

## Effect Of Service Quality On Customer Satisfaction Kia Laundry Study In Kampung Baru, Bandar Lampung

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### Abstract

*This research was conducted to determine the effect of service quality on customer satisfaction at Kia Laundry in Kampung Baru, Bandar Lampung. In his research method, researchers used quantitative methods, with a sample population of 125 customers using a purposive sampling technique. Using multiple linear regression analysis as technical data analysis. From closing the research simultaneously shows the quality of service which includes a variety of physical evidence, empathy, responsiveness, reminders, guarantees have a positive and significant effect on customer satisfaction. While the results of the study partially only responsiveness and reliability variables which have no effect on customer satisfaction, while physical evidence, empathy and assurance have an influence on customer satisfaction. The coefficient of determination Adjust R Square (R<sup>2</sup>) on the magnitude of the service quality variable in showing its effect on customer satisfaction is 35.6%, while the remaining 64.4% can be indicated by other variables not measured in this study. This is directly related to customer satisfaction regarding experience, honesty, security, and patience in responding to all customer complaints. Match services are carried out swiftly and precisely, so that customers have a sense of security. Thus, the better the guarantee provided by Kia Laundry, the higher customer satisfaction will be.*

**Keywords:** Service Quality: Tangible, Empathy, Responsiveness, Reliability, Assurance, Customer Satisfaction

## INTRODUCTION

People's lives today are different from life in the past, technology is developing so rapidly. One of the technological developments around us can be seen from household appliances that increasingly facilitate family members in completing work at home. Electronic goods for washing clothes and dryers, for example, which have changed over time in facilitating and lightening related to washing and drying clothes because they do not need to be dried outdoors and exposed to sunlight. But it is known that the price of washing machines and dryers is still quite expensive for some people, which causes not everyone to have them at home. Because of this situation, businesses in the field of services that take advantage of opportunities began to emerge, namely laundry services. Laundry services is one of the businesses in the field of growing services in Indonesia, especially in Bandar Lampung. As in most cities, residents in the city of Bandar Lampung are people who have a solid routine that only has limited time to do housework including washing clothes due to crowded activities. So, some of them decide to use laundry services to save time and also ease the work.

Kia Laundry is one of the Washing Services located at Jl Bumi Manti No. 40, New Village, Kec. Queen Of The Jungle, City Of La. Kia Laundry established since 2005 until today. Kia Laundry was able to survive during the pandemic (Covid 19) where during the pandemic many laundry services did not operate again. The majority of Kampung baru area is inhabited by students who study at the University of Lampung and its surroundings, it is clear that the location is located in a strategic place where the place is close to the center of activities and boarding houses for Students/Students.

**Tabel 1. 1 Number of customers Kia Laundry**



Sources : Kia *Laundry* tahun 2022

Based on data obtained by researchers from the Kia Laundry monthly record shows a difference in the amount that tends to be unstable from customers per month.

Received: (October), Accepted: (January), Published: (June)



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This is due to the pandemic that was still going on that year. The government's decision to make college and school take place online resulted in most choosing to return home. Where it is also one of the causes of Kia Laundry experiencing instability in the number of customers each month. Kia Laundry is still able to survive and operate until now despite experiencing some decline over the past two years amid the pandemic. In addition, the factor that affects the instability of the number of customers each month is the number of competitors around Kampung Baru. Strategic location on the other hand can be advantageous to facilitate the finding of consumers in need, but raises competition that is not less tight with similar services.

However, Kia Laundry strives to use high-quality electronic equipment so that it can improve the quality of services for the sake of ensuring and inviting consumer confidence. In terms of service time, Kia Laundry only needs a maximum of 3 days to complete each order without an extension of time. This is one of the reasons Kia Laundry is the choice of consumers in the field of washing services in Kampung Baru. Competition is not only in terms of quality and sophisticated laundry equipment, but also in terms of quality and efficient service. When the researchers conducted a review to the field, the service of Kia Laundry employees provide maximum service with a friendly attitude, responsive to complaints and criticisms submitted by customers. With these efforts, Kia Laundry can build customer satisfaction and provide benefits for employees/companies to customers that have an impact on harmony and form customer loyalty and word of mouth (word of mouth) that benefits a line of business.

