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# Relationship between Service Quality and Customer Satisfaction



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KEYWORDS	ABSTRACT
<p><b>Keywords:</b> Reliability; Assurance; Physical Evidence; Empathy; Responsiveness; Customer Satisfaction</p> <p><b>Conflict of Interest Statement:</b> The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2023 ABIM. All rights reserved.</p>	<p>This research aims to measure customer satisfaction in service quality dimensions, namely physical evidence, reliability, responsiveness, assurance and empathy. The research method uses a questionnaire distributed to 65 Damri Bus passengers. After the results were obtained through the reliability and validity tests, they were analyzed using Multiple Linear Regression with the SPSS 17.0 for Windows program in which the classical assumption test, multicollinearity test, heteroscedasticity test, normality test, t-test, f test and coefficient of determination (R<sup>2</sup>) test were carried out. Based on the analysis, it is concluded that service quality (SERVQUAL) affects the level of customer satisfaction individually and simultaneously and is empirically proven. The dominant factor that most affects customer satisfaction on Damri Buses in Makassar City is physical evidence.</p>

## Introduction

Transportation is a vital aspect of individuals' everyday lives in the contemporary era of rapid global development, particularly in the context of long-distance travel. Transportation substantially influences various facets of human existence, encompassing social, economic, environmental, and political dimensions. Providing cost-effective and efficient transportation services facilitates people's connection to employment opportunities, educational institutions, and healthcare facilities. Moreover, it enhances social cohesion and contributes to the advancement of economic development. Nevertheless, urban mobility in certain prominent cities in Indonesia is a multifaceted concern. The significant difficulty lies in meeting the enormous demand for transportation services that can effectively alleviate traffic congestion and provide inexpensive transit costs accessible to everyone across all socioeconomic levels. The primary limitations pertain to financial resources, as establishing and enhancing transportation infrastructure and amenities necessitate substantial capital investments. One strategy employed to improve mobility and address this issue involves the implementation of Damri Bus Transportation. The performance of bus transportation systems can serve as a viable method for mitigating traffic congestion in urban regions while simultaneously offering a cost-effective alternative for the inhabitants of cities. Establishing and functioning the Damri Bus Transit Mode necessitates fiscal backing and effective administration from the government and other relevant entities.

Marketing is a managerial and social process wherein individuals or groups engage in activities aimed at satisfying their needs and desires through the creation, packaging, and exchange of goods and services that possess value with other individuals or groups (Nugroho & Irena, 2017; Ndofirepi et al., 2020; Othman et al., 2020). According to Asdi & Putra, (2020) marketing management plays a crucial role in planning and implementing strategies related to pricing, promotion, and distribution of goods and services. The primary objective of marketing management is to facilitate exchanges that align with the purposes of both individuals and organizations. The concept of services pertains to intangible actions or performances that do not involve ownership. One party can provide these services to another (Berry et al., 1988; Yuniанти et al., 2019; Wirapraja et al., 2021). Services can exist independently or be associated with tangible objects; nonetheless, they aim to offer advantages to external entities without the accompanying physical possession (Priporas et al., 2017). The management of service quality plays a crucial role in attaining customer satisfaction. Service quality is primarily evaluated based on the extent to which customer needs, and expectations are met, as well as the precision of service delivery (Ali & Raza, 2017; Hapsari et al., 2017; Yuniанти et al., 2019; Huang et al., 2019; Nunkoo et al., 2020; Hindarsah, 2021).

Customer satisfaction is an outcome that arises from the relationship between service providers and customers, serving as an indicator of the extent to which customers are content with the services they have gotten (Tzeng et al., 2021; Dash et al., 2021; Islam et al., 2021). Customer satisfaction holds significant weight in determining repurchase decisions and the frequency of service utilization (Prasetyo et al., 2021; Budur & Poturak, 2021). Brand sensitivity can impact repurchase behavior, as it pertains to the degree to which brands are significant in the decision-making process for selecting a product or service (Eren, 2021). Consumer satisfaction serves as a driving force in cultivating consumer loyalty toward a company's offerings (Ali et al., 2021). This demonstrates that endeavors to ensure customer pleasure play a pivotal role in shaping customer behavior and fostering brand or corporate loyalty. Customer loyalty encompasses more than just a positive attitude; it also entails consistently selecting a particular product or service from a specific firm over time. To comprehend this concept, organizations must prioritize establishing satisfactory client experiences by consistently delivering high-quality services.

