Effect of Service Quality on Customer Satisfaction
PT. Pos Indonesia (Persero) Kupang Branch

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ABSTRACT

This study aims to determine the influence of service quality factors on customer satisfaction at PT. Pos Indonesia (Persero) Kupang Branch either partially or simultaneously. The number of samples taken in this study amounted to 50 respondents. The method used to test the hypothesis is to perform the t-test and F-test procedures. Based on the data from the research results, it can be concluded that the service quality factors that have a significant effect on customer satisfaction partially are reliability and empathy. While simultaneously, service quality has a significant effect on customer satisfaction.

INTRODUCTION

Management of services in a proper manner is an essential aspect for any company. It requires professional management in marketing, operations, and human resources. The integration of these elements is key to the success of service-based companies in improving performance and achieving customer satisfaction. One of the main strategic plans adopted by companies is to consistently enhance the quality of their services (Hardiyati, 2010). In reality, customer satisfaction is often neglected or given insufficient attention by individuals within an organization. From the customer's perspective, numerous complaints arise regarding product quality, excessively high prices, inadequate after-sales guarantees, and more. With ongoing development, increasing levels of education and modernized thinking, accompanied by an awareness of the importance of service quality, customer satisfaction becomes more prominent.

Service quality is closely linked to customer satisfaction. It serves as the starting point for capturing market share, necessitating the maintenance and improvement of customer satisfaction to face increasingly fierce competition. Quality services encourage customers to establish strong relationships with the company (Muhammad, 2009). Customer satisfaction forms the basis for developing various buyer behavior models. Furthermore, customer satisfaction guides the entire organization towards meeting needs, thus becoming a sustainable source of competitive advantage (Muhammad, 2009).

The evaluation and measurement of customer satisfaction are essential to determine the quality of services provided by a company. Services are deemed satisfactory if they meet the customers' needs and expectations. Measuring customer satisfaction is a vital element in delivering better, more efficient, and effective services (Manulang, 2008). The dimensions of service quality are often used as a measurement tool for companies to gauge customer satisfaction levels. By understanding the results of customer satisfaction measurements, companies can prepare strategies to attract customer interest and increase purchases (Tjiptono, 2002).
According to Alma (2003), there are five determinants of service quality: tangibles (physical evidence), reliability, responsiveness, assurance, and empathy. These factors significantly influence customer satisfaction regarding the quality of services provided by a company. Like any business unit, PT. Pos Indonesia (Persero) is an organized institution striving for its well-being and development. With increasing demands for quality services from the public, this poses challenges and opportunities for the company to meet customer needs and desires. PT. Pos Indonesia (Persero) is a state-owned enterprise (BUMN) primarily engaged in postal services, money, and other service-related areas. The reach of Pos Indonesia's services extends not only within Indonesia but also globally through collaborations with international entities such as Western Union.

State-owned enterprises in Indonesia significantly influence business development and society as they often monopolize certain industries that govern the lives and livelihoods of many people. Based on the points mentioned above, it is hoped that PT. Pos Indonesia (Persero) will continuously evaluate the quality of services provided to serve as a basis for maximizing the company's objectives. During my internship at PT. Pos Indonesia (Persero) Branch in Kupang, I observed frequent customer complaints regarding dissatisfaction with the services provided, particularly concerning the tangible, empathy, reliability, responsiveness, and assurance dimensions of service quality.

LITERATURE REVIEW

Zeithaml (in Tjiptono, 2006) presents his opinion, which is an improvement on specialized research on several types of excellent service quality, and identifies five main dimensions of service quality as follows: Tangibles, which include the physical facilities of the service, equipment used, employee appearance, and physical representation or communication means of the service, such as equipment used to consume the service. Reliability, which is the ability to deliver promised services promptly, accurately, and satisfactorily. Among these five dimensions, this factor is the most important aspect of service quality. This determinant encompasses two main elements: work consistency (performance) and trustworthiness (dependability), meaning the company must provide services accurately from the first moment (right the first time) according to the agreed-upon service schedule.

