

Service Quality And Availability To Improve Client Satisfaction

Richa Puspita Nur Musthaqfiroh¹⁾, Saskia Nurul Amalia²⁾, Farah Ayuningtyas³⁾

^{1, 2, 3)} Management, Faculty of Economic and Business, Swadaya Gunung Jati University, Cirebon

*Corresponding Author

Email: kiazaskia76@gmail.com

Abstract

The Effect of Service Quality and Facilities on Customer Satisfaction at AHASS Bintang Motor Jaya Plered Customers" is the subject of this study's analysis and determination. Customers of AHASS Bintang Motor Jaya Plered made up the study's population. Purposive sampling was employed to gather samples from up to 100 respondents, and multiple regression analysis was performed. Validity tests, reliability tests, multiple linear regression analyses, classical assumption tests, partial hypothesis testing with t tests, and simultaneous testing with f tests are the analysis techniques that are employed. The facility variable also had a positive and significant effect on customer satisfaction with a value of $(2.519 \geq 1.660)$ and a significant value of $(0.000 < 0.05)$, according to the results of the t test, which also showed that the service quality variable had a positive and significant effect on customer satisfaction with $t_{count} > t_{table}$ ($7,106 \geq 1.660$). The F test, which is derived from the results of the Fcount of $66,278 > F_{table}$ of 3.09 and a significant value of $0.000 < 0.05$, reveals the simultaneous testing between service quality and facilities on customer satisfaction. This indicates that the quality of services and facilities has a positive and significant effect on customer satisfaction of AHASS Bintang Motor Jaya Plered customers.

Keywords: *Facilities, Service Quality, and Customer Satisfaction*

INTRODUCTION

A crucial factor in determining the effectiveness of marketing execution is customer happiness. If the quality of service meets or exceeds their expectations, customers are more likely to return. Therefore, in order to meet client expectations for quality of service, the organization must maximize its performance. For service providers, offering high-quality services is essential to satisfying customers; but, if services are of poor quality, the business will not be able to do so. Therefore, the goal of this study is to ascertain how facilities and service quality affect customer satisfaction in a partial and simultaneous manner.

In the contemporary business environment, customer satisfaction has emerged as a critical determinant of organizational success. Companies strive to meet and exceed customer expectations to retain loyalty and enhance their competitive edge. Among the various factors influencing customer satisfaction, the quality of services and facilities plays a pivotal role.

Facility Quality refers to the physical attributes and environment in which services are delivered. This includes the cleanliness, comfort, accessibility, and overall aesthetic appeal of the facilities. High-quality facilities contribute to a positive customer experience by providing a conducive environment that complements the service delivery.

The relationship between service and facility quality and customer satisfaction is well-documented in the literature. High service quality ensures that customers' needs and expectations are met consistently, leading to greater satisfaction and loyalty. Similarly, well-maintained and attractive facilities enhance the overall customer experience, making interactions with the company more enjoyable and satisfying.

Research indicates that customers form perceptions of quality through their interactions with service providers and their physical surroundings. These perceptions significantly influence their satisfaction levels and subsequent behaviors, such as repeat patronage and positive word-

of-mouth referrals. Therefore, organizations that invest in improving both service and facility quality are more likely to achieve higher customer satisfaction and long-term success.

The degree of congruence between the services rendered and the expectations held by service users determines the quality of the services. Customer satisfaction increases as perceived service quality increases. While infrastructure and facilities are crucial for boosting satisfaction, they also play a role in ensuring service consumers' comfort, convenience, and demands are met. The consumer will be happy if the amenities are given in line with their needs.

This study explores how service quality impacts customer behaviors such as repurchase intentions and word-of-mouth communication. It finds that improved service quality leads to higher customer satisfaction and increased likelihood of recommending the service to others. Zeithaml, Berry, and Parasuraman (2021). This research investigates the relationship between the physical environment (servicescape) and customer satisfaction in the retail sector. It finds that the physical environment significantly impacts customers' perceptions of service quality and satisfaction. Harris and Ezech (2020).

RESEARCH METHODS

This study employed quantitative research methodology. Researchers utilize quantitative research as a means to look at a specific population or sample. They collect data using research tools and statistical data analysis (numbers) with the intention of testing hypotheses that they have created.

