

The Influence of Service Quality on Customer Satisfaction in Asik Creative Gresik, East Java

Kharisma Eka Ardiansyah¹, Rahman Amrullah Suwaidi^{2*}
Universitas Pembangunan Nasional "Veteran" Jawa Timur
Corresponding Author: Rahman Amrullah Suwaidi
rahman.suwaidi@gmail.com

ARTICLE INFO

Keywords: Service Quality, Customer Satisfaction, Creative

Received : 09, December
Revised : 11, January
Accepted: 27, February

©2024 Ardiansyah, Suwaidi : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](#).



ABSTRACT

This research aims to find out how service quality influences customer satisfaction at Asik Creative in Gresik, East Java. This research uses quantitative methods, with the independent variable being service quality and the dependent variable being customer satisfaction. The population in this research are clients who have used the services of Asik Creative. In studies using partial least squares analysis, SEM includes at least 30 to 100 samples. The number of samples taken was 42 respondents. This research uses the SEM PLS method to conduct quantitative analysis. Each indicator is tested for validity and reliability, then continued with the coefficient of determination test, and continued with hypothesis testing using the t-test. The research will produce a statement that service quality has an influence on customer satisfaction at Asik Creative. Based on the results of the analysis and discussion, it can be concluded that product quality has a positive and significant influence on customer satisfaction at Asik Creative Gresik, East Java.

INTRODUCTION

Currently, advances in information technology have caused intense competition in the creative industry. This is because creative industries and industries related to the digital world in Indonesia are currently increasingly developing. In the creative industry, many economic sectors are currently struggling within companies to identify potential competition in the creative industry market. In this case, the creative industry cannot exist if no one buys the products it offers. One way to win the competition is to win the hearts of consumers by fulfilling their needs. The hope to win the hearts of consumers is to obtain satisfaction.

According to Philip Kotler, customer satisfaction is a feeling of pleasure or disappointment that arises after comparing (the results of) the product they thought about with the expected product. So basically consumer satisfaction consists of the difference between expectations and reality or the results achieved or felt by consumers. Customer satisfaction is a very important thing that companies need to pay attention to because customer satisfaction is closely related to the success of selling company products.

Service quality itself can be measured based on five dimensions of SERVQUAL (Parasuraman, 1988), namely physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy). These five dimensions will determine the quality of service received by customers. Meanwhile, customer satisfaction can be measured from the conformity between perceived performance or results and customer expectations.

Meanwhile, low consumer satisfaction occurs when consumer loyalty does not last long, does not buy more products when the company launches new products and does not say good things about our company and products. Asik is creative and is someone who leads a team of graphic designers, writers, videographers, etc. to create programs, advertising or marketing strategies that pay more attention to products or services by providing product or service ideas to the company.

Therefore, highly satisfied consumers tend to transact more frequently and buy more based on quality. Good service quality can improve a company's ability to create customer satisfaction by understanding the level of customer awareness and expectations. It is true, customer satisfaction is a comparison between customer perceptions and expectations regarding perceived service quality.

Asik Creative provides digital marketing content creation services. In running its business, Asik Creative always strives to maintain and improve service quality so that customers feel satisfied. It is suspected that Asik

Creative's customer satisfaction will increase because the service quality is good and in line with customer expectations.

THEORETICAL REVIEW

Service Quality Theory

According to the Service Quality theory from Parasuraman et al (1988), service quality is determined by 5 main dimensions: physical evidence (tangible), reliability, responsiveness, assurance and empathy. Good service quality will have a positive impact on customer satisfaction and loyalty.

Previous Research:

- Rahayu (2015) found that service quality has a significant effect on customer satisfaction in delivery service companies.
- Meanwhile, Pratama (2017) found that service quality does not have a significant effect on customer satisfaction in retail companies.

Service quality is an important factor that companies must pay attention to to meet customer needs and desires. There are several definitions of service quality according to experts. According to Parasuraman et al. (1985), service quality is how far the difference is between reality and customer expectations for the services they receive. Meanwhile, according to Tjiptono (2014), service quality is defined as a comprehensive assessment of the superiority of a service.

Good and consistent service quality will provide several benefits, including increasing customer satisfaction and loyalty, building the company's image and reputation, increasing word-of-mouth recommendations, and giving the company a competitive advantage over the competition. Therefore, service quality must be managed well to provide more value to customers.

