The Effect of Quality of Service on Customer Satisfaction

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ABSTRACT
This research was conducted to: (1) Knowing how much influence is generated by the dimension of service quality, in this case tangible, reliability, responsiveness, assurance, and empathy on customer satisfaction in PT. Bosowa Berlian Motor (Mitsubishi) Makassar; (2) Knowing the most dominant factors affects the dimension of service quality to customer satisfaction. The method carried out in this study is a descriptive analysis that wants to test the truth of a hypothesis that collects data on the ground to predict and explain the relationship or influence of one variable on other variables. Many of the samples studied were 100 samples of respondents who were customers at PT. Bosowa Berlian Motor (Mitsubishi). The study concluded that testing doubles the value of F-calculated = 25.443 greater than F-estimated = 2.3113. This shows that variables of physical evidence, reliability, responsiveness, assurance, and empathy simultaneously positively affect customer satisfaction in PT. Bosowa Berlian Motor (Mitsubishi) Makassar.

INTRODUCTION
In the current era of globalization, it requires entrepreneurs to improve services professionally following their respective fields. Technological changes and the rapid flow of information have encouraged companies to produce products or services that can meet customers' needs and wants so that customers are satisfied with what they have gained. Customers will
choose the offer that provides the highest value of benefits. If the company's offer meets their expectations, it will affect customer satisfaction and the possibility of repurchase. Customer satisfaction is a significant determination of repeat purchases, positive word-of-mouth information, and customer loyalty (Kudeshia et al., 2016; Stamolampros et al., 2019). Consumer satisfaction will affect the intensity of buying services from the same service provider (Friedrich et al., 2019; Sharma & Nanda, 2012). Companies can do many ways to meet the needs and desires of customers, one of which is by giving a good impression/image in terms of products and satisfaction to customers. Each company wants to achieve a high level of product service. Therefore each company has a different way of improving product services from year to year, including strengthening distributors, improving human resource performance, time efficiency, and service. The company must be able to provide satisfaction to the community as customers and provide a good image in the community's eyes by providing quality services (Haming et al., 2019; Heikkilä et al., 2017; Mashur et al., 2019). Seeing these circumstances, the company strives to improve the situation by providing the best service to the community. With good service, it is expected that the community will feel appreciated and not feel ignored. Finally, the community as a customer of the services offered by the company will feel satisfied (Nguyen et al., 2019). With a good quality of service in a company, it will create satisfaction for customers. Once the customer is satisfied with the product or service he receives, the customer will compare the services provided. Therefore, the company must start providing the importance of service to customers more maturely through the quality of service because it is now increasingly realized that service (customer satisfaction) is vital to survive in business and win the competition (Alam & Mondal, 2018; Grover et al., 2004; Sahi et al., 2020). Customers are a crucial factor in success in the business world because customers are users of a product or service offered. Therefore, the company must try to provide the best for its customers, including service. To meet customer needs, the company is expected to know the expectations of its customers. Every company is required to make its customers feel satisfied by providing better offers and services, considering that the company must be able to maintain its position, compete, and control its market share. In general, satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product they think to what they expect (Kotler et al., 2016). Some of the previous studies used as the basis of this research reference such us: Mulyanto & Yoestini (2011) stated the coefficient of determination seen in the Adjusted R-Square value of 0.679 means that customer satisfaction can be explained by the five independent variables in the study namely physical evidence, reliability, responsiveness, assurance, and empathy of 67.9%. The remaining 32.1% could be explained by other variables beyond the five variables used in the study. Partially based on the test t variables - the variables in this study had the most positive and significant effect where physical evidence had the greatest influence compared to other variables in the study.

