

AN ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION : CASE STUDY OF MICRO ENTERPRISES AT VARIOUS CHIPS INDUSTRY 'ARTO MORO', AMPEL, BOYOLALI

Unna Ria Safitri¹, A. Fidhdiarr Ariestanto TNK², Purwanti³

^{1,2,3}Management Study Program Faculty of Economics, Boyolali University
Correspondence : unnaria68@gmail.com

ABSTRACT

In this study the quality of service includes direct evidence, reliability, responsiveness, assurance and empathy. This study will look at the effect of *simultaneous* and *partial* service quality on customer satisfaction. The data collection techniques used are questionnaires, interviews, observations and documentation conducted from May to July 2018. Sampling techniques used incidentally, all data are analyzed with percentage analysis, multiple linear regression analysis, determination coefficient, F test and t test. The number of samples in this study was 100 respondents.

From hypothesis testing it is known that the skin of the service *simultaneously* positively affects the customer satisfaction of Aneka Kripik "ARTO MORO". *Partially* responsiveness variables, Assurance variables, and empathy variables have a positive influence on customer satisfaction Aneka Kripik "ARTO MORO" while direct evidence variables and reliability variables have no effect on customer satisfaction Aneka Kripik "ARTO MORO". Of the three variables that have an effect, the most dominant responsiveness variable.

Keywords: Service Quality, Customer Satisfaction, Micro Enterprise, Ampel

INTRODUCTION

Nowadays competition in the business world has been sharper, marketers are required not only to improve the quality of products but also the quality of service to be able to appear as the winner in the competition. Where similar products have become thinner the difference in terms of quality, then the main key to becoming a winner in the competition is the quality of service provided by entrepreneurs to customers.

Now it is increasingly realized that the quality of service and customer satisfaction is a vital aspect in order to survive in the business and win the competition. The success of a business is determined by the ability of the entrepreneur itself in providing satisfactory service to its customers. Customer satisfaction can be a mainstay weapon to emerge victorious in competition but it can also be the opposite, where it can backfire that can destroy the business in an increasingly complex world.

Business managers are required to always improve the quality of service by always paying attention to what the needs and expectations of their customers. How they design their services to customers so that customers always feel satisfied with the products or services offered

by the company. All of that needs to be taken by entrepreneurs to achieve high profitability so that businesses can continue to grow and grow in accordance with the demands of competition and can be a formidable market leader.

The "ARTO MORO" is a *home industry* of snack chips. Snacks produced include several types of chips, among others: cassava chips, banana chips, kimpul chips, pare chips, gembus chips, tomato chips, fenal chips, eggplant chips and others. The sales process is working on consumer order goods and making products with their own *brand*. In conducting the sales process aneka Kripik "ARTO MORO" using delivery service media. To be able to provide satisfaction to customers, entrepreneurs are required to be able to compete with other businesses. In competition with other chips business. Various chips "ARTO MORO" provide maximum service to its customers. Although *home industry* Aneka Kripik "ARTO MORO" has its own advantages in the era of competition, but it is also necessary to realize that other chips businesses have advantages that need to be taken into account. In general, it can be said that basically the desire of customers related to Aneka Kripik products is to expect a more satisfying taste, the rapid arrival of chips sent and the safe delivery of goods. As an overview can be put forward customer considerations related to business in Aneka Kripik, among others: (1) Taste and packaging of cassava chips, (2) Location, concerning ease of reach, (3) Customer, regarding the treatment received by the, and (4) Safety or security of goods

Various chips (Aneka keripik "ARTO MORO") try to meet all factors or elements that are considered by customers, but the entrepreneur does not yet know how the customer's assessment of the Kripik. With this phenomenon, the author tries to know about the response of customers to the quality of service Aneka Kripik "ARTO MORO". From the response can be known the advantages and disadvantages so that it can be evaluated whether the marketing strategy that has been applied by Aneka Kripik "ARTO MORO" is appropriate or needs to be changed so that the expected target is achieved.

To explore the extent to which the capabilities of Aneka Kripik "ARTO MORO" provide satisfaction through its services, marketing research is required. Information from the results of marketing research aims to know the attitude and behavior of customers to what is most influential in decision making to be a customer in Aneka Kripik "ARTO MORO". To measure the quality of service, according to Parasuraman (quoted in Tjiptono, 2008:132) can be used dimensions of service quality: *tangibles*, *reliability*, *responsiveness*, *assurance*, *empathy* (*emphaty*). This measurement is known as *service quality model*. Service emphasizes on the aspect of customer satisfaction so as to create loyalty or loyalty to the kripik business that has provided satisfactory service quality.