Responsiveness, which is the willingness of staff to assist customers and provide prompt service, including speed, competence, convenience, ease of repair, and satisfactory handling of complaints from the sales process to after-sales service (serviceability). Assurance, which includes the knowledge, skills, politeness, and trustworthiness possessed by company staff, free from danger, risk, or doubt, including the perceived service quality of the company's image and product reputation, as well as the company's responsibility towards them (perceived quality). Empathy, which involves ease of establishing relationships, good communication, attention from the company to individual customers, and understanding the needs of customers. The essence of this dimension is delivering service through personal touch or focusing on unique and specific customer desires.

Customer Satisfaction

The word "satisfaction" originates from the Latin words "satis" (meaning sufficient or adequate) and "facio" (to do or make), so satisfaction can be defined as "the effort to fulfill something" or "making something adequate." Before consuming a particular service, customers already have certain expectations of the service they will consume. Expectations serve as the standards used by customers to evaluate the quality of the anticipated service.

Furthermore, it is stated that there are two components of customer expectations: desired service and adequate service. Desired service refers to the level of service quality expected by customers and believed to be provided. Adequate service refers to the minimum level of service that customers find acceptable. Customers will feel satisfied if the service they receive meets or exceeds their expectations. If the perceived service falls below the minimum acceptable quality level for customers, they will feel dissatisfied (Hardyati, 2010). According to Schnaars (in Tjiptono, 2006), the fundamental goal of a business is to create satisfied customers. The achievement of customer satisfaction brings several benefits, including harmonious relationships between the company and customers, providing a solid foundation for repeat purchases and customer loyalty, and generating favorable word-of-mouth recommendations for the company.
Several experts provide definitions of satisfaction/dissatisfaction. Day (in Tjiptono, 2006) states that customer satisfaction or dissatisfaction is the customer's response to the perceived disconfirmation between their previous expectations and the actual performance of the product after usage. Meanwhile, Zeithaml (in Tjiptono, 2006) defines customer satisfaction as the customer's evaluation of whether the received product or service meets their needs and expectations. Failure to meet assumed needs and expectations leads to dissatisfaction with the product or service. Furthermore, customer satisfaction is influenced by specific product or service characteristics and perceptions of quality. Additionally, customer satisfaction is also influenced by the emotional responses of customers and customer attributes.

According to Kotler (2000), satisfaction is an individual's feeling of pleasure or disappointment resulting from comparing the performance of a received product or service with their expectations. Whether customers are satisfied after a purchase depends on the performance of the offering in relation to customer expectations. Satisfaction is a function of perceived performance and expectations. Customer expectations are influenced by their previous purchasing experiences, advice from friends and colleagues, and promises or marketing information from the company and its competitors. In building customer satisfaction, one approach, according to Kotler (2004), is through service quality. Excellent service quality means providing service to customers that exceeds their expectations, encompassing satisfaction from the initial purchase process to post-purchase interactions. In other words, the customer service process involves all activities that facilitate customers in contacting the appropriate parties within the company and receiving prompt and satisfactory service, responses, and problem resolution.

Customer satisfaction is a key factor in the success of a business. By satisfying customers, a business can increase profitability and expand its market share, as satisfied customers tend to attract other customers. Customer satisfaction is the customer's response to the discrepancy between their previous level of importance and the perceived actual performance after usage (Rangkuti, 2002). Customer satisfaction is influenced by perceptions of service quality, product quality, price, and personal and situational factors. One of the factors determining customer satisfaction is the customer's perception of service quality, which focuses on five dimensions of service quality: tangibles (physical evidence), reliability, responsiveness, assurance, and empathy (Manulang, 2008).

The Relationship between Service Quality and Customer Satisfaction

The needs of customers greatly determine the quality that will be provided by a company, so high quality is not based on the company's perception but on the customers' perception. As stated by Rahayu (2005), companies should establish customer-defined standards, which are the implementation of service standards based on customer needs.