In contrast, responsiveness had the most negligible impact on customer satisfaction. F test results showed that simultaneously or together, the variables in the study, i.e., physical evidence, reliability, responsiveness, assurance, and empathy, had a positive and significant effect on customer satisfaction. Bhuwana et al. (2013) Based on the results of the analysis obtained, it is
known that the service quality variable has a significant favorable influence on customer satisfaction and the significance level of $0.000 \leq 0.05$ and beta value of 0.564. Service quality also had a substantial and positive impact on reuse intentions, with a significance level of $0.000 \leq 0.05$ and a beta value of 0.764. The analysis results make the quality of services indirectly affect the purpose of reuse through customer satisfaction, with a significance level of $0.000 \leq 0.05$ and a beta value of 0.182. The customer satisfaction variable is a variable that has a dominant effect on the intention of re-harvesting the services at the Toyota Auto Workshop 2000. This can be seen from the standardized coefficient $\beta$ customer satisfaction (0.764) more than the standardized coefficient $\beta$ service quality (0.303). So, the management should pay more attention to consumer satisfaction but not the quality of services because the two variables are related to each other. Sianturi et al. (2019), in their study, showed that the quality of service had a significant positive effect on customer satisfaction. Customer satisfaction has a significant positive impact on customer loyalty. PT Bosowa Berlian Motor is engaged in automotive services, including automotive maintenance services, namely car maintenance services, especially the Mitsubishi brand after-sales. Official workshop of PT. Bosowa Berlian Motor not only prioritizes the results of work in car maintenance but also more to customer service by prioritizing customer satisfaction. The official workshop of PT Bosowa Berlian Motor is required to create a business by providing as much service as possible to remain superior to its long-term competition. Many competitors from workshops outside the official workshop and even other automotive companies that can attract customers to switch using their automotive brands and maintenance workshop services at PT Bosowa Berlian Motor must determine the right strategy to build value, satisfaction, and customer loyalty. One way that the sale of products (services) of one company is superior to its competitors is to provide quality and quality services that can meet consumers' level of interest and expectations. Consumers choose a service provider based on interest ratings, and after enjoying the service, they are likely to compare it to what they expect. Suppose the benefits they want are far below the services they desire. In that case, consumers will be disappointed and lose interest in the service, and conversely, if the services they enjoy meet or exceed the level of interest, they will tend to reuse the service product (Herdiyanti et al., 2017; Kitapci et al., 2014).

In the face of competition, there are several dimensions of service quality that can affect customer behavior. According to (Zeithaml et al., 2002), there are five factors in determining the quality of service: physical evidence, reliability (reliability), responsiveness guarantee, and empathy. Quality is closely related to customer satisfaction. Quality provides a special incentive for customers to establish mutually beneficial relationships in the long term with the company. This kind of emotional bond allows the company to understand the customer's specific expectations and needs carefully. In turn, the company can improve customer satisfaction, where the company maximizes enjoyable customer experience and minimizes or negates the enjoyable customer experience. Furthermore, customer satisfaction contributes to the creation of switching barriers, switching costs, and customer loyalty. This research is an extension replication of a study conducted by Halim Perdana Kusuma (2019) examining the Effect of Service Quality on Customer Quality in The Purchase of Toyota Avanza Cars at PT. Hadji Kalla, sidrap branch office, was based on the results of linear regression analysis, multiple tangibles, reliability, responsiveness,
assurance, and empathy positively affect performance. Empathy had the most influence. This study obtained an $R^2$ value of 0.716, which means that independent variables can explain 71% of performance variables. Other variables outside the equation explain the remaining 29%. Similarly, Yusran et al. (2015) research examined the influence of quality of service on customer satisfaction on periodic car maintenance services at PT. Bosowa Berlian Motor Makassar. With the results of the simultaneous study, it is resulting that the dimensions of service quality together have a significant influence on customer satisfaction. Adjusted R Square value of 0.365 or 36.5%, which shows the ability of reliability, responsiveness, assurance, empathy, and physical evidence to affect customer satisfaction. This indicates that there are still 63.5% of factors or other variables that affect customer satisfaction and quality of service. The objectiveness of this study is to analyze the research questions such as: Whether tangible (physical evidence), reliability, responsiveness, assurance, empathy, and what factors are most dominant affects customer satisfaction in PT. Bosowa Berlian Motor (Mitsubishi) Makassar?

