

**ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY
TO CUSTOMER'S SATISFACTION
(A CASE STUDY AT PT. MANDALA MULTIFINANCE TBK.
SURABAYA BRANCH)**

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ABSTRACT

In the era of globalization and free market competition increasingly fierce business makes the company to be more creative in presenting the products it sells, especially companies that are engaged in services. One is faced by companies in the financial services industry, namely PT. Mandala Multifinance, Tbk Surabaya branch is included in the motorcycle industry financing services. This study aimed to analyze the relationship and influence of the independent variable on the dependent variable, which analyzes the effect of quality of service consisting of Tangibility, Reliability, Responsiveness, Assurance, and Empathy Customer Satisfaction at PT. Mandala Multifinance, Tbk Surabaya branch.

This research uses a quantitative approach to the type of causal research. Data obtained using the distribution of questionnaires to 96 customers as respondents, the data is processed using multiple regression models.

The results found that by simultaneously theory and statistical results of research based on the F test, tangibility (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) has a significant influence on customer satisfaction (Y). Partial tangibility (X1), Responsiveness (X3) and Assurance (X4) negatively related to customer satisfaction. Next, the variable Reliability (X2) and Empathy (X5) on SPSS output showed a positive regression coefficient.

Tangibility proof could affect the comfort and smoothness in providing service to each customer, but inversely. Reliability is the ability to provide the services promised to promptly, accurately and satisfactorily by PT. Multifinance Mandala Surabaya Branch, such as speed of service, timeliness when promised, honest in service and trying to avoid mistakes. Responsiveness is the desire of the employees of PT. Multifinance Mandala Surabaya Branch to assist customers and provide services with responsive, ready to help customers, speed of service and communication smoothly.

Assurance is the knowledge, ability, courtesy, and trustworthiness owned by the employees of PT. Multifinance Mandala Surabaya branch to help

customers, such as service polite, skilled in carrying out its duties and adequate knowledge.

Communication is the ease of relationships, good communication, personal attention, and understand the needs of customers by employees of PT. Multifinance Mandala Surabaya Branch, like attention to customers, responsibility and put the interests of customer convenience.

Keywords: Quality, Service, Satisfaction

INTRODUCTION

To welcome the era of globalization and the free market, competition will increasingly complex business and any business must have faced in the effort and strategy to win the competition. It is also faced by firms engaged in the financing industry. Data in 2011 in Indonesia there are as many as 161 Financing Company. InfoBank Research Bureau has reviewed the financial performance of a company which is packaged in a 161 Multifinance Rating InfoBank version 2011. total of 43 finance companies categorized as "good", 16 multifinace categorized as "good reasonably", and eight multifinance categorized as "not good", while nine multifinance (although financial statements published 2010) did not participate be rated. (source: <http://www.investor.co.id/>).

A large number of finance companies 161 companies shows that competition in the market share of public financing in the more tight. Another thing that affects the company's ability to compete for funding are economic conditions in Indonesia.

By the data is considered stagnant, then the growth rate slows. Seeing the number of competitors in the same field, one of the efforts to sustain the business is to create value and satisfaction to customers. The way the company to provide compliance needs, wants and values the quality of services is determined by customer satisfaction. Unsatisfactory service will lead to reduced or even lost customers because customers switch to other services. Vice versa, if the service is satisfactory, then the customers will be more loyal or come back.

PT. Mandala Multifinance Tbk, which is one of the motorcycle financing services included in the group of finance companies with assets above Rp 1 trillion. By the year 2014, PT. Mandala Multifinance Tbk compete to achieve the expected marketing. However, growth in 2013 is at 7%, where the value is far behind when compared to other competitors, such as the finance company backed by banking services, such as finance BCA and Mandiri Tunas Finance.

Based on the research of Indonesian Motorcycle Industry Association (AIS), one of the main problems motorcycle financing services institution is the quality of service. Therefore, PT. Mandala Multifinance Tbk Surabaya branch are required to always maintain the trust and customer satisfaction by improving service quality in order to increase customer satisfaction. PT. Mandala Multifinance Tbk Surabaya branch need to carefully determine the needs of consumers in an effort

to meet the expectations / desires and increase satisfaction with the service provided. In order to determine the appropriate service policies, it is necessary to study on the dimensions of service quality on customer satisfaction PT. Mandala Multifinance Tbk Surabaya branch.

Related to the quality of service that consists of *Tangibility, Reliability, Responsiveness, Assurance, and Empathy* towards the customer satisfaction, then it is the goal of this research is:

1. To determine the effect of tangibility on customer satisfaction in the PT. Mandala Multifinance Tbk Surabaya branch.
2. To determine the effect of customer satisfaction on the Reliability of the PT. Mandala Multifinance Tbk Surabaya branch.
3. To determine the effect of Responsiveness to customer satisfaction in the PT. Mandala Multifinance Tbk Surabaya branch.
4. To determine the effect of Assurance to customer satisfaction in the PT. Mandala Multifinance Tbk Surabaya branch.
5. To determine the effect of Empathy on customer satisfaction in the PT. Mandala Multifinance Tbk Surabaya branch.

