ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN CV. SAKILA BANYUWANGI

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ABSTRACT

The business world cannot be separated from competition, where service quality is one of the factors that must be owned by every business unit if you want to survive in business or business competition. So that customers are satisfied with the services provided. The purpose of this study was to determine the effect of service quality on customer satisfaction either jointly or partially on CV. Sakila Banyuwangi. CV. Sakila is a business in the field of printing, digital printing and screen printing whose business units include the manufacture of print media and advertising. The type of research used in this research is descriptive research that uses a quantitative approach. The analysis technique used is descriptive analysis technique and by using multiple regression. While the sample technique used is a non-probability sample that uses a total sample of 100 people. This study uses primary data sourced from direct observation and questionnaires distributed to respondents, where the respondents are customers of CV. Sakila Banyuwangi which is then analyzed using multiple linear analysis. Based on the results of this study, service quality (X) which consists of physical evidence, reliability, responsiveness, assurance and empathy simultaneously has a significant effect on customer satisfaction with a value (p value) of 0.003 < 0.05. Some of the results of the t-test that tested the variable (x) against (y) partially showed that only the empathy variable did not have a significant effect on customer satisfaction with a total significance (X5 value) of 0.353 <0.05. The implication of the results of the research above shows that the variables of Physical Evidence, Reliability, Responsiveness, Assurance have a significant effect on managerial performance, this is what makes CV. Sakila Banyuwangi printing is stable and can run smoothly in running its business in the world of printing services, although in this study there is one variable, that is Empathy has no significant positive effect.

Keywords: *Physical evidence, reliability, responsiveness, assurance, empathy and customer satisfaction*

INTRODUCTION

In the era of free trade, every company faces stiff competition. The increasing intensity of competition from competitors requires companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by providing more satisfying services than competitors. Thus, only quality companies can compete and dominate the market (Atmawati and Wahyuddin, 2007: 2). Quality has a close relationship with customer satisfaction. Quality provides an impetus to customers to forge a strong relationship with the company. In the long term, this kind of bond allows the company to carefully understand customer expectations and their needs. Thus, the company can increase customer satisfaction where the company maximizes a pleasant customer experience and minimizes a less pleasant customer experience (Atmawati and Wahyuddin, 2007: 2). Quality must start from customer needs and end at customer perception.

Customer satisfaction is influenced by perceptions of service quality, product quality, price and factors that are personal as well as temporary situations. One of the factors that determine customer satisfaction is customer perception of service quality which focuses on five dimensions of service quality, namely physical evidence, reliability, responsiveness, assurance and empathy (Atmawati and Wahyuddin, 2007: 3).

The object of this research is CV. SAKILA which is located in the city of Banyuwangi. The reason is because there is a downward trend in the number of customers who make visits and transactions to the printing business on CV. SAKILA. With the new *one stop printing* system that provides many conveniences, it is hoped that consumers can make the most of it. However, the lack of promotion from the CV. SAKILA against this program, it affects the number of consumers who visit CV. SAKILA every month tends to decrease. Based on data from CV. SAKILA Banyuwangi, it can be seen the recapitulation of *one stop printing* in January – December 2020.

Table 1. Customer CV. Sakila Banyuwangi In making transactions with the One stop printing system January – December 2020

Month	Customer
January	252
February	190
March	151
April	140
May	127
June	120
July	173
August	198
September	163
Oktober	101
November	79
December	116

Source: CV. SAKILA, 2020

Table 1.1 shows that from January to December 2020 the number of customers who made transactions using the *one stop printing* on CV. SAKILA tends to experience an average decline. Based on the description above, the title chosen is "Analysis Of The Effect Of Service Quality On Customer Satisfaction In Cv. Sakila Banyuwangi".

RESEARCH METHOD

Sampling is done by accidental sampling on customers CV. SAKILA who place orders through the One Stop Printing system from January to December 2020. The type of data in this study is primary data and the data source is customers who are asked to respond through

a questionnaire given to respondents about physical evidence, reliability, responsiveness, guarantee, empathy and customer satisfaction. The data collection method used is a questionnaire or questionnaire.

