

## **THE EFFECT OF SERVICE QUALITY ON KIOSK OWNER SATISFACTION AT THE TRADE SERVICE (PASAR CANDIPURO)**

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### **Abstract**

Broadly speaking, this study aims to determine the Effect of Licensing Service Quality Dimensions on Kiosk Owner Satisfaction at the Trade Service (Case Study at Candipuro Market, Lumajang Regency), this type of research is qualitative research, the sample in this study was 75 respondents, respondents in collecting this data is the owner of a kiosk at Candipuro Market, Lumajang Regency, the method of simple regression analysis, and the analytical method used in this study is descriptive analysis and multiple regression analysis. The research method used in this research is multiple linear regression, t test, f test and the coefficient of determination R<sup>2</sup>. The results of the research show that partially the assurance and empathy variables have no partial effect on the satisfaction of the kiosk owner at Candipuro market, this can be seen from the significant probability of the assurance and empathy variables. While the variables that have a significant effect are tangible, reliability, and responsiveness. So that the variable of Kiosk owner satisfaction is partially influenced by tangible, reliability and responsiveness (H<sub>a</sub> is accepted and H<sub>o</sub> is rejected).

**Keywords:** Tangible Service Quality, Empathy, Responsiveness, Reliability and Assurance Kiosk Owner Satisfaction

### **INTRODUCTION**

The market is a place where buyers and sellers meet to conduct economic transactions, namely to sell or buy goods and services, including economic resources and various other factors of production. According to economics, the market is related to its activities, not its

place. In general, the notion of a market does not refer to a specific location or places, this is because the market has no geographical boundaries. The hallmark of a market is the existence of transactions or buying and selling activities.

In principle, economic activity that occurs in the market is based on the freedom to compete, both for buyers and sellers. The seller has the freedom to decide what goods or services should be produced and what will be distributed. Traditional Market is a market that is built and managed by the Government, Regional Government, Private, State-Owned Enterprises and Regional-Owned Enterprises including cooperation with the private sector with business premises in the form of shops, kiosks, booths and tents owned/managed by small, medium, and small traders. non-governmental organizations or cooperatives with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining. The location of the establishment of a Traditional Market must refer to the Regency/City Spatial Plan and the Regency/City Spatial Detail Plan, including the Zoning Regulations.

Provisions regarding shopping center business licensing are regulated in Presidential Regulation No. 112 of 2007 concerning Management and Development of Traditional Markets for Shopping Centers and Modern Stores (“Perpres No. 112/2007”) and Minister of Trade Regulation No. 53/M-DAG/PER/ 12/2008 of 2008 concerning Guidelines for the Arrangement and Development of Traditional Markets, Shopping Centers and Modern Stores (“Permendag No. 53/M-DAG/PER/12/2008”). According to these regulations, there are permits required to carry out a shopping center business. In the ownership of traditional markets, of course, a license is needed to conduct a traditional market business. , Permit to extend the place of sale, Permit approval to change hands / change the name of the place of sale, Then please note that every person or business entity is prohibited from remodeling, adding, changing and expanding the place of business.

According to Kotler (2000:25), service quality is the totality of the characteristics of goods and services that show their ability to satisfy customer needs, both visible and hidden. For companies engaged in the service sector, providing quality services to customers is an absolute thing that must be done if the company wants to achieve success. To measure the satisfaction of powder kiosks and stall owners with licensing, there are several dimensions of service quality developed by Pasuraman et.al (in Kolter, 1997.93), namely there are five

dimensions of service quality, namely Realibility, Responsiveness, Assurance, Empathy, Tangibles measuring Service quality is evaluating or comparing the performance of a service with the standard standards that have been set beforehand, so the authors conducted research that has to do with the dimensions of service quality (Tangible, reliability) at the Lumajang Regency Trade Office whose job is to serve the general public, especially in the government sector. The researcher conducted a study entitled The Effect of Service Quality Dimensions (Tangible, Reliability) on the Satisfaction of Kiosk Owners in the Department of Commerce.

