



THE EFFECT OF SERVICE QUALITY AND FACILITIES ON CUSTOMER SATISFACTION

Muhammad Elfi Azhar, Vicha Tri Andriyani, Ika Nadia Purnama

Faculty of Economics and Business
University of Muhammadiyah Sumatera Utara
Jl. Kapten Mukhtar Basri No. 3 Tel. (061) 6624567 Medan - Indonesia
*m.elfiazhar@umsu.ac.id

ABSTRACT

This study aims to Determine the Effect of Service Quality on Customer Satisfaction and to Determine the effect of Facilities on Customer Satisfaction at PT Pegadaian (Persero) in Medan City. The design of this study uses associative research and quantitative approaches, in this study the data was collected by means of a questionnaire to 100 customers using accidental sampling technique, the which aims to Determine customer responses to each variable. The analysis of data used is multiple regression analysis. Based on the results of the study indicate that service quality has a significant effect on customer satisfaction, and facilities have a positive and significant effect on customer satisfaction at PT Pegadaian (Persero) in Medan City.

Keywords: Service Quality, Facilities, Customer Satisfaction

1. INTRODUCTION

The increase in the standard of living of the year to spur people to always think hard in order to make ends meet. One way that people use for such purposes are to meet the needs of rapidly and through an easy process. Observing that, a lot of companies or business sectors are vying to provide the services needed by the community at this time.

One of them is PT Pegadaian (Persero) which is an agency of state enterprises, which is engaged in the lending to the public on the law of pledge. manycompetition in the business world, especially in the field of services makes the company always wanted to stand up and grow to maintain its existence. One of the problems faced by the company which is to try to provide services as much as possible so that consumers feel satisfied.

Customer satisfaction is a very important factor for the company lending services. Providing customer satisfaction will increase the financial performance and maintain the viability of the company. This is the main reason for the company to provide customer satisfaction. To obtain satisfied customers can not be done all at once, but at the start of attention to quality pelayanan and good facilities. According to Kotler and Keller (2007) Customer satisfaction is the consumer feeling after feeling between what he received in the hope that she wanted.

Customer satisfaction is the customer perception that the expectations have been met. In theory, customers are satisfied with the products and services being offered, most likely will continue to buy it and tell others about the experiences of delight felt by product or services.

There are many factors that can bring satisfaction to clients. One of the factors that provide customer satisfaction is kualitas pelayanan and facilities. According Tjiptono (2012) quality of service is a benefit from the activity and satisfaction are offered for sale. In this case, the quality is basically associated with good service, the attitude or the way employees in serving customers or the public satisfactorily.

Quality of service is an activity that a group of people or companies regularly and interconnected in order to try to meet the needs and expectations of clients in transactions and consume products or services. Quality of service that will increase comfort and customer confidence, which in turn increases customer satisfaction to the company. The quality of service can be measured by the extent to which the level of service excellence has managed to meet the needs, desires and expectations of customers. This can be seen from how consumers use the services and products offered shows the company has managed to satisfy the customer, this means better service excellence.

Factors affecting customer satisfaction is the facility further. The facility is an important aspect for services. Facility is a testament to the physical representation of the services, which are usually in the form of equipment used. Facilities or infrastructure is one factor supporting the achievement of corporate objectives as a service to the service user services company. According Tjiptono (2004) facility is the physical resources that must exist before a service can be offered to customers. Facility is one of the considerations in determining the services that customers will buy. The existence of adequate facilities will provide convenience for their customers.

So did his thing with PT Pegadaian (Persero) in Medan City very attentive service, amenities and customer satisfaction. The phenomenon that occurs in PT Pegadaian (Persero), namely Medan Branch Eaglewood services provided have not been up to meet the expectations of customers fast, accurate and friendly as his lack of human resources so that the length of the



service provided. In addition, existing facilities were not maximized such that less cold air conditioning and toilet smells. And a suggestion box available is less effective so that the customer can not submit complaints and have an impact on satisfaction.

2. LITERATURE REVIEW

Customer satisfaction

Companies engaged in the field of lending services, the company in charge to provide the best possible service is not another goal to satisfy customers. The purpose of the effort to offer a good service, to make customers feel happy, then create customer loyalty. According to Kotler and Keller (2007), customer satisfaction is feeling happy or disappointed someone who emerged after comparing the performance (results) is expected. According Lupiyoadi (2013) satisfaction is a feeling that one's level of declared results of the comparison of the performance of products services received as expected. According Tjiptono (2008) states the customer satisfaction is the customer response to the evaluation of the perceived discrepancy between prior expectations and actual performance of the product / service that is felt after use. According Tjiptono (2012) argues that customer satisfaction is an emotional response to the experiences, related to specific products or services purchased, retail outlets or even patterns of behavior (shopping behavior and buying behavior). According Lupiyoadi and Hamdani (2006) a high level of satisfaction can increase customer loyalty and prevents customer turnover, reduce customer sensitivity to price, reduce operating costs caused by meningkanya number of customers, increased advertising effectiveness, and improve business reputation. According Tjiptono (2012) argues that customer satisfaction is an emotional response to the experiences, related to specific products or services purchased, retail outlets or even patterns of behavior (shopping behavior and buying behavior). According Lupiyoadi and Hamdani (2006) a high level of satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to price, reduce operating costs caused by meningkanya number of customers, increased advertising effectiveness, and improve business reputation. According Tjiptono (2012) argues that customer satisfaction is an emotional response to the experiences, related to specific products or services purchased, retail outlets or even patterns of behavior (shopping behavior and buying behavior). According Lupiyoadi and Hamdani (2006) a high level of satisfaction can increase customer loyalty and prevent customer turnover, reduce customer sensitivity to price, reduce operating costs caused by meningkanya number of customers, increased advertising effectiveness, and improve business reputation.

