

The Impact of Service Quality to Customer Satisfaction at Ruby Printing – Bekasi

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ABSTRACT

This study aims to investigate: (1) the effect of reliability on customers' satisfaction, (2) the effect of responsiveness on customer satisfaction, (3) the effect of assurance on customer satisfaction, (4) the effect of empathy on customer satisfaction, (5) the effect of tangibles on customer satisfaction, and (6) the effects of reliability, responsiveness, assurance, empathy and tangible on customer satisfaction. This was a quantitative study. The research setting was Ruby Printing Bekasi, the research population comprised customers Ruby Printing. The research sample was selected using Lameshaw, resulting in 96,4 rounded to 100. The data collecting technique was a closed questionnaire with answer alternatives using the Likert Scale. The analysis technique was multiple linear regression analysis using F-test and t-test.

Keywords: Service Quality, Customer Satisfaction

RESEARCH BACKGROUND

The increasing competition in the printing service industry forces Ruby Printing to look for the most appropriate strategy to win the competition (Lestari, Musyahidah, & Istiqamah, 2019). One strategy to achieve success in the printing service industry is to create customer satisfaction (Rohmadi & Yasin, 2020). Based on a survey conducted by researchers, the quality of service in Ruby printing is less than optimal. The facilities provided by Ruby Printing printing are inadequate which makes consumers feel uncomfortable, such as narrow waiting rooms, so the weather feels hot, employee relationships with customers are less friendly, lack of promotions and service performance that determines customer satisfaction. Some of these factors can be causing customer satisfaction to decrease.

According to (Atiyah, 2009) basically the purpose of a business is to create satisfied customers. Creating customer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repeat purchases and create customer loyalty, and form a word-of-mouth recommendation that is profitable for the company (Huseynov & Amazhanova, 2018). One of the factors that affect customer satisfaction in Ruby Printing printing is the quality of service so that it can affect customer satisfaction and will affect the increase in sales at Ruby Printing.

To assess or measure service quality we need to understand the dimensions of service quality. There is a lot of research on the factors that affect the quality of service. Many studies are also conducted by experts in the field of service management to find out in detail the quality dimensions that affect service quality including determining which dimensions determine the most decisive in the quality of certain services. (Seiler, & Rudolf, 2014) suggests 5 dimensions of service quality are reliability, responsiveness, assurance, empathy and tangible (physical evidence).

This study is designed to test the level of service to customer satisfaction and to find out whether the quality of service in the form of physical form (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance) and care (emphaty) affect customer satisfaction.

LITERATURE REVIEW

Service Quality

According to (Machogu & Okiko, 2015) service quality is an expected level of excellence, and related to it is a control measure over that level of excellence to meet consumer expectations. Wyckof sees the quality of service is not seen based on the producer's point of view but rather from the perception of the person receiving the service.

The Dimensions of Service Quality

Machogu, et al., (2015) suggested five dimensions of service quality are reliability, responsiveness, assurance, empathy and tangibles.

Table 1. The Dimensions of Service Quality

Reliability	The ability to deliver the promised services appropriately and the ability to be trusted, especially to deliver services in a timely manner.
Responsiveness	The willingness or desire of employees to help provide services needed by consumers.
Assurance	Includes knowledge, ability, friendliness, courtesy and trustworthy nature of personal contact to eliminate consumer doubts and feel free from danger and risk.
Empathy	Includes personal and corporate contact attitudes to understand consumer needs and difficulties, good communication, personal attention, then in communicating or relationships.
Tangibles	The occurrence of physical facilities, equipment and service process facilities.

Sourced from reliable sources (2020)

Customer Satisfaction

According to Indah Kusumawati & Agus Yulistiyono, (2022) the definition of satisfaction is the response or response of consumers regarding the fulfillment of needs. Satisfaction is an assessment of the characteristics or features of a product or service. Or the product itself that provides the level of consumer pleasure related to meeting the needs of consumer consumption (Sulistyo & Gumilar, 2019).