## **LITERATURE REVIEW**

Service marketing is the link between the organization and its customers. This liaison role will be successful if all marketing efforts are market oriented. The involvement of all parties, from top management to non-managerial employees, in formulating and supporting the implementation of consumer-oriented marketing is non-negotiable (Yazid, 2008:13), Meanwhile, according to Rismiati (2005;270) defines Service marketing is any activity or benefit offered by one party to another and is an intangible item and does not result in ownership of anything.

The quality of this service can be interpreted as the level of customer satisfaction, good service quality must be in accordance with the services expected by consumers. According to Yamit (2010), talking about the notion of quality can have different meanings for everyone, because quality has many criteria and is highly dependent on the context.

According to Parasuraman, et al in Purnama (2006) "service quality is a comparison between the service perceived by the customer (perception) and the service quality expected by the customer. Lu piyoadi and Hamdani (2008) explain that "the quality of a product or service is the extent to which a product or service services meet their specifications". Another opinion was expressed by Tjiptono (2008) that in principle "the definition of service quality focuses on efforts to fulfill needs and desires, as well as the accuracy of delivery to balance customer expectations". Based on the explanation that has been presented, it can be concluded that the quality of service is a fulfillment of consumer expectations to the company for a product or service that has been received by the customer.

According to Tjiptono (2008 :174)

1. Physical Evidence (Tangible) With regard to the physical appearance of service facilities, equipment or supplies, human resources and company communication materials.
2. Empathy means that the company understands the problems of customers and acts in the interests of customers, and gives personal attention to customers and has comfortable operating hours.
3. Responsiveness With regard to the willingness and ability of service providers to help customers and respond to their requests immediately.
4. Reliability (Reliability) Relates to the company's ability to deliver services that are presented accurately.
5. Assurance With regard to the knowledge and courtesy of employees and their ability to foster customer trust and confidence.

When measuring satisfaction, customers must compare what they receive and their expectations when using the product or service. Of course, it is not easy to satisfy every customer, because the subjectivity of each person's assessment is different. According to customer satisfaction according to Kotler (2014: 150) is a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result). Meanwhile, according to Susanto (2001) that customers must be satisfied, because if they are not satisfied they will leave the company and become competitors' customers, this will cause a decrease in sales and in turn will reduce profits and even losses.

According to Fandy Tjiptono (2012: 320) satisfaction measurement is carried out for various purposes, including:

1. Identifying consumer requirements (importance ratings), namely aspects that are considered important by consumers and affect whether they are satisfied or not
2. Determine the level of customer satisfaction with organizational performance on important aspects.
3. Comparing the level of customer satisfaction with the company with the level of customer satisfaction with other organizations, both direct and indirect competitors.
4. Identify PFI (Priorities for Improvement) through analysis of the gap between the score of importance (importance) and satisfaction.

Measuring the consumer satisfaction index which can be a reliable indicator in monitoring the progress of development from time to time.

## RESEARCH METHODS

### Population

According to Sugiyono (2013: 61) suggests that, "Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions". According to Ferdinand (2011, 215) Population is a combination of all elements that make up events, things or people that form similar characteristics that are the center of attention of researchers because it is seen as a research universe. The population in this study were all kiosk, powder and stall owners at Candipuro Market.

This study uses a quantitative approach, namely to determine the influence of the independent variable on the dependent variable. The sample in this study is part of the research population, namely all kiosk, powder and stall owners in Candipuro Market.

In determining the number of samples used the sampling formula from Slovin in Husein Umar (2008:67), which is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information :

n= sample size

N= population size

e = percentage of excess allowance due to sampling error that can still be tolerated or desired  
(e = 10%)

Based on the above formula, the total population (N) can be calculated as follows:

$$n = \frac{260}{260.01^2 + 1}$$

$$n = \frac{260}{260.0,01 + 1}$$

$$n = \frac{260}{3,6}$$

$$n = 72,22$$

$$n = 72$$

Based on the calculations above, this study uses a perception level of 0.1 (10%), so the minimum number of samples that must be taken is 72.22.