Based on the results of research conducted by: Dwi Retno Indrany (2010) with the title "Analysis of the Influence of Quality Level of Puskesmas Services On Consumer Satisfaction case study at Gunung Pati Health Center Semarang" the results showed that the variable of direct evidence has a positive and significant effect while the variables of reliability, assurance and responsiveness have a positive but insignificant effect on consumer satisfaction, and empathy variables do not have a positive and insignificant effect on consumer satisfaction.

Based on the description above, the author formulates several problems that will be examined in more depth the formulation of the problem: (a) Does the quality of service *simultaneously* have an influence on customer satisfaction Aneka Kripik "ARTO MORO"?, (b)

Does the quality of service *partially* have an influence on customer satisfaction of Aneka Kripik "ARTO MORO"?

Based on the formulation of the problem above the objectives of the research to be achieved by the author is as follows: (a) To know if the quality of service *simultaneously* has an influence on customer satisfaction Aneka Kripik "ARTO MORO"?, (b) To know if the quality of service *partially* has an influence on customer satisfaction Aneka Kripik "ARTO MORO".

THEORETICAL FRAMEWORK

Marketing

Marketing is one of the main activities carried out by the company to maintain its survival, to grow and earn profit. The definition of marketing according to Kotler and Armstrong (2014:27) is as follows a process of sosial and manajerial that makes individuals and groups get what they need and want through the creation and reciprocal exchange of products and values with others.

Marketing Management

Definition of marketing management (Buchori and Djaslim, 2010:5) is an analysis, marketing, inplementation and control program designed to create, build and maintain profitable exchanges with target buyers for the purpose of achieving organizational objectives. Based on the definition, it can be concluded that marketing management not only focuses on pricing, communication, distribution, serving the target market, and product offerings based on market wants and needs only, but also regulates the labor, time and nature of demand related to goods and services or other objects that can meet the needs of consumers.

Quality of service

The definition of service quality is centered on efforts to fulfill the needs and desires of consumers as well as delivery provisions to keep pace with consumer expectations. The definition of service quality is the expected level of excellence and control over the expected level of excellence and control over the level of excellence to meet the wishes of consumers.

Customer Satisfaction

The more consumers involved in fulfilling the needs and desires of consumers, the tighter competition causes companies to place orientation on customer satisfaction as the main goal. According to Philip Kotler (2014:36) states that satisfaction is a person's feelings of pleasure or disappointment based on the comparison between his case for the performance of a product and its expectations. James Engel (2013:35) defines customer satisfaction as an evaluation of buyers where the alternative chosen if equal or exceeds customer expectations, while customer dissatisfaction arises when the results do not meet expectations.

METHOD

This method of research was used by 100 respondents as a sample. Sampling techniques used are, i.e. sampling techniques using considerations that are considered that in this way can obtain correct information and reflect the population (Soehardi Sigit, 1999:68). These considerations are customers of Aneka Kripik "ARTO MORO" who buy more than once. This

study uses analytical tools in the form of multiple linear regression analysis, coefficient of determination, F test and t test. In this research, researcher determine customer satisfaction as a bound variable (Y), bound variable is a variable that is affected or that becomes a result, because of the existence of free variables (Sugiyono, 2008:30). Customer satisfaction explains the level of customer rating is the level of customer feeling after comparing the perceived results with their expectations. Indicators of customer satisfaction include customer expectations for entrepreneur performance. A free variable is a variable that affects or causes changes or occurrences of dependent variables (Sugiyono, 2008:33). The free variable (X) in this research is the quality of service which includes:

1. Direct evidence (X_1), including physical facilities (production buildings, production equipment, delivery vehicles, cleanliness and neatness of the store, appearance of packaging)
2. Reliability (X_2), is the ability to perform services as promised immediately. Indicators of reliability include the delivery of such chips.
3. Responsiveness (X_3), ability to help customers and availability to serve customers. Indicators of responsiveness include the seriousness of employees responding to customers, employee readiness to help customers and the delivery of information about prices.
4. Assurance (X_4), is the knowledge, decency, and trustworthy nature of the customer free from risks such as security. Indicators of assurance include employee knowledge, employee courtesy and security of kripik delivery.
5. Empathy (X_5), care to give attention to customers, understand customer needs, as well as ease to contact and good communication to customers. Indicators of empathy include customer understanding, customer attention, and good communication.

