

**THE INFLUENCE OF SERVQUAL DIMENTION ON
CUSTOMER SATISFACTION
(A Case Study on Modern Retail of M-MART at Mojokerto, East Java)**

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ABSTRACT

The purpose of this paper is to investigate which dimension or variables effect of service quality (reliability, responsiveness, assurance, empathy, and tangibility) on customer satisfaction M-Mart level. The results shows that the variable of reliability, responsiveness, assurance, empathy, and tangibility simultaneously affect to customers satisfaction (Y) M-Mart, because the simultaneously test (F test) is sig. value = 0,000 < 0, 05. Partially (t test), reliability and responsiveness variable have no effect, because the sig. value is > 0, 05. The variables of assurance, empathy, and tangibility partially showed sig. value < 0, 05, so it has significant effect to customers' satisfaction (Y) M-Mart.

Keywords: reliability, responsiveness, assurance, empathy, and tangibility, consumer satisfaction.

INTRODUCTION

Service quality, the main stages in the marketing area is allocated to. Scientific research on the quality of services, from professionals to understand and provide better services have increased and quality of services, including the important topic of research in the field of services. Customers and consumers what they expect to and what is really at the stage after receiving their purchases, and to compare the quality and value that they do have different judgments and behavior are a variety of symptoms. Today's complete customer satisfaction is the main goal of many organizations. The organization is top in such a sense of satisfaction and loyalty of its customers to maintain the profitability of companies is very crucial. Therefore companies must constantly seek ways to create a good competition to attract and retain their customers in the customer satisfaction in the measurement and evaluation, including those that are expected to pay more attention to it.

The development of modern retail business in East Java was currently quite rapidly. By the end of the modern retail turnover in Java is predicted to reach 15 trillion (IDR). The increase from last year recorded about USD 13 trillion (IDR). Modern retail store network covers 55 outlets in East Java Hypermarket. 120 supermarket outlets, 1,400 outlets and 30 outlets minimart Department Store networked nationwide . Currently, the growth of business in the retail or retail experiences a significant increase. Retail is set business activities that add value to products and services sold to consumers for personal or family. Therefore managers in the service sector are under increasing pressure to demonstrate that their services are customer-focused. Customer

satisfaction is a feeling which result from a process of evaluating what was received against that expected (Fecikova, 2004). Consumer satisfaction is derived from the customer's comparison of the customer's actual experience with a service episode contrasted with the customer's service expectation.

Such expectations are derived from both ideal and comparative standards. Customer satisfaction is defined as the levels of service quality performance that meets user's expectations (Wang, 2006). Gilbert et al. (2004) Customers' expectations are derived from their own accumulation of contacts with services provided them in all walks of life.

LITERATURE REVIEW

Service Quality

Clotey and Collier (2008) that service quality is an important issue in service management ; besides, with the development of the service sector, the notion of service quality has become increasingly significant Ma et al.(2005). Service quality is a concept that has acoused considerable interest and debate in the reaearch lieterature because of the difficulty in both defining it and measuring it with no overall consensus emerging on either (Wisniewski,2001). Chakrabarty et al. (2008) said that service quality can be defined as the conformance to customer requirements in the delivery of a service. Sullivan, J.R. and Walstrom, K.A. (2001). According to Sullivan and Walstrom (2001), service quality is important to service firms because it has been shown to increase profit levels, reduce costs, and increase market shares. But moreover, service quality has been shown to influence purchase intentions (Parasuraman et al., 1985). Definition of service quality is focused on fulfilling customer needs and wants, and accuracy of delivery as customer expectations (Tjiptono, 2006). Than according to Abdullah and Francine (2009) that service quality is an attitude or global judgment about the superiority of a service. To be globally competitive service industries must achieve a quality service that exceeds customer's expectation. Schneider and White (2004) given a premise that only customers judge quality, service quality can be also defined as "a judgment about a service's overall excellence or superiority".

Much of the contemporary theories consider service quality from the viewpoints of both provider and propose a model, which enables perceptual gaps to be identified and in 1991, these authors developed this framework into the SERVQUAL scale, which enables actual service delivery to be measured. According to Zeithaml et al. (1990), suggest that the criteria used by customers in molding their expectations and perceptions fit in five dimensions of service quality (Renganathan, 2011):

- ✓ Reliability: ability to perform the promised service dependably and accurately.
- ✓ Responsiveness: willingness to help customers and provide prompt service.
- ✓ Assurance: knowledge and courtesy of employees and their ability to convey trust and
- ✓ Empathy: provision of individualized caring attention to customers.
- ✓ Tangibles: physical evidence, appearance of physical facilities, personnel, and communication materials.

Service Quality is considered to be an influential determinant of perceived value (Andreassen and Lindestad,1998). According to Hellier et al. (2003), perceived value is positively influenced by perceived quality.

Customer Satisfaction

Bastos and Gallego (2008) that customer satisfaction has been defined in various ways, but the conceptualization, which appears to have achieved the widest acceptance, is that satisfaction is a post-choice evaluative judgment of a specific transaction. Based on Kim and Jeong (2004) customer satisfaction is customer's reaction is very importance in today's business world as by according to Deng et al. (2009) the ability of a service provider to create high degree of

satisfaction is crucial for product differentiation and developing strong relationship with customers. Customer satisfaction is defined as an evaluation of the perceived discrepancy between prior expectations and the actual performance of the product (Oliver, 1999). Gustafsson et al. (2005) that customer satisfaction is actually how customer evaluates the ongoing performance. During the last four decades, satisfaction has been considered as one of the most important theoretical as well as practical issues for most marketers and customer researchers (Jamal, 2004). However, no single definition and all definitions proposed, however, agree that the concept of satisfaction implies the necessary presence of a goal that the consumer wants to achieve.