The type of research used in this research is descriptive research that uses a quantitative approach. The analysis technique used is descriptive analysis technique and by using multiple regression. While the sample technique used is a non-probability sample that uses a total sample of 100 people. This study uses primary data sourced from direct observation and questionnaires distributed to respondents, where the respondents are customers of CV. Sakila Banyuwangi.

The research method to analyze the data used is multiple regression which aims to determine whether there is a relationship between the dependent variable in this case is customer satisfaction with the independent variables, namely physical evidence, reliability, responsiveness, guarantee, and empathy.

The regression equation used is as follows:

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

Description:
Y   : consumer satisfaction
a   : constant
b   : regression coefficient
X1   : *Physical evidence*
X2   : *reliability*
X3   : *responsiveness*
X4   : *guarantee*
X5   : *empathy*
 e   : *error*

RESULT ANALYSIS

Validity Test

Validity test is a test used to show the extent to which the measuring instrument used in a measure measures what is being measured. Ghozali (2009) states that the validity test is used to measure the legitimacy or validity of a questionnaire. Validity test results can be seen in the following table

Table 2. Validity Test

Variable	Indicator	r - count	r - table	description
X1 = Physical evidence	X1.1	0,644	0,195	Valid
	X1.2	0,504	0,195	Valid
	X1.3	0,565	0,195	Valid
X2 = reliability	X2.1	0,705	0,195	Valid
	X2.2	0,585	0,195	Valid
	X2.3	0,689	0,195	Valid
X3 = responsiveness	X3.1	0,614	0,195	Valid
	X3.2	0,548	0,195	Valid
	X3.3	0,463	0,195	Valid

Variable	Indicator	r - count	r - table	description
X4 = guarantee	X4.1	0,546	0,195	Valid
	X4.2	0,383	0,195	Valid
	X4.3	0,618	0,195	Valid
X5 = empathy	X5.1	0,641	0,195	Valid
	X5.2	0,636	0,195	Valid
	X5.3	0,503	0,195	Valid
Y = consumer satisfaction	Y1.1	0,403	0,195	Valid
	Y1.2	0,520	0,195	Valid
	Y1.3	0,420	0,195	Valid
	Y1.4	0,657	0,195	Valid

Source: Data Processed

Based on Table 2, it can be seen that the results of the validity test show that all statements related to the variables of physical evidence (X1), reliability (X2), responsiveness (X3), guarantee (X4), empathy (X5) and customer satisfaction (Y) obtain r count is greater than r table with a significance of less than 0.05 so that it can be interpreted that all statements used in this research questionnaire are valid and can be used as research data collection instruments.

Reliability Test

Reliability test (reliability test) tests whether the measurement process has not failed, namely by testing if the measurement process is repeated on the same measuring object (no change) will give consistent results (stable) or not significantly different (low variation). Reliability test results can be seen in the following table

Table 3 Reability Test

Variable	Cronbach's Alpha	Reliability Standart	description
X1 = Physical evidence	0,658	0,60	Reliable
X2 = Reliability	0,745	0,60	Reliable
X3 = Responsiveness	0,625	0,60	Reliable
X4 = Guarantee	0,590	0,60	Reliable
X5 = Empathy	0,685	0,60	Reliable
Y = Consumer Satisfaction	0,634	0,60	Reliable

Source: Data Processed

Based on Table 3, it shows that all physical evidence variables are said to be reliable because the value of Cronbach's alpha > 0.60 is 0.658. The reliability variable is said to be reliable because the value of Cronbach's alpha > 0.60 is 0.745. The responsiveness variable is said to be reliable because the value of Cronbach's alpha > 0.60 is 0.625. The guarantee variable is said to be reliable because the value of Cronbach's alpha > 0.60 is 0.590. Empathy variable is said to be reliable because the value of Cronbach's alpha > 0.60 is 0.685 and the customer satisfaction variable is said to be reliable because Cronbach's alpha value is > 0.60, which is 0.634. So it can be concluded that all the instruments used in this study are reliable.

