

The Effect of Service Quality on Customer Satisfaction in PT Orange Indonesia Mandiri

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Abstract

This study aims to determine the effect of service quality on customer satisfaction at PT. Orange Indonesia Mandiri. The samples used in this study were 80 customers who had made transactions at PT. Orange Indonesia Mandiri. The method of data collection in this study was done by distributing a closed questionnaire with a Likert scale. Based on the results of the correlation coefficient, service quality (X) and customer satisfaction (Y) have a strong relationship with a value of 0.674. The results of the coefficient of determination test show that service quality has an effect of 45.4% and the rest is influenced by other factors not tested in this study. Meanwhile, from the results of the hypothesis test $z\text{-count} > z\text{-table}$ ($5.97 < 1.96$), it means that service quality has a significant effect on customer satisfaction.

Keywords

Service Quality, Customer Satisfaction

1. Introduction

In the current era of globalization, business and business competition is increasing rapidly. The increasingly fierce competition makes business actors to have a competitive advantage in order to be able to survive and compete with other business competitors. Efforts that can be made are to improve the quality of service (Sulaksana, 2017). One of the conditions that must be met by a company to be successful in competition is to achieve the goal of creating and retaining customers. To achieve this goal, every company must strive to produce goods and services that customers want at a reasonable price (Sumual et al., 2021).

The company also carries out strategies to build customer satisfaction by providing quality services. With good quality will encourage customers to establish good relations with the company. Therefore, companies can increase customer satisfaction by minimizing unsatisfactory experiences from customers. Customer satisfaction can create loyalty and also customer loyalty to companies that provide satisfactory quality (Armansyah & Jailani, 2020).

Service quality is one of the important factors in increasing competitiveness. Expectations from customers are always changing all the time so that the quality of service provided must also be adjusted. Customers will assess the services provided by a company by comparing from one company to another similar company, and also by comparing the service received with the expected service. Service quality is a condition related to how far the service provider can provide a form of service that is in accordance with the expectations of its customers (Rohman, 2017).

Customer satisfaction can be realized properly if the company is able to provide quality service in accordance with customer expectations. The higher the quality of service received by the customer, the more satisfied the customer

will be, so that the customer will become a regular customer in the company. The increasing customer development certainly cannot be separated from the efforts of PT Orange Indonesia Mandiri and from promotions through electronic media advertisements, mass media, and the quality of services provided so as to create customer trust in PT Orange Indonesia Mandiri. Therefore, service providers PT Orange Indonesia Mandiri must always retain customers by improving service quality again to create customer satisfaction and retain customers.

Improving service quality is one of the marketing strategies that emphasizes on fulfilling customer expectations. Quality gives customers the impetus to forge a stronger relationship bond. To create a high quality of service, PT Orange Indonesia Mandiri must offer services that are acceptable and perceived by customers according to or exceeding what is expected by customers. The higher the perceived service quality compared to customer expectations, the more satisfied the customer will be.

Satisfaction felt by customers will have a positive impact on the company, which will encourage the creation of customer loyalty and the reputation of the company will be more positive in society in general and customers in particular. Therefore, every company needs to try to understand the values expected by customers and on that basis then try to meet customer expectations as much as possible.

PT. Orange Indonesia Mandiri is a company engaged in the rental of places to sell. Based on information about the monthly survey obtained by the author, it can be detailed in the following table:

Table 1. Survey results of PT Orange Indonesia Mandiri

No.	The service that customers expect	Does it meet customer expectations?
1.	Employees provide good service to customers	Yes
2.	Employees provide timely service	Yes
3.	Employees who are always willing to help customers	Yes
4.	Employees are responsive in serving customers	No
5.	Provide guarantees if there are problems with the services received	No
6.	Employees are skilled in providing information	Yes
7.	Employees give personal attention to customers	Yes
8.	The company is responsible for the comfort and safety of customers	Yes
9.	Adequate parking space	Yes
10.	The waiting room is comfortable and not hot	No

Source: Writer (2022)

Based on the table above, it can be seen that there are still important points from the services of PT. Orange Indonesia Mandiri which has not met customer expectations, for example, a hot waiting room, employees who are less responsive in providing services and guarantees provided by the company which they feel have not met the expectations of customers.

Good service quality will have a positive impact on the company and increase the level of customer satisfaction. This is evidenced in the results of research (Armansyah & Jailani, 2020; Cholid, 2018; Sumual et al., 2021) where the results obtained suggest that the quality of service has a significant and positive influence on customer satisfaction. Meanwhile, in other research results, obtained that the quality of service partially does not have a significant effect on customer satisfaction by 15.5% (Komala & Selvi, 2021).

1.1 Objectives

Based on the problems above, the objectives of this research is to determine the effect of service quality on customer satisfaction at PT. Orange Indonesia Independent.