**RESEARCH METHOD**

This approach in research uses a quantitative approach, wherein the research process is based on theories relevant to the problem studied to find solutions to the problem. This study used a cross-sectional study design that aims to see the influence at the same time. This research was conducted to determine the influence of independent variables, namely service quality which includes Tangible, Reliability, Responsiveness, Assurance, Empathy, on customer satisfaction. This research was conducted at PT. Bosowa Berlian Motor (Mitsubishi), The type of data used in this study is (1) Qualitative data that does not take the form of numbers or numbers. such as information directly obtained through disseminating questionnaires about physical evidence, reliability, responsiveness, assurance, empathy, and satisfaction to PT customers. Bosowa Berlian Motor (Mitsubishi). (2) Quantitative data is data in numbers or numbers, for example, questionnaire filling score data which will then be analyzed using SPSS 21.0. The data source used is (1) Primary Data which is data obtained by observing and collecting questionnaires from customers in connection with the data needed to prepare this thesis. This study to obtain primary data can be done by spreading questionnaires directly to customers of PT. Bosowa Diamond Motor (Mitsubishi). (2) Secondary data is data obtained by collecting various documents and other sources of information. Secondary data in this study was obtained from the data of PT. Bosowa Berlian Motor (Mitsubishi), in the form of a brief history of PT. Bosowa Berlian Motor (Mitsubishi), the organizational structure of PT. Bosowa Berlian Motor (Mitsubishi), location of PT. Bosowa Berlian Motor (Mitsubishi), and info on the number of customers of PT. PT. Bosowa Berlian Motor (Mitsubishi). The sample from this study is a customer of PT. Bosowa Berlian Motor (Mitsubishi) selected the author to be the respondent. The sampling technique used is a type of Non-Probability Sampling, namely with the Slovin Method. The population is 3,572 Customers, and the desired error rate is 10%. Thus, the determination of the number of samples in this study is about 100 Customers. The variables used in this study are 2, namely: dependent variables and independent variables. Dependent variables are the variables that are the center of the attention of researchers. A dependent variable's value depends on another variable, where its value will change if the variable affecting it changes. The dependent variable in the study was Customer Satisfaction (Y). Data collection uses surveys by measuring data using a Likert scale (1-7) (1 =
disagree, 7 = agree) following the Likert scale pattern carried out by (Weijters et al., 2010).
Variable measurements are carried out in several stages of measurement: First Section,
Measurement of items in the Islamic Leadership Style variable is measured using the Spearman
Correlation / Confirmatory Factor Analysis (CFA) approach with the sig error margin and
profitability. 0.01 - 0.05% using SPSS.

RESULT AND DISCUSSION

Based on questionnaires that have been distributed to 100 respondents, the data that has
been collected is obtained from the results of respondents' answers. The effects of data processing
in the form of information are used to determine whether customer satisfaction is influenced by
the quality of service, including direct evidence, reliability, responsiveness, assurance, and
empathy, and to determine how much influence.

1) Analysis of Respondent Characteristics

The characteristics of respondents obtained from the dissemination of questionnaires from
100 respondents are as follows:

| Gender | Sum | %  |
|--------|-----|----|
| Man    | 56  | 56 |
| Woman  | 44  | 44 |
| Total  | 100 | 100|

Based on table 1, it can be known that respondents with male sex as many as 56 people
(56%) and respondents with female sex as many as 44 people (44%).

| Age    | Sum | Percentage |
|--------|-----|------------|
| 17 - 20| 9   | 9          |
| 21 - 24| 55  | 55         |
| 25 - 28| 23  | 23         |
| 29 - 33| 13  | 13         |
| Total  | 100 | 100        |

Based on table 2 from the respondents' answer results, it is known that the percentage of the
most age of respondents at the age of 21-24 years as many as 55 respondents (55%). Followed by
respondents at the age of 25 - 28 years as 23 respondents (23%), at the age of 29 - 33 years as many
as 13 respondents (13%), and at the age of 17 - 20 years as many as nine respondents (9%).