Based on the existing theoretical foundation, the author feels the need to develop a variable operational concept. Variable Operational Definitions in this study are as follows:

### Research Operational Variables

No	Variabel	Indikator	Item	Sumber
1		(X1)	Comfort Market cleanliness and safety Market neatness Parking facilities	
2		Reliability (X2)	Timely completion Information clarity Accuracy of checking requirements documents Simplicity of service procedures Cost clarity Officer readiness	

No	Variabel	Indikator	Item	Sumber
3	Service quality	Responsiveness (X3)	Responsiveness of officers in following up on complaints Speed of officers in conveying information Willingness of officers to respond to criticism and suggestions The readiness of officers in solving problems	Lewis & Booms inTjiptono (2008:85)
4		Assurance (X4)	Courtesy of officers in providing services The ability of officers to provide a sense of security Honesty of officers in serving the community	
5		Emphaty (X5)	Patience of officers in providing services Willingness of officers to accept complaints Staff friendliness	
6	Owner		Kiosk owners are	

No	Variabel	Indikator	Item	Sumber
	satisfaction kios, bedak dan los (Y)		satisfied with the services provided Relations between officers and the community Meet the expected needs in a timely manner	

### Data analysis method

Multiple linear regression analysis intends to predict how the condition (up and down) of the dependent variable (criteria), if two or more independent variables as prediator factors are manipulated (increase in value). So multiple regression analysis will be carried out if the number of independent variables is at least 2".

To find out how much influence the independent variables have, namely goods (Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) the dependent variable is the satisfaction of the Kiosk owner (Y), then the multiple linear regression equation are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Description :

Y = Market Kiosk Owner Satisfaction

X1 = Empathy (Empathy)

X2 = Reliability (Reliability)

X3 = Responsiveness

X4 = Guarantee (Assurance)



a = Constant

b1..b4 = Regression coefficient X1, X2, X3, X4

e = Confounding variable

a. Validity test

Validity shows how far the accuracy and accuracy of a measuring instrument in carrying out its measuring function (Saifuddin Azwar, 2000). While a questionnaire is said to be reliable if a person's answers to questions are consistent from time to time. The formula used to find the correlation value is the Pearson Product Moment correlation with the formula:

$$r_{xy} = \frac{N\sum YX - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X)^2\}\{N\sum Y^2 - (\sum Y)^2\}}}$$

$r_{xy}$  = Correlation coefficient

X = Number of item scores

Y = Total score total

N = Number of samples

b. Reliability Test

Reliability is the similarity of the results of measurements or observations when the facts or facts of life were measured or observed many times at different times. Tools and methods of measuring or observing both play an important role at the same time. A questionnaire can be said to be reliable or reliable if a person's answer to a question is consistent. The qualification requirements of a measuring instrument are consistent, constant, or not changing (Saifuddin Azwar, 2012: 110il.

instrument in the form of multiple choice (multiple choice) or multilevel scale, the reliability is calculated using the Alpha formula. The formulas are:

$$\alpha = \left[ \frac{k}{k-1} \right] \left[ 1 - \frac{\sum \sigma_b^2}{\sigma_1^2} \right]$$

$r_{ii}$  = Instrument reliability

$k$  = Number of questions

$\sum b^2$  = Number of item variants

$\sum 1^2$  = Total variance

### **Classic assumption test**

The classical assumption test is used to determine whether the model used for this analysis has met the classical assumptions in the sense that the model used is appropriate and produces accurate values.

#### **a. Normality test**

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. As it is known that the t and F tests assume that the residual value follows a normal distribution. If this assumption is violated, the statistical test becomes invalid for a small sample size. There are two ways to detect whether the residuals are normally distributed or not, namely by graphical analysis and statistical tests. To test whether the data is normally distributed or not, the Kolmogorov-Smirnov Test was performed statistically. 52 Residuals are normally distributed if they have a significance value  $> 0.05$  (Imam Ghozali, 2011: 160-165).

#### **b. Multicollinearity Test**

According to Imam Ghozali (2011: 105-106) multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). To test multicollinearity by looking at the VIF value of each independent variable, if the VIF value is  $< 10$ , it can be concluded that the data is free from multicollinearity symptoms.

### c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. There are several ways to do the heteroscedasticity test, namely plot graph test, park test, glejser test, and white test. The test in this study uses a plot graph between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. There is no heteroscedasticity if there is no clear pattern, and the points spread above and below the number 0 on the Y axis. (Imam Ghozali, 2011: 139-143).

