THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION ON CAHYANING PERWITA PSYCHOLOGY BUREAU

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ABSTRACT

The existence of psychological consulting services nowadays has become an important need in the society. Various kinds of needs related to psychological aspects such as psychological test services, self-improvement training, and psychological consultation became a necessity to achieve a more comprehensive conditions. This study aims to explain the effect of tangibles, empathy, assurance, responsiveness, and reliability towards customer satisfaction on Cahyaning Perwita Psychology Bureau and to find out which variables predominantly affects customer satisfaction. The population of the study is every customers of the Cahyaning Perwita Psychology Bureau from October 2018 to March 2019, where 56 respondents from 16 to 40 years of age are chosen as the sample for the study through purposive sampling. This study is quantitative descriptive approach for data analysis, where the variables are measured on Likert scale. The results showed that tangibles, empathy, assurance, responsiveness, and reliability altogether possesses significant and positive effect towards customer satisfaction on Cahyaning Perwita Psychology Bureau.

Keywords: Service Quality, Tangibles, Empathy, Assurance, Responsiveness, Reliability, Customer
Satisfaction

INTRODUCTION

The existence of psychological consulting services today has become an important requirement for the community. Various kinds of needs related to psychological aspects such as psychological test services, training to improve self-potential, and psychological consultation became a necessity to achieve more comprehensive conditions. Services can also be defined to as products that are intangible. When designing marketing plan, companies must consider four characteristics that are unique to services which are intangibility, inseparability, variability, and perishability. (Kotler & Armstrong, 2012). According to Tjiptono (2007), service quality can be interpreted as an effort to fulfill the desires and needs of consumers as well the accuracy of delivery in meeting consumer expectations. In other words, the service quality is an activity that aims to meet the needs by always paying attention to the desires of consumers, using the right strategies to be able to meet customer expectations and satisfaction. Customer service quality can be defined as the right way to meet customer needs by providing the goods or services needed (Janahi & Almubarak, 2017); while according to Kotler & Keller (2006), service quality is an effort to meet customer expectations. Consumer's perception towards a service is a basis for quality formation and can be used to measure customer satisfaction (Zeithaml, 2003).

Lovelock *et al*. (2010) proposed a theory about the dimensions of service quality called SERVQUAL that can be used to measure customer satisfaction with various aspects of service quality. The SERVQUAL scale includes five dimensions, which are: tangibles; reliability; responsiveness; assurance; and empathy.

LITERATURE REVIEW
Service

According to Lupiyoadi (2014), service is any action or activity that can be offered by one party to another party that is basically intangible and does not result in any transfer of ownership. This is in line with what Tjiptono (2017) stated in his book entitled "*Service Management*", that services are generally products that are intangible or industry-sector specific such as education, health, telecommunications, transportation, insurance, etc. As a service provider, the term service implies that everything is done by certain parties (individuals or groups) to other parties (individuals or groups).

Service Quality

Tjiptono (2017) argues that there are at least five perspectives of quality that are currently developing, namely transcendental approach, product-based approach, user-based approach, manufacturing-based approach, and value based approach. In his book "*Marketing Services",* Tjiptono (2015) states that the service industry is very diverse and is related to four main sectors, namely the government sector, private non-profit sector, business sector, and manufacturing sector. Service is defined as "every action or action that can be offered by a party to another party that are essentially intangible and does not result in ownership" (Kotler & Keller, 2012).

According to Martin (2001) in his book titled "*Layanan Prima dalam Praktik*", service quality is an ability to meet customers' internal and external needs consistently according to procedures. The service quality must be able to meet the needs and desires of consumers consistently, so that services that are experienced by consumers are able to meet or exceed their expectations. Service quality must begin with customer needs and end with customer satisfaction, as well as positive perceptions of service quality (Kotler, 2006). Lovelock *et al.* (2010) suggested about the dimensions of service quality (SERVQUAL) that are used to measure customer satisfaction with various aspects of service quality. The SERVQUAL scale includes five dimensions, which are: tangibles; empathy; responsiveness; assurance; and reliability.

Customer Satisfaction

Tjiptono (2005) suggests that customer satisfaction is the level of one's emotion after comparing the perceived performance or results to his expectations, while Delafrooz *et al.* (2013) describes it as the positive feelings experienced by individuals after using goods or services. This emotion will emerge if the experience of using said product of service matches or exceeds their expectations. Similarly, according to Kotler & Keller (2009), consumer satisfaction is the feeling of pleasure or disappointment as a result caused by comparing perceived performance against consumer expectations.

