynamics, so as the service quality, due to the both are influences by emotions and human factors, therefore the level of service quality becomes dynamics determine by the place and the internal factors of that object, therefore this paper will explore the important role of service quality in enhancing customer satisfaction.

RESEARCH METHODS

In order to achieve its purposes, this paper implements the use of quantitative methods. The purpose of this paper is to explore the influence service quality on the degree to prove its ability to enhance customer satisfaction. In order for this paper to provide the expected result, an analysis is required, and in this particular piece, we will be utilizing a simple regression analysis with the assistance of SPSS software. This study is being conducted in the City of Makassar, and due to the large population there, the sample was collected on paper using a simple random sampling method. This resulted in a total of 100 samples, all of which are customers who have used an experience service quality toward diversity of place such as restaurant and store.

The data that was gathered for this study was gathered through the use of a questionnaire, and each variable's responses contained five forms of aspect, with each aspect containing two statements. The aspects that refer to the service quality are the following: (1) reliability; (2) tangible; (3) responsiveness; (4) assurances; and (5) empathy. meanwhile the components that refers to customer satisfaction are the following: (1) satisfactory; (2) choice of product; (3) tendency to promote; (4) expectation fulfillment; and (5) tendency to repurchase. After going through the process of summarizing to make the data analyzable, this data will then be analyzed using a simple regression method to determine the influences of service quality toward customer satisfaction.

RESULT AND DISCUSSION

A. Result

1. Regression Analysis

The purpose of regression analysis is to conduct a test in order to determine the influence that each variable has towards the other variables. In this particular instance, the independent variable is the service quality, and the dependent variable is the level of overall customer satisfaction. The outcome of this test will demonstrate how the utilization of service quality contributes to the level of customer satisfaction. After that, an interpretation will be provided for the result by making use of empirical evidence to back up the finding of this research work.

Table 1. Simple Regression Test Result

Coefficients ^a		B
Model		
1	(Constant)	11.809
	X	.706

Sources: SPSS Output (2023)

In accordance with the findings of the regression analysis presented in table 1, the possible equations to formulate are as follows::

$$Y^1 = 11.809 + 0.709X^1 + e$$

If the value of the independent variable, which is service quality in this case, were to be zero, then the value of customer satisfaction would be 11.809, as indicated by the fact that the value of the constant displayed a positive value. The value of the regression coefficient revealed a positive value of 0.706. This result can be interpret which lead toward the meaning that reflected an increase in the value of service quality by one will also result in an increase of 0.709 in the value of customer satisfaction.

2. Determinant Coefficient

The correlation coefficient illustrates the power of an independent variable to influence the dependent variable as a unit, whereas the determinant coefficient illustrates the power of an independent variable to influence the dependent variable in a partial way; the results of this regression test on the determinant coefficient are as follows. The correlation coefficient illustrates

the power of an independent variable to influence the dependent variable as a unit, whereas the determinant coefficient illustrates the power of an independent variable to influence the dependent variable in a partial way; the results of this regression test on the determinant coefficient are as follows.

Table 2. Correlation Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 ^a	.420	.414	3.39071

a. Predictors: (Constant), X

Sources: SPSS Output (2023)

The interpretation of this result can be explained as the ability of service quality to influence customer satisfaction is 42 percent, which is considered to be in the mid-range, this are due to the diversity of variables that could influence customer satisfaction, which in this the remaining 58 percent is the indication of the other variable that influences customer satisfaction but wasn't included in this research study. Which are reflected by the test result of the correlation test showed R Square value of 0.420. Meanwhile The interpretation of R value result can be explained as the ability of service quality to influence customer satisfaction, show the value of the correlation coefficient is 0.648, which translates as an influence service quality on customer satisfaction that is 64.8 percent. This result demonstrates that the potency of this influence is relatively high.

3. Partial Test (t)

The objective of a partial test is to determine the extent to which an independent variable has an effect on a dependent variable, and this is especially true in situations in which the independent variable consists of more than one variable. The purpose of this study was to investigate the relationship between the service quality and levels of customer satisfaction using a single test that included both an independent and a dependent variable. The outcome of the test will indicate the contribution that the degree of service quality has contributes toward increasing customer satisfaction. The proved result will then interpret this contribution using empirical studies and the real-time conditions on which this research was carried out. The following

are the findings from the preliminary tests:

Table 3. Partial Test Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.809	3.537		3.339	.001
X	.706	.084	.648	8.426	.000

a. Dependent Variable: Y

Sources: SPSS Output (2023)

