

Effect of Service Quality on Customer Satisfaction at Halo Card Outlet, Wajo Regency, South Sulawesi, Indonesia

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Abstract: The purpose of this research is to determine the effect of service quality, reliability, assurance, tangibles, empathy and responsiveness on the level of satisfaction of GSM SIM Card customers of Telkomsel's HALO card at outlets HALO at Sengkang and know the most dominant dimensions that affect the level of satisfaction of GSM SIM Card customers of Telkomsel's HALO cards at Sengkang Halo Outlet service unit, Wajo Regency Type of associative research using a quantitative paradigm using a sample of 94 people. The research instrument used a questionnaire (questionnaire), interview guidelines and observation sheets. The data analysis technique used is inferential descriptive statistical analysis of multiple linear regression. The results of the study show that: (1) simultaneously there is a positive and significant influence on the variable of Service Quality with dimensions of tangible, reliability, responsiveness, assurance and empathy for customer satisfaction of PT Telkomse'sl Halo Sengkang Service Unit, (2) the quality of service with assurance and positive significantly greater than the dimensions of tangible, reliability, responsiveness and empathy for customer satisfaction of PT Telkomsel's Halo Sengkang Service Unit.

Keywords: Service quality, Customer satisfaction, Telkomsel, SIM Card customers

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I. INTRODUCTION

PT. Telekomunikasi Indonesia, which has a business network throughout Indonesia, is facing a business competition in the services of cellular telecommunications operators with a number of other cellular telecommunications operators in the country (Tanduklangi and Yusuf, 2017). The strategy and various efforts made by Telkomsel that are customer service oriented have not fully been able to satisfy customers, especially customers of HALO cards seen in Halo Sengkang outlets. The measurement of the level of customer satisfaction of cellular telecommunication operators must be carried out continuously because the customers of cellular telecommunication operator services will continue to change in terms of their desires, needs and demands as well as their consumption patterns in line with changes in the business environment and technological developments. In measuring the level of customer satisfaction of cellular telecommunications operator services, a commonly used method is to ask customers about what factors they are considering so that they are satisfied with the services provided by the company (Tarigan, 2017b).

There are five dimensions used by customers in assessing customer satisfaction with service services, namely: tangible, reliability, responsiveness, empathy and assurance (Ali and Raza, 2017). The effort to present cellular telecommunications services that are relevant to customer needs, especially GSM SIM Card customers from HALO cards means an effort to present "value" to customers. Value for customers can produce "value" that is relevant to the interests of Telkomsel as a cellular telecommunications operator. Achieving organizational goals through satisfying the needs and desires of customers is the spirit and soul of marketing (Zander, 2018). Even customer satisfaction is not only a marketing goal but a business goal considering that customers are the ones who determine the life of the business death. In assessing customer satisfaction, many factors must be considered and developed, both in terms of the product or service itself, service support, technology implementation support, and networking, as well as reliable and professional human resource support (Murali et al., 2016).

II. METHOD

This type of research is associative research using the quantitative paradigm, which examines the influence of service quality on customer satisfaction. The study population consisted of all customers of PT. Telecommunication Cellular (Telkomsel) who visited the Sengkang HALO Outlet Service Unit in Wajo Regency, which was registered as a HALO card user. Based on data from HALO card holders at the Sengkang

HALO Outlets in Wajo Regency until the end of July 2011, the number of customers was 2034 customers. Determination of samples using incidental sampling techniques so that the study sample was 95 people. The research instruments used questionnaires, interview guidelines and observation sheets (Opie, 2019; Roth et al., 2016). The data analysis technique used is inferential descriptive statistical analysis of multiple linear regression with the help of SPSS 20 (Cronk, 2017; Mertler and Reinhart, 2016).

III. RESULT AND DISCUSSION

1.1 Service quality

The quality of service that has been provided by PT Telkomsel Sengkang Halo Outlet Service Unit to the customers can be presented in five dimensions, namely tangible, realibility, responsiveness, assurance, which have been developed and have been tested for validity and reliability. The five dimensions can be seen in the following table:.