Relationship between Service Quality and Customer Satisfaction. Service quality has a positive effect on customer satisfaction (Caruana, 2000). The higher the quality of service provided, the higher the level of satisfaction felt by customers. Customer satisfaction is formed through customer evaluation of service quality based on their expectations (Parasuraman et al., 1985). Therefore, good service quality according to customer expectations will result in customer satisfaction.

H1: Service quality at Asik Creative influences customer satisfaction.

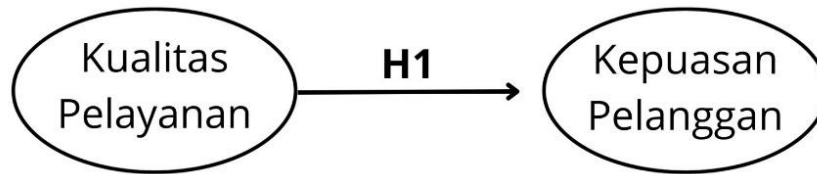


Figure 1. Conceptual Framework

METHODOLOGY

The location of this research is Asik Creative Gresik, East Java. The research uses a quantitative type of research with service quality variables on customer satisfaction variables. Quantitative Data is data collected in the form of distributing questionnaires in the form of numbers from calculations and measurements (Sugiyono, 2012: 130). The source of research data is primary data. Primary data is data obtained directly from respondents at the research location (Sugiyono, 2012:139). This data collection technique was carried out using a questionnaire. By using a purposive sampling technique, purposive sampling is the deliberate selection of samples. So the samples are not taken randomly, but are owned in a certain way... the considerations for determining the sample members are 42 cool creative respondents. According to Sarwono and Narimawati (2015:214), the number of samples used in research using Partial least squares -SEM analysis is at least 30-100 samples. To determine the sample used in this research, use the Slovin Formula with an error rate of 10%. The sample taken in this research was 42. This research used Partial Least Square SEM data analysis, namely an analysis used to develop or predict an existing theory (Sarwono & Narimawati (2015: 5). This research passed several tests, namely the validity test, reliability test, coefficient of determination, and hypothesis test using the t-test. The descriptive method is used to obtain a complete and precise picture of the research objectives. In this case, a Likert scale is used and this research uses PLS structural model analysis assisted by using SmartPLS 4.0 software.

Table 1. Answer Assessment Score

Strongly Agree (SS)	= Given a score of 5
Agree (S)	= Given a score of 4
Disagree (KS)	= Given a score of 3
Disagree (TS)	= Given a score of 2
Strongly Disagree (STS)	= Given a score of 1

RESULTS

The results of this research show that service quality affects customer satisfaction. In this research, questionnaires were distributed. 42 respondents in this study were by the purposive sampling method in this study. The data obtained in the next stage will be analyzed according to the SMART PLS 4 analysis method to test the relationship between variables by carrying out Validity Tests and Reliability Tests.

Description of Research Variables

Table 2. Description of Product Quality Variables (X1)

Quality Service (X)	SS	S	KS	TS	STS	Total
X1.1	24	18	0	0	0	42
X1.2	16	26	0	0	0	42
X1.3	21	21	0	0	0	42
X1.4	15	27	0	0	0	42

Based on table 2, shows the respondents' answers regarding the quality of services provided by giving a value to the five indicators, namely with an average value of 4.45.

Table 3. Description of Customer Satisfaction Variables (Y1)

Customer satisfaction (Y)	SS	S	KS	TS	STS	Total
Y1.1	11	31	0	0	0	42
Y1.2	17	25	0	0	0	42
Y1.3	17	25	0	0	0	42

Based on table 3, shows the respondents' answers regarding customer satisfaction which has been given by giving a value to the five indicators, namely with an average value of 3.26.

Validity and Reliability Test

Table 4. Outer Loadings

	Variable X	Variable Y
X1	0.740	
X2	0.894	
X3	0.820	
X4	0.882	
Y1		0.906
Y2		0.914
Y3		0.917

Based on the results of the validity test on the question items for the two variables, it is known that all questions were declared to have a significant influence because the value was more than 0.70, but overall the majority met the minimum criteria.

