Customer Satisfaction Level Analysis to Service Quality Workshop at PT. Hadji Kalla Branch Parepare

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Abstract

The aims of this study is to measure aspect satisfaction customer related to quality service at PT. Hadji the linking Kalla aspect convenience, speed, capability, and hospitality shown through attitude and action live to customer. This study used multivariate analysis (correlation or multiple regression), then the number of sample members is at least 10 to 15 times the number of variables studied. In analyzing of the data, the researcher used Reliability Test, Validity Test, Multiple linear analysis t test, and F test. The results analysis and discussion that has been conducted facility by Partial take effect positive and significant to satisfaction customer. Facilities and quality service by simultaneous take effect positive and significant to satisfaction customers who have data at PT. Hadji Kalla Branch Parepare.

Keywords: Satisfaction Customer; Quality Service; PT. Hadji Kalla

Introduction

The company used object study is PT. Hadji Kalla Parepare branch that is moving in field automotive sales and service. PT. Hadji Kalla Parepare Branch is very attentive satisfaction customers, So, PT. Haji Kalla do *follow up* for evaluate level papacy customer done every three months. However, with various strategies carried out by PT. Hadji for increase satisfaction customer, it turns out competitors also do same thing for snatch the hearts of the user's vehicle automotive. For that need known by the company that dimensions service what only need upgraded to use endure in competition business very strict automotive. According to Ali, R (2020) *One thing that attracts customers is the brand image of a product. Image is influenced by many factors which are outside the company's control. An effective image will affect three things, namely: strengthening the character of the product and the proposed value, convey that character differently or uniquely, and provide emotional strength that is more than just a mental image.*

PT. Hadji Kalla Parepare Branch moving in field automotive always notice level satisfaction customer on activity marketing service. Because of that level satisfaction customer is one evaluation in calculation performance employees. Where are the related employees? live with customer will rated by customer that alone later *followed up* by customers for knowing is officer service has given good service or no.

Success in get turnover sales and service determined from level satisfaction customer generated from effect dimensions quality services provided. Getting taller response customer generated from effect dimensions quality the services provided, the more effect to fulfillment satisfaction customer in taking decision purchase vehicles and internal service Thing this Toyota car products.

Research Methods

In this study, sampling using the *Roscoe approach.* This study used multivariate analysis (correlation or multiple regression), then the number of sample members is at least 10 to 15 times the number of variables studied (Sugiono, 2016: 91).

The number of variables (independent + dependent) in this study were 6 (six), so the number of samples needed: 10 x 6 = 60 respondents.

Types and Data Sources

1. Data Type
2. The type of data used in study this are:
    a. Qualitative Data
    b. Quantitative Data
3. Data Source
4. Primary data
5. Secondary data

Method Data Analysis

1. Reliability

Reliability is actually a tool to measure a questionnaire which is an indicator of a variable or construct.

2. Validity test

Testing the validity of the data is used to measure the validity or validity of a questionnaire.

3. Multiple linear analysis

Multiple linear regression analysis was used to determine whether there was an effect of tangible, reliability, responsiveness, assurance and empathy on consumer satisfaction at PT. Hadji Kalla Parepare branch. Customer value relationship model with variable These l-variables can be arranged in functions or equations as follows (Ghozali, 2005:82):

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

4. t test

To find out whether there is an influence of the independent variable on the dependent variable, then the hypothesis proposed in this study is tested.

5. Test F

It is used to determine the effect of independent variables on the dependent variable, namely whether the variables X_1, X_2, X_3, X_4, X_5 really have a joint effect on the Y variable.

Results Research and Discussion

Amount given respondent questionnaire totaling 60 people and all respondent return questionnaire that has been Writer give so the data that the author need already completed. The questions contained in the questionnaire represent six variable namely Physical Evidence (X_1), Trust (X_2), Power responsiveness (X_3), Assurance (X_4), Empathy (X_5), and Satisfaction Customer (Y). the X variables represented by 3 each, while the Y variable is represented by 5 questions so that the total amount question the questionnaire given totaling 20 questions.

Data Analysis Techniques

1. Reliability Test

Reliability actually is tool for measure something questionnaire which is indicator from variable or construct.

Table 4.5
Reliability Test Results

No	Variable	Cronbach's Alpha (α)	Information
1	Physical Evidence (X_1)	0.619	
2	Trust (X_2)	0.620	
3	Power Response (X_3)	0.644	Reliable α > 0.60
4	Guarantee (X_4)	0.634	
5	Empathy (X_5)	0.655	
6	Satisfaction (Y)	0.873	

Source: Processed primary data on 2021

2. Validity Test

Validity test used for knowing accuracy tool measure done in treat score answer every question

