

THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN ACUPUNCTURE THERAPY BUSINESS

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ABSTRACT

Acupuncture Therapy engages in healthcare service with a specialty in acupuncture treatment. The business has grown over time through word-of-mouth customer promotion. Many customers recommended traditional acupuncture as a healthcare alternative to their friends and relatives. Customer satisfaction is considered as the most important factor to keep and maintain a business, especially service-based business. Customer satisfaction is highly dependent on service quality. Additionally, it is also important to understand customer's desires and expectations. This research uses the five dimensions of service quality in SERVQUAL, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy with the aim to determine and analyze the influence of service quality and its dimensions. The purpose of this research is to determine and analyze the significance of the five dimensions of SERVQUAL on the customer satisfaction of acupuncture therapy business.

Research results empirically proved that the SERVQUAL dimensions of Reliability, Responsiveness, Assurance, and Empathy have significant impacts on customer satisfaction. Meanwhile, the Tangibles dimension had a less significant effect on customer satisfaction. This research is beneficial for the development of healthcare service business anywhere, both for acupuncture therapy in general and healthcare service in particular.

Keywords: Healthcare, Acupuncture, Service quality, Customer satisfaction, Servqual, Tangibles, Reliability, Responsiveness, Assurance, Empathy

INTRODUCTION

Background Research

Acupuncture Therapy engages in healthcare service with a specialty in acupuncture treatment. The business started around December 2012 and The business has grown over time. The growth of the business can be seen from the increase in the number of patient visits since December 2012 - May 2014.

Quoted from the article in Kaltim Post (2013), the potential of the healthcare industry in Indonesia is still far from saturation point. The condition was supported by more rapid

economic growth than the growth of the hospital. With this situation, Indonesia shopping in the health sector is predicted to reach USD 60.6 billion (Rp 589 trillion) next five years. It was submitted by Hannah Nawi as the *Associate Director of Healthcare Practice Asia Pacific Frost & Sullivan*. According to him, Indonesia is a country with the highest growth potential in Southeast Asia about spending and health care products. Therefore, the growth of the Indonesian economy continues to grow as the rapid population growth. Seeing these data, business in the field of health, namely health care services such as acupuncture have an excellent opportunity to develop.

Acupuncture is a business engaged in the field of health care services. At businesses engaged in services that do not involve the exchange of goods and transfer of ownership, the company sells products and services as its main commodity. In any business, customer satisfaction is the most important thing to consider. Satisfied customers will have a positive impact on the growth of the company.

Seeing the importance of the influence of service quality to customer satisfaction, it is very important to know what the customer desires, how the customer views on the current business environment. After knowing how the customer views on current business conditions, it would be possible to create strategy to improve the service quality of acupuncture therapy.

Formulation Of The Problem

The problems of this study:

1. Is service quality have significant influence on customer satisfaction in business services acupuncture therapy in Surabaya?
2. Are there any significant effect between the tangible dimension in service quality by using the method according to Parasuraman servqual to customer satisfaction.
3. Are there any significant effect between the dimensions of empathy in the quality of service by using the method according to Parasuraman servqual to customer satisfaction.
4. Are there any significant effect between the dimensions of responsiveness in service quality by using the method according to Parasuraman servqual to customer satisfaction.
5. Are there any significant effect between the dimensions of reliability in service quality by using the method according to Parasuraman servqual to customer satisfaction.
6. Are there any significant effect between the dimension of assurance in the quality of service by using the method according to Parasuraman servqual to customer satisfaction.

Research Purposes

The aim of this study:

1. To identify and analyze the effect of service quality with customer satisfaction in business services acupuncture therapy in the city of Surabaya.
2. To identify and analyze whether tangible dimension of service quality according to Parasuraman had a significant impact on customer satisfaction in business services acupuncture therapy.
3. To identify and analyze whether empathy dimensions of service quality by Parasuraman had a significant impact on customer satisfaction in business services acupuncture therapy.
4. To identify and analyze whether the dimensions of responsiveness of service quality according to Parasuraman had a significant impact on customer satisfaction in business services acupuncture therapy.
5. To identify and analyze whether the reliability dimension of service quality according to Parasuraman had a significant impact on customer satisfaction in business services acupuncture therapy.

6. To identify and analyze whether the dimensions of service quality assurance according to Parasuraman (service quality) that had a significant impact on customer satisfaction in business services acupuncture therapy.

