

RELATIONSHIP QUALITY OF SERVICE AND SERVICESCAPE WITH CUSTOMER SATISFACTION IN THE MAIN BRANCH OFFICE OF HEALTH IN BOGOR

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Article history: received 29 January 2020; revised 19 February 2020; accepted 16 February 2020

Abstract. The purpose of this study is to determine whether there is a relationship between service quality and servicescape with customer satisfaction both partially and together. The population in this study were customers of the Main Branch Office BPJS Health Bogor City as many as 457 customers, the sampling technique using the Slovin formula after 231 samples were obtained. The research instrument was a questionnaire. The collected data is then processed using simple and multiple correlation analysis techniques with the help of SPSS (Statistical Package for Social Science) software version 25.0. The results showed that: 1. Service quality is partially correlated positively to strong criteria with customer satisfaction, 2. Servicescape is partially strongly positively related to customer satisfaction, 3. Service quality and Servicescape together are positively highly correlated with customer satisfaction with correlation coefficient values equal to 0.830 then the functional relationship obtained by the equation $\hat{Y} = 16.043 + 0.550X_1 + 0.589X_2$ and the coefficient of determination or contribution of service quality and servicescape together with customer satisfaction of 0.688 or 68.6%.

Keywords: service quality; servicescape; customer satisfaction.

I. INTRODUCTION

A company must be able to recognize the needs and desires of consumers. Companies also must always look for information about what consumers expect from a product. With the aim that companies can always create products following the wishes of prospective consumers. An important point for a company to be able to win a market competition, namely the company needs to pay attention to what underlies a consumer in choosing a product, in this case is the quality of the product.

Sales data from PT. Hutama Prima shows that there was a decrease in sales, namely in August amounting to Rp. 6,197,663,000. The decline from June to July and August is thought to be caused by many things, one of which is due to the influence of product quality that is not under consumer desires.

Changes and innovations that continue to be made on hot mix asphalt by PT. Hutama Prima can affect consumers, especially how much consumers expect and assessor perceive the quality of hot mix asphalt cards. According to Hill in Tantrisa [1] expectation is what is provided by service providers, while perception is the view or assessment of consumers of a product. According to Garvin in Durianto [2], there are five dimensions of quality, namely: service, durability, reliability, product characteristics and conformity to specifications.

Furthermore, in addition to the phenomena mentioned above, researchers also found phenomena or problems related to the number of customers or consumers who did not buyback. This company experienced a decrease in the number of consumers, this identified that the company

experienced a decrease in sales volume, in this case, the company must analyze the determinants causing a decrease in the number of consumers and make reforms to increase its sales volume.

According to Kotler and Armstrong [3], it states that: "purchasing decisions are the stages of the decision process where consumers make product purchases". Consumer purchasing attitudes are often preceded and influenced by the many stimuli from outside him, both in the form of marketing provocations and the nuances of their communication. Personal characteristics of consumers used to process these stimuli are very complex, and one of them is the motivation of consumers to buy (Budiyono [4]).

The purchasing decision is a consumer's decision to buy a product after previously thinking about the appropriateness of buying the product by considering the information he knows about the reality of the product after he witnessed it. The results of that thinking are influenced by the strength of the consumer's will to buy as an alternative to the purchasing decision term put forward by (Zeithalm in (Nugroho Setiadi [5])).

Purchasing decisions are actions of consumers to buy or not to product. According to (Kotler [6]) of various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality, price, and products that are already known by the public before consumers decide to buy.

According to (Kotler [7]) Purchasing decisions are actions of consumers to want to buy or not to product. The indicators are 1) The stability of a product, 2) The habit of buying a product, 3) Providing recommendations to others, 4) Making a repeat purchase.

According to Basu Swastha and Handoko [8] states "Purchasing decisions are the process of buying that is real, whether to buy or not." Nugroho [9] The definition of a purchasing decision is an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors and choose one of them

Schiffman and Kanuk [10] is the selection of an option from two or choices ", a purchasing decision is a decision of a person where he chooses one of several choices. The indicators are: 1) The desire to use the product, 2) The desire to buy the product, 3) Prioritizing the purchase of a product, 4) Willingness to sacrifice (time, cost, and energy) to get a product.

According to Kotler and Armstrong [11]. Product quality is "the ability of the product to carry out its functions including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes". So the product quality is shown from the overall character of a product that shows its ability to satisfy needs.

Goeth and Davis in Tjiptono [12] stated that "product quality is a dynamic condition associated with products or services that meet or exceed expectations". It can be said that product quality is centered on the view of consumers so that product quality is determined according to whether or not the product is in the eyes of consumers.

Zeithaml in Zulian Yamit [13] stated that product quality is defined "broadly as overall product superiority which is applied by comparing specific standards with their actual performance and suitability". While Stevenson [14] defines product quality as "the ability of a product or service to consistently meet or exceed customer expectations" meaning the ability of a product or service to meet or exceed customer expectations.