Structural Equation Analysis Model Model

The first stage of structural analysis can be seen in the following picture:

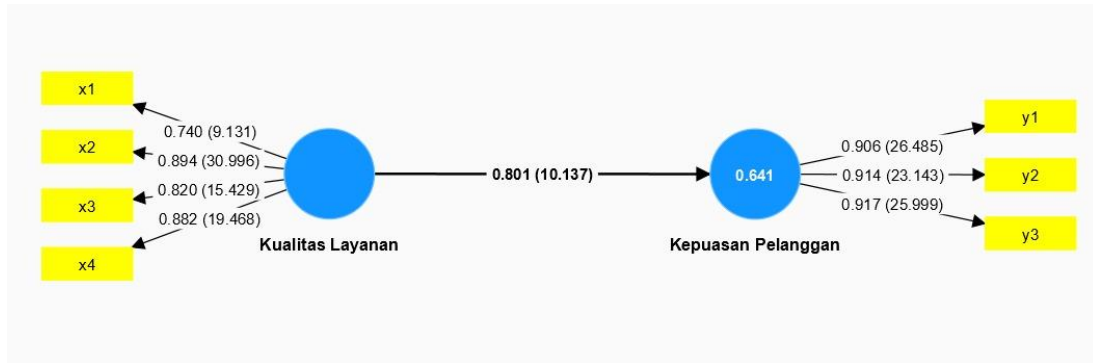


Figure 2. Outer Model

Table 5. Construct Validity and Reability

	Croanbach Alpha	Composite reliability (roh_a)	Composite reability (roh_c)	Avarange variance extracted (AVE)
Service Quality	0.856	0.875	0.902	0.699
Customer satisfaction	0.900	0.908	0.937	0.832

Based on the results of the validity and reliability tests, it is known by looking at the AVE value (>0.5). So you can see that the Service Quality variable (X) has an AVE value of $0.699 > 0.50$, as well as the Customer Satisfaction variable (Y) has a value of 0.832 .

Coefficient of Determination (R2)

	X
R-Square	0.641
R-Square Adjusted	0.632

Based on the test results, it is known that the coefficient of determination value, where the r-square value is 0.641 , means that the contribution of the influence of the independent variable to the dependent variable is 64.1% .

T test

	Original sample	Sample mean	Standart deviation	T statistic	P value
X against Y	0.801	0.806	0.079	10.137	0.000

Based on the test results, it is known that the value of the t table is p-value, namely <0.05 , so it is declared simultaneous. It can be seen in the table above that the X value is known to be simultaneous with the Y variable.

DISCUSSION

This research aims to analyze the influence of service quality on customer satisfaction at Asik Creative in Gresik, East Java. Based on data analysis using the SEM-PLS method, it was found that service quality has a positive and significant effect on customer satisfaction. This is proven by the path coefficient value (original sample) of 0.801 and a significance value below 0.05.

These findings are in line with the theoretical framework built in this research. High service quality and being in line with customer expectations will lead to satisfaction according to Oliver's (1980) disconfirmation paradigm theory. Service quality plays an important role in forming customer evaluations and influencing satisfaction levels, according to the SERVQUAL model from Parasuraman et al. (1985, 1988). Caruana's research (2000) also supports the existence of a positive relationship between service quality and customer satisfaction.

Specifically, the most influential service quality dimension is the reliability dimension, with the highest outer loadings value of 0.894. This indicates that the ability to provide accurate and reliable services is very important for Asik Creative customers. Apart from that, the empathy dimension is also rated high, which shows that attention and understanding of customers' specific needs play a very important role in generating satisfaction.

Another important finding is the R-square value of 0.641, which means that service quality can explain 64.1% of the variation in customer satisfaction. There are still 36.9% other factors outside the model that influence satisfaction. These factors can be investigated further in future research.

Overall it can be concluded that service quality plays an important role in increasing Asik Creative customer satisfaction. Therefore, management

needs to focus on improving service quality, especially on the dimensions of reliability and empathy to continue to increase customer satisfaction and loyalty. This research has provided theoretical and practical implications for the development of marketing management science.

This section allows you to outline your findings academically. You should not include numbers related to your statistical test here; instead, you should explain the numbers here. You should structure your discussion with academic support for your study and good explanations appropriate to the specific area you are investigating.

CONCLUSIONS AND RECOMMENDATIONS

The research results show that service quality has a positive and significant effect on Asik Creative customer satisfaction in Gresik, East Java. The higher the quality of service provided by Asik Creative, the higher the level of customer satisfaction. Among the dimensions of service quality, reliability and empathy are the dimensions that have the most significant influence on Asik Creative customer satisfaction. This indicates that the ability to provide accurate and reliable services as well as attention and understanding of specific customer needs is very important for Asik Creative customers in increasing satisfaction.

Apart from that, the research results also show that service quality can explain 64.1% of the variation in Asik Creative customer satisfaction. This means that there are still around 36.9% of other factors outside of service quality that influence Asik Creative's customer satisfaction. Therefore, it is necessary to carry out further research to identify these other factors so that a more comprehensive picture can be obtained regarding the factors that influence Asik Creative's customer satisfaction.