Table 4.6
Validity test results

No	Variable	Indicator	r_{Count}	r_{Table}	Information
1	Physical Evidence (X_1)	$X_{1.1}$	0.702	0.254	Valid
		$X_{1.2}$	0.833	0.254	Valid
		$X_{1.3}$	0.748	0.254	Valid
2	Trust (X_2)	$X_{2.1}$	0.685	0.254	Valid
		$X_{2.2}$	0.844	0.254	Valid
		$X_{2.3}$	0.727	0.254	Valid
3	Power Response (X_3)	$X_{3.1}$	0.721	0.254	Valid
		$X_{3.2}$	0.823	0.254	Valid
		$X_{3.3}$	0.751	0.254	Valid
4	Guarantee (X_4)	$X_{4.1}$	0.763	0.254	Valid
		$X_{4.2}$	0.767	0.254	Valid
		$X_{4.3}$	0.764	0.254	Valid
5	Empathy (X_5)	$X_{5.1}$	0.699	0.254	Valid
		$X_{5.2}$	0.884	0.254	Valid
		$X_{5.3}$	0.719	0.254	Valid
6	Satisfaction (Y)	Y_1	0.890	0.254	Valid
		Y_2	0.890	0.254	Valid
		Y_3	0.877	0.254	Valid
		Y_4	0.659	0.254	Valid
		Y_5	0.744	0.254	Valid

Source: Processed primary data, 2021

3. Multiple Linear Analysis

Analysis multiple linear regression in study this use help SPSS *Statistics software* application version 20. Based on results analysis with using the SPSS program can served equality multiple linear regression as following:

Table 4.7
Multiple Linear Analysis
Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,483	,797		3.116	,003
Physical Evidence	-,067	,088	-,101	-,765	,447
Trust	,003	,089	,004	0.029	,977
Power Respond	,351	,118	,360	2,982	,004
Guarantee	,215	,098	,269	2,205	,032
Empathy	-,011	,072	-,019	-,150	,881

Source: Processed primary data , 2021

Based on table 4.10, then could formulated regression multiple as following:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

So, $Y = 2.483 - 0.067 + 0.003 + 0.351 + 0.215 - 0.011 + 0.797$

1. The constant coefficient of 2.483 means that if there are no variables of Physical Evidence, Trust, Responsiveness, Assurance, and Empathy , then customer satisfaction will be 2.483 points .

2. The regression coefficient for the Physical Evidence variable is -0.067 with a negative direction, meaning that for every increase in the quality of physical evidence by 1 point and other variables remain constant, then customer satisfaction will decrease by -0.067 points.

3. Trust variable is 0.003 with a positive direction, meaning that for every increase in the quality of trust by 1 point and other variables remain constant, then customer satisfaction will increase by 0.003 points.

4. Responsiveness variable is 0.351 with a positive direction, meaning that every increase in responsiveness quality is 1 point and other variables are fixed, then customer satisfaction will increase by 0.351 points.

5. Guarantee variable is 0.215 with a positive direction, meaning that every increase in quality assurance is 1 point and other variables are fixed, then customer satisfaction will increase by 0.215 points.

6. Empathy variable is -0.011 with a negative direction, meaning that for every increase in the quality of Empathy by 1 point, customer satisfaction will decrease by -0.011 points.

Hypothesis Testing

1. Coefficient test determination (R^2)

Coefficient test determinant conducted for see big influence physical evidence, trust, power responsiveness, assurance, and empathy to satisfaction customers at PT. Hadji Kalla branch Parepare , the determinants obtained is as following :

Table 4.8
Test R ^{2}
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.465 [a]	,217	,144	,343

Source : Processed primary data , 2021

From the table above could explained $R^2 = 0.217$ which means explain big influence Physical Evidence, Trust , Power Responsiveness , Assurance , and Empathy to satisfaction customer is by 21.7% and the rest of 78.3% explained variable other .

2. t test.

Table 4.9
t test results
Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,483	,797		3.116	,003
Physical Evidence	-,067	,088	-,101	-,765	,447
Trust	,003	,089	,004	0.029	,977
Power Respond	,351	,118	,360	2,982	,004
Guarantee	,215	,098	,269	2,205	,032
Empathy	-,011	,072	-,019	-,150	,881

Source: Processed primary data, 2021

The formula to find the value of t $_{table}$ is:
    t table   = / 2 ; n - k - 1
    Note :   = 0.05 (5%)
    n = number of respondents
    k = number of independent variables
    So, t table = 0.05/2 ; 60 - 5 − 1
    0.025 ; 54

Then look for the distribution of t- $_{table}$ values, it is found that the t-table value is 2,004 .

3. The Analyzing of *F test*

Table 4.10
F . Test Results
ANOVA [a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1,756	5	,351	2,985	.019 [b]
Residual	6,353	54	,118		
Total	8,109	59			

Source: Processed primary data, 2021

In the table above, it is obtained that the value of F = 2,985 with a probability level (0.019 < 0.05). After knowing the magnitude of F_{count}, it will be compared with F_{table}.