Limitations Research

Limitations of the study:

1. Respondent is the entire customer service business acupuncture therapy which has different backgrounds, ranging from age, gender, social status background, and economics that could affect the answers of respondents to the research instruments.
2. Because it uses quantitative methods using questionnaires research couldn't dig deeper about the hopes and desires of customers regarding of service quality.
3. Customers are used in this study there who have used the services of up to dozens of times, and there were only a few times only use the services of therapy, it is certainly affect the customer's ratings in services.
4. This study is limited by the use of the method developed by Parasuraman servqual to examine and analyze the influence and significance of the dimensions that exist in servqual developed by Parasuraman.

THEORETICAL BASIS

Services business according to Kotler (2000) in Heruwasto and Aprilia (2012), is any act or deed offered by one party to another party, which is essentially intangibles (intangible physical) and produces no ownership of anything. Production services may be associated with physical products and non-physical. Service transactions will not result in a transfer of ownership, and a product or service can involve or not involve any physical product.

Research conducted by Heruwasto and Aprilia, (2012) entitled "Determinants of customer satisfaction and loyalty in the cost of services: studies on lion water users", which has the purpose of research to determine the effect of the five dimensions of service quality to customer satisfaction. This study uses a quantitative approach with a descriptive research with the method of data collection by cross sectional. The method used in this research is multiple linear regression analysis. Population of this study is that all customers who use the services of Lion Air flight. Samples taken in this study amounted to 100 respondents with the percentage of male and 50% female. Results from this study is proven empirically if assurance and empathy factor driving customer satisfaction.

Research conducted by Siddiqi, (2011) with the title of "interrelations between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh", with the aim of research to identify important factors of service quality to customer satisfaction and the relationship of quality of service with customer satisfaction of retail banking business in Bangladesh. The number of samples taken in this study of 100 people. Results from this study explains that the whole dimension in service quality has a positive effect on customer satisfaction.

Quality of Service

According to Grönroos (2000) in Siddiqi (2011), the service is defined as, a process which consists of a series of activities that intangible that happens (not necessarily always) in the interaction between the customer and the service provider. Mudie and Pirrie (2006) in Siddiqi (2011) states there are certain aspects of the service, that is: Intangibility, Inseparability, variability, and perishability.

According to Virgiyanti et al. (2010), today the quality of service becomes an important subject area considered in the policy of the company so the company can have advantages over competitors and more competitive in competition with competitors. In business engaged in the

field of services, service / hospitality, quality of service is one important factor, this is because the company does not provide a product service or goods that can be seen, and there is no transfer of ownership, but the company gave a certain experience to the customer, Customer experience / customer experience that customers felt that is the main commodity that given the company to customers, so as to maintain a company engaged in the field of services, companies need to maintain and even improve the quality of service. According to Parasuraman, et al in Virgiyanti et al. (2010), the company which is engaged in the service, the quality of a company is determined by the quality of service. If the quality of service companies ordinary - ordinary, the service providers included in the group companies are mediocre.

According to Lewis and Booms in Heruswanto and Aprilia (2012), quality of service as a measure of how well the level of services provided in accordance with customer expectations. Meanwhile, according Tjiptono in Heruswanto and Aprilia (2012), quality of service is the expected level of excellence and control over the level of excellence to meet customer desires.

Fogli (2006) in Siddiqi (2011), defines the quality of service as "An attitude relating to certain services; customer views and impressions that arise against the company if the company is inferior or superior. The quality of service is a result of cognitive assessment of the customer.

Parasuraman et al. (1988) Siddiqi (2011), states that Servqual can help service and retail companies obtain information about the expectations of the company. This method can be focused to obtain important data about any core areas that need attention and enhanced to improve the quality of service. There are several dimensions in SERVQUAL by Parasuraman is tangible, reliability, responsiveness, assurance, and empathy. This study will use five dimensions proposed by Parasuraman servqual.

Tangibles

According to Parasuraman, and Zenithamal in Heruswanto and Aprilia (2012), the tangibles constitute physical evidence of the company, namely the ability of a company to demonstrate its existence on the external side.

Reliability

According Zenithamal et al. in Naik et al. (2010), reliability is the company's ability to deliver as promised services accurately and reliably. The service provided must be in accordance with customer expectations and answer the customer's wishes.

Responsiveness

According to Mohammad Parasuraman (2011), responsiveness is a willingness to help and provide fast service (responsive) and the right to the customers. This service is also accompanied with a clear delivery of information to customers. Let customers wait for no apparent reason can lead to a negative perception of the quality of service.