Relationship Between Research Variables

The Effect of Reliability on Customer Satisfaction

Reliability is the ability to provide services that are in accordance with customer needs quickly, precisely and reliably (Soedjono Soedjono, 2005). Therefore, the performance of Ruby Printing employees must match or even exceed the expectations imagined by customers without any errors and have a sympathetic attitude and be able to fulfill promises in providing prompt and satisfactory service for customers (Arianty, 2015). According to Lau, et al., (2013) reliability has a positive influence on customer satisfaction. If the reliability of employees is less than what customers expect, then the reliability of printing is considered unsatisfactory. If the reliability of employees is the same as expected by customers, then the reliability of printing is categorized as satisfactory.

The Effect of Responsiveness on Customer Satisfaction

Responsiveness is the response of employees in helping customers overcome the problems they are facing (Riyani, Larashat, & Juhana, 2021). Response is a policy that helps provide prompt service and convey clear information. Responsiveness positively affects satisfaction. If the responsiveness of employees is the same as what customers expect, then responsiveness is categorized as satisfactory. The Effect of Responsiveness on Customer Satisfaction (Sultan & Wong, 2010).

The Effect of Assurance on Customer Satisfaction

Assurance is to provide services by conveying information and instilling confidence in customers that production transactions will not disappoint customer trust, according to Ismail, et al., (2012) that has been given to Ruby Printing printing. If the printing guarantee is in accordance with what the customer expects, then the guarantee at Ruby Printing printing is categorized as satisfactory.

The Effect of Empathy on Customer Satisfaction

Empathy is a personal concern given by Ruby Printing employees to customers and accommodates customer wants and needs in order to improve the performance of Ruby Printing printing to suit customer needs and desires (Rohmadi & Yasin, 2020). Empathy has a positive relationship to customer satisfaction. If the empathy carried out by printing is in accordance with what the customer expects, the customer will feel satisfied (Lestari et al., 2019).

The Effect of Physical Evidence (tangible) on Customer Satisfaction

Direct evidence is the provision of facilities, facilities and infrastructure tangible directly or tangibly such as buildings, fittings, equipment, employee appearance etc. Direct evidence has a positive influence on customer satisfaction (Lestari et al., 2019). If the direct evidence of printing is less than what the customer expects, then the direct evidence of printing is less satisfactory. If the direct evidence of printing is in accordance with what is expected then the direct evidence of printing is categorized as satisfactory (Rohmadi & Yasin, 2020).

RESEARCH METHODS

The population of this study is customers at Ruby Printing Bekasi printing. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. So if based on this formula, what is obtained is $96.4 = 100$ people so that in this study at least the author must take data from a sample of at least 100 people.

Data Collection Techniques

Normality Test

The normality test aims to test whether in a regression model, the pattern is like a normal distribution, i.e. the distribution of the data is not a confounding variable or the residual has a normal distribution. If this assumption is violated, then the statistical test becomes invalid or biased especially for small samples. Good data is data that has a jolt to the left or right. If the data spreads around diagonal lines, then the regression model satisfies the assumption of normality or by using numbers by getting 0.05 (Soegiyono, 2011). This normality test uses the Kolmogorov Smirnov test with a sample of 100 and uses a significance level of 0.05. The data will be said to be normal if the significance is greater than 0.05. Conversely, if the significance data is smaller than 0.05 then the distribution of data is said to be abnormal.

Linearity Test

The linearity test is used to determine the relationship between the independent variable and the dependent variable is linear or not. The linearity of the variable is seen from the ANOVA Table test result F for the Deviation from linearity row. Linearity testing in this study used the F test at a signification level of 5%. If the sig value > 0.05 then the relationship between variables is linear. Conversely, if the significance sig value is less than 0.05, then the relationship between variables is not linear. If the data used in the study after testing is not linear, data analysis does not apply, because the prerequisites in this data assumption must be linear (Soegiyono, 2011).

Multicollinearity Test

The multicollinearity test aims to test whether in the regression model formed there is a high or perfect correlation among independent variables. The symptoms of multicollinearity can be corrected using the TOL (Tolerance) and VIF (Variance Inflation Factor) methods, if the VIF value < 10 (less than 10) and the tolerance value > 0.10 (more than 10), then multicollinearity does not occur (Soegiyono, 2011).