2. Literature Review

Service Quality

Service quality is the expected level of excellence and control over that level of excellence to meet customer expectations (Putranto, 2019). In addition, according to Tjiptono (2020), quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed customer expectations.

Service is any action or activity that one party can offer to another that is essentially intangible and does not result in the ownership of anything (Yuwono & Yuwana, 2018). From the understanding according to the experts stated before, it can be concluded that service quality is defined as the interaction between customers and service providers whose results can be directly felt by customers at that time.

According to Tjiptono (2020), the dominant factors in service delivery consist of:

- a. Technical quality, components related to the quality-of-service output received by customers.
- b. Components related to the quality of the way a service is delivered.
- c. The image, profile and special appeal of a company.

There are five indicators of service quality based on Tjiptono (2020), such as:

- a. Reliability, the ability to provide the promised service correctly or accurately and the ability to be trusted, especially to provide services on time in the same way as promised and without making mistakes every time.
- b. Responsiveness, the desire of employees to help customers and respond to their requests and inform when services will be provided and then provide services quickly.
- c. Assurance, employee behavior is able to foster customer trust in the company and the company can create a sense of security for its customers.
- d. Empathy, the company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has comfortable operating hours.
- e. Tangibles, with regard to the attractiveness of the facilities, equipment, and materials used by the company and the appearance of its employees.

Customer Satisfaction

Satisfaction is a person's feelings of pleasure or disappointment that arise because of comparing the perceived performance of the product to their expectations (Kotler & Keller, 2019). Customer satisfaction is the attitude that customers show towards goods and services after they obtain or use them (Yuwono & Yuwana, 2018). According to Tjiptono (2020), customer satisfaction is an evaluation of the surprise attached to product acquisition and/or consumption experience.

Based on the understanding put forward by the experts above, it can be concluded that customer satisfaction is an attitude or feeling of satisfaction that a customer has, for what has been obtained in accordance with his expectations.

The following are factors that affect customer satisfaction, based on Lupiyoadi (2018) namely:

- a. Product quality, customers will be satisfied if their evaluation results show that the products they use are of high quality.
- b. Service quality, customers will feel satisfied if they get good service or in accordance with their expectations.
- c. Emotional, customers are satisfied when people praise them for using an expensive brand.
- d. Price, products that have the same quality but set a relatively low price will provide higher value for customers.
- e. Costs, customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

In this study, the indicators of customer satisfaction according to Tjiptono (2020), consist of:

- a. Conformity of expectations, the level of conformity between the performance of the product or service expected by the customer and that perceived by the customer.
- b. Interested to visit again, willingness of customers to visit again or make repeat purchases of related products or services.
- c. Willingness to recommend, willingness of customers to recommend products or services that have been felt to friends or family.

3. Methods

The data analysis method used in this study is quantitative data analysis which has a definition as testing and analyzing data by calculating numbers and then drawing conclusions from the test using correlation test tools and also simple correlations (Iskandar, 2018). However, in practice the data processing in this study was not processed

manually but using SPSS statistical applications. However, in practice the data processing in this study was not processed manually but using SPSS statistical applications.

a. Validity tests

To test the validity, the authors used SPSS 23 with the correlation formula and bivariate correlations, by including each statement item and the total for each variable. The validity test criteria can be seen from the results obtained from the validity test by comparing r-count with r-table, if the value of r-count > r-table (> 0.05) then it is declared valid and if the value of r-count < r-table (< 0.05) then it is declared invalid.

b. Classic assumption test

- 1) Normality test, parametric analysis such as Pearson correlation requires that the data must be normally distributed. The normality test that is widely used is the Liliefors Test with Kolmogorov-Smirnov. The decision collection method for the normality test if the value of Sig. > 0.05 then the data is normally distributed and if the value of Sig. < 0.05 then the data is not normally distributed.
- 2) Linearity test, this test is intended as a prerequisite in Pearson correlation analysis or linear regression. Testing on the SPSS statistical application using a test for linearity at a significance value of 0.05. Variable data can be said to have a linear relationship if the significance value of the test for linearity is < 0.05 and the significance value of deviation for linearity is > 0.05.
- 3) Simple linear regression, is only used for one independent variable and one dependent variable. The application of this method aims to predict the value of the dependent variable which is influenced by the independent variable (Iskandar, 2018).

$$Y = a + bx$$

Y = Customer Satisfaction

a = regression equation constant

b = coefficient regression

x = Service Quality

c. Hypothesis test

- 1) Correlation coefficient test, is used to measure how large the linear relationship of the independent variable under study is to the dependent variable. The correlation coefficient has a value between -1.00 to +1.00. The closer the value of the correlation coefficient is to 1, the relationship between the independent variable and the dependent variable is getting stronger and negative, and vice versa (Silaen, 2018).
- 2) Coefficient of determination test, to measure how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination starts from zero to one. A small coefficient of determination means that the ability of the dependent variable is quite limited. A value close to one means that the independent variable provides almost all of the information needed to predict the variation of the dependent variable (Silaen, 2018).
- 3) Z test, is done by comparing the value of Z-table with the value of Z-count to test whether the value is accepted. The z test compares the sample and population means to determine whether there is a significant difference. To determine the level of significance on the hypothesis, the authors use the z test formula as follows:

$$z = \frac{r}{\frac{1}{\sqrt{n-1}}}$$

Z is hypothesis test, n is sample size, and r is correlation between independent variable and dependent variable

The scale used for the results of the hypothesis is:

$-Z_{\text{tabel}} \leq Z_{\text{count}} \leq Z_{\text{tabel}}$ means H_0 is accepted and H_a is rejected.