The formula of multiple linear regression is as follows (Sugiyono, 2008 : 31):

$$Y = a + b_1 \cdot X_1 + b_2 \cdot X_2 + b_3 \cdot X_3 + b_4 \cdot X_4 + b_5 \cdot X_5 + e$$

DISCUSSION

The result of test or data processing could be described as follow :

Table 4.11. F Test Results

ANOVA ^a						
type		Sum of Squares	Df	Mean Square	F.	Sig.
1	Regression	135.080	5	27.016	26.597	.000 ^b
	Residual	95.480	94	1.016		
	Total	230.560	99			
a. Dependent Variable: CUSTOMER SATISFACTION						
b. Predictors: (Constant), EMPATHY, DIRECT EVIDENCE, RELIABILITY, ASSURANCE, RESPONSIVENESS						
Source : Data processed in 2018						

Table 4.12. Model Summary Results

Model Summary ^b					
type	R.	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.765 ^a	.586	.564	1.008	1.795
a. Predictors: (Constant), EMPATHY, DIRECT EVIDENCE, RELIABILITY, ASSURANCE, RESPONSIVENESS					
b. Dependent Variable: CUSTOMER SATISFACTION					
Source : Data processed in 2018					

Table 4.13. Multiple linear regression output results

Coefficients ^a								
type		Unstandardized Coefficients		Standardized Coefficients	T.	Sig.	Collinearity Statistics	
		b	Std. Error				Tolerance	VIF
1	(Constant)	1.835	1.218		1.507	.135		
	DIRECT EVIDENCE	.052	.054	.085	.972	.334	.570	1.753
	Reliability	-.037	.064	-.050	-.574	.568	.574	1.744
	RESPONSIVENESS	.360	.080	.414	4.502	.000	.520	1.923
	Assurance	.223	.068	.297	3.283	.001	.538	1.860
	empathy	.151	.074	.170	2.039	.044	.631	1.586
a. Dependent Variable: CUSTOMER SATISFACTION								

Source : Data processed in 2018

The results of the data analysis above produce the values used to prove the hypothesis of the research, which is as follows:

a. First Hypothesis

Test 'F' used to prove whether the quality of service *simultaneously* affects customers Aneka Kripik "ARTO MORO" Ampel. Testing criteria:

If $F_{calculated} > F_{table}$ so H_0 rejected H_A Accepted. This suggests that variables of direct evidence, reliability, responsiveness, assurance and empathy *simultaneously* affect customer satisfaction.

If $F_{calculated} < F_{table}$ so H_0 Accepted H_A rejected. This suggests that variables of direct evidence, reliability, responsiveness, assurance and empathy *simultaneously* have no effect on customer satisfaction.

Multiple tests produce a value if $Sig.0,000 > Sig.0,005$, then the test result is H_0 rejected H_A accepted. This shows that the variables of direct evidence, reliability, responsiveness, assurance and empathy *simultaneously* positively affect the customer

satisfaction of Aneka Kripik "ARTO MORO" Ampel. If the variables of direct evidence, reliability, responsiveness, assurance and empathy are improved then there will be a creation of customer satisfaction, but the increase of one variable must be offset by an increase in other variables so that it will not lose customers or potential customers. While the value of the coefficient of determination (R^2) of 0.586 has the sense that the quality of service that includes direct evidence variables, reliability variables, responsiveness variables, Assurance variables and empathy variables are together able to explain the remaining 58.6% customer satisfaction variable 41.4% explained by other causes variables beyond the variables examined in this study.

b. Second Hypothesis

T test is used to prove whether the quality of service *partially* affects customers Aneka Kripik "ARTO MORO" Ampel.

1. Direct Evidence Variables

The value of direct evidence variable sig. 0.334 has been conducted statistical tests with t test giving insignificant results. if $\text{Sig.0,000} > \text{Sig.0,005}$ then direct evidence of Aneka Kripik "ARTO MORO" Ampel has no effect on customer satisfaction. Perhaps the customers of Aneka Kripik "ARTO MORO" do not pay much attention to the building, layout and equipment and appearance of its employees.

2. Reliability Variable

Niali variable reliability sig. 0.568 has been conducted statistical tests with t test gives insignificant results. if $\text{Sig.0,000} > \text{Sig.0,005}$ then the reliability of Aneka Kripik "ARTO MORO" Ampel has no effect on customer satisfaction. Perhaps the customers of Aneka Kripik "ARTO MORO" do not pay much attention to how far service providers are able to provide services as promised accurately .

3. Responsiveness Variables

The value of the responsiveness variable sig. 0.000 has been conducted statistical tests with t test giving significant results. if $\text{Sig.0,000} < \text{Sig.0,005}$ then the responsiveness of Aneka Kripik "ARTO MORO" Ampel affects customer satisfaction. This is because the employees of Aneka Kripik are able to show the willingness and commitment of service providers to help customers in providing services in a timely manner. And employees are able to provide services quickly and responsively.