The variables of service quality have an impact on customer satisfaction. Previous empirical studies also support the view that service quality is the main determinant of customer satisfaction. Through a study using path analysis, Bitner (1995) found that service quality has an impact on customer satisfaction, and in its journey, customer satisfaction is a collection of customer perceptions of service quality. In a proposed model, the relationship between satisfaction and received service quality is very close (Cronin and Taylor, 2000).

A study by Cronin and Taylor (2000) on five service companies showed that the received service quality is an antecedent of customer satisfaction. Most research findings indicate that the influence of service quality on customer loyalty is mediated by customer satisfaction. Cronin & Taylor (2000) demonstrated that received service quality has a positive impact on customer demand behavior through customer satisfaction. In their study on six different service industries, they found that in four cases, service quality directly and positively influences customer behavior intention. Furthermore, the indirect impact of service quality on customer loyalty through customer satisfaction is empirically supported by the six service companies studied. The relationship between customer satisfaction and service quality is also revealed by Lassar et al. (in Muhammad, 2009) in their research, where the results state that the independent variable of service quality has a significant positive effect on customer satisfaction.
RESEARCH METHOD

Data collection method used in this study is questionnaire, which consists of a set of questions administered to selected customers of PT. Pos Indonesia (Persero) Branch in Kupang, who are chosen as the sample or respondents. The questionnaire is conducted to obtain responses regarding the phenomenon being studied, which are the factors of customer satisfaction at the research location (Widayat and Amirullah, 2002).

Population refers to the totality of all objects or individuals that will be studied, which have specific, clear, and complete characteristics. The population in this research is the customers who use the services of PT. Pos Indonesia (Persero) Branch in Kupang. Based on expert opinions as stated by Gay (in Hasan, 2002; 68): "The minimum acceptable sample size can be determined based on the research design or method used. If the research design is descriptive-correlational, then the minimum sample size is 30." Meanwhile, according to Supranto (1997:239), "The research sample consists of a number of elements (respondents) that are larger than the minimum requirement, which is 30 elements or respondents." In this study, the sample size to be studied is 50 individuals, considering limitations in terms of time, budget, and manpower. The sampling technique used in this research is direct determination, which is a sampling procedure that selects samples from individuals or units encountered when using the services of PT. Pos Indonesia (Persero) Branch in Kupang, and accidental sampling technique, which is a sampling procedure that selects samples from individuals or units that are the easiest to find or access (Sugiyono, 2000).

This study uses two statistical procedures aimed at testing hypotheses, namely the F-test and t-test. The F-test basically indicates whether all independent variables included in the model have a combined influence on the dependent variable. The t-test essentially shows the individual influence of each independent variable in explaining the dependent variable. In addition, coefficient of determination analysis is also conducted to measure the magnitude of the influence of independent variables on the dependent variable simultaneously.

RESULTS AND DISCUSSIONS

Hypothesis Testing

T-test (Partial Test) was conducted to examine the partial influence of variable X on variable Y. Based on the processing results using SPSS 18.0 software, the summarized results are as follows:
Hypotheses:

a. H0: It is assumed that X1, X2, X3, X4, X5 do not have a significant partial influence on customer satisfaction.
b. H1: It is assumed that X1, X2, X3, X4, X5 have a significant partial influence on customer satisfaction.

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<th>Table 1. Partial Tests Coefficients*</th>
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a. Dependent Variable: Satisfaction

Decision-making rule: by comparing the calculated t-value with the tabulated t-value. If the calculated t-value ≥ the tabulated t-value, then H0 is rejected and H1 is accepted. Conversely, if the calculated t-value ≤ the tabulated t-value, then H0 is accepted and H1 is rejected. It is also possible to compare the significance level (alpha) of 0.05 or 5% with the P-value: If the P-value ≥ 0.05, then the hypothesis is rejected, whereas if the P-value ≤ 0.05, then the hypothesis is accepted.