Consumer satisfaction according to Kotler (2012: 42) is about an emotion of disappointment and happy someone who appears after giving a comparison between his impression on the workings of a service/product with his expectations. Products and services that have high quality will affect customer satisfaction and pleasure during the use of services and when consuming products. Customers tend to compare similar services/products before dropping or making a choice, therefore a quality product/service will always be the customer's choice. Because Kia Laundry is a business engaged in the field of service, the focus of business is to provide good quality service. The purpose of a business is to build customer satisfaction (Fandy Tjiptono, 2012). Service that is makeshift and even not feasible can megakibatkan reduced even decreased consumer confidence and move to another company. In order to be able to compete in a healthy manner, every business sector should continue to strive to renew and improve the quality of service that has an orientation towards customer satisfaction.

Customer satisfaction is described from something complex including, empathy, responsiveness, tangible, assurance, and reliability. Consumers who already have disappointment will not only leave the company, they will even tell the shortcomings of the company/service / product obtained from other people and will make the company spend a lot of money and effort again to restore the good name or new customers. Kesuma, (2015). Based on the description, the researcher has an interest to deepen the extent to which the quality of service in the field of service can affect customer satisfaction. Therefore, the researchers conducted a research study with the title, "the effect of Service Quality on Customer Satisfaction Study on Kia Laundry Kampung Baru."

## THEORETICAL STUDIES

### Quality Of Service

Tjiptono (2012) said the definition of service quality is an ability to build a level of competitive strength in order to aim to narrow and even eliminate the space between the desires and reality of consumers for the services obtained. It can be measured by the following five indicators :

1. Empathy (*Empathy*) is an attitude of interest to pay attention and understand customers individually.
2. Responsiveness (*Responsiveness*) is sincerity in providing consumer assistance with the right service.
3. Physical evidence (*Tangible*), namely the external appearance of the facilities provided by the company to customers such as physical, communication and personnel.
4. Reliability (*Reliability*) is the ability shown when performing appropriate services offered appropriately and reliably.
5. Assurance (*Assurance*) is the attitude of courtesy and knowledge of employees in convincing consumers that consumers feel secure and safe.

### Definition Of Customer Satisfaction

Fahimiyeh et al., (2018) said the notion of customer satisfaction is defined as an assessment and feelings of a customer on the services/products that have been used. With the development of customer satisfaction in the company, it can have an impact including, namely :

1. Able to build customer loyalty
2. Provide a positive foundation for purchase/reuse
3. The relationship between the customer and the company is harmonious
4. The creation of word of mouth recommendations that provide benefits to the industry.
5. Profits obtained by the company will increase
6. Forming a recommendation from word of mouth that provides profit for the field of business.

Tjiptono (2011) shows the indicators of customer satisfaction that can be measured from the following three things :

1. Willingness to provide recommendations
2. Compatibility between expectations and reality
3. Presence of visits/return interest

## RESEARCH METHODS

### Place and time of research

The research location is located at Kia Laundry Jl Bumi Manti No. 40, New Village, Kec. Queen Of The Jungle, City Of La. The action of the study took place in February until its completion.

### Variable Indication

Independent variables studied were physical evidence (X1), empathy (X2), reliability (X3), responsiveness (X4), and assurance (X5). While the dependent variable studied is customer satisfaction (Y). The operational variables in this study :

- 1) Quality of Service (X)
  - a. Sub variable physical evidence (X1)

The form of the ability and appearance of the infrastructure in the visible part of the company as well as the environmental conditions around it. (Lubis, M.Saleh, 2013). Indicators of physical evidence, namely:

- 2) Laundry facilities used are functioning properly and complete.
- 3) In terms of appearance laundry facilities both interior and exterior look attractive.
- 4) A workforce that has a good way of working
- 5) Labor is able to inform clearly (Lubis, M.Saleh, 2013)

b. Sub variabel Empati (X2)

The ability to serve wholeheartedly and give sincere personal attention to consumers in an effort to meet customer needs (Lubis, M.Saleh, 2013). Indicators of empathy, namely:

- 1) Employees can provide good service and attention without comparing social status.
- 2) Service time in accordance with the provisions
- 3) Employees should behave well and establish good relations with consumers.
- 4) Employees are able to understand consumer needs (Lubis, M. Saleh, 2013)

c. Sub variabel Daya Tanggap (X3)