A product can satisfy consumers when judged to meet or exceed their desires and expectations. Quality is also the most fundamental of customer satisfaction and success in competition. Quality is what should be for all sizes of companies and to develop quality practices and show consumers that they can find expectations for higher quality. According to Suyanto [15] "product quality is how well a product is following customer-specific requirements. Product quality includes the quality of performance, suitability, durability, and reliability ". Stanton [16] states that product quality is a guarantee to meet the needs of consumers in choosing a product and in this problem the image of personal taste plays a role. Crosby in Nasution [17] states that "product quality is the conformity of the product to the requirements or standards". A product has quality if it is following predetermined quality standards. According to Mulyadi [18], product quality is "problems relating to product attributes that need to be fixed, or related to how to get rid of products whose attributes deviate from the good product attributes desired by consumers whose attributes meet the requirements".

Tjiptono [19] defines service quality as a dynamic condition related to products, services, and human resources, processes, and environments that meet and exceed expectations. Freddy Rangkuti [20] states that

service quality is a form of consumer assessment of the service received (perceived service) with the expected level of service (expected service). One way for a company's service sales to be superior to its competitors is to provide quality and quality services, which meet the level of consumer interest. The level of service quality must be viewed from customer assessments, therefore in formulating strategies and service programs, the company must be oriented to the interests of consumers by taking into account the service quality component.

According to Stemvelt [21] "service quality is a perception of the overall quality revolution that is thought out and becomes an idea that must be formulated so that its application can be re-tested to be a dynamic and ongoing process of meeting customer satisfaction".

Another definition according to Wyckoff in Simamora [22] defines "service quality is the expected level of excellence and control over excellence to meet customer desires". Meanwhile, according to Atep Adya Barata [23] "service quality is a measure of service determined by the parties served based on their expectations in meeting satisfaction".

Gronroos in Hassel Nogi Tangkilisan [24] states "service quality is a comparison between what consumers feel companies should offer to them with their perceptions about the performance of companies that provide services or services". Lovelock in Rangkuti [25] also found that service quality is identical to the criteria which gives satisfaction to customers. These criteria are: a). Reliability, namely the ability to provide services accurately as promised, b) Responsiveness, namely the ability of employees to help consumers provide services quickly following what is desired by consumers, c). Assurance, namely the knowledge and ability of employees to serve with confidence, d). Empathy, namely employees must pay individual attention to consumers and understand consumer needs, e). Tangible, namely the appearance of physical facilities, equipment, personnel, and communication devices.

II. RESEARCH METHODS

The method used in this study is a survey method with descriptive and regression analysis approaches. Research Hypothesis are :

1. There is a positive influence on product quality on purchasing decisions.
2. There is a positive influence on service quality on purchasing decisions.
3. There is a positive influence on product quality and service quality together on purchasing decisions.

III. RESULTS AND DISCUSSION

The findings obtained by the author in terms of this research are proven that both partially and simultaneously between the independent variables (product quality and service quality) with the dependent variable (purchasing decisions) have a positive and significant relationship.

A. Correlation between product quality with a purchase decision.

The results of research conducted by researchers regarding the correlation between product quality with purchasing decisions obtained a correlation coefficient of 0.785. This shows that the correlation between product quality with purchasing decisions with the strength of a strong close relationship.

The magnitude of the effect in the form of a percentage or coefficient of determination between product quality (X1) on purchasing decisions (Y) is 61.3%, while the remaining 38.7% (100% -61.3%) is influenced by other variables not included in this research. Then the functional relationship equation or simple regression between product quality and asphalt purchase decisions at PT. Hutama Prima obtained the results of the functional relationship or regression equation that is $\hat{Y} = 34.867 + 0.618 X1$.

The relevant research was conducted by researchers by Indriyanti [26] with the research title Analysis of the Effect of Price, Promotion, and Product Quality on Book Purchasing Decisions at Togamas Jl. Dr. Moewardi 21 Solo. The results of the F test analysis obtained Fcount value of 167.060 > 2.68 with a probability of 0.000 < 0.05 then Ha is accepted, this means that price, promotion and service quality together have a positive and significant effect on book purchase decisions at Togamas JL Dr. Moewardi No. 21 Solo. The calculation results for the R2 value obtained by the coefficient of determination or R2 of 0.839. This means that variations in changes book purchasing decisions at Togamas JL Dr. Moewardi No. 21 Solo 83.9% can be explained by changes in prices, promotions, and service quality, while the remaining 16.1% is explained by other factors not observed. T-test results show the calculation results obtained p-value < 0.05, thus indicating that price, promotion, and service quality have a positive and significant effect on book purchase decisions at Togamas JL Dr. Moewardi No. 21 Solo.