RESEARCH METHODS

Population and Sample

Kuncoro (2009) said that population is a group of research element, the element is a unit the smallest is the source of the data needed. Elements can be analogy as the unit of analysis, all data collection for research business is done only to the respondent. While according to Ridwan dan Sunarto H. (2007) is the sum of the population whole object characteristics supposedly want. The population is the M-Mart customers who have shopped at M-Mart. Total population in this study is 1514 people dan sample selection the design is simple random sampling and the number of samples used in the research was 94.

Test Validity and Reliability

The study uses primary data, that is collected through distributing questionnaires with closed questions, and scale measurement of Likert scale (1) representing for very disagree and (5) for strongly agree (Oei, 2010).

Validity Test.

A valid measurement scale called when doing what should be done and measure what should be measured (Kuncoro,2009). Test the validity of the research is done by calculating the correlation between the score of each item questionnaire with a total score or called Pearson Correlation test with a tolerable degree of error is 0.05. At the time of significant value gained from each query variables <0.05 is considered valid.

Reliability Test.

An instrument is said to reliably (Kuncoro,2009), when showing consistency and stability of a measurement scale. Different reliability and validity, because the first one focusing on the issue of consistency, while the second leads to accuracy problems. Reliability was measured using Cronbach Alpha. Otherwise reliable measurement scales if Cronbach Alpha > 0.6 (Malhotra, 2005).

RESULT AND DISCUSSION

The analysis was chosen in order to see the influence of the variables X1, X2, and X3 to variable Y, either partially or simultaneously. Regression model formed by SPSS 19.0 program results in Table 1

$$Y = 1,070 + 0,138X1 - 0,041X2 + 0,282X3 + 0,188X4 + 0,223X5$$

Remraks:

Y = Customer Satisfaction

X1 = Reliability

X2 = Responsiveness

X3 = Assurance
X4 = Empathy
X5 = Tangibility

Partial Test (t - Test)

t-test was conducted to test and determine the effect of each independent variable (X) individually to the dependent variable (Y).

Table. 1
t- Test

Coefficient^a

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig	
1	Constant	1.070	.470	.199	2.276	.025
	X1	.138	.094	-.057	1.461	.147
	X2	-.041	.091	.342	-.454	.651
	X3	.282	.100	.224	2.811	.006
	X4	.188	.089	.273	2.099	.039
	X5	.223	.081	.199	2.750	.007

Based on the Table 1, as below:

1. From the analysis. Indicates t value = 1.461, and sig. value = 0,147 > 0.05. It means that reliability (X1) is not significantly effect to consumer satisfaction variable (Y).
2. From the analysis. Indicates t value = -.454, and sig.value = 0.651 > 0.05. It means that responsiveness (X2) is not significantly effect to consumer satisfaction variable (Y).
3. From the analysis. Indicates t value = 2.811, and sig. value = 0.006 < 0.05. It means that assurance (X3) is significantly effect to consumer satisfaction variable (Y).
4. From the analysis. Indicates t value = 2.099, and sig. value = 0.039 < 0.05. It means that empathy (X4) is significantly effect to consumer satisfaction variable (Y).
5. From the analysis. Indicates t value = 2.750, and sig. value = 0.007 < 0.05. It means that tangibility (X5) is significantly effect to consumer satisfaction variable (Y).

Simultaneously Test (F - test)

The F test is a statistical method used in testing to examine the influence of all the independent variables simultaneously to the dependent variable.

Table 2
F-Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.294	5	1.259	9.041	.000 ^a
	Residual	12.251	88	.139		
	Total	18.545	93			

Based on Table 2 above that F value = 9.941 and sig.value = 0.000 < 0.05. It means that all variables: reliability (X1), responsiveness (X2), assurances (X3), empathy (X4), tangibility (X5) significantly influence to consumer satisfaction variable (Y).

Coefficient of Determination (R²) Analysis.

Table 3.
R Square

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583	.339	.302	.3731204

Table 3 shows the correlation (R) value = 0.583. It means that R value is strong enough to indicate that there is a correlation between the dimension independent variables: reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibility (X5) to customer satisfaction (Y), while the coefficient of determination (R²) value = 0.339. It means the variation can be predicted from the variable reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and tangibility (X5), the rest value = 0.6615 (66.15%) is explained by other variables but not observed in this research.

CONCLUSION

Based on research conducted by distributing questionnaires and perform data processing with SPSS 17.0, then pulled conclusions as follows:

1. Variable reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), and tangibility (X5) simultaneously effect to customers.satisfaction (Y) M-Mart
2. After t test, reliability variable (X1) showed the value of significance above 5%, so it is partially effect to customer satisfaction (Y) M-Mart.
3. After t test, variable responsiveness (X2) showed the value of significance above 5%, so it is partially effect to customer satisfaction (Y) M-Mart
4. After t test, assurance variable (X3) shows the value significance below 5%, so that in partial satisfaction M-Mart customers.
5. After t test, empathy variable (X4) shows the value significance below 5%, so that in partial effect customers satisfaction M-Mart.
6. A t test, tangibility variable (X5) shows the value significance below 5%, in partial satisfaction M-Mart.berpengaruh consumer satisfaction M-Mart customers.

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