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THE INFLUACE OF SERVQUAL ON CUSTOMER SATISFACTION AT THE PUBLIC APPRAISAL SERVICE OFFICE (KJPP) OF PUNG'S ZULKARNAIN AND JEMBER BRANCH PARTNERS

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ABSTRACT

This study aims to determine the influence of quality variables on the satisfaction of Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners. The population of this study is customers in line with business entities and individuals who have used the services of Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners at least once or more contract. The sampling technique used *purposive sampling* on 60 respondents. The data collection technique used a questionnaire, the data was analyzed using SPSS version 22. The results of the study show that the ServQual variabels consisting of tangible, realiability, responsiveness, assurance and emphaty partially has a significant effect on customer satisfaction at Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners. Likewise, in simultaneous testing the five variables together have a significant effect on customer satisfaction at Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners. From the results of the study, it is recommended that the Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners has to continues mintaining excellent ServQual to fullfill his customer needs.

Keywords: Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy, and Customer Satisfaction

INTRODUCTION

Currently, the development of the valuation services business has increased significantly. The public appraisal service industry provides audit and consulting services in a variety of ways. Satisfaction in the public appraisal service is a key factor in maintaining long-term relationships with public appraisal services, meeting regulatory requirements, and building a positive reputation. According to Kotler (2007:177), he said that the satisfaction of the company is a feeling of satisfaction or dissatisfaction that arises by comparing the result of a product produced by the company, and according to Kotler (2009) the satisfaction of the company is the result that is felt by the person who experiences the business as a company in the purchase of goods or services that meet their expectations. Costomer feels satisfied if his hopes are exceeded, and he feels very happy if his hopes are exceeded. Consumer who is satisfied with the long time of the year, the more they are more than many, less likely to face price changes and their talks benefit the company.

Likewise with Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners which are engaged in providing property valuation services. Seeing that the number of customers is increasing, where the customers are mainly competitive in terms of the quality of their services, this company in running its business has experienced a significant increase in the number of users of property assessment services. From the above theory, it can be concluded that the better the quality of the service provided, the more satisfaction will be generated for the service users. Based on the description above, the researcher is interested in knowing more about the influence of service quality and customer satisfaction for the sake of the company as a research, namely with the title: **"The Influence of Service Quality on Customer Satisfaction at the Public Appraisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners"**

THEORETICAL OVERVIEW

a. Definition of Services

Service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership (Koler and Amstrong, 2003:486). The product can be associated or not associated with a physical product.

b. Definition of Service Quality

According to Lewis and Booms (Tjiptono, 2008:85), the quality of service is interpreted as a measure of how good the level of service provided is able to match the expectations of the service. Based on this definition, the quality of service is emphasized by the ability of the business to meet the needs and desires of the company in accordance with the expectations of the company. In other words, the main factor that affects the quality of service is the expected service and perceived servive.

c. Service Quality Dimension

One of the service quality certifications that is widely used as a reference in marketing research is the *SERVQUAL (Service Quality)* model developed by Parasuraman, Zeeithmal, and Beerry. *SERVQUAL* is an empirical method that can be used by service providers to improve the quality of their services. According to Parasuraman, Zeeithaml *eetal* (in Lupiyoadi, 2006:182), there are five main dimensions in the evaluation of the quality of service provided by the people, including the following:

1. **Physical Or Tangible Evidence**

   That is the ability of a peer to show its effectiveness to the external side. The appearance and ability of reliable physical facilities and infrastructure of the company and the surrounding environment are tangible evidence of the services provided by the service providers. This includes physical facilities (Example: Building, warehouses, and others), the equipment and tools used (technology), as well as the appearance of the equipment.

   The better the physical facilities provided for the koensumeen, the more hopeful the consumer will be in the service provider. Hospitals are required to be positive about the quality of service provided without having high expectations for the people who are doing it, but also to be able to meet the needs of the people and to be satisfied with the people in an objective way. This level of aspect is generally more relativistic than for those who have been in a relationship with the service provider for a long time compared to the new members.