Able to provide clear and accurate information to customers and swiftly perform service tasks with a responsive attitude. (Lubis, M.Saleh, 2013). Responsiveness indicators include :

- 1) Employees can convey all the information clearly
- 2) Employees swiftly perform tasks in the service
- 3) The staff is willing to help

d. Sub variabel Keandalan (X4)

Ability to assist and perform service tasks as promised in a short time but still accurate and satisfactory (Lubis, M.Saleh, 2013). Reliability indicators include:

- 1) Employees provide accurate service
- 2) Consistent with the services offered
- 3) Employees can help sincerely
- 4) Employees can handle complaints

e. Sub variabel Jaminan (X5)

The attitude of courtesy, knowledge and ability of employees to build a feeling of trust towards consumers to the services provided by the company. (Lubis, M.Saleh, 2013). The security Indicator, which is:

- 1) Employees are able to convince consumers
- 2) Employees are polite and courteous during service
- 3) Employees ' knowledge and expertise in providing wholehearted service

1. Customer Satisfaction (Y)

Related feelings of disappointment or pleasure are felt and appear after comparing the workings/results of services / products between the expected and reality. (Lubis, M.Saleh, 2013). Customer satisfaction Indicator, namely :

- a. Gives a good impression
- b. Customers are satisfied with the way employees work
- c. Feel good
- d. Customers come back to use the services of Kia Laundry

Likert scale, with a range of 1 – 5

**Tabel 3. 1 Skala Likert**

| Measurement Scale | Description       |
|-------------------|-------------------|
| 1                 | Strongly disagree |
| 2                 | Disagree          |
| 3                 | Neutral           |
| 4                 | Agree             |
| 5                 | Strongly Agree    |

Sources : Sugiono (2012:133)

### Population and sample

The specified population is Kia Laundry customers. While the sample criteria used are customers who have used the services of Kia Laundry .

### Data Collection Techniques

Researchers chose questionnaires and libraries as data collection techniques.

### Data types and sources

This study includes two important parts as a source of data, namely primary and secondary data sources. Researchers determine the data on how the opinion of respondents on the quality of service, price, and location in Kia Laundry as primary data. While the secondary data, obtained from the subject of how the background and general description of Kia Laundry.

### Data Analysis Methods

Researchers used validity and reliability tests as data analysis. From the questionnaire data that has been collected, the researchers will continue to provide an assessment. The questionnaire was chosen as a data collection technique in order to provide as complete a written question to the research respondents to be given an answer. Researchers use the likert scale as a measurement scale, which means that the likert scale is a scale with six groups of responses including, “strongly disagree” to the response, “strongly agree” which requires research respondents to determine their degree of agreement or disagreement on each series of questions related to the object of research (Agung, 2019).

Data analysis in quantitative methods is Research whose data is processed using systematic analysis techniques. Furthermore, researchers use multiple linear regression test used in checking the strength of the relationship between the independent variable and the dependent variable. The researcher proceeded to test the hypothesis partially (t test), overall hypothesis testing ( F test) and determinant coefficient analysis ( R<sup>2</sup>).

## RESULTS AND DISCUSSION

### Test results validity and reliability

#### 1. Validity test results

**Tabel 4. 1 Validity Test Results**

| Variabel | Item | KMO | Anti Image | Factor Loading | Description |
|----------|------|-----|------------|----------------|-------------|
|----------|------|-----|------------|----------------|-------------|

Received: (October), Accepted: (January), Published: (June)



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|  |      | <i>Kaiser Meyer Oklin</i> |       |       |       |
|--|------|---------------------------|-------|-------|-------|
| Bikti Fisik<br>( <i>Tangible</i> )<br>X1 | X1.1 | 0.745                     | 0.811 | 0.708 | Valid |
|  | X1.2 |                           | 0.809 | 0.746 | Valid |
|  | X1.3 |                           | 0.705 | 0.822 | Valid |
|  | X1.4 |                           | 0.707 | 0.831 | Valid |
| Empati<br>( <i>Emphaty</i> )X2           | X2.1 | 0.755                     | 0.757 | 0.771 | Valid |
|  | X2.2 |                           | 0.704 | 0.840 | Valid |
|  | X2.3 |                           | 0.766 | 0.774 | Valid |
|  | X2.4 |                           | 0.837 | 0.687 | Valid |