Implementation of Research Results

Based on the research results, Asik Creative management is advised to focus on improving service quality, especially in the dimensions of reliability and empathy. This is important to do so that Asik Creative can continue to increase customer satisfaction and loyalty. Priority for improving service quality should be focused on aspects of the ability to provide accurate and reliable services, as well as attention and understanding of the specific needs of each customer.

In addition, it is hoped that the results of this research will provide both theoretical and practical implications for the development of marketing management science, especially regarding the relationship between service quality and customer satisfaction. The results of this research theoretically strengthen the understanding that improving service quality can be an effective

strategy for increasing customer satisfaction. Practically, the results of this research can be a reference for similar creative service companies in managing service quality to increase customer satisfaction and loyalty.

FURTHER STUDY

This study has several limitations that need to be noted. First, this research was only conducted on one creative services company, namely Asik Creative in Gresik, so the results cannot necessarily be generalized to other creative services companies. It is recommended that further research expand the scope of respondents from several creative service companies to obtain a more comprehensive picture.

Second, this research only uses two variables, namely service quality and customer satisfaction. There are still around 36.9% of other factors outside the model that influence customer satisfaction. Therefore, it is recommended that further research add other independent variables such as product quality, price, or brand image to obtain a more comprehensive model.

Third, this research uses quantitative methods through surveys with closed questionnaires. To obtain a deeper understanding, further research can use qualitative methods such as in-depth interviews and observation. A combination of quantitative and qualitative methods can provide richer results.

Fourth, the respondents in this study were only Asik Creative customers. To obtain a broader perspective, further research could involve Asik Creative's internal employees as respondents. This can provide additional insight regarding the factors that influence the quality of a company's internal services.

Fifth, this research is cross-sectional at one point in time. It is recommended to conduct longitudinal research to see developments in service quality and customer satisfaction over time. This can provide a deep understanding of the dynamics of the relationship between these two variables

ACKNOWLEDGMENT

I would like to express my sincere appreciation and gratitude to all parties who have helped to complete this research journal. First of all, I am very grateful to Asik Creative, especially Mr. Ali Syaifi, who was willing to permit me to conduct research at the company. Access to the customer database as well as complete information about products and services from Mr. Budi helped smooth the research data collection process. Furthermore, I also appreciate all of Asik Creative's loyal customers who have taken their valuable time to fill out this research questionnaire completely. The active participation of customers as respondents is the key to the success of my research this time.

I am also very grateful for the invaluable guidance, direction and motivation from Drs. Ec. Rahman Amrullah Suwaidi, M.S. as my thesis

supervisor. He has patiently provided important suggestions for the completion of this journal, which supports the smoothness of the research process until the completion of the journal writing.

Lastly, I would like to express my deepest gratitude to my friends and parents who have been involved and helped complete my research. Hopefully, this research can provide benefits to broaden our insight.

Hopefully, this research can provide benefits and become a reference for the development of marketing management science, especially regarding the topics of service quality and customer satisfaction. Suggestions and input from readers are highly expected to improve further research in the future.

REFERENCES

- Aprilita Nurul Hasanah, Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen Dengan Minat Beli Konsumen Sebagai Variabel Intervening Pada Konter Pwing Reload Di Situbondo, Vol 1 No 1 (2022): Prosiding Nasional 2022
- Galih Arief Prakosa, Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Kepuasan Dan Loyalitas Pengguna Kasmdi Kbs, Jurnal Bisnis Dan Manajemen Vol. 11, No. 3 September 2017
- Kasmawati Kasmawati, Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Menggunakan Structural Equation Modeling Partial Least Square Pada Pt. Xyz, Vol 8, No 1 (2022)
- Ni Made Arie Sulistyawati, Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Restoran Indus Ubud Gianyar, E-Jurnal Manajemen Unud, Vol. 4, No. 8, 2015 : 2318-233
- Parerung, D., & Handoyo, S. E.. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Dengan Variabel Mediasi Nilai Yang Dirasakan Pelanggan Aplikasi Ovo Di Jakarta. Jurnal Manajemen Bisnis Dan Kewirausahaan, 6(2),2022.

Ardiansyah, Suwaidi

Rita Zahara, Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Dengan
Kepuasan Pelanggan Sebagai Variabel Intervening, Jurnal Manajemen
Strategi dan Aplikasi Bisnis, Vol 3, No 1, Januari-Juni 2020