Normality Test

Tabel 4 Kolmogorov Smirnov Normality Test Results

Asymp Sig	Normality Standart	description
0.200	0,05	Normaly Distributed

Source: Data Processed

Based on Table 4 shows that the significance value of 0.200 is greater than 0.05 so it can be concluded that in this study normally distributed.

Heteroskedasticity Test

Table 5 Heterokedasticity Test Result

Variable	Sig	Standart	description
X1 = Physical evidence	0,900	0,05	Heteroscedasticity does not occur
X2 = Reliability	0,500	0,05	Heteroscedasticity does not occur
X3 = Responsiveness	0,268	0,05	Heteroscedasticity does not occur
X4 = Guarantee	0,353	0,05	Heteroscedasticity does not occur
X5 = Empathy	0,203	0,05	Heteroscedasticity does not occur

Source: Data Processed

Based on Table 5 shows that the physical evidence variable has a significance value of $0.900 > 0.05$, which means that there is no heteroscedasticity. the reliability variable has a significance value of $0.500 > 0.05$, which means that there is no heteroscedasticity. Responsiveness variable has a significance value of $0.268 > 0.05$, which means that there is no heteroscedasticity. The guarantee variable has a significance value of $0.353 > 0.05$, which means that there is no heteroscedasticity. Empathy variable has a significance value of $0.203 > 0.05$, which means that there is no heteroscedasticity. So it can be concluded that in this study there was no heteroscedasticity.

Multicollinearity Test

Tabel 6 Multicollinearity Test Result

Variable	Tolerance	VIF	description
X1 = Physical evidence	0,946	1,058	Multicollinearity does not occur
X2 = Reliability	0,921	1,086	Multicollinearity does not occur
X3 = Responsiveness	0,979	1.022	Multicollinearity does not occur
X4 = Guarantee	0,969	1,032	Multicollinearity does not occur
X5 = Empathy	0,655	1,047	Multicollinearity does not occur

Source: Data Processed

Based on the test results in table 4.4, it shows that the physical evidence variable is $0.946 > 0.1$ and the VIF value is $1.055 < 10$, which means that there is no multicollinearity. The reliability variable has a tolerance value of $0.921 > 0.1$ and a VIF value of $1.086 < 10$ which means that there is no multicollinearity. The responsiveness variable has a tolerance value of $0.979 > 0.1$ and a VIF value of $1.022 < 10$ means that there is no multicollinearity. The guarantee variable has a tolerance value of $0.969 > 0.1$ and a VIF value of $1.032 < 10$ which means that there is no multicollinearity. Empathy variable has a tolerance value of $0.655 > 0.1$ and a VIF value of $1.047 < 10$ means that there is no multicollinearity. This can be interpreted that all the independent variables in this study do not occur multicollinearity.

Data Analysis Test
T-Test

According to Ghozali (2011: 98) the t test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable which is to test whether each independent variable has a significant effect on the dependent variable partially with = 0, 05 and also the acceptance or rejection of the hypothesis.

Table 7 Partial Test Results

Variable	Sig	t_{hitung}	t_{tabel}	description
X1 against Y	0,003	3.052	1,290	Significantly influential
X2 against Y	0,000	4.104	1,290	Significantly influential
X3 against Y	0,003	3.060	1,290	Significantly influential
X4 against Y	0,001	3,817	1,290	Significantly influential
X5 against Y	0,353	0,934	1,290	No significant effect

Source: Data Processed

F-Test

According to Ghozali (2013: 98) the F test is used to show whether all the independent variables included in the model have a joint or simultaneous influence on the dependent variable. With a significant level (α) used is 5%, F distribution with degrees of freedom (α;K-1,nK-1).