Sources : Processed Attachment 2, 2023

**Tabel 4.1 Validity Test Results (Continued)**

| <b>Variabel</b>                                 | <b>Item</b> | <b>KMO<br/>Kaiser<br/>Meyer<br/>Oklin</b> | <b>Anti<br/>Image</b> | <b>Factor<br/>Loading</b> | <b>Description</b> |
|---|-------------|---|-----------------------|---------------------------|--------------------|
| Daya Tanggap<br>( <i>Responsiveness</i> )<br>X3 | X3.1        | 0.702                                     | 0.745                 | 0.711                     | Valid              |
|   | X3.2        |   | 0.705                 | 0.740                     | Valid              |
|   | X3.3        |   | 0.678                 | 0.801                     | Valid              |
|   | X3.4        |   | 0.691                 | 0.707                     | Valid              |
| Keandalan<br>( <i>Reliability</i> ) X4          | X4.1        | 0.763                                     | 0.798                 | 0.751                     | Valid              |
|   | X4.2        |   | 0.742                 | 0.848                     | Valid              |
|   | X4.3        |   | 0.799                 | 0.809                     | Valid              |
|   | X4.4        |   | 0.731                 | 0.831                     | Valid              |
| Jaminan<br>( <i>Assurance</i> ) X5              | X5.1        | 0.786                                     | 0.853                 | 0.721                     | Valid              |
|   | X5.2        |   | 0.806                 | 0.807                     | Valid              |
|   | X5.3        |   | 0.744                 | 0.850                     | Valid              |
|   | X5.4        |   | 0.773                 | 0.815                     | Valid              |
| Kepuasan<br>Pelanggan Y                         | Y1          | 0.704                                     | 0.706                 | 0.722                     | Valid              |
|   | Y2          |   | 0.695                 | 0.740                     | Valid              |
|   | Y3          |   | 0.712                 | 0.697                     | Valid              |
|   | Y4          |   | 0.704                 | 0.742                     | Valid              |

Source: Processed Attachment 2, 2023

Table 4.1 describes the calculation of Kaiser Meyer Olkin (KMO), anti image, and loading factor of all indicators are physical evidence (X1), empathy (X2), responsiveness (X3), reliability (X4), assurance (X5) and customer satisfaction (Y) describes the calculation  $> 0.5$  valid, then it means that all indicators used for this research are valid and can be processed for further action.

## 2. Reliability Test Results

**Tabel 4. 2 Reliability Testing Results**

| <b>Variabel</b>                       | <b>Item</b> | <b>Cronbach<br/>Alpha</b> | <b>Cronbach<br/>Alpha If<br/>Item Deleted</b> | <b>Description</b> |
|---------------------------------------|-------------|---------------------------|---|--------------------|
| Bukti Fisik<br>( <i>Tangible</i> ) X1 | X1.1        | 783                       | 0.768   | Reliabel           |
|                                       | X1.2        |                           | 0.749   | Reliabel           |
|                                       | X1.3        |                           | 0.700   | Reliabel           |
|                                       | X1.4        |                           | 0.694   | Reliabel           |

Received: (October), Accepted: (January), Published: (June)



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|  |      |     |       |          |
|--|------|-----|-------|----------|
| Empati<br>( <i>Emphaty</i> ) X2              | X2.1 | 769 | 0.715 | Reliabel |
|  | X2.2 |     | 0.663 | Reliabel |
|  | X2.3 |     | 0.712 | Reliabel |
|  | X2.4 |     | 0.760 | Reliabel |
| Keandalan<br>( <i>Reliability</i> ) X3       | X3.1 | 721 | 0.683 | Reliabel |
|  | X3.2 |     | 0.657 | Reliabel |
|  | X3.3 |     | 0.617 | Reliabel |
|  | X3.4 |     | 0.682 | Reliabel |
| Daya Tanggap<br>( <i>Responsiveness</i> ) X4 | X4.1 | 822 | 0.811 | Reliabel |
|  | X4.2 |     | 0.750 | Reliabel |
|  | X4.3 |     | 0.776 | Reliabel |
|  | X4.4 |     | 0.767 | Reliabel |
| Jaminan<br>( <i>Assurance</i> ) X5           | X5.1 | 811 | 0.805 | Reliabel |
|  | X5.2 |     | 0.759 | Reliabel |
|  | X5.3 |     | 0.726 | Reliabel |
|  | X5.4 |     | 0.752 | Reliabel |
| Kepuasan<br>Pelanggan (Y)                    | Y1   | 700 | 0.640 | Reliabel |
|  | Y2   |     | 0.627 | Reliabel |
|  | Y3   |     | 0.653 | Reliabel |
|  | Y4   |     | 0.624 | Reliabel |