The examination of this study holds significance due to its contribution towards assisting organizations in attaining commercial success, enhancing consumer retention, and augmenting competitiveness inside a progressively competitive industry. By comprehending these aspects' interconnectedness and mutual influence, organizations can formulate more productive strategies for sustained expansion and achievement.

## Research Design and Methodology

The research sample for this study consisted of 65 individuals who were users of Damri buses. The selection of participants was made using the Slovin approach algorithm. The study collected primary data using questionnaires. Once all the necessary data has been gathered, testing phases are conducted. The initial stage involves assessing the data quality through validity and reliability tests. Secondly, hypothesis testing encompasses many regression tests, including multiple regression tests, partial tests, simultaneous tests, and coefficient of determination tests.

## Findings and Discussion

### *Findings*

The research sample for this study consisted of 65 individuals who were users of Damri buses. The selection of participants was made using the Slovin approach algorithm. The study collected primary data using questionnaires. Once all the necessary data has been gathered, testing phases are conducted. The initial stage involves assessing the data quality through validity and reliability tests. Secondly, hypothesis testing encompasses many regression tests, including multiple regression tests, partial tests, simultaneous tests, and coefficient of determination tests.

**Table 1.** Characteristics of respondents

Variable	Measurement	n	%
Gender	Man	11	16,9%
	Woman	54	83,1%
Age	More than 30 years	41	63,1%
	Less than 30 years	24	36,9%

*Source: Primary data processed, 2023*

Validity testing assesses the precision and accuracy of the questionnaire administered to participants. If the calculated r-value exceeds the critical r-value from the table, the question is considered valid. The instrument demonstrates a higher level of reliability, suggesting that the obtained measurement findings are more dependable. The higher the level of reliability of a tool, the greater the consistency of the data obtained when the instrument is employed multiple times to test the same thing. A research instrument is considered reliable when the alpha coefficient exceeds the threshold of 0.6. The findings of the validity test indicate that each question item in the questionnaire possesses validity and may be utilized as a reliable measuring tool for research purposes. The corrected item-total value is more significant than 0.205, which supports this. The findings of the reliability test indicate that all variables employed as instruments in the study exhibit a high level of dependability, affirming their suitability as practical tools for data collection. An alpha coefficient value over 0.601 in the reliability test results indicates the device's high trustworthiness. Consequently, the obtained measurement results can be considered trustworthy.

**Table 2.** Validity and Reliability Test Results

Variable	Indicator	Alpha Coefficient	Info
Reliability	X11	0,856	Valid & Reliable
	X12		Valid & Reliable
	X13		Valid & Reliable
	X14		Valid & Reliable
	X21		Valid & Reliable
Assurance	X22	0,858	Valid & Reliable
	X23		Valid & Reliable
	X24		Valid & Reliable
	X31		Valid & Reliable
Physical Evidence	X32	0,825	Valid & Reliable
	X33		Valid & Reliable
	X34		Valid & Reliable
	X41		Valid & Reliable
Empathy	X42	0,843	Valid & Reliable
	X43		Valid & Reliable
	X44		Valid & Reliable
Responsiveness	X51	0,682	Valid & Reliable
	X52		Valid & Reliable
	X53		Valid & Reliable
Customer Satisfaction	X54	0,841	Valid & Reliable
	Y1		Valid & Reliable
	Y2		Valid & Reliable
	Y3		Valid & Reliable
	Y4		Valid & Reliable

*Source: SPSS output, (2023)*

A multiple linear regression analysis is performed to ascertain the functional association between the independent variable(s) and dependent variables. The equation shown below displays the outcomes of the multiple linear regression analysis:

$$Y = 0,121 + 0,386X1 + 0,234X2 + 0,198X3 + 0,070X4 + 0,077X5.$$

- The constant is 0.121, with a positive value indicating that if there is no change in the service quality dimension variable, then customer satisfaction is 0.121.
- The regression coefficient value for reliability is 0.386. In this study, reliability positively affects customer satisfaction by 0.386.
- The regression coefficient value for Assurance is 0.234. In this study, assurance positively affects customer satisfaction by 0.234.
- The regression coefficient value for physical evidence is 0.198. In this study, physical evidence positively affects customer satisfaction by 0.198.
- The regression coefficient value for empathy is 0.070. In this study, empathy positively affects customer satisfaction by 0.070.
- The regression coefficient value for responsiveness is 0.077. In this study, responsiveness positively affects customer satisfaction by 0.077.