LITERATURE

Customer Satisfaction

Satisfaction is the degree of one's feelings after comparing the performance or results that he felt compared to expectations (Kotler, 2000: 52). Satisfaction or dissatisfaction of customers is the customer response to the evaluation of the perceived discrepancy between prior expectations and perceived performance of real product after use. Thus, satisfaction is a function of performance and expectations. Customer satisfaction is influenced by the quality of service that consists of physical evidence, reliability, responsiveness, assurance, and empathy. If the quality of service is below expectations, the customer is not satisfied, but if the quality of service exceeds expectations, then the customer will be satisfied or happy.

Quality of Service

According to Tjiptono and Chandra (2005: 121) argues that: "The quality of service (*service quality*) as a measure of how good a given level of service that is able to fit with customer expectations." We should all be able to understand that the service (*service*) comes from people not of the organization or company. A service will be formed due to the provision of certain services to third party service providers who serviced.

Parasuraman (1998) classify the product quality by involving 800 customers (which is divided into 4 companies) aged 25 years and over in the book Ratnasari and Mastuti (2011: 107) concluded, there are five dimensions of SERVQUAL, which is as follows :

1. *Tangible*, covering building, facility technology, the appearance of employees and so on, more emphasis on physical or palpable evidence of its existence.
2. *Reliability*, include the ability of employees to provide services promised by the immediate, accurate, and satisfying.
3. *Responsiveness*, includes the ability to provide services quickly and appropriately, in this case the teller's ability to provide services quickly when a customer makes a transaction so that customers are not too long a wait queue.
4. *Assurance*, covers the knowledge and skills of the employees in serving the needs of customers, employees and ethics.
5. *Empathy*, a sincere attitude among consumers as easy to contact the company, the ability to communicate directly with customers to understand their wants and needs.
- 6.

METHODS

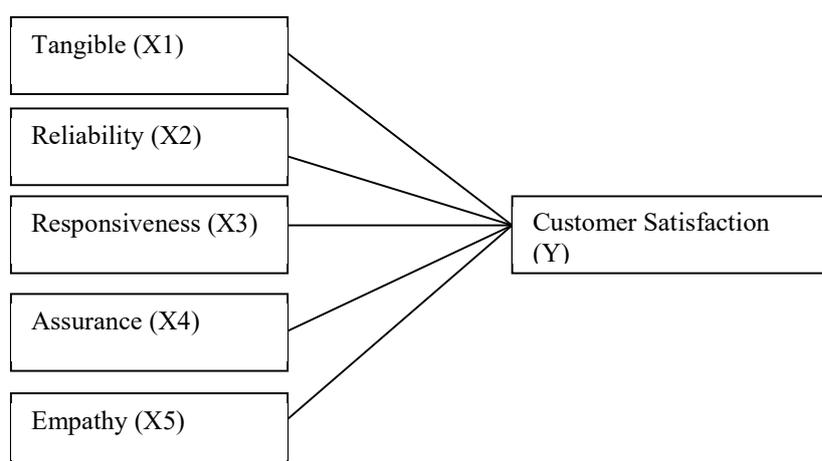
This study used a quantitative approach. Type of research is causal research is to find out why the consequences.

The analysis technique used in this study by means of multiple linear regression analysis calculations by means of calculations based on the sample that is used as a list of questions to the respondents by the researcher, then the researcher processed the data available in the form of an ordinal scale using a Likert scale. As for the population in this study was a customer at. Mandala Multifinance Tbk Surabaya branch, with branch offices in Surabaya in 2349 the number of customers as customers, so that the sample is:

$$n = \frac{N}{1 + Ne^2} = \frac{2.349}{1 + 2349 (0,1)^2} = \frac{2.349}{24,49} = 95,92$$

Value of the sample (n) of 95.92 or rounded to 96.