Source: Processed Attachment 3, 2023

Table 4.2 describes the calculation of Cronbach's Alpha higher than 0.6 and the calculation of Cronbach's Alpha If item Deleted does not exceed the calculation of Cronbach's Alpha therefore the conclusion is that all variables used for this research are reliable.

### 3. Multiple Linear Regression Test

**Tabel 4. 3 Multiple Linear Regression Test Results**  
**Coefficients<sup>a</sup>**

| Model |              | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|--------------|-----------------------------|------------|---------------------------|-------|------|
|       |              | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)   | 7.262                       | 1.732      |                           | 4.194 | .000 |
|       | Bukti Fisik  | .264                        | .048       | .416                      | 5.522 | .000 |
|       | Empati       | .191                        | .049       | .291                      | 3.902 | .000 |
|       | Daya Tanggap | .035                        | .056       | .049                      | .616  | .539 |
|       | Kehandalan   | .028                        | .056       | .040                      | .496  | .621 |
|       | Jaminan      | .119                        | .051       | .190                      | 2.333 | .021 |

a. Dependent Variable: Kepuasan Pelanggan

Based on the hypothesis test that has been implemented, it can be found multiple linear regression in this research, namely :

Multiple Linear Regression Formula

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

From the equation obtained multiple linear regression formula

$$Y = 7,262 + 0.416 X_1 + 0.291 X_2 + 0.049 X_3 + 0.040 X_4 + 0.190 X_5 + e$$

Keterangan :

Received: (October), Accepted: (January), Published: (June)



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Y = Kepuasan Pelanggan

X1 = Bukti Fisik

X2 = Empati

X3 = Daya Tanggap

X4 = Keandalan

X5 = Jaminan

a = Intersep atau Konstanta

$\beta$  = Koefisien regresi masing-masing Variabel

$\varepsilon$  = Error

- a) A constant value of 7.262, which explains that if the variables of physical evidence, empathy, responsiveness, reliability and assurance, if considered constant (0), therefore customer satisfaction is 7.262.
- b) Regression coefficient of physical evidence variables (X1) worth 0.416 meaning that physical evidence variables affect the level of consumer satisfaction worth 41.6%. Positive coefficient means there is a positive relationship between the variables of physical evidence with consumer satisfaction variables, the higher the value of physical evidence (X1), the higher the value of consumer satisfaction (Y).
- c) Regression coefficient of empathy variable (X2) worth 0.291 meaning that empathy variable has an influence on the level of consumer satisfaction worth 29.1%.
- d) Regression coefficient of responsiveness variable (X3) worth 0.049 means that the responsiveness variable affects the level of consumer satisfaction worth 04.9%. Positive coefficient means that there is a positive relationship between the responsiveness variable and the variable of consumer satisfaction, the higher the value of responsiveness (X3), the higher the value of consumer satisfaction (Y).
- e) Regression coefficient of reliability variable(X4) worth 0.040 means that the reliability variable has an influence on consumer satisfaction worth 04.0%. Positive calculated coefficient means that there is a positive relationship between the reliability variable and the variable of consumer satisfaction, the higher the value of reliability (X4), the higher the value of consumer satisfaction (Y).
- f) Guarantee variable regression coefficient (X5) worth 0.190 means that the guarantee variable affects consumer satisfaction worth 19.0%. The coefficient is positive, which means that there is a positive relationship between the guarantee variable and the variable of consumer satisfaction, the higher the guarantee value (X5), the higher the value of consumer satisfaction (Y).