Population and Sample

The study's population consists of Honda Bintang Motor Jaya AHASS Workshop customers. The Slovin formula, which has a 10% allowable error rate, and a sort of simple random sampling are the sampling techniques employed in this investigation. There were one hundred participants in the study's sample.

Analysis Methods

Validity tests, reliability tests, multiple linear regression analyses, classical assumption tests, partial hypothesis testing with t tests, and simultaneous testing with f tests are the analysis techniques that are employed.

Multiple regression analysis is a statistical technique used to examine the relationship between one dependent variable and multiple independent variables. It helps to understand how the dependent variable changes when any one of the independent variables is varied, while keeping the other independent variables constant (Ghozali: 2020)

The following diagram depicts the study's research framework:

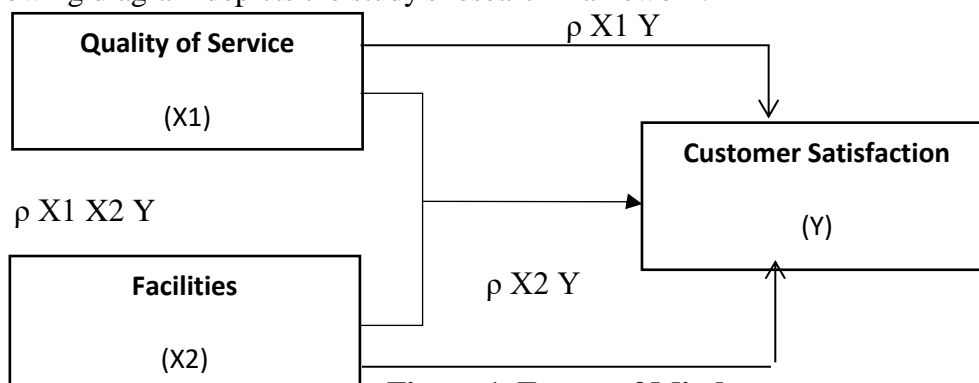


Figure 1. Frame of Mind

RESULT AND DISCUSSION

The value of r Calculate $> r$ Table indicates that all assertions for the variables Quality of Service (X1), Facilities (X2), and Customer Satisfaction (Y) are legitimate and may be used in the data analysis process, according to the calculation of validity and reliability tests. All variables have a Cronbach's alpha value better than 0.70. Thus, it can be said that the data analysis procedure can make use of all variable instrument statements for Customer Satisfaction (Y), Facility (X2), and Service Quality (X1).

Multiple Linear Regression Test

a. Dependent Variable: Customer Satisfaction (Y)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.418	3.981		1.863	.065
Kualitas Layanan (X1)	.758	.107	.606	7.106	.000
Fasilitas (X2)	.523	.208	.215	2.519	.013

a. Dependent Variable: Kepuasan Pelanggan (Y)

Table 1 above provides the basis for the multiple regression equation:

$$Y = 7.418 + 0.758 X1 + 0.523 X2$$

(1) The Service Quality Coefficient is positive at 0.758, meaning that a one-unit increase in the Service Quality variable will result in a 0.758 rise in customer satisfaction. The service quality coefficient is favorable because customers have experienced the hospitality, excellent service, dancing performance, attention to detail, and responsiveness that AHASS Bintang Motor Jaya has established. (2) The Facility Coefficient is positive at 0.523, meaning that a one-unit increase in the Facility variable will result in a 0.523 increase in customer satisfaction. The facilities offered by AHASS Bintang Motor Jaya are in line with what customers want, including a sizable parking lot, cozy waiting areas, and full amenities, so the coefficient for facilities is good.

Discussion

Quality of Service to Customer Satisfaction

Customer satisfaction is positively and significantly impacted by factors related to service quality. This is because humans play a crucial role in providing services that meet customers' expectations, and AHASS Bintang Motor constantly works to provide high-quality services. A corporation can maximize client satisfaction if its services are of high quality, including courteous service, neat appearance, dependability, and thorough labor. AHASS Bintang Motor will promote customer happiness by offering high-quality services.