Frame of mind:



Source of: Adapted research

Based on the results of the questionnaire data that has been obtained, it can be used as a tool of analysis calculation, as follows:

Validity and Reliability test for *Tangibility* Variable

Variable	Questions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X1	X1.1	0.271	0,2006	Valid	0,684	Reliabel
	X1.2	0.492	0,2006	Valid		
	X1.3	0.478	0,2006	Valid		
	X1.4	0.269	0,2006	Valid		

Validity dan Reliability test for *Reliability* variable

Variable	Questions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X2	X2.1	.406	0,2006	Valid	0,653	Reliabel
	X2.2	.349	0,2006	Valid		
	X2.3	.344	0,2006	Valid		
	X2.4	.176	0,2006	tidak Valid		

Variable	Questions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X2	X2.1	.492	0,2006	Valid	0,726	Reliabel
	X2.2	.375	0,2006	Valid		
	X2.3	.450	0,2006	Valid		

Validity dan Reliability test for *Responsiveness* variable

Variable	Questions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X3	X3.1	.193	0,2006	Tidak Valid	0,601	Reliabel
	X3.2	.105	0,2006	Tidak Valid		
	X3.3	.351	0,2006	Valid		
	X3.4	.333	0,2006	Valid		

Variable	Questions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X3	X3.3	.600	0,2006	Valid	0,817	Reliabel
	X3.4	.584	0,2006	Valid		

Validity dan Reliability test for *Assurance*

Variable	Questions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X4	X4.1	.066	0,2006	Tidak Valid	.565	Tidak Reliabel
	X4.2	.091	0,2006	Tidak Valid		
	X4.3	.247	0,2006	Valid		
	X4.4	.459	0,2006	Valid		

Variabel	Questions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X4	X4.3	.655	0,2006	Valid	0,844	Reliabel
	X4.4	.670	0,2006	Valid		

Validity dan Reliability test for *Empathy*

Variabel	Quetions	Corrected item total correlation	r tabel	Explanation	Alpha Cronbach	Explanation
X5	X5.1	.482	0,2006	Valid	0,756	Reliabel
	X5.2	.437	0,2006	Valid		

Validity dan Reliability test for Customer Satisfaction

Variabel	Pertanyaan	Corrected item total correlation	r tabel	Keterangan	Alpha Cronbach	Keterangan
Y	Y1.1	.927	0,2006	Valid	0,821	Reliabel
	Y1.2	.918	0,2006	Valid		
	Y1.3	.302	0,2006	Valid		
	Y1.4	.927	0,2006	Valid		

Furthermore use of multiple linear regression analysis in this study aims to prove the hypothesis of the influence of the variables of service quality dimensions partially or jointly to variable customer satisfaction. Statistical calculations in the multiple linear regression analysis were used in this study is to use the computer program SPSS version 16.0. The results of data processing by using SPSS more described in the following table:

The results of multiple linear regression analysis

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.612	.738		3.540	.001
	X1	-.002	.001	-.189	-2.028	.045
	X2	.256	.126	.204	2.025	.046
	X3	-.019	.102	-.018	-.190	.850
	X4	-.158	.093	-.160	-1.695	.093
	X5	.318	.116	.276	2.749	.007

a. Dependent Variable: Y

Based on the above data obtained by multiple linear regression, following equation is obtained:

$$Y = 2.612 - 0.002 X1 + 0.256 X2 - 0.019 X3 - 0.158 X4 + 0.318 X5 + e$$

Regression equation above can be explained as follows:

1. The equation above has a constant value of 2.612. This shows that if all the independent variables considered is 0, then consumer satisfaction PT. Multifinance Mandala Surabaya Branch is amounted to 2,612. This value is an indication of the influence of other variables not examined in the analysis of the dimensions of service quality on customer satisfaction at PT. Multifinance Mandala Surabaya Branch.
2. Variable regression coefficient of physical evidence (tangible) has a negative direction to customer satisfaction. Variable coefficient of 0.002 indicates for each variable tangible increase by 1%, will decrease consumer satisfaction of 0.002 assuming other variables (reliability, responsiveness, assurance, empathy) are constant.
3. Variable regression coefficient reliability has a positive direction in their influence on customer satisfaction. Variable coefficient of 0.256 indicates for each variable reliability increase by 1%, will increase customer satisfaction by 0.256 assuming other variables (tangible, responsiveness, assurance, empathy) are constant.
4. Regression coefficient variable responsiveness has a negative direction in their influence on customer satisfaction. Variable coefficient of 0.019 indicates for each increase of 1% variable responsiveness, customer satisfaction will decrease by 0.019 assuming other variables (tangible, reliability, assurance, empathy) are constant.
5. Variable regression coefficient assurance has a negative direction in their influence on customer satisfaction. Variable coefficient of 0.158 indicates for each increase of 1% variable assurance, customer satisfaction will decrease 0.158 assuming other variables (tangible, reliability, responsiveness, empathy) are constant.
6. Variable regression coefficient empathy has a positive direction in their influence on customer satisfaction. Variable coefficient of 0.318 showed empathy for each variable increase by 1%, will increase customer satisfaction by 0.318 assuming other variables (tangible, reliability, responsiveness, assurance) constant.