2. **Reliability**

   Namely the ability of the company to provide services as promised in an accurate and reliable way. Performance must be in accordance with the expectations of the person who means the time limit, the same service for the same person without mistakes, a sympathetic attitude, and a high degree of accuracy. Compared to other four service quality measures, namely physical form, responsiveness, guarantee and certainty, and the reliability of the service are perceived to be the most important for customers from all service industries. If the company feels that the reliability of a service provider is very much in line with expectations, then it will be necessary to pay additional costs for the company to carry out the promised transaction.

3. **Responsiveness**

   That is a policy to help and provide responsive services and repressive services, as well as the delivery of good information. Letting consumers wait for negative perceptions in service quality. This dimeence is the most dynamic dimeness. The hope of the community is almost certain to change along with the responsiveness of the service providers. The dimension of responsiveness is based on peerseeing. Because perseability contains psychologis, then the facts of communication, emotion and physical situations are seen in the context of the people who are receive are things that affect the evaluation of the people who are given. Communicating the service projects that are given will lead to peer-seeing, which is more poisitive to the people. Reactive service is also greatly influenced by the attitude of employees. One of them is alertness and sincerity in answering consumer questions or requests.

4. **Assurance**

   That is the knowledge, ability, and enthusiasm of the business leaders to foster a sense of trust in the business owners. This includes multiple components including communication, credibility, security, competence and politeness. In our country, our polite attitude is very important in the face of the seller of services and service companies. The polite attitude of the employees makes the koensumeen feel good and feel treated like a king. The attitude of politeness is not a pleasant attitude carried out by employees, but rather a calm nature and good at embedding themselves from employees facing the service user's community. With the thus consumers will feel the satisfaction of the good guarantees and certainties that are issued by the company.

5. **Eemphaty**

   That is, to express sincere concern and individual or personal nature that is expressed in the people of the country in an effort to understand the desires of consumers. Where a business is expected to have the understanding and knowledge of the company, understand the need for the company in a special way, so that they have a comfortable time learning from the company.

d. Customer Satisfaction

Kotler (2009) states that the satisfaction of the company is a feeling of equality or happiness that arises by comparing the peerseeperception or the fact that it is in the process of a product produced by the company. based on the above background and theoretical foundation, the objectives of this study are to: (1) know the physical evidence (tangible) partially and significantly affect to customer satisfaction (2) know the reliability partially and significantly affect to customer satisfaction (3) knowing the responsiveness partially has a positive and significant influence to customer satisfaction (4) knowing the assurance partially has a positive and significant influence to customer satisfaction (5) knowing the empathy partially has a positive and significant influence to customer satisfaction (6) know the influence of physical evidence (tangiblee), reliability, responsiveness, assurance and emphaty influential in a simultaneous way to customer satisfaction.

RESEARCH METHODS

This study aims to determine the influence of service quality on customer satisfaction at Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners. the population in this study is the number of users of the public appraisal service office service of pung's zulkarnain and parthner branch of jembeer. to determine the number of samples, the researcher followed the method recommended by Sugiyono (2016), which is at least 10 times the number of variables studied. With 6 variables (independent and dependent), the researcher took a sample of 60 respondents.

The study uses a nonprobability sampling technique with the purpoesivee sampling method, namely sampling beer, which is carried out by taking subjects not based on strata, random or region, but based on the purpose of the test (Arikunto, 2006:140). The criteria are as follows:

a. Applicants for business entities that are located in Jember city who have used the services of Public Assessment Service office at least once or more;

b. Farmers who have used the services of Public Assessment Services office at least once or more.