CONCEPT FRAMEWORK AND HYPOTHESES

This study assigns the following five aspects as independent variables: tangibles (X1); empathy (X2); assurance (X3); responsiveness (X4); and reliability (X5), while customer satisfaction (Y) acts as the dependent variable. The analysis model used in this study is detailed as below:
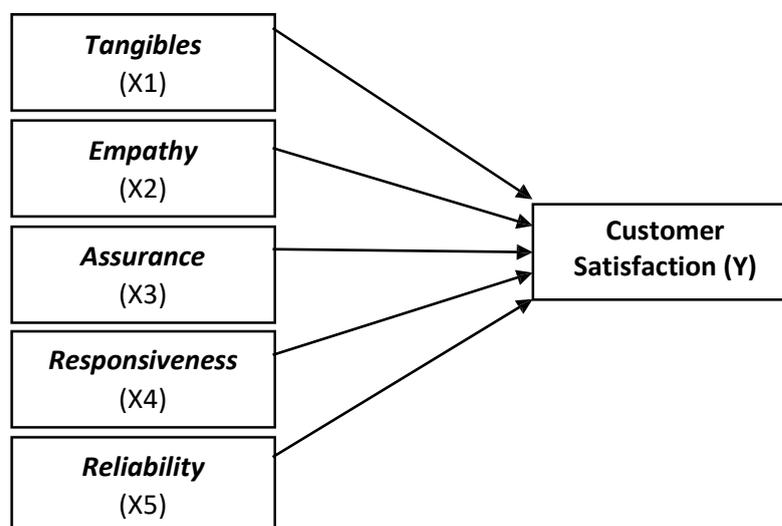

Figure 1: Analysis model

Based on previous studies, theoretical basis, and the analysis model as seen above, the hypotheses of this study can be formulated as follows:

H1: *Tangibles* has a significant effect towards consumer satisfaction on Cahyaning Perwita

Psychology Bureau.

H2: *Empathy* has a significant effect towards consumer satisfaction on Cahyaning Perwita

Psychology Bureau.

H3: *Assurance* has a significant effect towards consumer satisfaction on Cahyaning Perwita

Psychology Bureau.

H4: *Responsiveness* has a significant effect towards customer satisfaction on Cahyaning Perwita

Psychology Bureau.

H5: *Reliability* has a significant effect towards consumer satisfaction on Cahyaning Perwita

Psychology Bureau.

RESEARCH METHODS

This study is conducted using quantitative approach to determine the effects of service quality towards customer satisfaction on Cahyaning Perwita Psychology Bureau. The respondents on this study are customers of Cahyaning Perwita Psychology Bureau with ages ranging from 16 to 40 years old. The population of this study is every customer of Cahyaning Perwita Psychology Bureau from October 2018 to March 2019 where 56 respondents are chosen as the research sample, selected using purposive sampling technique. The method of data analysis is quantitative descriptive approach, where the variables will be measured using the Likert scale.

This study uses multiple linear regression method for data analysis. Multiple regression analysis is carried out to predict the state of the dependent variable (Y) when two or more independent variables (X) as predictor factors are manipulated by increasing or decreasing their value. (Sugiono, 2012). This analysis uses the multiple linear regression equation model as follows: $Y = ß0 + ß1X1 + ß2X2 + ß3X3 + ß4X4 + ß5X5 + Ɛ$. These equation model applies tangibles, empathy, assurance, responsiveness, and reliability as independent variables; while customer satisfaction acts as the dependent variable.

DISCUSSION AND IMPLICATIONS

Validity Test

Validity test is done to measure the accuracy of a measuring instrument in a research when carrying out its task. Measuring validity can be done using the Pearson-Correlation technique. The data is considered valid if the significance value is below 0.05, while above 0.05 is considered invalid. In this study, all the variables (tangibles, empathy, assurance, responsiveness, reliability, and customer satisfaction) have a significance value of <0.05. This proves that the statements on both independent and dependent variables are valid.

Reliability Test

In this study, Cronbach's Alpha is used to measure reliability. A measuring instrument is considered reliable if the value is higher than 0.60. The level of reliability in each instrument are shown through the reliability coefficient.

Table 1: Reliability Test Results

Variable	Cronbach's Alpha	Description
Tangibles	0.847	Reliable
Empathy	0.892	Reliable
Assurance	0.889	Reliable
Responsiveness	0.851	Reliable
Reliability	0.873	Reliable
Customer Satisfaction	0.709	Reliable

The Cronbach's Alpha values on all the variables used in this study exceeds 0.60, therefore in can be concluded that the variables are reliable for data collection.

Table 2: Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	-1.061	0.331	
X1	0.246	0.057	0.246
X2	0.270	0.067	0.290
X3	0.189	0.057	0.211
X4	0.293	0.064	0.312
X5	0.241	0.070	0.245

The estimated value of the regression model for the multiple linear regression equation can be expressed through the following formula:

$$Y = -1.061 + 0.246x_1 + 0.270x_2 + 0.189x_3 + 0.293x_4 + 0.241x_5$$

Based on the regression equation above, it can be seen that the multiple linear regression coefficient of the variables are: 0.246 for tangibles (X1); 0.270 for empathy (X2); 0.189 for assurance (X3); 0.293 for responsiveness (X4); and 0.241 for reliability (X5). The values are positive on all five independent variables.