| Work               | Sum | %  |
|--------------------|-----|----|
| Self-employed      | 4   | 4  |
| Private employees  | 12  | 12 |
| Student / student  | 74  | 74 |
| PNS                | 10  | 10 |
| Total              | 100 | 100|
Based on table 3 about the work of respondents, it can be seen that students/ have the most
significant number of respondents, followed by private employees as many as 12 respondents
(12%), civil servants as many as ten respondents (10%), and self-employed as many as four
respondents (4%).

| Frequency       | Sum  | Percentage |
|-----------------|------|------------|
| Not at all      | 0    | 0          |
| More than once  | 100  | 100 %      |
| Total           | 100  | 100 %      |

Based on the four above, it is clear that all respondents studied have used car maintenance
services at PT. Bosowa Berlian Motor (Mitsubishi) Makassar more than once.

2) Validity test

In research conducted by the author at PT. Bosowa Berlian Motor (Mitsubishi) Makassar,
data collection is done by taking random respondents as many as 100 respondents. The validity
test aims to find out whether each item of the question posed to the respondent is valid or not.
The description of the instrument validity test results is presented in the following table5:

| Question | r_count | r_table | Information |
|----------|---------|---------|-------------|
| Item 1   | 0,5193  | 0,19650 | Valid       |
| Item 2   | 0,6127  | 0,19650 | Valid       |
| Item 3   | 0,6089  | 0,19650 | Valid       |
| Item 4   | 0,5222  | 0,19650 | Valid       |
| Item 5   | 0,5734  | 0,19650 | Valid       |
| Item 6   | 0,5467  | 0,19650 | Valid       |
| Item 7   | 0,6278  | 0,19650 | Valid       |
| Item 8   | 0,4157  | 0,19650 | Valid       |
| Item 9   | 0,6456  | 0,19650 | Valid       |
| Item 10  | 0,6047  | 0,19650 | Valid       |
| Item 11  | 0,5848  | 0,19650 | Valid       |
| Item 12  | 0,6576  | 0,19650 | Valid       |
| Item 13  | 0,6007  | 0,19650 | Valid       |
| Item 14  | 0,2968  | 0,19650 | Valid       |
| Item 15  | 0,6345  | 0,19650 | Valid       |
| Item 16  | 0,3618  | 0,19650 | Valid       |

In table 6, the calculation of each question from all independent variables consisting of 16
questions is declared valid.

| Question | r_count | r_table | Information |
|----------|---------|---------|-------------|
| Item 17  | 0,4000  | 0,19650 | Valid       |
| Item 18  | 0,4683  | 0,19650 | Valid       |
| Item 19  | 0,4290  | 0,19650 | Valid       |
From the results of calculations in the 7 table consisting of 3 questions and are dependent variables, all existing questions are declared valid.

3) Reliability test

A reliability test is a test of the extent to which the results of a measurement can be trusted; by using computer aids in the SPSS 21 for windows program, alpha values can be known as follows:

| No | Variable               | Alpha  | Coefficient level | Result |
|----|------------------------|--------|-------------------|--------|
| 1  | Reliability (X1)       | 0,7653 | 0,196             | Reliable |
| 2  | Responsiveness (X2)    | 0,7533 | 0,196             | Reliable |
| 3  | Guarantee (X3)         | 0,7286 | 0,196             | Reliable |
| 4  | Empathy (X4)           | 0,7775 | 0,196             | Reliable |
| 5  | Physical Evidence (X5) | 0,6110 | 0,196             | Reliable |
| 6  | Customer satisfaction (Y)| 0,6234  | 0,196             | Reliable |

Based on the table above, it can be known that all questions are reliable. This can be seen from the value of alpha(a). Therefore the questionnaire that has been made can be trusted and can be used to support this research.