The data collection technique in this study was carried out through a list of questions (Questionnaire) The measurement of variables was carried out on a linkert scale using the scoring method, namely numbers 1 to 5 and documentation, which had been tested for validity and reliability. Data analysis using multiple linear regression analysis and Classical Assumption Test using SPSS for Windows Version 22.0 program

RESEARCH RESULTS

a. The Effect of Physical Evidence (*tangibles*) on Customer Satisfaction

The results of the linear regressin analysis on the t-test for the Physical Evidence variabeel (X1) were $9.072 > 2.004$ and the significance value was $0.000 < 0.05$, which means that the t-value of the calculation higher from t table and the significance value of smaller from 0.05, so it can be concluded that the t-test of the quality of peebeel through the variabeel of Physical Evidence (X1) in the face of Peelanggan Satisfaction (Y) office, public appraisal services of Pung's Zulkarnain and parthnerJember Branch, there is a significant impact. Based on the results of the questionnaire conducted by the public evaluator service Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners showed that a part of the service provider was satisfied with the quality of the service through the Physical Evidence (X1) variance applied by the public evaluator service office of Pung's Zulkarnain and the Jember Branch Partner, it can be concluded that the quality of the service through the Physical Evidence (X1) variety of the Public Apprisal Service Office (KJPP) of Pung's Zulkarnain and Jember Branch Partners have a significant impact.

b. The Effect of Reliability on Customer Satisfaction

The results of the analysis of linear regresion the t-test for the reliability variabel (X2) showed that the value of the magnifying was $12.852 < 2.004$ and the significance value of the seebeear was $0.000 > 0.05$, which means that the t-value of the calculation of large from t tabeel and the significance value of smaller from 0.05, so it can be concluded that the t-test of the quality of peebeel is through the reability variables (X2) in the face of the satisfaction of customer (Y) office, the public appraisal service of Pung's Zulkarnain and parthner Jember Branch, there is a significant impact. Based on the results of the questionnaire conducted by the public evaluator service Office of Pung's Zulkarnain and the Jember Branch partner showed that a part of the people who were satisfied with the quality of the service through the reability variables (X2) applied by the Office of the public evaluator service of Pung's Zulkarnain and the Jember Branch partner, it can be concluded that the quality of service through the Reability variable (X2) in the face of the satisfaction of customers (Y) office, the public appraisal service of Pung's Zulkarnain and partner Jember Branch, there is a significant impact.

c. The Effect of Responsiveness on Customer Satisfaction

The results of the analysis of the linear regresi in the t-test for the variabeel Responsiveness (X3) showed that the value of the test was $8.850 > 2.004$ and the significance value of the test was $0.000 < 0.05$, which means that the t value of the calculation of large from t table and the significance value of the smaller from 0.05, so it can be concluded that the t-test of the quality of the service is through the variabeel of Responsiveness (X3) in the face of the satisfaction of customer (Y) office, the public appraisal services of Pung's Zulkarnain and partner Jember Branch, there is a significant impact. Based on the results of the questionnaire conducted by the public assessor service office of Pung's Zulkarnain and the Jember Branch partner showed that a part of the people were satisfied with the quality of the service through the Responsiveness (X3) which was applied by the Pung's Zulkarnain and partner Jember Branch public assessment services, it can be concluded that the quality of the service was through the Kee Response

variabeel(X3) in the face of the satisfaction of customer (Y) office, the public appraisal services of Pung's Zulkarnain and Partner Jember Branch, there is a significant impact.

d. The Effect of Assurance on Customer Satisfaction

The results of the linear regresi analysis in the t-test for the guarantee variabel (X4) were shown to have a as value of 12,347 > 2,004 and a significance value of 0.000 < 0.05, which means that the t-value of the calculation of large from t table and the significance value of smaller from 0.05, so it can be concluded that the t-test of the quality of the service is through the variabeel of Guarante (X4) in the face of the satisfaction of customer (Y) office, the public appraisal service of Pung's Zulkarnain and Partner Jember Branch has a significant impact. Based on the results of the questionnaire conducted by the public evaluator service Office of Pung's Zulkarnain and the Jember Branch Partner showed that a part of the guarantee was satisfied with the quality of the service through the guarantee variable (X4) applied by the Office of the public evaluator service of Pung's Zulkarnain and the Partner Jember Branch, it can be concluded that the quality of the service is through the guarantee variable (X4) in the face of the satisfaction of customer (Y) Office, the public appraisal service of Pung's Zulkarnain and Partner Jember Branch has a significant impact.