## Hypothesis Testing

### 1. Partial Test (t-test)

**Tabel 4. 4 Results of partial hypothesis testing (T-test)**

| Variabel   | t hitung | t table | Sig   | Description |
|--|----------|---------|-------|-------------|
| <b>H1:</b> There is a positive influence between physical evidence and customer satisfaction | 5.522    | 1,980   | 0.000 | H1 accepted |

|   |       |       |       |             |
|---|-------|-------|-------|-------------|
| <b>H2:</b> There is a positive influence between empathy and customer satisfaction        | 3.902 | 1,980 | 0.000 | H2 accepted |
| <b>H3:</b> There is a positive influence between satisfaction and responsiveness          | 0.616 | 1,980 | 0.539 | H3 accepted |
| <b>H4:</b> There is a positive influence between reliability and customer satisfaction    | 0.496 | 1,980 | 0.621 | H4 accepted |
| <b>H5:</b> There is a positive influence between the guarantee with customer satisfaction | 2.333 | 1,980 | 0.021 | H5 accepted |

Source: adapted from hasi distribution questionnaire (Appendix 5), 2023

- Based on the table, it can be seen that the physical evidence has a calculation of  $t \text{ count} = 5.522 > t \text{ table} = 1.980$  with a significant degree of  $0.000 < 0.05$ , therefore  $H_0$  is rejected and  $H_1$  is accepted. So that physical evidence has an influence on customer satisfaction.
- Based on the table, it is seen that empathy has  $t \text{ count} = 3.902 > t \text{ table} = 1.980$  with a significant degree of  $0.000 < 0.05$ , therefore  $H_0$  is rejected and  $H_2$  is accepted. So empathy has an influence on customer satisfaction.
- Based on the table, it is seen that responsiveness has  $t \text{ count} = 0.616 < t \text{ table} = 1.980$  with a significant degree of  $0.539 < 0.05$ , therefore  $H_a$  is rejected and  $H_0$  is accepted. So responsiveness has no effect on customer satisfaction.
- Based on the table, it is seen that reliability has  $t \text{ count} = 0.496 < t \text{ table} = 1.980$  with significant degrees of  $0.621 > 0.05$ , therefore  $H_a$  is rejected and  $H_0$  is accepted. So that reliability has no influence on customer satisfaction.
- Based on the table, it can be seen that the guarantee has  $t \text{ count} = 2.333 > t \text{ table} = 1.980$  with a significant degree of  $0.021 < 0.05$ , therefore  $H_0$  is rejected and  $H_5$  is accepted. So the guarantee has an influence on customer satisfaction.

## 2. Test Simultaneously (F)

**Tabel 4. 5 F Test Results**  
**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 100.359        | 5   | 20.072      | 13.171 | .000 <sup>b</sup> |
|       | Residual   | 181.353        | 119 | 1.524       |        |                   |
|       | Total      | 281.712        | 124 |             |        |                   |

a. Dependent Variable: Kepuasan Pelanggan

Received: (October), Accepted: (January), Published: (June)



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b. Predictors: (Constant), Jaminan , Empati , Bukti Fisik , Daya Tanggap, Kehandalan

Source: compiled from the results of the questionnaire distribution (appendix.4), 2023

The hypothesis states:

Ho :  $b_1 = b_2 = b_3 = 0$  (variable X has no effect on variable Y)

Ha :  $b_1 = b_2 = b_3 \neq 0$  (variable X has an influence on variable Y)

By criteria :

Ho accepted and Ha rejected if F count < F table

Ho is rejected and Ha is accepted if F is calculated  $\geq$  F table

F table = 2.29

F count = 13,171

F count higher than the value of F table ( $13,171 > 2.29$ ) and therefore Ho rejected because F count < F table and Ha accepted because f count > F table, meaning there is a simultaneous influence between the quality of service on customer satisfaction.

### 3. Coefficient Of Determination (R2)

**Tabel 4. 6 Coefficient Of Determination (R2)**

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .597 <sup>a</sup> | .356     | .329              | 1.234                      |

a. Predictors: (Constant), Jaminan , Empati , Bukti Fisik , Daya Tanggap, Kehandalan

b. Dependent Variable: Kepuasan Pelanggan

Source: prepared from the results of the questionnaire distribution (Appendix 4), 2023

In Table 4.31 it can be seen that the influence of physical evidence, empathy, responsiveness, reliability, and assurance on consumer satisfaction worth  $R^2 = 0.356$  it means that the contribution of variable X (Service Quality) has a role to affect each variable Y (Consumer Satisfaction) worth 35.6%.

