# The Effect of Service Quality on Customer Satisfaction in Makassar Jeans House Palu City

**Fachrul Alfajar[1], Mustainah[2], Muzakir Tawil[3]**
[1,2,3] Universitas Tadulako
E-mail: fachrulalfajar23@gmail.com

## ABSTRACT

The purpose of this study was conducted to determine the Effect of Service Quality on Customer Satisfaction at Makassar Jeans House in Palu City. The type of research used is quantitative research with a type of comparative causal research. The sample in this study amounted to 100 Makassar Jeans House customers in Palu City. This study uses a theory (Zeithaml, 1988) where there are 5 (five) indicators to measure service quality which includes Tangibles, Reliability, Responsiveness, Assurance, Empathy. The results of this study indicate that the influence of service quality on customer satisfaction has a strong relationship with a correlation coefficient of 0.766, the results of this study also indicate that service quality simultaneously affects customer satisfaction, based on the results of the determination coefficient of service quality affects customer satisfaction by 58.7%, while the remaining 41.3% is influenced by other variables outside of this study.

**Keywords:** Tangibles; reliability; responsiveness; assurance and empathy

## INTRODUCTION

The development of business in the city of Palu is growing rapidly and developing towards a better, where more and more business people are opening and developing their businesses. One of the businesses that are developing in the city of Palu today is a business in the field of fashion, one of them by processing jeans into clothing that is the trend today. The high level of consumer demand at this time makes competitors strong and competes with other companies in seizing and attracting customers, especially in the quality of service provided by the company to customers. By understanding what is desired and expected by customers from the quality of services provided, it will be able to get an added value for the company. Service quality needs special attention for the company, because service quality has a direct relationship with the company's competitive ability and profitability.

The success of a company will depend very much on its customers, through customers who continually make repeat purchases will be a guarantee of the company's survival (Ghozali,

2014; Aan Rahman, 2017; Abdul Rahman & Supomo, 2012; Rohaeni & Marwa, 2018). The term "costemer driven company" gives the sense that the death of a company is controlled by its customers. Difficulties will be faced if the desires and wishes of customers are not fulfilled. To that end, efforts to retain customers must be carried out properly. The purpose of marketing activities is to influence buyers to be willing to buy company goods and services when they need them (Azizah & Adawia, 2018; Sunyoto, 2012; Tulasi, 2012). It is very important to understand the "why" and "how" of consumer behavior, especially in the desire to repurchase, so that companies can improve service quality better and will provide customer satisfaction by studying buyer behavior (Artiningtyas, Minarsih, & Hasiolan , 2014; Aryani & Rosinta, 2010; Brata, 2003; Saputra, 2013).

A company has the potential to increase market share through meeting the level of quality of customer service. Quality of service starts from customer needs and ends with satisfaction (Tjiptono, 2004) With the existence of good service quality in a company, it will create satisfaction for its customers. After consumers are satisfied with the product or service it receives, consumers will compare the services provided. If consumers feel really satisfied, they will buy back and give recommendations to others to buy in the same place. Therefore companies must start thinking about the importance of more mature customer service through service quality, because now it is increasingly recognized that service is a vital aspect in order to stay in business and win the competition (Tjiptono, 2004).

## METHOD

The data analysis technique used in this study is a quantitative analysis method, namely the method of data analysis using numbers so that problem solving can be calculated with mathematical calculations (Jamaluddin, Salam, Yunus, & Akib, 2017; Suprianto, Arhas, & Salam, 2018; Wairooy, 2017). Data management techniques carried out in this research are through the stages of editing, coding and tabulating. The research instrument used was the validity and reliability test. Data analysis methods used are simple linear regression analysis, correlation coefficient test, coefficient of determination test and hypothesis test.

## RESULT AND DISCUSSION

Customer satisfaction is the result obtained by the customer or the level of customer satisfaction after comparing performance with customer expectations. If the performance results are in accordance with the expectations desired by the customer, the customer will feel satisfied, while the performance results are below the expectations desired by the customer, the customer will feel disappointed.