### Hypothesis test

Hypothesis testing in this study used multiple linear regression analysis. This analysis is used to determine the effect of several independent variables (X) on the dependent variable (Y). Multiple linear analysis was carried out with the coefficient of determination test, t test, and F test. The regression model in this study is as follows:

#### 1. Coefficient of Determination (R<sup>2</sup>)

The value of the coefficient of determination is between zero and one. The small value of R<sup>2</sup> means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Imam Ghozali, 2011: 97).

#### 2. Partial Test (t Test)

According to Imam Ghozali (2013: 98) the t statistic test basically shows how far the influence of one independent variable individually in explaining the dependent variable, the basis for decision making in this test is as follows (Ghozali, 2005):

1. If the probability of significance is  $> 0.5$ , then H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. This means that the independent variable (quality of licensing service) individually does not have a significant effect on the dependent variable (kiosk owner satisfaction).

2. If the probability of significance is  $< 0.5$ , then  $H_0$  is rejected and  $H_1$  is accepted. This means that the variable (quality of licensing service) individually has a significant influence on the dependent variable (kiosk owner satisfaction).

### 3. Simultaneous Test (F Test)

According to Imam Ghozali (2013: 98) F statistical test basically shows whether all independent variables included in the model have a joint influence on the dependent variable. The test is carried out by comparing between F count and F table at a significance level of 5% or  $= 0.5$ . The basis for drawing conclusions from this test are as follows:

b. If  $F \text{ count} > F \text{ table}$  then  $H_1$  is rejected and  $H_0$  is accepted. This means that the independent variables together or simultaneously do not have a significant effect on the dependent variable.

a. If  $F \text{ count} < F \text{ table}$  then  $H_1$  is accepted and  $H_0$  is rejected. This means that the independent variables together or simultaneously have a significant effect on the dependent variable

### **Determination of the Most Dominant Variable**

The dominant test is conducted to find out which independent variable has the most influence on the dependent variable, when compared to several other independent variables. To find out the dominant variable, it can be seen by looking at the value of the beta coefficient and the largest t-count value.

## **RESULT AND DISCUSSION**

### Validity test

Validity is to test a measure that shows the level of validity or validity of an instrument, so validity emphasizes more on measurement or observation tools. The validity test in this study was used to test the validity of the questionnaire. Validity shows how far the accuracy and accuracy of a measuring instrument in carrying out its measuring function (Saifuddin Azwar, 2000).

**Validity Test Analysis Results**

Item Pernyataan	Person Correlations	r tabel	Keterangan
Item_1	0,860	0,227	Valid
Item_2	0,318	0,227	Valid
Item_3	0,276	0,227	Valid
Item_4	0,236	0,227	Valid
Item_5	0,889	0,227	Valid
Item_6	0,301	0,227	Valid
Item_7	0,382	0,227	Valid
Item_8	0,452	0,227	Valid
Item_9	0,619	0,227	Valid
Item_10	0,888	0,227	Valid
Item_11	0,495	0,227	Valid
Item_12	0,713	0,227	Valid
Item_13	0,521	0,227	Valid
Item_14	0,877	0,227	Valid
Item_15	0,341	0,227	Valid
Item_16	0,621	0,227	Valid
Item_17	0,780	0,227	Valid
Item_18	0,502	0,227	Valid
Item_19	0,442	0,227	Valid
Item_20	0,897	0,227	Valid
Item_21	0,405	0,227	Valid
Item_22	0,881	0,227	Valid
Item_23	0,721	0,227	Valid
Item_24	0,586	0,227	Valid
Item_25	0,854	0,227	Valid
Item_26	0,696	0,227	Valid

Item Pernyataan	Person Correlations	r tabel	Keterangan
Item_27	0,598	0,227	Valid
Item_28	0,436	0,227	Valid
Item_29	0,856	0,227	Valid

Source; primary data processed 2019

Validity Test Analysis is used to measure whether or not a questionnaire is valid. There are 2 ways to determine whether a questionnaire is valid or not. First, a questionnaire is said to be valid if the questionnaire conducted has a significance value of less than 0.05 or 5%. And secondly, by comparing the R table value with R calculated through SPSS which has been tested previously. The questionnaire is declared valid if R count > from R table.