Nova Dhita Kurniasari's [27] research shows that price, product quality and service quality have a positive and significant influence on purchasing decisions. Based on the analysis of statistical data, the indicators in this study are valid and the variables are reliable. In testing classic assumptions, the multicollinearity-free regression model does not occur heteroscedasticity and is normally distributed. The individual sequence of each variable that is most influential is product quality and then service quality, while the lowest variable is the price. The author's suggestion is to improve consumer purchasing decisions that can be done by setting competitive prices, increasing product diversity, and improving the quality of service. Waroeng Steak & Shake needs to maintain the elements that have been rated good (price, product quality, and service quality) by the customer and need to improve things that are still lacking (promotion).

B. Correlation between Quality Services (X2) with Purchase Decision (Y).

The results of research conducted by researchers regarding the correlation between Service Quality (X2) with

Purchasing Decisions (Y) obtained a correlation coefficient of 0.698. This shows that the correlation between Service Quality (X2) with Purchase Decision (Y) strength of the relationship is strong.

The magnitude of the effect in the form of a percentage or coefficient of determination between service quality (X2) on purchasing decisions (Y) is 48.2%, while the remaining 51.8% (100% -48.2%) is influenced by other variables not included in this research.

Then the functional or regression relationship between service quality with asphalt purchase decisions at PT. Hutama Prima obtained the results of the functional relationship equation or regression, that is, the results of the functional relationship equation or regression that is $\hat{Y} = 44.406 + 0.597 X2$.

The results of research conducted by researchers are in line with research conducted by Ferdy Zoel Kurniawan [28] and the title "The Effect of Prices, Products, Locations, and Services on Purchasing Decisions on Soto Angkring "Mas Boed" Special Chicken Kampung Semarang". The results showed that the price, product, location, and service quality variables had a positive and significant influence on purchasing decisions at Soto Angkring "Mas Boed" Special Chicken Kampung Semarang, which meant the better the price, product, location and service quality, the purchasing decision would increase.

Taufiq Zain [29] showed that the Service Quality variable had a positive and significant effect on Customer Satisfaction, while the Promotion variable had a positive and significant effect on purchasing decisions. Besides, the variable Service Quality has a positive and significant effect on Customer Satisfaction, the Promotion variable has a positive and significant effect on purchasing decisions, and the Customer Satisfaction variable has a positive and significant effect on purchasing decisions.

C. Correlation between product quality (X1) and service quality (X2) together with purchasing decisions (Y).

The results of research conducted by researchers regarding the positive correlation between product quality (X1) and service quality (X2) simultaneously with the purchase decision (Y) obtained a correlation coefficient of 0.813. This shows that the correlation between product quality (X1) and service quality (X2) together with purchasing decisions (Y) shows there is a close relationship with the strength of the correlation is very strong.

The amount of influence in the form of a percentage or coefficient of determination between product quality (X1) and service quality (X2) together with a purchasing decision (Y) is 65.50%, while the remaining 34.50% (100% -65.50%) is influenced by other variables not included in this study.

Then the functional relationship or multiple regression product quality (X1) and service quality (X2) simultaneously with the purchase decision (Y) at PT. Hutama Prima, obtained the results of the equation of a functional relationship or multiple regression that is $\hat{Y} = 23.541 + 0.458X1 + 0.250X2$. The functional equation or multiple regression can be translated that the constant value

(a) is obtained at 23,541, this shows that if the value of product quality (X1) and service quality (X2) value is fixed or 0, then the purchasing decision is 23.541.

Then the value of b1 in the multiple functional line equation $Y = a + b_1X_1 + b_2X_2$ so $b_1 = 0.458$ this shows the meaning that each increase in one unit of product quality (X1) means it will affect the increase in purchasing decisions by 0.458 units with the condition variable service quality (X2) permanent. The value of b2 in the multiple functional line equation $Y = a + b_1X_1 + b_2X_2$ so $b_2 = 0.250$ means that each increase in one unit of service quality (X2) means that it will affect an increase in purchasing decisions by 0.250 units with the product quality variable (X1) fixed.

IV. CONCLUSION

Product quality is positively correlated with purchasing decisions with a correlation coefficient of 0.785 included in the category of strong relationships, then the functional relationship obtained = $34.867 + 0.618X_1$ and the coefficient of determination or contribution of product quality to the purchase decision of 61.3%.

Product quality is positively correlated with purchasing decisions with a correlation coefficient of 0.698 included in the category of strong relationships, then the functional relationship obtained = $44.406 + 0.597 X_2$ and the coefficient of determination or contribution of product quality to the purchase decision of 48.2%.

Product quality and service quality are simultaneously positively correlated with purchasing decisions with a correlation coefficient of 0.813 included in the category of very strong relationships, then the functional relationship is obtained by the equation $\hat{Y} = 23.541 + 0.458X_1 + 0.250X_2$ and the coefficient of determination or contribution to product quality and quality simultaneous service to purchasing decisions by 65.5%.

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