### Validity test

Validity Test is useful to find out the suitability of the questionnaire used by researchers in measuring and obtaining research data, the research questionnaire is said to be of quality when it has been proven valid, the validity test in this study uses the Pearson Product Moment in which the test uses the principle of correlating between each score of questionnaire items with a total respondent's answer. Based on the validity test results using the SPSS version 25 program it is known that the questions of each variable are valid. The criteria in determining whether a data is valid or invalid is if r> r table is said to be valid, whereas if r count <r table is said to be invalid. In this study a sample of 100 respondents while the rtabel in this study

amounted to 0.195 seen at a significant 5% in the distribution of rtable values. Based on the test of the validity of the study showed that all items said to be valid because r count> r table.

**Reliability Test**

Reliability Test is the level of confidence of the results of a measurement. High measurements are measurements that are able to provide reliable or reliable measurement results. Although theoretically the magnitude of the reliability correlation coefficient is around 0.00 to 1.00, but in reality a coefficient of 1.00 has never been reached in measurement, because humans as research subjects are a potential source of error.

Quality research questionnaire if proven reliability, reliability testing can be measured after the questionnaire items are valid, this measurement aims to see whether the questionnaire has consistency. Based on the reliability test using the SPSS version 25 program it is known that the questions of each variable are reliable. The criterion in determining reliable or unreliable data is if cronchbach's alpha> from rtable, then the data is said to be reliable whereas if cronchbach's alpha <rtable then the data is said to be unreliable. in this study rtabel obtained from the Product Moment table with an alpha level of 0.06 with a sample of 100 respondents. Based on this reliability test shows that the research questionnaire can be relied upon and can be accepted with a Cronbach Alpha Tangibles value of 0.777, Reability 0.702, Responsiveness 0.827, Assurance 0.851, Empathy 0.827, Customer Satisfaction 0.851, so that it can exceed the cut off that is 0.06 meaning each dimension is reliable.

**Normality test**

Kolmogrov Smirnov Normality Test is part of the classic assumption test with the aim of finding out whether the residual value is normally distributed or not. A good regression model is to have a residual value that is normally distributed. Normality test is done by using Kolmogrov Smirnov one sample test, ie if the value of asymptotic (2-tailed)> of alpha (0.05) then the data is normally distributed otherwise if the value of asymptotic (2-tailed) <of alpha (0.05) then the data not normally distributed. As for the way to see the spread of points on the diagonal axis of the normal P-P plot plot, if the data is spread around the diagonal line, the regression model meets the normality assumption, otherwise if the data spreads far from the diagonal line or does not follow the direction, the regression model does not meet the normal assumptions. Based on the results of the study, the research data have a normally distributed regression model because the asymptotic value of 0.123> of alpha 0.05.

**Discussion**

*Welfare Approach*

The welfare approach is to work together with the community to help them to improve their dignity as human beings. Empowerment always aims to solve the problems of the community not to achieve the goals of outsiders or authorities.

*Development Approach*

The development approach is a community empowerment activity that must be guaranteed its sustainability. Therefore, community empowerment must not create dependency but must be able to prepare the community because the community as the recipient of the

benefits so that one day they will be able to independently to continue community empowerment activities as a process of sustainable development.

*Empowerment Approach*

The empowerment approach is that empowerment must directly involve or even be implemented by the community that is the beneficiary. Involving people who will receive benefits, has several objectives namely to make the assistance effective because it suits their wants and abilities and needs. In addition, at the same time increasing community empowerment with experience in designing, implementing, managing, and taking responsibility for efforts to improve themselves and the economy.

## CONCLUSION

Based on the results of the research that the researchers got in the field and direct interviews with the Regional Secretary, the Government Section, staff, the Village Secretary and the Kasimbar community in Parigi Moutong District, the researcher drew the conclusion that the process of archival management at the Kasimbar Sub-District Office had run well when viewed in terms of planning, organizing and monitoring. . But in terms of implementation it can be seen that the management of archives that are carried out is still not good due to the lack of knowledge possessed by employees about records management.

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