From the table above, based on the results of the validity analysis test, R count > R table. So it can be stated that the statement on the questionnaire is declared valid because R count > R table.

### Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if in research using SPSS data there is a Cronbach alpha value > 0.60.

### Reliability Test Analysis Results

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
tangible	18,436	8,288	,743	,927
reliability	18,463	8,258	,649	,940
responsivene ss	18,315	7,701	,915	,905

assurance	18,328	8,071	,850	,914
emphaty	18,433	7,914	,767	,924
kepuasan	18,352	7,376	,906	,905

Source; primary data processed 2019

Based on the data above, this research is said to be reliable. Because the Cronbach alpha value of each variable is  $> 0.60$ .

### Classic assumption test

#### Normality test

The normality test aims to test whether in the regression, the confounding variable has a normal distribution or not with a significant level of  $> 0.05$  or 5%.

### Normality Test Analysis Results

#### One-Sample Kolmogorov-Smirnov Test

		tangible	reliability	responsivene ss	assurance	emphaty	kepuasan
N		75	75	75	75	75	75
Normal Parameters <sup>a,b</sup>	Mean	3,629	3,603	3,751	3,737	3,632	3,713
	Std. Deviation	,6104	,6830	,6263	,5906	,6735	,6942
Most Extreme Differences	Absolute	,115	,143	,131	,142	,116	,116
	Positive	,072	,120	,109	,098	,116	,102
	Negative	-,115	-,143	-,131	-,142	-,114	-,116
Kolmogorov-Smirnov Z		,994	1,241	1,136	1,232	1,002	1,003
Asymp. Sig. (2-tailed)		,276	,092	,151	,096	,268	,267

a. Test distribution is Normal.

<b>Variabel</b>	<b>Value <math>\alpha</math></b>	<b>Description</b>
<i>Tangible</i>	0,276	berdistribusi normal
<i>Reliability</i>	0,092	berdistribusi normal
<i>Responsiveness</i>	0,151	berdistribusi normal
<i>Assurance</i>	0,096	berdistribusi normal
<i>Emphaty</i>	0,268	berdistribusi normal
<i>Kepuasan</i>	0,267	berdistribusi normal

**Source; primary data processed 2019**

Based on the data above, it can be seen that the value of the tangible variable (X1) the value of is 0.276, which means it is greater than 0.05 or (5%) the maximum error limit value, so that tangibles are normally distributed. The reliability variable (X2) the value of is 0.092 which means it is greater than 0.05 or (5%) the maximum error limit value, so that reliability is normally distributed. The responsiveness variable (X3) the value of is 0.151 which means it is greater than 0.05 or (5%) the maximum error limit value, so that the responsiveness is normally distributed. Assurance variable (X4) the value of is 0.096, which means it is greater than 0.05 or (5%) the maximum error limit value, so that assurance is normally distributed. The empathy variable (X5) the value of is 0.268, which means it is greater than 0.05 or (5%) the maximum error limit value, so that empathy is normally distributed. The satisfaction variable (Y) value is 0.267, which means it is greater than 0.05 or (5%) the maximum error limit value, so that satisfaction is normally distributed.

### **Multicollinearity Test**

The multicollinearity test was conducted to test whether the regression model found a correlation between the independent variables. To find out whether the regression model found a correlation between the independent variables, it can be seen from the VIF (Variance Inflation Factor) value and the tolerance is not less than 0.1.



**Multicollinearity Test Analysis Results**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-,464	,208		-2,229	,029		
tangible	,139	,073	,123	1,898	,062	,434	2,304
reliability	,220	,057	,216	3,845	,000	,573	1,746
responsiveness	,759	,111	,685	6,863	,000	,182	5,506
assurance	,048	,124	,041	,388	,699	,163	6,127
emphaty	-,040	,089	-,039	-,454	,652	,242	4,130