Assurance

According to Parasuraman in Sutanto (2012), assurance is an amalgamation of dimensional communication, competence, courtesy, credibility, reliability, and security for the dimension - the dimension has a very strong relationship. According to Parasuraman, and Zenithamal in Heruswanto and Aprilia (2012), assurance is an assurance and certainty provided to customers who can include knowledge, kesopan compensation, and the ability of the workforce in a company to gain confidence of customers to the company.

Empathy

According to Parasuraman in Mohammad (2011), empathy can be interpreted as an effort to know and understand the needs of individual customers. The company's attention to the

customer can be realized by providing easy access to enterprise customers, the fabric of good communication between the customer and the company, and services to individual customers well.

Customer Satisfaction

Quoted from Mitall and Kamakura in Mosahab et al. (2010), satisfied customers will probably tell others about the experience - the experience that they have felt. Campaign carried out by the customer can be either positive testimonials about the company (positive word of mouth), recommend the company to prospective customers who have similar needs, and provide referrals to the company to prospective customers.

According to Oliver in Heruswanto and Aprilia (2012), was linguistically satisfaction comes from the Latin meaning that satis enough and facere do or make more than adequate. Based on this linguistic approach can be interpreted that the satisfaction of goods and or services that can provide an additional better value when compared with customer expectations. According to Oliver in Kursunluoglu (2014), satisfaction is a level at which a transaction is able to answer the needs of customers.

Relationship between Variables

Variables - the variables used by the authors in this study is the variable quality of service and customer satisfaction in conjunction with acupuncture therapy services.

According to Parasuraman in Kursunluoglu (2014), Heruswanto and Aprilia (2012), Naik et al. (2010), Mohammad et al. (2011), Mosahab et al. (2010), SERVQUAL scale which includes five dimensions as tangibles, reliability, responsiveness, assurance, and empathy developed to measure the quality of service in a setting of pure services such as banking and health care, while the Retail Service Quality Scale method was developed to measure the quality of services in conjunction with businesses that involve the exchange of goods.

Acupuncture is engaged in health care services and includes businesses that do not include the exchange of goods, therefore, refers to the theory mentioned above, this study will use SERVQUAL method of Parasuraman to analyze the data. This study will use the dimensions of tangibles, reliability, responsiveness, assurance, and empathy as a variable.

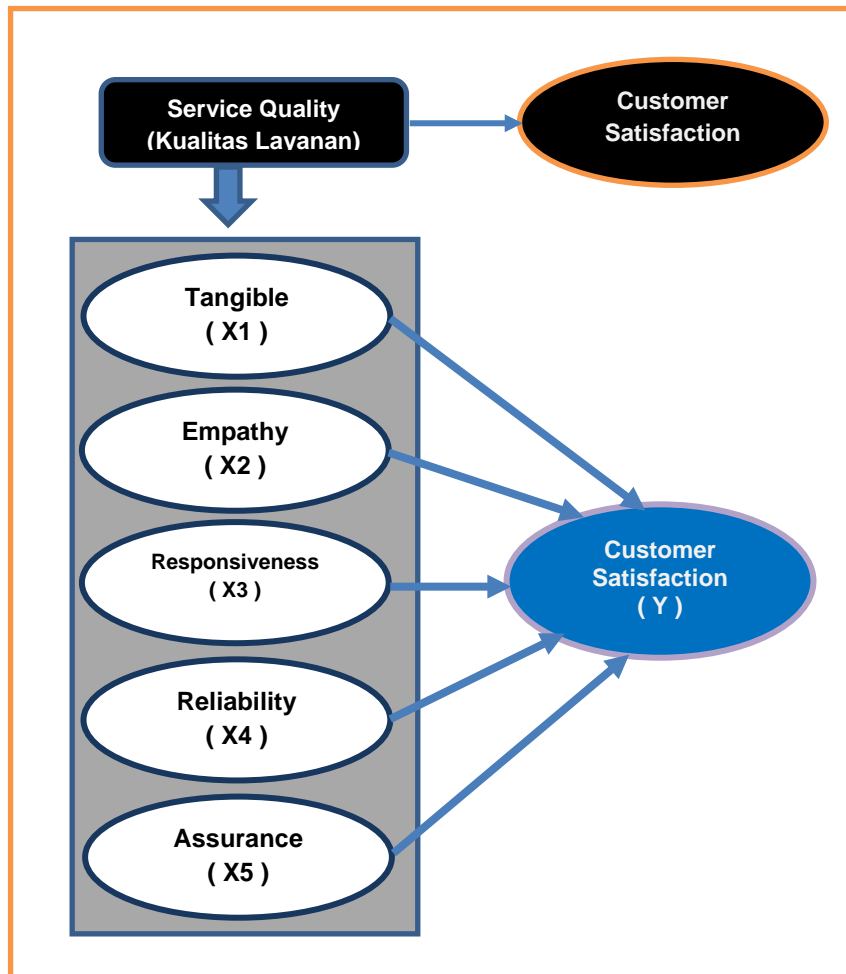


Figure 1. Analysis Model

Hypothesis

Based on the theory that has been studied, then obtained the following hypothesis:

H1: There is a positive influence in the quality of service to customer satisfaction.