4) Multiple Regression Analysis

Multiple linear regression analysis determines the direction of the relationship between independent and dependent variables. Regression equations can be seen from the table of coefficients test results based on SPSS output shown in the following table 9:

| Model | Unstandardized Coefficients | Standardized Coefficients | t  | Sig. |
|-------|-----------------------------|---------------------------|----|------|
|       | B            | Std. Error | Beta |     |     |
| 1     | (Constant)  | 4,381      |   ,904 | 4,844 | ,000 |
|       | Reliability | ,177       | ,072  | ,232  | 2,467 | ,015 |
|       | Responsiveness | ,160    | ,069  | ,202  | 2,303 | ,024 |
|       | Guarantee   | ,209       | ,076  | ,283  | 2,762 | ,007 |
|       | Empathy     | ,030       | ,064  | ,037  | ,465  | ,643 |
|       | Physical Evidence | ,106  | ,061  | ,172  | 1,732 | ,087 |

a. Dependent Variable: Customer Satisfaction

Based on the table 9, it is seen that the constant or α value of 4.381 and regression coefficient b1=0.177; b2=0.160; b3=0.209; b4=0.030; b5=0.106. The values of constants and regression coefficients (α, b1, b2, b3, b4, b5) are included in multiple linear regression equations, so that is known multiple linear regression equations are as follows:

\[ Y = 4.381 + 0.177X_1 + 0.160X_2 + 0.209X_3 + 0.030X_4 + 0.106 + e \]
The regression equation model pointing to coefficient-b of 4.381, i.e., explains that Y (Customer Satisfaction) will be at the level of 4.381 if variable X is ignored or is worth 0. As for the model of the coefficient value equation is as follows:

a. Regression coefficient (β) X1 of 0.177 means that reliability has a positive effect on customer satisfaction (Y). This shows that with the addition of 1 reliability while other variables remain, there will be an increase in customer satisfaction of 0.177 and vice versa.

b. Regression coefficient (β) X2 of 0.160 means that responsiveness has a positive effect on customer satisfaction (Y). This shows that with the addition of 1 responsiveness while other variables remain, there will be an increase in customer satisfaction of 0.160 and vice versa.

c. Regression coefficient (β) X3 of 0.209 means that the power of assurance has a positive effect on customer satisfaction (Y). This shows that with the addition of 1 guarantee while other variables remain, there will be an increase in customer satisfaction of 0.209 and vice versa.

d. Regression coefficient (β) X4 of 0.030 means that empathy has a positive effect on customer satisfaction (Y). This shows that with the addition of 1 compassion while other variables remain, there will be an increase in customer satisfaction of 0.030 and vice versa.

e. Regression coefficient (β) X5 of 0. One hundred six means that physical evidence has a positive effect on customer satisfaction (Y). This shows that with the addition of 1 physical evidence while other variables remain, there will be an increase in customer satisfaction of 0.160 and vice versa.

5) Test F (Simultaneous)

This test aims to find out whether the quality of service (X) consisting of reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), and direct evidence (X5) simultaneously or together affects customer satisfaction (Y), i.e., by comparing F calculation with F-table with a significant level of 0.05 or 5%, then the F-table obtained is 2.3113. The following are the results of analyses using the SPSS 21 for the windows computer program.

| Model       | Sum of Squares | Df | Mean Square | F    | Sig  |
|-------------|----------------|----|-------------|------|------|
| Regression  | 106,843        | 5  | 21,369      | 25,443 | .000b |
| Residual    | 78,947         | 94 | .840        |      |      |
| Total       | 185,790        | 99 |             |      |      |

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Physical Evidence, Empathy, Responsiveness, Reliability, Assurance

From the ANOVA table test results, F calculates 25.443 > F-table 2.3113 with a significant value below 0.05, which is 0.000. This suggests that reliability variables (X1), responsiveness (X2), assurance (X3), empathy (X4), and direct evidence (X5) simultaneously and significantly affect customer satisfaction (Y) in PT. Bosowa Berlian Motor (Mitsubishi) Makassar.
6) R-Square Determination Test

Furthermore, to measure the amount of contribution of service quality simultaneously to customer satisfaction can be seen in the following table:

**Table 11. Determination Test R**

| Model | R   | R Square | Adjusted R Square | Std. The error of the Estimate |
|-------|-----|----------|-------------------|--------------------------------|
| 1     | .758* | .575     | .552              | .91644                         |

a. Predictors: (Constant), Physical Evidence, Empathy, Responsiveness, Reliability, Assurance

From the Summary Model table results, 11 can be known the magnitude of R Square 0.575. this shows that the reliability variable (X1), responsiveness (X2), guarantee (X3), empathy (X4), and direct evidence(X5)are together able to explain the variation in customer satisfaction of 57.5% the remaining 42.5% explained by variations in other causes beyond the variables studied in this study.