Heterokedasticity Test

The heterokedasticity test aims to test whether the regression model has an inequality of variance from the residual of one observation to another. If the variance from the residual one observation to another observation is fixed, then it is called homoscedasticity and if it is different it is called heterokedasticity. A good regression model is one that is Homoskedasticity or no Heterokedasticity. Most crossection data contain heteroskedasticity situations because this data collects data representing various sizes (small, medium and large) according to (Widodo & Prabowo, 2018). There are several ways to detect the presence or absence of heteroskedasticity, including:

See the plot graph between the predicted value of the dependent variable, namely ZPRED and residual SRESID. Detection of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y and the source X is the residual (predicted Y - Y really) that has been studentized.

Basic Analysis:

If there is a certain pattern, such as the dots forming a certain regular pattern (wavy, widening then 70 narrowing), then it indicates heteroscedasticity has occurred. If there is no clear pattern, as well as the dots spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur. The Glejser test proposes to regress the residual absolute value to the independent variable. The probability result is said to be significant if the significance value is above the 5% confidence level (Ulmi, 2022).

Test the hypothesis

Test the hypothesis using multiple linear equations. Multiple linear analysis is a linear relationship between two or more independent variables and the dependent variable. This analysis is to determine the direction of the relationship between the relationship between the independent variable and the dependent variable whether it has a positive relationship or a negative relationship and to predict the value of the dependent variable if the value of the independent variable increases or decreases (Soegiyono, 2011) The multiple linear equations of this study are as follows:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Remarks:

Y = customer satisfaction

b₁= Reliability Regression Coefficient
B₂ = Responsiveness Regression Coefficient
B₃ = Regression Coefficient guarantee

b₄= empathetic regression coefficient
b₅ = physical evidence regression coefficient

X₁ = reliability

X₂ = responsiveness

X₃ = guarantee

X₄ = empathy

X₅ = physical evidence

E = confounding variance

Hypothesis from this calculation used for t-test and f-test.

Partial Test (Test t)

The statistical test t basically shows how far the influence of one independent variable individually in explaining the dependent variable. The null hypothesis (H_0) to be tested is whether a parameter is equal to zero or $H_0 = 0$ which means whether an independent variable is not a significant explanatory of the dependent variable. The alternative hypothesis (H_a), the parameter of a variable is not equal to or H_0 which means that the variable is a significant explanatory of the dependent variable (Rachmawati & Rismayani, n.d.). Decision making with a significant degree = 0.05 is determined as follows:

The basis for decision making is determined in the following way: If the significance level t count > 0.05 or t count < t table, then H_0 is accepted. significance level t count < 0.05 or t count > t table, then H_0 is rejected.

Simultaneous Test (Test F)

The F test basically shows whether all the independent variables included in the model have an influence together on the dependent variable null hypothesis (H_0) to be tested is whether all parameters in the model are equal to zero, which means whether all independent variables are not a significant explanation of the dependent variable. Alternatively hypothetical (H_a), not all simultaneous parameters are equal to 0.

Testing criteria:

If significance level $F > 0,05$ or $F \text{ count} < F \text{ table}$, so H_0 accepted

If significance level $F < 0,05$ or $F \text{ count} > F \text{ table}$, so H_0 rejected

Validity Test

The value of r_{table} is seen in table r at α 0.05 (5%) with degree of freedom (df) = $n - 2$. Number of data (n) = 100 then $df = 98$. r (0.05; 98) on a bidirectional test = 0.196. In the 5 dimensions of service quality and customer satisfaction variables, after testing, all items are declared valid. The measurement items shown above are items that meet the validity testing criteria because because Corrected Item – Total Correlation ($r_{calculate}$) > table 0.196.

Reliability Test

Reliability tests of the dimensions of reliability, responsiveness, assurance, empathy, physical evidence and customer satisfaction variables found that Cronbach's alpha value ≥ 0.600 . After testing, all items are declared reliable. The measurement items shown are items that meet the reliability testing criteria because Cronbach's alpha value ≥ 0.600 .

Normality Test

According to Imam Ghozali (2001:161). A regression model is said to be normally distributed if the plotting data (points) that describe the actual data follows a diagonal line

Heteroscedasticity test

The Glejser test above means that in regression there are no symptoms of heterokedasticity showing that there is no independent variable that is statistically significant in influencing the dependent variable ABS RES value, this is because the probability of significance is > 0.05 or 5% (Ghozali, 2018: 134).