Table 1. Table of Results of Descriptive Statistics Analysis Direct Evidence Dimensions

	N	Min	Max	Mean	Std.Deviation
Tangibel (X_1)	95	14	20	16,97	2,180
Realibility (X_2)	95	18	25	21,82	2,236
Responsiviness (X_3)	95	14	20	16,86	1,199
Assurance (X_4)	95	14	20	17,24	1,961
Emphaty (X_5)	95	19	25	21,35	1,351

Source: Primary data processed in 2018

The data in table 1 shows that respondents' satisfaction with the service quality of PT Telkomsel Unit Sengkang Halo Store employees based on the dimensions of evidence is directly above the theoretical average. So that it can be said that in general the Management of PT Telkomsel Halo Sengkang Outlet Service Unit already has adequate physical evidence in actualizing the best service to its customers. On the reliability dimension that respondents' satisfaction with the service quality of employees of PT Telkomsel Unit Sengkang Halo Store in terms of the dimensions of reliability is above the theoretical average. So that it can be said that in general the Management of PT Telkomsel Halo Sengkang Outlet Service Unit has good reliability and tends to be very good in providing services to its customers. On the dimension of responsiveness that respondents' satisfaction with the service quality of PT Telkomsel Unit Sengkang Halo Store employees in terms of responsiveness dimensions is above the theoretical average. So it can be said that in general the Management of PT Telkomsel Halo Sengkang Outlet Service Unit through its employees has had a good responsiveness in providing services to its customers. In the assurance dimension it is said that in general the Management of PT Telkomsel Halo Sengkang Outlet Service Unit has provided good guarantees and tends to be very good in providing services to the Customers. Whereas the last one on the emphaty dimension is that the respondents' assessment of the service quality of PT Telkomsel Unit Sengkang Halo Store employees in terms of the dimensions of attention is above the theoretical average. So that it can be said that in general the Management of PT Telkomsel Halo Sengkang Outlet Service Unit has good attention and tends to be very good at providing services to its customers.

1.2 Consumer Satisfaction

To measure the level of customer satisfaction with various service strategies that have been set by the Management of PT Telkomsel Halo Sengkang Outlet Service Unit, the following dimensions are developed which include measurement, reliability, reaction, competence, honor, credibility, security, access, communication skills and understanding of customer.

Table 2. Descriptive Statistical Analysis Results Table Variable Customer Satisfaction

	N	Min	Max	Mean	Std.Deviation
Costumer Valid N	95	76	89	82,48	2,517

Source: Primary Research Data in 2018

The data in table 2 shows that the respondent's answer to the customer satisfaction variable is the lowest value of 76 and the highest value of 89, while the calculated average is 82.48 with a standard deviation of 2.517. If the value is referenced by the theoretical value of 20 items in the questionnaire statement on the variable Customer satisfaction shows a theoretical average of 60. This means that respondents' assessment of their level of satisfaction with the service quality of PT Telkomsel Unit Sengkang Halo Store is above the

theoretical average. So it can be said that in general the Management of PT Telkomsel Halo Sengkang Outlet Service Unit in providing service to customers provides a good level of satisfaction.

1.3 Partial Test Results (t-test)

The results of inferential statistical analysis partially influence Service Quality variables with dimensions of Tangible, Reliability, Responsiviness, Assurance, and Emphaty on the variable customer satisfaction can be seen in the following table:

Table 3 Results Statistical Analysis of the Effect Of Service Quality on the Level of Customer Satisfaction in Halo Outlets

Model	β	Std.Error	Beta	t	Sig.
constant	44,724	3,930		11,379	0,000
Tangibel	0,267	0,085	0,232	3,145	0,002
Realibility	0,416	0,080	0,369	5,172	0,000
Responsiviness	0,434	0,158	0,207	2,745	0,007
Assurance	0,521	0,092	0,406	5,645	0,000
Emphaty	0,367	0,138	0,196	2,692	0,008

Source: Primary Research Data

Table 3 shows the Service Quality variable regression coefficient in the Tangible (X1) dimension of 0.267 having a positive effect on the customer satisfaction variable (Y). This means that every value added to the tangible dimension of one unit and the value of other variables remains, the variable value of customer satisfaction increases by 0.062. Furthermore, based on the Sig. Value on the Tangible Line shows a value of 0.002 which is smaller than the level of $\alpha = 0.05$, which means there is a positive and significant effect partially in the Tangible dimension towards customer satisfaction.