7) Test T (Partial)

This test aims to find out whether the quality of service (X) consisting of reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), and evidence (X5) partially or alone affects customer satisfaction (Y), i.e., by comparing t-calculations with t-tables with significant levels of 0.05 or 5%. For a two-sided test with a sample of 100 respondents, it was obtained t-table of 1,985. Here is the table of coefficients displayed in Table 12:

**Table 12. T-Test**

| Model | Unstandardized Coefficients | Standardized Coefficients | t  | Sig |
|-------|-----------------------------|---------------------------|----|-----|
|       | B       | Std. Error | Beta |     |     |
| 1     | (Constant) | 4,381    | .904  | 4,844 | .000 |
|       | Reliability | .177     | .072  | .232  | 2,467 | .015 |
|       | Responsiveness | .160     | .069  | .202  | 2,303 | .024 |
|       | Guarantee | .209     | .076  | .283  | 2,762 | .007 |
|       | Empathy | .030     | .064  | .037  | .465  | .643 |
|       | Physical Evidence | .106     | .061  | .172  | 1,732 | .087 |

a. Dependent Variable: Customer Satisfaction

a) Analysis of the effect of reliability variables (X1) on consumer satisfaction (Y). For reliability variables (X1), the value t-table shows the number 1.985 while the t-value calculates the number 2.467 so that t-calculates the > t-table. This indicates that the reliability variable (X1) partially influences customer satisfaction (Y). In other words, the reliability variable (X2) significantly affects customer satisfaction (Y) on PT. Bosowa Berlian Motor (Mitsubishi) Makassar.

b) Analysis of the effect of responsiveness variables (X2) on consumer satisfaction (Y). For the responsiveness variable (X2), the value t-table shows the number 1.985 while the calculated t-value displays the number 2.303 so that it t-calculates the > t-table. This indicates that the
responsiveness variable (X2) partially affects customer satisfaction (Y). In other words, the responsiveness variable (X2) significantly affects customer satisfaction(Y) in PT. Bosowa Berlian Motor (Mitsubishi) Makassar.

c) Analysis of the effect of guarantee variables(X3) on consumer satisfaction (Y) For the security variable(X3), the table's t-value shows the number 1.985 while the calculated t value shows the number 2.762 so that t-calculates the > t-table. This indicates that the Guarantee Variable (X3) partially affects customer satisfaction (Y). In other words, the guarantee variable (X3) significantly influences customer satisfaction (Y) on PT. Bosowa Berlian Motor (Mitsubishi) Makassar.

d) Analysis of the effect of empathy variables (X4) on consumer satisfaction (Y) . For the empathy variable(X4), the value t-table shows the number 1.985 while the calculated t-value shows the number 0.465 so that t-calculates the < t of the table. This shows that the empathy variable (X4) partially does not affect customer satisfaction (Y). In other words, the empathy variable (X4) does not significantly affect customer satisfaction (Y) in PT. Bosowa Berlian Motor (Mitsubishi) Makassar.

e) Analysis of the effect of physical evidence variables (X5) on consumer satisfaction (Y) . For the physical proof variable(X5), the t-table value shows the number 1.985 while the calculated t value shows the number 1.732, so that t-calculates the < t-table. This indicates that the physical proof variable (X1) partially has no significant effect on customer satisfaction (Y). In other words, the direct proof variable (X1) has no significant impact on customer satisfaction (Y) in PT. Bosowa Berlian Motor (Mitsubishi) Makassar.

f) Analysis of the Influence of the Most Dominant Variables. To find out which variables of service quality are most dominant to customer satisfaction, compare the coefficient values of each independent variable (X). Based on table 5.10, it is clear that the assurance variable has the most dominant influence on customer satisfaction in PT. Bosowa Berlian Motor (Mitsubishi) Makassar is indicated by the enormous regression coefficient value, 0.209, then reliability variable of 0.177 and responsiveness variable of 0.160.