Table 8. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	531.101	5	286.220	23.801	.000[b]
	Residual	265.659	94	12.826		
	Total	696.760	99			

a. Dependent Variable: Kepuasan Pelanggan
b. Predictors: (Constant), Empathy , Assurance , Responsiveness , physical evidence , Reliability

Source: Data Processed

The results of the ANOVA test above, obtained F table is 23,801 with a significance level of 0.000. Then H6 is accepted, meaning that the variables of physical evidence (X1) Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) have a joint or simultaneous effect on Customer Satisfaction (Y)

Uji Koefisien Determinasi (R – square)

Table 9. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918[a]	.945	.857	4.42181

a. Predictors: (Constant), Empathy , Assurance , Responsiveness , physical evidence , Reliability

It can be seen that the contribution of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) and Customer Satisfaction (Y) is 0.945 or 94.5%, while for the remaining 5 ,5% is the contribution of the other variables studied.

INTERPRETATION

1. Effect of Physical Evidence (X1) on Customer Satisfaction (Y)
   Based on the results of hypothesis testing, it can be seen that the significance value for Physical Evidence (X1) on Customer Satisfaction (Z) is 0.003 <0.05 with a t-count value of 3.052 > t table 1.290 so it can be concluded that H1 is accepted which means there is a significant positive effect. Physical (X1) on Customer Satisfaction (Z).
2. Effect of Reliability (X2) on Customer Satisfaction (Y)
   Based on the results of hypothesis testing, it can be seen that the significance value for Physical Evidence (X1) on Customer Satisfaction (Z) is 0.003 <0.05 with a t-count value of 3.052 > t table 1.290 so it can be concluded that H1 is accepted which means there is a significant positive effect. Physical (X1) on Customer Satisfaction (Z).
3. The Effect of Responsiveness (X3) on Customer Satisfaction (Y)
   Based on the results of hypothesis testing, it can be seen that the significance value for Reliability (X3) on Customer Satisfaction (Z) is 0.003 <0.05 with a tcount of 3,060 > ttable 1,290 so it can be concluded that H3 accepted which means that there is a significant positive effect of Reliability (X3) on Customer Satisfaction (Z).
4. Effect of Guarantee (X4) on Customer Satisfaction (Y)
   Based on the results of hypothesis testing, it can be seen that the significance value for Assurance (X4) on Customer Satisfaction (Z) is 0.001 < 0.05 with a tcount of 3.817 > ttable 1.290 so it can be concluded that H4 is accepted which means that there is a significant positive effect of Reliability (X4) on Customer Satisfaction (Z).
5. Effect of Empathy (X5) on Customer Satisfaction (Y)
   Based on the results of hypothesis testing, it can be seen that the significance value for Empathy (X5) on Customer Satisfaction (Z) is 0.353 <0.05 with a tcount value of 0.934 > t table 1.290 so it can be concluded that H5 accepted which means that there is no significant positive effect of Empathy (X5) on Customer Satisfaction (Z).
6. Effect of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) on Customer Satisfaction (Y)
   Based on hypothesis testing, it can be seen. From the results of the ANOVA test above, the F table is 23,801 with significance level of 0.000. then H6 is accepted meaning that the variables of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5) have a joint or simultaneous effect on Customer Satisfaction (Y).

CONCLUSION

Based on the general research discussion regarding "Analysis of the Effect of Service Quality on Customer Satisfaction in CV. Sakila Banyuwangi" can be concluded as follows:

1. Physical evidence has a significant positive effect on customer satisfaction
2. Reliability has a significant positive effect on customer satisfaction
3. Responsiveness has a significant positive effect on customer satisfaction
4. Guarantee has a significant positive effect on Customer Satisfaction
5. Empathy has a significant positive effect on customer satisfaction
6. Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, influence together or simultaneously on Customer Satisfaction.

IMPLICATION

From the analysis that has been carried out in this study, it shows that the variables of Physical Evidence, Reliability, Responsiveness, Assurance have a significant effect on managerial performance, this also makes CV governance. Sakila Banyuwangi printing is stable and can run smoothly in running its business in the world of printing services, although in this study there is one variable, namely Empathy has no significant positive effect.

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