Hypothesis Test Partial Test Research (Test t)

The t test is a test to show the individual influence of the independent variable in the model on the dependent variable. To show the influence individually of the independent variable on the dependent variable can also be seen in its significance value. This test is done by comparing t-count with t-table. An independent variable is said to have significance if t-count > t-table with a significance level of 5%. The formula for determining the t-table is as follows:

$$t \text{ tabel} = \alpha / 2 = 0,05 / 2 = 0,025$$

$$\text{Degrees of Freedom} = n - k - 1 = 100 - 5 - 1$$

In this study, a t-table value of 1.9852 was obtained. In addition to comparing the value of tcount with ttable, it can also be seen from the magnitude of the significant value. If the value of $\text{sig} < 0.05$ then the independent variable individually affects the dependent variable.

Table 2. T-test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	,726	1,137		,639	,525
Reliability	,208	,128	,125	1,623	,108
Responsiveness	,329	,104	,228	3,161	,002
Assurance	,317	,122	,209	2,596	,011
Empathy	,246	,162	,117	1,519	,132
Tangible	,458	,073	,396	6,241	,000

Data sourced from SPSS 25 (2020)

The Effect of Reliability on Customer Satisfaction

Based on the partial calculation of the effect of reliability on member satisfaction, a calculated value of $1.623 < \text{a table value of } 1.9852$ with $\text{sig. } 0.108 > 0.05$, then H_0 is accepted and H_a is rejected. Based on the criteria mentioned, it can be concluded that reliability does not have a significant effect on member satisfaction.

The Effect of Responsiveness on Customer Satisfaction

Based on the results of partial calculations, the effect of responsiveness on member satisfaction obtained a t-count value of $3.161 > \text{a t-table value of } 1.9852$ with $\text{sig. } 0.002 < 0.05$ then H_0 is rejected and H_a is accepted. Based on the criteria mentioned above, it can be concluded that responsiveness has a significant effect on member satisfaction.

The Effect of Guarantee on Customer Satisfaction.

Based on the partial calculation of the effect of guarantee on customer satisfaction, a t-count value of $2.596 > \text{a t-table value of } 1.9852$ with $\text{sig. } 0.011 < 0.05$ then H_0 is rejected and H_a is accepted. Based on the criteria mentioned above, it can be concluded that the guarantee has a significant effect on member satisfaction.

The Effect of Empathy on Customer Satisfaction

Based on the results of partial calculations of the effect of empathy on member satisfaction, a t-count value of $1.519 < \text{a t-table value of } 1.9852$ with $\text{sig. } 0.132 > 0.05$, then H_0 was accepted and H_a was rejected.

Based on the criteria mentioned above, it can be concluded that empathy does not have a significant effect on customer satisfaction.

The Effect of Physical Evidence on Customer Satisfaction

Based on the results of partial calculations of the effect of physical evidence on member satisfaction, a t-count value of $6.241 > \text{a t-table value of } 1.9852$ with $\text{sig. } 0.000 < 0.05$ then H_0 is rejected and H_a is

accepted.

Based on the criteria mentioned above, it can be concluded that physical evidence has a significant effect on member satisfaction.

Simultaneous Test (Test F)

Simultaneous tests are used to test whether the independent variables, namely five dimensions of service quality consisting of reliability, responsiveness, assurance, empathy and physical form, together affect the dependent variable, namely customer satisfaction. The analysis used to test the hypothesis in this study was multiple regression analysis. The following table is a summary of the results of hypothesis testing:

Table 3. Multiple Regression Result

Model	Koef. Pediktor	t hitung	Sig.	R	R ²	F
Konstanta (k)	0,726	0,639	0,525			
Keandalan	0,208	1,623	0,108			
Daya tanggap	0,329	3,161	0,002			
Jaminan	0,317	2,596	0,011			
Empati	0,246	1,519	0,132			
Bukti Fisik	0,458	6,241	0,000			
Summary				0,883	0,779	
<i>Regresion (ANOVA)</i>			0,000			66,326

Data sourced by SPSS 25 (2020)

Based on table 3, the F value in the table is 66.326 with a significance of 0.000. Niai significance produced less than 0.05 and $F_{\text{calculate}} 66.326 > F_{\text{table}} 2.31$ then it can be said that simultaneously five dimensions of service quality have a significant effect on customer satisfaction Ruby Printing thus hypothesis 6 is accepted.