4. Assurance Variable

The variable value of Assurance sig. 0.001 has been conducted statistical tests with t test giving significant results. if $\text{Sig.0,000} < \text{Sig.0,005}$ then the Assurance of Aneka Kripik "ARTO MORO" Ampel affects customer satisfaction. This is intended by employees of Aneka Kripik "ARTO MORO" which includes courtesy, friendliness towards customers, as well as maintaining the safety and comfort of customers when buying.

5. Empathy Variables

The value of the empathy variable Sig. 0.044 has been conducted statistical tests with t test giving significant results. if $\text{Sig.0,000} < \text{Sig.0,005}$ then Means

empathy of Aneka Kripik "ARTO MORO" Ampel affects customer satisfaction. The employees of Aneka Kripik "ARTO MORO" are able to communicate with customers to explain well about Aneka Kripik "ARTO MORO" products, as well as understand the customer's wishes.

Based on the calculation of t test, it appears that the responsiveness variable has the smallest coefficient, which is 0.000, so that the most dominant responsiveness variable affects customer satisfaction. This is because the employees of Aneka Kripik "ARTO MORO" are able to show the willingness and commitment of service providers to help customers in providing services in a timely manner. And employees are able to provide services quickly and responsively.

CONCLUSION

After conducting data analysis and discussion about the quality of service to customer satisfaction Aneka Kripik "ARTO MORO" Ampel, then the author can draw the following conclusions:

1. Based on the results of the F test calculation there is a positive and significant influence *simultaneously* between direct evidence variables, reliability variables, responsiveness variables, Assurance variables and empathy variables as a dimension of service quality to customer satisfaction Aneka Kripik "ARTO MORO" Ampel.
2. Based on the results of the calculation of T test the value of direct evidence variables (Sig. 0.334), shows that direct evidence variables *partially* do not have a significant influence on customer satisfaction Aneka Kripik "ARTO MORO" Ampel.
3. Based on the results of the calculation of T test the value of direct evidence variables (Sig. 0.568), shows that the direct evidence variable *partially* does not have a significant influence on customer satisfaction Aneka Kripik "ARTO MORO" Ampel.
4. From the results of the T test, shows that the responsiveness variable (Sig. 0.000), the Assurance variable (Sig. 0.001) and the empathy variable (Sig. 0.044) have a significant influence on the customer satisfaction of Aneka Kripik "ARTO MORO" Ampel. Of the three significant variables, responsiveness variables have a dominant influence on customer satisfaction Aneka Kripik "ARTO MORO" Ampel.

Based on the results of this study that has been done and the conclusions above, as for some suggestions that are expected to improve the quality of service in Aneka Kripik "ARTO MORO" Ampel, among others as follows:

1. In order to provide high satisfaction to its customers so that customers will become loyal customers, then as Aneka Kripik "ARTO MORO" Ampel is advised to continue to improve the quality of responsiveness variables, Assurance variables, and empathy variability.
2. The convenience of shopping by customers is one of the attractions to come and visit Aneka Kripik "ARTO MORO". Therefore, it is necessary to improve the convenience

of the store better as an effort to increase customer satisfaction in Aneka Kripik "ARTO MORO", where one of the efforts is to put chips in shelves neatly arranged with a description of the price of chips.

3. The influence of the quality of responsiveness, this shows that the Aneka Kripik "ARTO MORO" in providing services quickly and responsively to customers, it is expected that the Aneka Kripik "ARTO MORO" can continue to improve the existing quality while trying to continue to provide professional services of course in accordance with applicable standards.
4. The influence of the quality of Assuranced service, this shows that Aneka Kripik "ARTO MORO" in providing services that include courtesy, friendliness to customers, as well as maintaining the safety and comfort of customers, it is expected that the Aneka Kripik "ARTO MORO" can continue to improve the existing quality while trying to continuously improve the service possible by providing safety of customer goods.
5. The influence of the quality of empathy service, this shows that employees of Aneka Kripik "ARTO MORO" in communicating to customers and understanding the wishes of customers, it is expected that the Aneka Kripik "ARTO MORO" can continue to improve the existing quality.
6. Direct evidence variables and reliability variables in the business in Aneka Kripik "ARTO MORO" to always be improved again in order to achieve the quality of service as a whole.
7. for researchers the future should be in a different research and can add to the research sample so that the result are more optimal or the research can add other variables which can improve the quality of service.

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