## DISCUSSION

### 1. Effect of physical evidence on customer satisfaction (Y)

The acquisition of the t-test explained that physical evidence has a significant effect on consumer satisfaction with a significant degree of 0.00 ( $\textcircled{3} < 0.05$ ) with a positive regression coefficient. this means that physical evidence positively has a significant effect on consumer satisfaction is influenced by the physical evidence, then the increasing level of consumer satisfaction.

### 2. Effect of empathy on customer satisfaction (Y)

The results of the T-test explained that empathy has a significant effect on consumer satisfaction with a significant level of 0.00 ( $\textcircled{3} < 0.05$ ) with a positive regression coefficient. The meaning of empathy positively has a significant influence on consumer satisfaction is influenced by empathy, then the higher the degree of consumer satisfaction.

### 3. Effect of responsiveness on consumer satisfaction (Y)

Received: (October), Accepted: (January), Published: (June)



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The results of the T-test explained that responsiveness did not have a significant effect on consumer satisfaction with a significant level of 0.539 ( $\textcircled{3} > 0.05$ ). This is because Kia Laundry Kampung Baru, Bandar Lampung has not been able to provide clear information and provide appropriate assistance to consumers. Based on the respondents' answers on the responsiveness variable has a low mean contained in statements 1 and 3, namely "Kia Laundry employees provide clear information" with a mean value of 4.17, meaning Kia Laundry employees have not been able to provide clear information about the information available, "Kia Laundry employees are always willing to help consumers when they need help" with a mean value of 4.18, meaning Kia Laundry employees have not been maximized in carrying out this.

#### **4. Influence Of Customer Satisfaction (Y)**

Acquisition of T-test explains the reliability does not have a significant effect on consumer satisfaction it is because of the significant degree of greater than 0.05 is worth 0.621 ( $\textcircled{3} > 0.05$ ). This is because Kia Laundry Kampung Baru, Bandar Lampung has not implemented services in accordance with consumer expectations, especially on time and when serving consumers who are still not good and still lack of knowledge on employees. Rijal, (2022) based on the respondents' answers to the reliability variable, it has a low mean in statements 2 and 4, namely "Kia Laundry Kampung Baru provides sincere assistance" with a mean of 4.14, which means that Kia Laundry Kampung Baru has not been maximized in implementing this, "the assistance provided by Kia Laundry employees is in accordance with expectations" with a mean of 4.13, which means that there are still many consumers who feel that the assistance provided by employees is not right with the expectations desired.

#### **5. Effect of guarantee on customer satisfaction (Y)**

The results of the T-test explained that the guarantee had a significant effect on consumer satisfaction with a significant level of 0.25 ( $\textcircled{3} < 0.05$ ) with a positive regression coefficient. This means that the guarantee positively has a significant influence on consumer satisfaction affected by the guarantee, the higher the level of consumer satisfaction. This explains the satisfaction of consumers affected by the guarantee given Kia Laundry

## **CONCLUSION**

1. Based on the results of the research conducted, the following conclusions can be found :
2. Physical evidence variables (tangible) (X1) positive and significant effect on customer satisfaction (Y)
3. Empathy variable (X2) has a positive and significant effect on customer satisfaction (Y).
4. Responsiveness variable (X3) does not have a positive and significant influence on customer satisfaction (Y)
5. Reliability variable (X4) has no positive and significant effect on customer satisfaction (Y).

6. Assurance variable (X5) has a positive and significant influence on customer satisfaction (Y).

### ADVICE

Based on the conclusions, it was found that the quality of service on variables, empathy, physical evidence and guarantees that have a positive and relevant impact on customer satisfaction. Kia Laundry Kampung Baru, Bandar Lampung should be able to maintain quality and care about several important aspects of service quality by providing services swiftly, precisely, and efficiently to customers in order to increase customer satisfaction which affects the increased use of Kia Laundry Services Kampung Baru, Bandar Lampung.

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