From the results of multiple regression analysis in table above, the multiple regression equation can be known as follows:

$$Y = 0,726 + 0,208 X_1 + 0,329 X_2 + 0,317 X_3 + 0,246 X_4 + 0,458 X_5$$

1. A constant value (a) of 0.726 can be interpreted if the variables reliability (X1), responsiveness (X2), assurance (X3), empathy (X4) and physical evidence (X5) are considered constant, then member satisfaction is 0.726.
2. The value of the coefficient (b1) in the reliability variable is 0.208 which means that every change in the reliability variable of 1% will increase member satisfaction by 0.208% assuming the other independent variables are considered constant.
3. The value of the coefficient (b2) in the responsiveness variable is 0.329 which means that every change in the responsiveness variable of 1% will increase member satisfaction by 0.329% assuming the other independent variables are considered constant.
4. The value of the coefficient (b3) in the collateral variable is 0.317 which means that every 1% change in the collateral variable will increase member satisfaction by 0.317% assuming the other independent variables are considered constant.
5. The value of the coefficient (b4) in the empathy power variable is 0.246 which means that every 1% change in the empathy variable will increase.

CONCLUSIONS AND SUGGESTIONS

Based on the data obtained from the results of the analysis carried out, the following conclusions can be drawn:

1. There is no significant effect of the reliability dimension on customer satisfaction. This can be shown by a calculated t value of $1.623 < t\text{-table of } 1.9852$, a regression coefficient (b_1) of 0.208 and a significance value of $0.108 > 0.05$.
2. There is a significant influence of the responsiveness dimension on customer satisfaction. This can be shown by a t -count value of $3.161 > t\text{-table of } 1.9852$, a regression coefficient (b_2) of 0.329 and a significance value of $0.002 < 0.05$.
3. There is a significant influence of the assurance dimension on customer satisfaction. This can be shown by a t -count value of $2.596 > t\text{-table of } 1.9852$, a regression coefficient (b_3) of 0.317 and a significance value of $0.011 < 0.05$. There is no significant effect of the empathy dimension on customer satisfaction. This can be shown by a calculated t -value of $1.519 < t\text{-table of } 1.9852$, a regression coefficient (b_4) of 0.246 and a significance value of $0.132 > 0.05$.
4. There is a significant effect of the physical evidence dimension on customer satisfaction. This can be indicated by the value of t -calculate of $6.241 > t\text{-table of } 1.9852$, regression coefficient (B_5) of 0.458 and significance value of $0.000 < 0.05$.
5. There is a significant influence on the status of five dimensions of service quality according to Parasuraman et al., namely reliability, perceivability, assurance, empathy, and physical evidence on customer satisfaction Ruby Printing. This is indicated by a calculated F value of 66.326 with a significance value of $0.000 < 0.05$. The value of the coefficient of determination (R^2) is 0.779 or 77.9% . The R^2 value shows that 77.9% of customer satisfaction can be explained by variables of reliability, responsiveness, assurance, empathy, responsiveness while the remaining 22.1% is explained by other variables not studied in this study.

Suggestions

Based on the conclusions above, the researcher provides the following suggestions:

1. Printing is expected to pay attention to the quality of service that exists now, even more improved to obtain more satisfaction for its customers.
2. Employees should get good direction so that they have good expertise (reliability) when serving customers, because employees who have good expertise are expected to serve customers well and satisfactorily.
3. In order for Ruby Printing to add employees in terms of design. Because as far as research, some customers have complained about delays in print schedules. In this case, the factor that caused the delay was the design operator who was controlled by only one employee.
4. Improving the quality of service dimensions of physical evidence, namely increasing the attractiveness of printing facilities and facilities that support business performance because it is proven that the quality of service, namely the dimension of physical evidence, has an effect on the quality of physical evidence.

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