H2: There is a significant relationship between tangible dimensions in service quality to customer satisfaction.

H3: There is a significant relationship between the dimensions of empathy in the quality of service to customer satisfaction.

H4: There is a significant relationship between the dimensions of responsiveness in service quality to customer satisfaction.

H5: There is a significant relationship between the dimensions of reliability in service quality to customer satisfaction.

H6: There is a significant relationship between the dimensions of assurance in the quality of service to customer satisfaction.

RESEARCH METHODS

This research was conducted using a quantitative approach using data analyzed using software media (software) SPSS statistics.

Place and Time Research

This study took place in the city of Surabaya by taking time study in April 2015. Respondents were selected in this study are those customers who have been using acupuncture therapy services some 47 people.

Sampling method

Selection of the sample in this study will use a sampling technique using probability sampling method with saturated sample method. Saturated sample selected in this study because the overall number of subscribers to the service H acupuncture therapy in the period December 2012 - May 2014 amounted to less than 100 people, so the sampling saturated still very possible.

Method Of Collecting Data

According Kuncoro (2013: 145), the data is a set of information that is in the business sense, the data is a set of information needed for decision making. Viewed from the side of data collection, the data is separated based on the data source from which the data was obtained. Primary data is data collected from primary sources of information providers first, the research of satisfaction, the primary data source is the users of the goods or services. Data was obtained by surveying the field by providing research instruments such as questionnaires to customers directly acupuncture therapy.

RESEARCH RESULT

From the results of this study found the following results:

1. The dimensions of tangibles in the quality of service does not have a significant impact on customer satisfaction. Although this dimension does not have a significant effect, but if the dimensions are not addressed, repaired and developed, H acupuncture therapy services business is also difficult to develop a better direction.
2. Dimensions reliability in service quality has a significant impact on customer satisfaction. Therefore for H acupuncture therapy services businesses must continue to maintain and improve the reliability dimension to satisfy the users of services of acupuncture therapy H.
3. Dimensions responsiveness in service quality has a significant impact on customer satisfaction. Therefore for H acupuncture therapy services businesses must continue to maintain and improve the responsiveness dimension to satisfy the users of services of acupuncture therapy H.
4. Dimensions of assurance in the quality of service has a significant impact on customer satisfaction. Therefore for H acupuncture therapy services businesses must continue to maintain and enhance the assurance dimension to satisfy the users of services of acupuncture therapy H.
5. The dimensions of empathy in service quality has a significant impact on customer satisfaction. Therefore for H acupuncture therapy services businesses must continue to maintain and increase the dimensions of empathy to satisfy the users of services of acupuncture therapy H.

CONCLUSION

Customer satisfaction is strongly influenced by the quality of the service, therefore to attempt acupuncture therapy services H must continue to maintain the quality of service so that customers can feel satisfied and then these businesses can grow.

To develop acupuncture therapy services business, management should begin to improve tangibles dimension. Tangibles dimension can be improved gradually, ranging from the

provision of therapeutic tools that have the appropriate quality and usability at an affordable price to support therapies such as infra-red lamp, electro stimulator, moksha, and so forth. For the tangibles dimension that also affects the responsiveness necessary to provide a hand bell to call the therapist when customers feel discomfort when therapy is done, so that the therapist can immediately help treat patients / customers who feel less comfortable when therapy is done. For further development in tangibles dimension can be done by providing therapeutic bed shaped seat that can be set and adjusted for patient comfort when therapy is done.

To improve the management assurance dimension should follow a variety of forums, workshops or seminars on health and medical equipment to improve the knowledge and skills of the therapist so that better service to customers and displaying hard copy therapist diploma, diploma seminars and workshops on health, followed therapist, licenses practice, and registration letter that has been authorized by the Ministry of Health of Indonesia so that the customer / patient first came can be more confident and sure of the credibility of the therapist.

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