CONCLUSION

Service quality is a term that describes a comparison of expectations with performance. A business with high service quality will meet customer needs while remaining economically competitive. Improved service quality may increase economic competitiveness. This aim may be achieved by understanding and improving operational processes, identifying problems quickly and systematically, establishing valid and reliable service performance measures, and measuring customer satisfaction and other performance outcomes.

Service quality is a business administration term used to describe achievement in service. It reflects both objective and subjective aspects of service. The accurate measurement of a genuine part of customer service requires the use of carefully predefined criteria. The measure of emotional aspects of customer service depends on the conformity of the expected benefit with the perceived result. This depends on the customer's imagination of the service they might receive and the service provider's talent to present this imagined service. Predefined objective criteria
may be unattainable in practice, in which case, the best possible achievable result becomes the ideal. The objective standard may still be poor in subjective terms. Service quality can be related to service potential (for example, worker's qualifications), service process (for example, the quickness of service), and service result (customer satisfaction). A customer will expect service determined by factors such as recommendations, personal needs, and past experiences. The expectation of service and the perceived service result may not be equal, thus leaving a gap.

Parasuraman, Zeithaml, and Berry described ten determinants that may influence the appearance of a hole. Competence is the possession of the required skills and knowledge to perform the service. For example, there may be competence in the knowledge and skill of contact personnel, operational support personnel's knowledge and skill, and the organization's research capabilities. Courtesy refers to factors such as politeness, respect, consideration, and friendliness of the contact person, consideration for the customer's property, and the clean and neat appearance of contact personnel. Credibility refers to factors such as trustworthiness, believability, and honesty. It involves having the customer's best interest at heart. It may be influenced by company name, company reputation, and the personal characteristics of the contact personnel. Security represents the customer's freedom from danger, risk, or doubt, including physical safety, financial security, and confidentiality. Access refers to approachability and ease of contact.

For example, the waiting time is not excessive, and there are convenient hours of operation and a convenient location. Communication means both are informing customers in a language they can understand and listening to customers. A company may need to adjust its language for the varying needs of its customers. Information might include, for example, an explanation of the service and its cost, the relationship between services and prices, and assurances as to the way any problems are effectively managed. Knowing the customer means making an effort to understand the customer's individual needs, providing individualized attention, recognizing the customer when they arrive, and so on. Tangibles are the physical evidence of the service, for instance, the appearance of the physical facilities, tools, and equipment used to provide the service, the appearance of personnel and communication materials, and the presence of other customers in the service facility. Reliability is the ability to perform the promised service dependably and accurately. The service is performed correctly on the first occasion, the accounting is correct, records are up to date, and schedules are kept. Responsiveness refers to the willingness of employees to help customers and provide prompt, timely service, for example, mailing a transaction slip immediately or setting up appointments quickly. Later, the determinants were reduced to five: tangibles, reliability, responsiveness, service assurance, and empathy.

Measuring service quality may involve both subjective and objective processes. In both cases, it is often some aspect of customer satisfaction that is being assessed. However, customer satisfaction is an indirect measure of service quality. Measuring subjective elements of service quality - Subjective processes can be evaluated in characteristics (evaluated by the SERVQUAL method), in incidents (considered in Critical Incident Theory), and in problems (set by 'Frequenz Relevanz Analyse' a German term. The most important and most used method to measure subjective elements of service quality is the SERVQUAL method. Measuring objective aspects of
service quality - Objective processes may be subdivided into primary functions and secondary operations. During primary processes, silent customers create test episodes of service, or the service episodes of regular customers are observed. In secondary methods, quantifiable factors such as numbers of customer complaints or numbers of returned goods are analyzed to make inferences about service quality.

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