Tangible (X1). The obtained significance value/P-value is 0.375, which, when compared to the alpha value of 0.05, shows that the significance value/P-value is greater than the alpha value (0.375 > 0.05). This indicates that H0 is accepted and H1 is rejected, or in other words, the tangibles variable does not have a significant effect on customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang.
Reliability (X2). The obtained significance value/P-value is 0.036, which, when compared to the alpha value of 0.05, shows that the significance value/P-value is smaller than the alpha value (0.036 < 0.05). This indicates that H0 is rejected and H1 is accepted, or in other words, the reliability variable has a significant effect on customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang.

Responsiveness (X3). The obtained significance value/P-value is 0.17, which, when compared to the alpha value of 0.05, shows that the significance value/P-value is larger than the alpha value (0.17 > 0.05). This indicates that H0 is accepted and H1 is rejected, or in other words, the responsiveness variable does not have a significant effect on customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang.

Assurance (X4). The obtained significance value/P-value is 0.796, which, when compared to the alpha value of 0.05, shows that the significance value/P-value is larger than the alpha value (0.796 > 0.05). This indicates that H0 is accepted and H1 is rejected, or in other words, the assurance variable does not have a significant effect on customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang.

Empathy (X5). The obtained significance value/P-value is 0.018, which, when compared to the alpha value of 0.05, shows that the significance value/P-value is smaller than the alpha value (0.018 < 0.05). This indicates that H0 is rejected and H1 is accepted, or in other words, the empathy variable has a significant effect on customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang.

Theoretically, service quality has a significant influence on customer satisfaction, as stated by Rangkuti (2004:56), where customer satisfaction is the difference between the level of importance and the perceived performance or outcomes. It refers to what customers have experienced regarding the service provided compared to what they desire. Based on statistical testing using the F-test method, where the obtained significance level is smaller, specifically 0.000, compared to the standard significance level of 5% or 0.05, and the comparison between F-value and F-table, where the calculated F-value is 11.306, which is greater than the F-table value of 2.43 (11.306 > 2.43), it can be concluded that H0 is rejected and H1 is accepted. Therefore, it can be inferred that service quality has a significant influence on customer satisfaction simultaneously.

The coefficient of determination is used to determine the ability of independent variables to explain the dependent variable. The magnitude of the coefficient of determination can be seen in the r-square value and expressed as a percentage. Based on the analysis presented in the Model Summary table above, the r-square value is 0.562, indicating that the variables Tangibles, Reliability, Responsiveness, Assurance, and Empathy are able to explain 56.2% of customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang. The remaining 43.8% (100% - 56.2%) of customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang is explained by factors other than the quality of service that was examined.

Empathy has the greatest influence on customer satisfaction, therefore it is expected that PT. Pos Indonesia (Persero) Cabang Kupang will continue to maintain its current working pattern, which includes maintaining good relationships and communication, showing attention from the company to individual customers, understanding customer needs, apologizing and providing solutions for customers who have complaints, knowing what customers need, providing sincere service to customers, and always adjusting working hours to customer needs. Furthermore, reliability is the second variable that has the greatest influence on customer satisfaction. Therefore, it is expected that PT. Pos Indonesia (Persero) Cabang Kupang will continue to maintain and provide satisfactory services, including consistent and trustworthy work since the beginning.

Tangibles, responsiveness, and assurance do not have a significant impact on customer satisfaction at PT. Pos Indonesia (Persero) Cabang Kupang, so it is recommended to pay more attention to customer needs in these variables. This includes having a well-arranged interior and exterior, tidiness and cleanliness of the premises, the use of advanced technology, the appearance of employees, the willingness of employees to assist customers and provide responsive services, including speed, competence, comfort, ease of repair, satisfactory handling of complaints from the sales process to after-sales service, polite service, proficiency in carrying out tasks, and adequate knowledge of the employees.
CONCLUSION

In conclusion, the findings indicate that empathy has the greatest impact on customer satisfaction, followed by reliability. Tangibles, responsiveness, and assurance do not significantly affect customer satisfaction. PT. Pos Indonesia (Persero) Cabang Kupang should focus on maintaining good communication, understanding customer needs, and delivering reliable services.

References