$-Z_{\text{count}} \leq -Z_{\text{tabel}}$, or $Z_{\text{count}} \geq +Z_{\text{tabel}}$, means H_0 is rejected and H_a is accepted.

4. Data Collection

In obtaining information and data related to this research, the author uses a questionnaire which is a data collection technique by giving written statements to respondents so that they can be answered through filling out questionnaire sheets distributed by the authors until they reach the predetermined quota.

This study uses a Likert scale as a measuring scale. The measurement of the independent variable and the dependent variable uses a scoring technique to assign a value to each alternative answer so that in the end the data can be calculated

The measurement system on the Likert scale is number 1 indicating that the respondent strongly disagrees with the statement or question given, number 2 respondents disagree with the statement or question given, number 3 proves that the respondent is hesitant about the statement or question given, number 4 the respondent agrees with the statement or question given and the number 5 proves that the respondent strongly agrees with the statement or question given by the author (Sugiyono, 2018).

The population is the entire object or subject of research to data sources that have certain characteristics in the study which can then be drawn a conclusion (Silaen, 2018). Population is meant not just the amount contained in an object or subject being studied, but can also include the overall characteristics, properties possessed by an object or subject. In this study, the population is 100 customers who make transactions in the time period from March to May 2022. The sample is representative of the population and research samples can be objects or non-objects (Juliandi et al., 2018). Generally, population behavior science research and the sample are a collection of people (employees or customers). In this study, the author uses the incidental sampling method which has the definition of determining the sample based on chance, that is, anyone who coincidentally or incidentally meets the author can be used as a sample (Sugiyono, 2018).

The respondents of this research are customers who happen to be at PT. Orange Indonesia Mandiri in the period March to May 2022. At the time of data collection through a questionnaire, the determination of the number of samples taken as respondents in this study used the Slovin formula as follows:

$$n = \frac{100}{1 + (100 \cdot 0,05^2)}$$

$$n = 80 \text{ people}$$

Based on the results of the calculation of the Slovin formula above, the total number of 80 customers of PT. Orange Indonesia Mandiri which will be used as a sample in this study.

5. Results and Discussion

5.1 Numerical Results

From the results of the analysis, it was found that the discussion based on the validity test carried out on the data that had been collected proved that every item of the statement given to all respondents was valid and correct.

Based on the reliability test conducted on the data that has been collected, the reliability value of the service quality variable is 0.742 and for the customer satisfaction variable is 0.719. This proves that the questionnaire used is reliable.

Based on the normality test, it shows that the Kolmogorov-Smirnov value of the two variables is 0.200, which means that the data is normally distributed.

Based on the linearity test that has been done, it shows that there is a linear relationship between service quality and customer satisfaction.

Based on the simple linear regression test, it shows that the constant value is 8.187, which means that if there is an increase in customer satisfaction, the value of customer satisfaction is 8.187. The coefficient of the service quality variable is 0.392, which means that every increase or increase of 1 unit of service quality will increase customer satisfaction by 0.392.

Based on the correlation coefficient test, it shows that the correlation value is 0.674, which means that service quality and customer satisfaction have a strong correlation.

Based on the coefficient of determination test conducted, it shows that the presentation between service quality and customer satisfaction is 45.4%. This proves that the quality of service affects customer satisfaction by 45.4%, the rest is influenced by other factors not examined by researchers.

Based on the results of hypothesis testing using the Z test, the value of Z-count (5.97) is greater than Z-table (1.96) then H₀ is rejected and H_a is accepted. Thus, service quality has a significant effect on customer satisfaction at PT Orange Indonesia Mandiri.

6. Conclusion

The results of the correlation test show that the coefficient value is 0.674, so it can be said that the service quality variable (X) with the customer satisfaction variable (Y) has a strong correlation. The results of the coefficient of determination test show that the value of the coefficient of determination R² is 0.454 so it can be said that 45.4% of the customer satisfaction variable (Y) is influenced by the value of the service quality variable (X), while the rest is influenced by other factors.

The results of hypothesis testing obtained that the value of Z-count (5.97) is greater than Z-table (1.96) then H₀ is rejected and H_a is accepted. Thus, service quality has a significant effect on customer satisfaction at PT Orange Indonesia Mandiri.

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