While the Service Quality regression coefficient on the Reliability dimension (X2) is 0, 416 has a positive effect on the customer satisfaction variable (Y). This means that every increase in the realibility value of one unit and the value of the fixed price variable, then the variable value of consumer satisfaction increases by 0.416. Furthermore, based on the Sig. Value on the Reliability Line shows a value of 0,000 smaller than the level of $\alpha = 0.05$, which means that there is a positive and significant influence partially on the realibility dimension to customer satisfaction.

In the regression coefficient of Service Quality variables in the dimension of Responsiviness (X3) of 0, 434 has a positive effect on the variable customer satisfaction (Y). This means that each value added to the responsiviness of one unit and the value of other variables, then the variable value of customer satisfaction increases by 0.434. Furthermore, based on the Sig. Value on the Tangible Line shows a value of 0.007 which is smaller than the level of $\alpha = 0.05$, which means that there is a partially significant effect of the Responsiviness Dimension on consumer satisfaction.

In the regression coefficient of Service Quality variables on the dimension of Assurance (X4) of 0, 521 has a positive effect on the variable customer satisfaction (Y). This means that every increase in the value of one unit of assurance and the value of other variables remains, the variable value of customer satisfaction increases by 0.521. Furthermore, based on the Sig. Value on the Tangible Line shows the value of 0,000 which is smaller than the level of $\alpha = 0.05$, which means that there is a significant influence partially on the dimensions of assurance of customer satisfaction.

Finally in the regression coefficient of Service Quality variables on the Emphaty dimension (X5) of 0, 367 has a positive effect on the variable customer satisfaction (Y). This means that every value added to one unit of emphaty and the value of other variables remains, then the variable value of customer satisfaction increases by 0.267. Furthermore, based on the Sig. Value on the Tangible Line shows a value of 0.008 which is smaller than the level of $\alpha = 0.05$, which means that there is a significant influence partially on the dimensions of emphaty on customer satisfaction.

1.4 Simultaneous Test (f-test)

Table 4. Anova's Model of the Influence of Service Quality on the Satisfaction of Customers of Halo Sengkang Outlets

Model	Sum of square	df	Mean square	F	Sig
Regression	331,730	5	66,346	22,367	0,000
Residual	263,996	89	2,966		
Total	595,726	94			

Source: Primary Research Data

Based on table 4, obtained F-count value of 22.336 with a significant degree (α) which is 0.05 and the value indicated is 0.000, this means that the model formed from multiple linear regression is significant to be used to predict the value of Y. And if it is associated with the results obtained simultaneously there is a positive and significant effect of the independent variables on service quality dimensions (X1-5) and on the dependent variable namely customer satisfaction (Y) Sengkang Halo outlets by looking at the multiple regression equation coefficients above, namely: $\hat{Y} = 44,724 + 0,267X1 + 0,416X2 + 0,434X3 + 0,521 X4 + 0,367X5$. Based on these equations, it can be seen that the assurance variable has the most dominant influence on customer satisfaction of PT Telkomsel Halo Sengkang Outlet Service Unit is proven by the magnitude of the assurance variable coefficient which is 0.521 which is greater than the other service quality variable coefficients.

IV. CONCLUSION

Based on the results of the study show that: (1) simultaneously there is a positive and significant influence on the variable Service Quality with dimensions of tangible, reliability, responsiveness, assurance and empathy for customer satisfaction PT Telkomsel Halo Sengkang Outlet Service Unit, (2) the services quality with assurance dimensions has a positive and significantly greater effect than the dimensions of tangible, reliability, responsiveness and empathy for customer satisfaction of PT Telkomsel Halo Sengkang Outlet Service Unit.

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