Facilities to Customer Satisfaction

AHASS Bintang Motor always aims to provide evidence or proper physical facilities to its customers, such as buildings that are visible from all sides of the road, large parking areas, a comfortable, cool, and clean waiting area with sofas, complete facilities like clean toilets, prayer rooms, free coffee and water, and other physical evidence like discounts and member cards.

Because receiving services takes time, a company should create adequate and comfortable facilities so that customers do not feel bored while waiting. Facility variables have a positive and significant influence on customer satisfaction. This is because the facilities offered by AHASS Bintang Motor can be accepted by its customers. Customer satisfaction will be created with sufficient and comfortable facilities or tangible proof offered by AHASS Bintang Motor. This can maximize customer happiness.

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1906.100	2	953.050	66.278	.000 ^b
	Residual	1394.810	97	14.379		
	Standardized		t			Sig.
	Coefficients					

Beta

b. Predictors: (Constant), Fasilitas (X2), Kualitas Layanan (X1)

Customer happiness is positively and significantly impacted by the quality of the facilities and services, either separately or in combination. With a R Square value of 0.577, or 57.7%, AHASS Bintang Motor's customer satisfaction variable can be explained by the Quality of Service and Facilities variable, while other variables not included in the study account for 42.3% of the variance.

Based on the outcomes of the above discussion, it is possible to draw the following conclusions: first, AHASS Bintang Motor's service quality plays a significant role in establishing customer satisfaction; second, having complete facilities will add value for customers and raise customer satisfaction levels.

CONCLUSION

Researchers can draw the following conclusions from the study and discussion based on the described results: (1) Customer satisfaction at Bintang Motor AHASS is positively and significantly impacted by service quality. Service quality has an impact since consumers are aware of AHASS Bintang Motor Jaya's commitment to provide the best possible service, including attentiveness, responsiveness, dancing appearances, and hospitality. (2) Facilities have a favorable and noteworthy impact on AHASS Bintang Motor customers' happiness. Facilities have a significant impact because AHASS Bintang Motor Jaya offers amenities that meet client expectations, including easily accessible locations, spacious parking lots, cozy waiting spaces, and full facilities. (3) The Quality of Service and Facilities, either separately or in tandem, have a favorable and noteworthy impact on customer satisfaction

REFERENCES

- Aryani, D., & Rosinta, F. (2011). The effect of service quality on customer satisfaction in shaping customer loyalty. *BUSINESS & BUREAUCRACY: Journal of Administrative and Organizational Sciences*, 17(2), 3.
- Bowen, J. T., & Chen, S. L. (2001). The relationship between customer loyalty and customer satisfaction. *International journal of contemporary hospitality management*, 13(5), 213-217.
- Churchill Jr, G. A., & Surprenant, C. (1982). An investigation into the determinants of customer satisfaction. *Journal of marketing research*, 19(4), 491-504.
- Gultom, D. K., Arif, M., & Fahmi, M. (2020). Determination of customer satisfaction with customer loyalty through trust. *Maneggio: Scientific Journal of Master of Management*, 3(2), 171-180.
- Hom, W. (2000). An Overview of Customer Satisfaction Models.
- Lenka, U., Suar, D., & Mohapatra, P. K. (2009). Service quality, customer satisfaction, and customer loyalty in Indian commercial banks. *The Journal of Entrepreneurship*, 18(1), 47-64.
- Meithiana, I. (2019). Pemasaran dan Kepuasan Pelanggan.
- Ngo, M. V., & Nguyen, H. H. (2016). The relationship between service quality, customer satisfaction and customer loyalty: An investigation in Vietnamese retail banking sector. *Journal of competitiveness*.
- Prasetio, A. (2012). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan. *Management Analysis Journal*, 1(1).
- Sasongko, S. R. (2021). Factors of customer satisfaction and customer loyalty (marketing management literature review). *Journal of applied management science*, 3(1), 104-114.
- Sivadas, E., & Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*, 28(2), 73-82.
- Son, R. (2021). Determination of customer satisfaction and customer loyalty to product quality, brand image and price perception (Marketing Management Literature Review). *Economic Journal of Information Systems Management*, 2(4), 516-524.