**a. Dependent Variable: satisfaction**

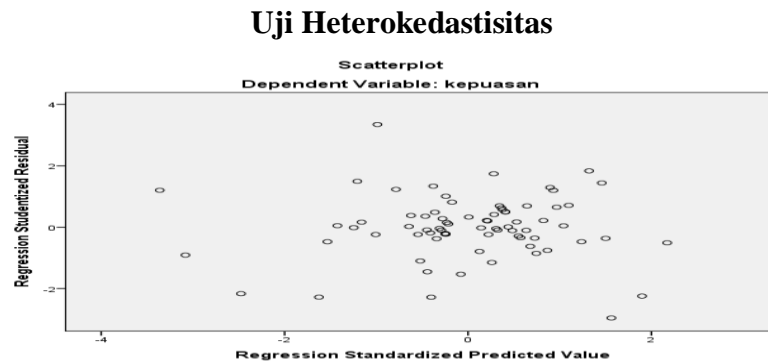
No	Variabel	Tolerance	VIF	Decision
1	<i>Tangible</i>	0,434	2,304	free
2	<i>Reliability</i>	0,573	1,746	free
3	<i>Responsiveness</i>	0,182	5,506	free
4	<i>Assurance</i>	0,163	6,127	free
5	<i>Emphaty</i>	0,242	4,130	free

Source; primary data processed 2019

Based on table 4.6, it can be seen that the tolerance value and the VIF (Variance Inflation Factor) and tolerance values are > 0.1, this indicates that there is no symptom of multicollinearity (free) in the regression model.

### Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. The test in this study uses a plot graph between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. There is no heteroscedasticity if there is no clear pattern, and the points spread above and below the number 0 on the Y axis (Imam Ghozali, 2011).



Source; primary data processed 2019

Based on (source: attachment 5) shows that there is no clear or irregular pattern, and the circle spreads above and below the 0 point on the Y axis, the results obtained in this study are that there is no heteroscedasticity.

### Multiple Linear Regression Test

Multiple linear regression test is used to determine the effect between two or more independent variables with one dependent variable. This test also looks at the amount of R square to find out how many percent (%) of the variance in the independent variable simultaneously on the dependent variable and see whether or not the regression coefficient of each independent variable is significant.

**Multiple Linear Regression Analysis Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	-.464	.208		
tangible	.139	.073	.123	1,898	.062
reliability	.220	.057	.216	3,845	.000
responsiveness	.759	.111	.685	6,863	.000
assurance	.048	.124	.041	.388	.699
emphaty	-.040	.089	-.039	-.454	.652

Dependent Variable: satisfaction

Source; primary data processed 2019

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

$$Y = -0,464 + 0,139X_1 + 0,220X_2 + 0,759X_3 + 0,048X_4 + -0.40X_5$$

- a. The constant value is -0.464, which means that the independent variable (tangible (X<sub>1</sub>), reliability (X<sub>2</sub>), responsiveness (X<sub>3</sub>), assurance (X<sub>4</sub>), empathy (X<sub>5</sub>) is zero, which means it is constant if the value is negative.
- b. The tangible variable (X<sub>1</sub>) is positive, which means that the tangible variable has a positive effect on the satisfaction of the kiosk owner at Candipuro Market, Lumajang Regency.
- c. The reliability variable (X<sub>2</sub>) is positive, which means that the reliability variable has a positive effect on the satisfaction of the kiosk owner at Candipuro Market, Lumajang Regency.

- d. The responsiveness variable (X\_3) is positive, which means that the responsiveness variable has a positive effect on the satisfaction of kiosk owners at Candipuro Market, Lumajang Regency.
- e. The assurance variable (X\_4) is positive, which means that the assurance variable has a positive effect on the satisfaction of the kiosk owner at Candipuro Market, Lumajang Regency.
- f. The empathy variable (X\_5) has a negative value, which means that the empathy variable has a negative and positive effect on the satisfaction of the kiosk owner at Candipuro Market, Lumajang Regency.

**t test**

The t-test was used to determine whether the independent variables (tangible (X\_1), reliability (X\_2), responsiveness (X\_3), assurance (X\_4), empathy (X\_5) partially affected the dependent variable (Satisfaction).