The significance value was shown to have a value of 0.000 in table 3, and this value is known to be less than 0.05, which leads one to the conclusion that the test result illustrates a considerable influence of service quality toward customer satisfaction. The value of the regression coefficient also showed a positive value of 0.706, which explains that E-Payment influence customer satisfaction in a positive way and which indicates that if the service quality were to increase, the increasing value of customer satisfaction will also follow. In addition to the significant influence that service quality has toward customer satisfaction, the value of the regression coefficient also showed a positive value. In the defense of this result, it can reflect toward the real-life scenario, which wherever it is, in the restaurant or in the store, the customer would respond goodly toward the excellence of service, often good service will create tendency for customer to revisit same restaurant or store. The positive correlation can be explained in the common behavior of customer, which in general, the better the service, the more satisfactory the customer feels, there are few positive effect from satisfied customer, which is the customer will tend to promote the place or the product they are pleased with, or they tend choose those place and product each time, and lastly, they tend to recommend during the moment. These were the statement from all the respondent that partake as sample for this research. On the other hand, respondents also stated that, they tend to do the opposite, when they are not pleased with the place or product they haven't to purchase, in terms of product, they will not go as far as badmouth the product, but in term of service, bad service will make some customer to prevent their relative from

using that service or going to certain place that they known to have a bad service.

B. Discussion

Result of this research indicates that service quality influences customer satisfaction in a positive way, this illustrate that service quality plays important role in enhancing customer satisfaction, generally, its indicate that when service quality improve, it will also influence customer satisfaction, these are based on real condition, people, everywhere, likes good services, people will tend to comeback to place which provides them good services, moreover, if the product also provides satisfaction, this will certainly impact customers satisfaction in a positive way strongly. Same result are also align with many empirical result, it is explain that service quality can bring positive impact when the goal is to understand the need of customers, therefore when customers demand are meet especially through service, it will positively influence their satisfaction (Ekasari et al., 2023). Due to diversity form of services, empirical studies also proves that when it comes to service, its not only physically but also through online platform, its explain that nowadays, some company provide E-Service, this kind of service normally affiliates with many other companies, they offer services such as delivery, transaction, and shopping services, which are very advantageous due to its ability to build image for many products and companies, and according to this empirical studies, services indeed have positive impact toward customer satisfaction (Ginting et al., 2023). Another research explain that good service quality will result in customer trust, and when this improve, customer will feel pleasant, thus, increasing their satisfaction (Ginny et al., 2022). Align with this, it explain that improving service quality will also lead to customer satisfaction, and cost control, which resulted in direct contribution profit (Setiadi et al., 2022).

In order for company to improve its service, they have to consider the main aspects that would make the improvement possible, these factor rely a lot on human resources, due to the fact that human resources are the one providing the services, therefore its important for company to choose the right human resources up to their qualifications, and also would agree to contribute toward company goals (Sarifuddin T, 2022). There are several aspect companies need

to improve in order to maintain service quality, these aspects also have important connections to human resources aspect, which, good service create reliability perception, make the customer feels the sense of safety, which lead to satisfaction (Prawira et al., 2023). Another relevance connecting human resources, is the service process, service require employee to interact with customers, which from this point, image are created, if one's leave bad impression this will effect service quality, leading to unsatisfied customer (Siantara et al., 2022). These also due to the fact that customers satisfaction are the range between customers expectations and what they received, commonly everyone expect good service, therefore when its far off from what they received, it will have impact on the level of customer satisfaction, causing it to either increase or decrease (Binowo et al., 2023).

There are several empirical studies that explains that in order to better the quality of services, company must improve the product that they offer, along with the services that come after purchasing those products, the better the response of the company toward the product that they successfully sell will have significant effect toward customers satisfaction (Dermawan, 2022). Another explain that company image have also have significant effect toward customers satisfaction, this however have to be in balances, as company image are build through quality of service, therefore making the company trusted by customers, and in order to maintain those satisfaction, the company must provide better service over time, open to critics and recommendations to better the image and the quality of service on their company (Sanusi, 2022). There are many indicators that can be used to better the service quality, but the most common main factors are located in customer service aspect, which the customer service will tell how much the company have actually put their effort into guaranteeing customer satisfaction (Abdullah et al., 2023). The key toward customer satisfaction can be reflected most in its services quality, therefore making it the obligation for company to provide best service and better the service each time, in order to satisfy their customer (Viddy et al., 2023).

CONCLUSION

This research resulted in alignment of the main purpose, which is to explore

the important role of service quality in enhancing customer satisfaction, customer satisfaction are a gap between customer expectations and what they receive, therefore the quality of service will leave either good or bad impression toward customers level of satisfaction. This research also highlights the important aspect of service quality, which is the human resource, the better the quality of human resources, the higher the potential of them providing better services, these are also due to the fact that most aspect of services quality are form by the human resources, like reliability, empathy, and responsiveness.

Recommendation this research provide is, in order to achieve excellent service quality, company must have good selection toward the recruitment of an employee, other than that, its also important for the company to train and make sure that the employee share the same goals, so that they are willing to contribute to the company to its fullest.

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