To find the value of the table F, it requires the formula:

$$k ; n - k - 1$$

Information: k = Number of independent variables (independent)

n = Number of respondents
So, F $_{table}$ = 5 ; 60 - 5 - 1
5; 54

Then searched on distribution Mark F $_{table}$ and found Mark F $_{table}$ of 2,390. Because value F $_{count}$ 2,985 more big from Mark F $_{table}$ 2,390 and value 0.019 more significance small than 0.05, then could draw conclusion that variable free X_1, X_2, X_3, X_4, and X_5 (by simultaneous) effect positive and significant to variable bound (Y).

Discussion

Study this aim for knowing influence quality service like Physical Evidence, Trust, Power Responsiveness, Assurance, and Empathy to satisfaction customers at PT. Hadji Kalla branch Parepare. So in study this obtained with spread questionnaire (questionnaire) to respondents and collect back. Researcher do testing data analysis with using SPSS version 20.

1. Effect of Physical Evidence on customer satisfaction at PT. Hadji Kalla Parepare Branch.
The results showed that physical evidence had a negative effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} < t_{table}$ of -0.765 < 2.004 and a significance value of 0.447 (> 0.05). The effect of physical evidence on customer satisfaction is 10.1%. In this study, it was stated that the Physical Evidence variable had a negative and insignificant effect on customer satisfaction.

2. The Effect of Trust on customer satisfaction at PT. Tasti Hadji Kalla Parepare Branch.
The results showed that trust has a positive effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} < t_{table}$ of 0.029 < 2.004 and a significance value of 0.977 (> 0.05). The influence of trust on customer satisfaction is 0.04%. The test results in this study stated that the physical evidence variable had a positive but not significant effect on customer satisfaction.

3. The Effect of Responsiveness on Customer Satisfaction at PT. Hadji Kalla Parepare Branch.
The results showed that the responsiveness variable had a positive effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} > t_{table}$ of 2,982 > 2,004 and a significance value of 0,004 (< 0,05). The influence of responsiveness on customer satisfaction is 36%. The test results in this study stated that the Responsiveness variable positive and significant effect on customer satisfaction.

4. Effect of Guarantee on customer satisfaction at PT. Hadji Kalla Parepare Branch.
The results showed that the guarantee had a positive effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} > t_{table}$ of 2.205 > 2.004 and a significance value of 0.032 (< 0.05). The influence of guarantee on customer satisfaction is 26.9%. The test results in this study which states that the guarantee variable has a positive and significant effect on customer satisfaction.

5. The Effect of Empathy on customer satisfaction at PT. Hadji Kalla Parepare Branch.
The results showed that empathy had a negative effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} < t_{table}$ of -0.150 < 2.004 and a significance value of 0.881 (> 0.05). The

influence of empathy on customer satisfaction is 28.6%. The test results in this study stated that the Empathy variable had a negative and insignificant effect on customer satisfaction.

6. Effect *of Physical Evidence, Trust, Responsiveness, Assurance, and Empathy* on customer satisfaction at PT. HAdji Kalla Parepare Branch.

Research results show that Mark F_{table} and found Mark F_{table} of 2,390. Because value F_{count} 2,985 more big from Mark F_{table} 2,390 and value 0.019 more significance small than 0.05, then could draw conclusion that variable free X_1, X_2, X_3, X_4, and X_5 (by simultaneous) effect positive and significant to variable bound (Y).

The test results of the determinant $R^2 = 0.217$ which means explain big influence Physical Evidence, Trust, Power Responsiveness, Assurance, and Empathy to satisfaction customer is by 21.7% and the rest of 78.3% explained variable other

Conclusion

Study this aim for knowing influence variable Physical Evidence (X_1), variable Trust (X_2), variable Power Response (X_3), variable Guarantee (X_4), and the variable Empathy (X_5) Towards Satisfaction Customer (Y) at PT. Hadji Kalla branch Parepare , for know which one is the most dominant between variable free that . From the formula problem, then analysis of submitted data in discussion chapter previously could draw a number of conclusion:

A. Physical evidence has a negative effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} < t_{table}$ of -0.765 < 2.004 and a significance value of 0.447 (> 0.05).

B. Trust has a positive effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} < t_{table}$ of 0.029 < 2.004 and a significance value of 0.977 (> 0.05).

C. Responsiveness has a positive effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} > t_{table}$ of 2,982 > 2,004 and a significance value of 0,004 (< 0,05).

D. Guarantee has a positive effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} > t_{table}$ of 2.205 > 2.004 and a significance value of 0.032 (< 0.05). The influence of guarantee on customer satisfaction is 26.9%. The test results in this study which states that the guarantee variable has a positive and significant effect on customer satisfaction.

E. Empathy has a negative effect on customer satisfaction at PT. Hadji Kalla Parepare Branch with $t_{count} < t_{table}$ of -0.150 < 2.004 and a significance value of 0.881 (> 0.05).

F. The results showed that the F_{table} value and the F_{table} value were found to be 2,390. Because the calculated F value is 2.985, it is greater than the F_{table} value is 2.390 and the significance value is 0.019 less than 0.05, so it can be concluded that the independent variables X_1, X_2, X_3, X_4, and X_5 (simultaneously) have an effect positive and significant to the dependent variable (Y).

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