The value of the coefficient of determination can be seen in the R-square and expressed in percentage. The coefficient of determination can be seen in the following table:

Result of Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.474 ^a	.225	.182	.45217	1.189

a. Predictors: (Constant), X5, X4, X1, X3, X2

b. Dependent Variable: Y

Based on the above table, it can be seen the value of R square of 0.225. It means that the variables of reliability, responsiveness, assurance, empathy and tangible are able to explain customer satisfaction in PT. Mandala Multifinance Surabaya Branch by 22.5% only, while the remaining 77.5% of customer satisfaction at PT. Mandala Multifinance Surabaya Branch is caused by factors other than quality of service.

Hypothesis testing is carried out as follows:

Result of F test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.346	5	1.069	5.230	.000 ^a
	Residual	18.401	90	.204		
	Total	23.747	95			

a. Predictors: (Constant), X5, X4, X1, X3, X2

a. Dependent Variable: Y

Based on the above data, the calculated F value (5,230) > F table (2.316), so Ho is rejected and Ha accepted, meaning that the linear model of service quality variables simultaneously has a significant influence on consumer satisfaction variables. Therefore it can be concluded that based on the statistical theory and the results of research based on the F test, service quality has a significant impact on customer satisfaction.

Result of t Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.612	.738		3.540	.001
	X1	-.002	.001	-.189	-2.028	.045
	X2	.256	.126	.204	2.025	.046
	X3	-.019	.102	-.018	-.190	.850
	X4	-.158	.093	-.160	-1.695	.093
	X5	.318	.116	.276	2.749	.007

a. Dependent Variable: Y

1. Variable Physical Evidence (Tangible), $t(2,028) > t$ table (90; 0.025) is 1.987, so H_0 is rejected, H_a is accepted. Tangible variable partially has significant effect on customer satisfaction.
2. Variable Reliability, $t(2,025) > t$ table (90; 0.025) is 1.987, so H_0 is rejected, H_a is accepted. Variable reliability partially has significant effect on customer satisfaction.
3. Variable responsiveness, $t(0.190) < t$ table (90; 0.025) is 1.987, so that H_0 is accepted. Variable responsiveness partially has no significant effect on customer satisfaction.
4. Variable assurance, $t(1,695) < t$ table (90; 0.025) is 1.987, so that H_0 is accepted. Variable partial assurance has no significant effect on customer satisfaction.
5. Variable empathy, $t(2,749) > t$ table (90; 0.025) is 1.987, so H_0 is rejected. Variable empathy partially has significant effect on customer satisfaction.

Based on the data obtained by researchers from questionnaires to customers through data processing, the results of these studies indicate that:

- Tangibility Variable (Physical Evidence) on customer satisfaction. Tangibility (Physical Evidence) has significant negative effect on customer satisfaction. Physical evidence of PT Mandala Multifinance is physical condition of its office building such as a good interior design, neatness and cleanliness of the room as well as the advanced technology used. However, it seems that increasing customer satisfaction is not only because of physical appearance. The physical evidence could affect the comfort and smoothness in providing service to each customer, but the effects are inversely proportional.
- Reliability Variable on customer satisfaction has significant positive effect on customer satisfaction. Reliability is the ability to provide the services promised promptly, accurately and satisfactorily by PT. Multifinance Mandala Surabaya Branch, such as speed of service, timeliness when promised, honest in service and trying to avoid mistakes. This means that

company gives their services appropriately since the first time the customer comes to them and serves as well as possible.

- Responsiveness has significant negative effect on customer satisfaction. Responsiveness is the desire of the employees of PT. Mandala Multifinance Surabaya Branch to assist customers and provide services with responsive, ready to help customers, speed of service and smooth communication. As included in the responsiveness are the accuracy to provide services, the response from employees in the customer demand, responsive in handling customer complaints. In this study, satisfaction with the responsiveness of the PT. Mandala Surabaya Branch Multifinance has no significant effect on customer satisfaction because customers in the use of financial services focused only to obtain financing in the provision of funds or capital goods, particularly carrying out business activities in the fields of finance, namely leasing, credit cards, factoring and consumer financing, especially motorcycle financing with Japanese brands with the insurance agreement. So it can be concluded that satisfaction with the responsiveness does not affect customer loyalty in PT. Multifinance Mandala Surabaya Branch.
- Assurance Variable on customer satisfaction. Assurance has significant negative effect on customer satisfaction. Assurance is the knowledge, ability, courtesy, and trustworthiness owned by the employees of PT. Multifinance Mandala Surabaya branch to help customers, such as polite/good manner, skillful in carrying out their duties and adequate knowledge. The higher the guarantee shown by the employees of PT. Multifinance Mandala Surabaya Branch, it is more influence to satisfy its customers.
- Empathy Variable (communication) on customer satisfaction has significant positive effect on customer satisfaction. Communication is the ease of relationships, good communication, personal attention, and understanding the needs of customers by employees of PT. Multi Finance Mandala Surabaya Branch. Important factor in this variable includes attention to customers, responsibility and putting the interests of customer convenience above all.

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