**Table 3.** Regression Data Result (Coefficients<sup>a</sup>)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.121	.466		.258	.797					
Reliability	.386	.103	.454	3.734	.000	.746	.437	.284	.392	2.552
Assurance	.234	.127	.250	1.848	.070	.737	.234	.141	.317	3.156
Tangibles	.198	.086	.233	2.297	.025	.591	.286	.175	.565	1.770
Empathy	.070	.071	.080	.993	.325	-.141	.128	.076	.884	1.132
Responsiveness	.077	.079	.075	.977	.333	.116	.126	.074	.989	1.011

a. *Dependent Variable: Customer Satisfaction*

Source: SPSS Output, (2023)

Partial tests are used to determine whether the independent variable (X) has a significant effect on the dependent variable (Y). Testing is done with a significance level of 0.05.

**Table 4.** Partial Test Results (t-test)

Variable	Sig. < $\alpha$	Info	Hypothesis
Reliability	0,000 < 0,05	Significant	Accepted
Assurance	0,070 > 0,05	Insignificant	Rejected
Physical Evidence	0,025 < 0,05	Significant	Accepted
Empathy	0,325 > 0,05	Insignificant	Rejected
Responsiveness	0,333 > 0,05	Insignificant	Rejected

Source: SPSS Output, (2023)

The first findings from the analysis of service quality dimensions and customer satisfaction indicate that the factors of reliability and assurance substantially impact customer satisfaction. In the context of Damri bus riders in Makassar, the impact of tangible evidence, empathy, and responsiveness on passenger satisfaction cannot be empirically substantiated.

In addition, an F-test was performed to assess the collective impact of all independent variables on the dependent variable. The experiment was carried out using a significance threshold of 0.05.

**Table 5.** Simultaneous Test Results (f-test)

Dependent Variable	Sig. < $\alpha$	Info	Hypothesis
Customer Satisfaction	0,000 < 0,05	Significant	Accepted

Source: SPSS Output, (2023)

Table 5 shows that the service quality dimensions of reliability, assurance, physical evidence, empathy, and responsiveness simultaneously affect customer satisfaction. The next stage is to analyze the coefficient of determination to determine the percentage of the influence of the independent variable on the dependent variable.

**Table 6.** Determination Coefficient Test Results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.658	.629	.40320

Source: SPSS Output, (2023)

The results of the determination coefficient test, as shown in Table 6, show that the dimensions of service quality can explain the customer satisfaction variable in this study by 65.8%. Other factors not considered in the study account for the remaining 34.2%.

### **Discussion**

Reliability refers to the capacity of a corporation to consistently deliver services in a manner that aligns with the commitments made, demonstrating accuracy and dependability. Performance should align with the expectations of customers, which are characterized by timeliness, consistent service for all clients without errors, a compassionate attitude, and a high level of accuracy. This study provides empirical evidence supporting the reliability component's positive and statistically significant impact on customer satisfaction. This implies that enhancing reliability will result in a corresponding increase in customer satisfaction. The study also demonstrates that reliability is crucial since it substantially impacts consumer satisfaction. The reason for this is that the personnel of Damri Makassar can preserve passenger comfort and safety. Furthermore, Damri Makassar ensures its customers' precision of trip duration, mitigating potential dissatisfaction among many travelers. Reliability encompasses two primary dimensions: performance consistency and trustworthiness. This implies that the organization can provide services promptly, execute its commitments with precision and dependability, manage data suitably, and issue accurate invoices. Reliability is contingent upon the company's capacity to consistently supply accurate services without error and adhere to agreed-upon timelines (Zhou et al., 2021).

Assurance refers to the comprehensive understanding, professional demeanor, and proficient skills exhibited by employees of an organization to cultivate a sense of trust and confidence among customers toward the corporation. The findings of this study indicate that assurance has a favorable impact on customer satisfaction, although this impact is not statistically significant. The results of this study suggest that passengers continue to harbor reservations regarding the reliability of the bus transportation facilities provided by Damri Makassar. The performance of Damri Makassar in ensuring safety measures and the professionalism of its transportation crew have yet to be entirely satisfactory. The direct connection between customers and service provider staff during the process of purchasing and consuming services has a significant impact on customer satisfaction. If personnel exhibit a hostile demeanor and clients perceive a lack of appreciation, customer satisfaction is compromised, leading them to seek alternative service providers.