e. The Effect *of* Empathy on Customer Satisfaction

The results of the analysis of the linear regresi in the t-test for variabeel of emphaty (X5) showed that the value of the as was 9.943 > 2.004 and the significant value was 0.000 < 0.05, which means that the t-value of the calculation of large from t table and the significance value of smaller from 0.05, so it can be concluded that the t-test of the quality of empaty (X5) in the face of customer Satisfaction (Y) office, the public appraisal service of Pung's Zulkarnain and Parthner Jember Branch, there is a significant impact. Based on the results of the questionnaire conducted by the public evaluator service of Pung's Zulkarnain and PartnerJember Branch, it shows that a part of the service quality is satisfied with the quality of service through the Eempati variety (X5) applied by the public evaluator service Office of Pung's Zulkarnain and PartnerJember Branch, it can be concluded that the quality of service is through the Eempati variabeel(X5) in the face of Peelanggan Satisfaction (Y) Office, the public appraisal service of Pung's Zulkarnain and PartnerJember Branch, there is a significant impact.

f. The Effect of Service Quality on Customer Satisfaction

The results of the analysis of the linear reegreesi in the F test The quality of service consisted of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), and Assurance (X4) Empathy (X5) was obtained with a significant value of 0.000 < 0.05, which means that simultaneously all variabeel beerpeenuh affects the satisfaction of the patient. Also in peeroeleeh F count = 40.855 and F table for sample peel 60 is 2.39. That is, F counts 40.855 > F tabeel 2.39 to all variabeel indeepeendeen (Physical Evidence, Reliability, Responsiveness, Guarantee and Empathy) in a simultaneous way or both have a significant influence on variabeel deepeendeen. (Peelanggan satisfaction), the better the quality of service provided by KJPP Pung's Zulkarnain and PartnerJember Branch, the more it will increase the satisfaction of the peelanggan. Based on this, it can be concluded that the quality of service consists of Physical Evidence (X1), Reliability (X2), Response (X3), and Guarantee (X4) Empathy (X5), which simultaneously affects the Satisfaction of costomer (Y) in the Public Appraisal Service Office of Pung's Zulkarnain and Partner Jember Branch.

CONCLUSION

This conclusion is based on the results of the analysis and discussion of research in general regarding "The Influence of Service Quality on Customer Satisfaction at the Public Appraisal Service Office of Pung's Zulkarnain and Jember Branch Partners", it can be concluded that:
a. The Adjusted R Squaree *value* in this research is 0.772 which means 77.2% of the variabeel satisfaction of the company can be analyzed by the quality of service, the remaining 22.8% can be analyzed by other factors that are not studied by this research, such as the image of the company, the relational markeeting, the marketing mix, etc.
b. In a partial way, the quality of service consists of physical evidence, reliability, responsiveness, guarantees, and empathy in this model which has a significant influence on the variety of satisfaction of the customer,
c. In a Simultaneous Way, the quality of service consists of Physical Evidence (X1), Reliability (X2), Response (X3), and Guarantee (X4) with Empathy (X5), which affects the satisfaction of the Peelanggan (Y) at the public evaluator service Office of Pung's Zulkarnain and PartnerJember Branch
d. Based on the analysis of the reegreesi linieer beerganda, it is known that the variabeel eempati is the variabeel that has the most influence on the satisfaction of the Peelanggan is marked by the value of koeeefisieen reegreesisee beesar 0.427. This means that the quality of service through Reliability has been implemented very well by the Public Assessor Service of Pung's Zulkarnain and PartnerJember Branch.

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