Table 3: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		56
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	.14698333
Most Extreme Differences	Absolute	.086
	Positive	.048
	Negative	-.086
Kolmogorov-Smirnov Z		.645
Asymp. Sig. (2-tailed)		.800

The asymptotic significance value as seen on the Table 3 above is 0.800, which is larger than

0.05. This shows that the residuals are normally distributed and the results of the regression model can be used for decision making.

Table 4: Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Tangibles	0.866	1.155	No Multicollinearity
Empathy	0.546	1.833	No Multicollinearity
Assurance	0.713	1.402	No Multicollinearity
Responsiveness	0.607	1.646	No Multicollinearity
Reliability	0.566	1.767	No Multicollinearity

The tolerance values of the independent variables are 0.866 (X1), 0.546 (X2), 0.713 (X3), 0.607 (X4), and 0.566 (X5); while the VIF values are 1.155 (X1), 1.833 (X2), 1.402 (X3), 1.646 (X4), and 1.767 (X5) consecutively. This shows that the tolerance value of each independent variable is higher than 0.1 and the VIF values are lower than 10, so it can be concluded that in this study there is no multicollinearity present on the independent variables.

Table 5: Heteroskedasticity Test Results

Variable	Sig.	Description
Tangibles	0.022	No Heteroscedasticity
Empathy	0.500	No Heteroscedasticity
Assurance	0.134	No Heteroscedasticity
Responsiveness	0.304	No Heteroscedasticity
Reliability	0.788	No Heteroscedasticity

The significance value of the multicollinearity test for each independent variable is greater than the significance level which is 5% (0.05), with the exception of tangibles (X1), which has a value smaller than 0.05. This means that heteroscedasticity occurs in the X1 variable on the significance level of 5% (0.05), however there is no heteroscedasticity found when using a significance level of 1% (0.01). As for the remaining four variables, it can be concluded that the residual variance is homoskedastic.

Table 6: Linearity Test Results

Variable	Linearity Sig.	Description
Tangibles	0,000	Linear
Empathy	0,000	Linear
Assurance	0,000	Linear
Responsiveness	0,000	Linear
Reliability	0,000	Linear

Linearity test is a statistical test that is used to determine whether two variables have a linear relationship or not. This study uses linearity significance values from the linearity test. If the significance value is less than 0.05, it means that the independent and dependent variables have a linear relationship.

Table 7: Autocorrelation Test Results

Durbin-Watson	dL	dU	(4-dU)
1.466	1.3815	1.7678	2.2322

Based on the data shown on Table 7, the Durbin-Watson value is 1.466. As pointed out on the regression model explained previously, there are five independent variables and one dependent variable with a total sample of 56 respondents which translates to $t = 56$, $k = 5$. When calculated, the values of t and k resulted in dL and dU values of 1.3815 and 1.7678 respectively, while the value of $(4 - dU)$ is 2.2322. Based on these results it can be concluded that there is no autocorrelation, as the Durbin-Watson value is between dU and (4-DU).

CONCLUSION

Based on the results of statistical and descriptive data analysis using a sample of 56 respondents and data collection through questionnaires, it can be concluded that:

1. *Tangibles* has a significant effect towards customer satisfaction on Cahyaning Perwita Psychology Bureau. This shows that the first hypothesis (H1) is accepted.
2. *Empathy* has a significant effect towards customer satisfaction on Cahyaning Perwita Psychology Bureau. This shows that the second hypothesis (H2) is accepted.
3. *Responsiveness* has a significant effect towards customer satisfaction on Cahyaning Perwita Psychology Bureau. This shows that the third hypothesis (H3) is accepted.
4. *Assurance* has a significant effect towards customer satisfaction on Cahyaning Perwita Psychology Bureau. This shows that the fourth hypothesis (H4) is accepted.

5.   *Reliability* has a significant effect towards customer satisfaction on Cahyaning Perwita

     Psychology Bureau. This shows that the fifth hypothesis (H5) is accepted.

DISCUSSION

Based on the results of the study, the researcher can provide suggestions that serve as input and considerations for other researchers dealing with the same variables in the future and while for related bureaus, it is suggested that the same variables are used but with different analytical methods e.g. qualitative method or factor analysis method. Future studies can also use additional variables not used in this research as to find other variables that can increase customer satisfaction.

IMPLICATION

The implications of the research were carried out on Cahyaning Perwita Psychology Bureau in order to improve and enhance the quality of its services as to improve performance. The variables used in this study are expected to be able to be used as evaluation material for Cahyaning Perwita Psychology Bureau to improve the quality of services provided to customers as well as to develop new and more innovative psychological services.

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