**Analysis Results Uji t**

Item	T <sub>hitung</sub>	T <sub>tabel</sub>
<i>tangible</i>	1,898	1.66543
<i>reliability</i>	3,845	1.66543
<i>responsiveness</i>	6,863	1.66543
<i>assurance</i>	0,388	1.66543
<i>emphaty</i>	-0,454	1.66543

Source; primary data processed 2019

The independent variables above are included in the regression model, partially assurance and empathy variables have no significant effect, this can be seen from the significant probability of the responsiveness variable T\_count 0.388 and the assurance variable T\_hitung -0.454 because T\_table 1.66543. While the variables that have a significant effect are tangible T\_hitung 1,898 reliability T\_hitung 3,845 responsiveness T\_hitung 6,863. So it can be concluded that the variable of customer satisfaction is partially influenced by tangible, reliability and responsiveness (Ha is accepted and Ho is rejected).

**Results F**

The F test is used to test whether the independent variables simultaneously affect the dependent variable.

**Test Analysis Results F**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	31,215	5	6,243	96,767	,000 <sup>b</sup>
Residual	4,452	69	,065		
Total	35,667	74			

a. Dependent Variable: kepuasan

b. Predictors: (Constant), empathy, reliability, tangible, responsiveness, assurance

Source; primary data processed 2019

**Coefficient of Determination (R<sup>2</sup>)**

Coefficient of Determination (R<sup>2</sup>) to measure how big or percentage of contribution of independent variables (tangible (X<sub>1</sub>), reliability (X<sub>2</sub>), responsiveness (X<sub>3</sub>), assurance (X<sub>4</sub>), empathy (X<sub>5</sub>)) to kiosk owner satisfaction as dependent variable.

**Determination Test Analysis Results**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,936 <sup>a</sup>	,875	,866	,2540

a. Predictors: (Constant), empathy, reliability, tangible, responsiveness, assurance

b. Dependent Variable: satisfaction

Source; primary data processed 2019

Based on table 4.7 shows the value of  $R = 0.936$  and the coefficient of determination ( $R^2$ ) is 0.875. This shows that the variable satisfaction of dang powder kiosk owners (Y) is influenced by tangible variables ( $X_1$ ), reliability ( $X_2$ ), responsiveness ( $X_3$ ), assurance ( $X_4$ ), empathy ( $X_5$ ) by 87.5% while the rest 12.5% is explained by other variables.

### Determination of Dominant Variable

To determine the independent variable that has the most influence on the variable (Y), it can be done by comparing the regression coefficients (Beta) between one variable and another. The independent variable with the most dominant influence on the variable (Y) is the variable that has the largest regression coefficient.

### Multiple Linear Regression Analysis Results

Item	Koefisien Beta	Pengaruh
<i>Responsiveness</i> $X_3$	0,685	Signifikan
<i>Reliability</i> $X_2$	0,216	Signifikan
<i>Tangible</i> $X_1$	0,123	Signifikan
<i>Assurance</i> $X_4$	0,041	Not significant
<i>Emphaty</i> $X_5$	-0,039	Not significant

Source; primary data processed 2019

Based on table 4.9, it can be seen that the variable  $X_3$  is the variable that has the largest beta coefficient. That is, the variable is more influenced by the Responsiveness  $X_3$  variable than other variables. The coefficient of Responsiveness  $X_3$  is positive, this means that the better the responsiveness that is applied or given, the higher the owner's satisfaction.

### CONCLUSION

Based on several results of data analysis and discussion in this study, it can be concluded that:

- a. The results of data analysis show that all independent variables (tangible ( $X_1$ ), reliability ( $X_2$ ), responsiveness ( $X_3$ ), assurance ( $X_4$ ), empathy ( $X_5$ )) simultaneously affect the satisfaction of kiosk owners at Candipuro Market, Lumajang Regency.

- b. The results of data analysis showed that the variables (tangible (X<sub>1</sub>), reliability (X<sub>2</sub>), responsiveness (X<sub>3</sub>), and assurance (X<sub>4</sub>) had a partial effect on the satisfaction of kiosk owners at Candipuro Market, Lumajang Regency, while the empathy variable (X<sub>5</sub>) did not. partial effect on the satisfaction of kiosk owners at Candipuro Market, Lumajang Regency.
- c. The results of data analysis show that the variable X<sub>3</sub> is the variable that has the largest beta coefficient. That is, the variable is more influenced by the Responsiveness X<sub>3</sub> variable than other variables.

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