Physical proof refers to the capacity of a corporation to demonstrate its presence to external entities. One of the methods by which service organizations demonstrate service quality to customers is through the presentation of reliable physical facilities and infrastructure, together with the assessment of the surrounding environment. This study indicates that tangible evidence has a discernible and statistically significant impact on consumer satisfaction. This is because Damri consistently upholds the cleanliness of their buses, according to passenger reports. Furthermore, Damri emphasizes the originality of its fleet. Physical evidence refers to the tangible aspects of providing services, encompassing the visual appearance of persons, equipment, and technology utilized in service delivery. Physical facilities, including buildings, service rooms, and parking lots, are crucial to service quality as they play a significant role in meeting the needs of consumers or customers seeking firm services. The presence of competent staff members contributes to a perception of value and fosters a sense of ease for the clientele being served. Speed and precision are influenced by the equipment and technology employed in providing services. Consumers' purchasing and use decisions are subject to various elements associated with the organization, such as environmental conditions, physical attributes, information accessibility, brand reputation, and service system design. These aspects collectively impact the degree of customer satisfaction.

Empathy refers to providing genuine and personalized attention to customers to comprehend their desires. In this context, a company is expected to possess a deep understanding and knowledge

of its customers and the ability to discern their specific needs. Additionally, the company should ensure that its operating hours are convenient for customers. This study does not provide conclusive evidence to support the notion that empathy substantially impacts customer satisfaction. This phenomenon might be attributed to passengers perceiving a need for more sincerity and seriousness in the responses provided by the bus transportation personnel in addressing their requests. Empathy refers to the capacity of service providers to regard clients as unique individuals deserving of special attention. This implies that the organization knows its clients' challenges and endeavors to work in their best interests, offering individualized attention and maintaining convenient operational schedules. Any customer-centric organization must have avenues that facilitate convenient and accessible means for customers to express their recommendations, comments, opinions, and concerns. When addressing agitated and irate consumers, customer service personnel must exhibit composure and demonstrate empathy. Hence, it is imperative to allocate sufficient time to listen to the grievances expressed by customers attentively and endeavor to comprehend the circumstances they perceive to pursue the most effective resolution collaboratively.

Responsiveness refers to the inclination to assist consumers promptly and accurately by transparently delivering services and information. Disregarding and subjecting clients to prolonged waiting periods without providing an explicit justification engenders a detrimental perception regarding the quality of service. This study needs to provide more evidence to establish a significant impact of responsiveness on customer satisfaction. This is due to the perception among certain passengers that Damri needs to adequately address their ideas and complaints about reclining seats, air conditioning, automatic doors, entertainment amenities (such as audio and TV), and window curtains. Consumers seek other service brands due to unfavorable responses to service failures. In this study, employees may show diminished responsiveness or react unfavorably to consumer concerns, exacerbating dissatisfaction. This dissatisfaction prompts consumers to seek alternative service suppliers. Consumers lodge complaints when the services they obtain or appear to receive need to meet their expectations concerning staff performance. The quality of employee interactions with consumers significantly influences the level of customer satisfaction. The discernment of employees' attitudes and behaviors in addressing client complaints is readily apparent. A favorable response from an employee is likely to result in customer loyalty and subsequent purchases. The impact of customer satisfaction during staff interactions on service quality perceptions, customer satisfaction levels, service brand switching behavior, and word-of-mouth communication is significant (Ladhari et al., 2011).

## Conclusion

This study demonstrates that the factors of reliability and physical proof exert a favorable and statistically significant influence on customer satisfaction with the transportation services provided by Makassar Damri. Reliability pertains to the consistent provision of services, whereas physical evidence encompasses factors such as the cleanliness and legitimacy of facilities. While assurance, empathy, and responsiveness are crucial, the study's findings indicate room for additional enhancement in their influence on customer satisfaction. This study offers significant insights for enhancing the services of Damri Makassar and ensuring consumer satisfaction with their experience.

The findings of this study offer many recommendations and consequences that can be implemented within the framework of Makassar Damri transportation services. Initially, organizations need to place a high level of importance on enhancing the dependability of their offerings. Achieving the desired outcome can be facilitated by using measures that promote consistency in service delivery, adherence to punctuality, and precision in all operational facets. Furthermore, it is imperative for organizations to persistently prioritize elements of physical evidence, such as upholding the cleanliness of their fleet and facilities, as this exerts a substantial influence on consumer evaluations of service quality. In the context of assurance, organizations must persistently enhance their workforce's professional competencies and attitudes to cultivate client confidence. While the statistical significance of the influence may be inconclusive, allocating resources toward employee training and development can foster a more favorable organizational climate and enhance consumer trust. Improving empathy and responsiveness in consumer encounters constitutes a crucial

facet. This entails cultivating the proficiency to listen attentively to customer grievances and inquiries and provide a constructive demeanor and effective resolutions. This study posits that enhancing empathy and responsiveness may contribute to a decrease in customer attrition.

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