Based on the above definition of customer satisfaction is defined as a situation where the expectations of consumers for a product or service in accordance with the facts accepted by the customer. In general, satisfaction can be defined as the similarity between the performance of the products and customer service expected.

According to Irawan (2006) factors that affect customer satisfaction are as follows:

- 1) Product quality, satisfied customers that after purchasing and using the product turned out good quality products.
- 2) The price, for customers who are sensitive, usually a cheap price is an important source of satisfaction because customers will get value for money is high.
- 3) *Service quality*, satisfaction with the quality of services is usually difficult to imitate. Quality of service is a driver that has many dimensions, one of which popular is SERVQUAL.
- 4) *Emotional factors*, customers will be satisfied (proud) for their emotional value provided by the brand of the product,
- 5) Cost and convenience, customers will be more satisfied if relatively easy, comfortable and efficient in getting the product or service.

Competition in the business world is always fierce and exciting with a variety of strategies and marketing programs, with the hope not only to attract customers but satisfying. The word satisfaction is often heard various occasions related to customer service. But what is earned by the customer satisfied, so that the service providers are working hard to do so. This is the view expressed by experts regarding the perceived benefits of customer satisfaction.

According Tjiptono (2012) some of the benefits of customer satisfaction are as follows

- 1) The positive impact on customer loyalty.
- 2) Are a potential source of future income.
- 3) Emphasizing the future transaction costs (mainly costs of communication, sales, and customer service).
- 4) Pressing the volatility and risks related to future cash flow predictions.
- 5) Increase the price tolerance.
- 6) Gethok-of-mouth recommendation is positive.
- 7) Customers tend to be more receptive to the product-line extensions, brand extensions, and a new add-on service offered by the company.
- 8) The increased bargaining power relative to the company's business partners.

Service quality

Quality of service is defined as the overall consumer perception of both the strengths and weaknesses of the organization and its services. It is felt by customers when in direct contact with all members of the company. Services can also be interpreted as the benefits of the activities and satisfaction are offered for sale. This is because the buyer of a service often involves items that complement their daily needs. According Tjiptono (2012) quality of service is a reflection or degree of comparison between the level of service delivered compared to expectations of the customer company. According Lupiyoadi (2006) stated that the quality of service is interpreted as a guide between the properties and characteristics that determine the extent to which output can meet the requirements of the customer's needs. Meanwhile, according to Alma



(2007) is said also that the quality of service is a way of working companies are trying to hold continuous quality improvement to processes, products and services that the company provides.

According Tjiptono (2008) theorized that quality of service is a dynamic condition associated with products, services, people, processes and environments that meet / exceed expectations. Based on the above explanation is obtained when the service to customers are not or were not satisfactory, the customer will feel disappointed likely to move to another company.

From the description above, it can be concluded that the service is a form of activity that gives the desire also to meet consumer desires both tangible and not with good service attitude, thus creating customer satisfaction.

Quality of care emphasizes the aspect of customer satisfaction. Quality of service provides an impetus for customers to forge strong ties with the company. In the long-term bonds such as these allow companies to understand carefully the customer's expectations and requirements. Thus, companies can increase customer satisfaction where the firm maximizes the customer experience unsatisfactory.

According Tjiptono (2012) there are eight factors that affect the quality of services, namely:

- 1) Human resources, such as job descriptions, employee recruitment and selection, training and development.
- 2) Organization / structure, including the integration or coordination between functions.
- 3) Measurements (measurement), the evaluation of performance and monitoring of complaints and customer satisfaction.
- 4) Supporters of the system, namely technical factors, computer and data base.
- 5) Services, including value-added, the range and quality of services, satisfying the needs and expectations of customers.
- 6) The program, covering the processing of customer complaints, the means of promotion / sales.
- 7) Internal communication, consisting of policies and procedures, as well as feedback within the organization.
- 8) External communications, ie, customer education, customer expectation management, and manufacturing of a positive image of the customer.

Facilities

According Tjiptono (2004) features are physical resources that must exist before a service offered to customers. Meanwhile, according Sitepu (2004), the facility is part of service marketing variables that have an important role, because the services are delivered to customers is not uncommon is in need of support facilities in its delivery. Amenities are important in a service business, therefore the existing facility is the condition of facilities, interior and exterior design as well as hygiene should be considered primarily related closely to what the customer perceived directly. Perception obtained from customer interactions with service facility affects the quality of these services in the eyes of the customer. According Tjiptono (2004) indicators of the facility are:

- 1) Consideration / Spatial Planning
Aspects - aspects such as proportion, texture, color and others considered, combined and developed to provoke intellectual and emotional response from the user or viewer.
- 2) planning room
This element includes architectural and interior design, such as placement of furniture and equipment in the room, the design of the circulation flow and others. Such as the placement of the reception area to consider in addition to its capacity, it is also worth noting the placement of furniture or equipment enhancements.
- 3) Fixtures / furnishings
Fixtures / furniture serves as a means of providing comfort, as a display or as a supporting infrastructure for the use of goods customers. What is meant by this research equipment such as: the availability of electricity, tables or chairs, boards and other readings.
- 4) Lighting and Color
Tata light in question is the color of the type of staining the room and lighting arrangements according to the nature of activities undertaken in the room as well as the desired atmosphere. Color can be used to improve efficiency, create the impression relax. The colors are used for the interior of the facility services need to be linked with the emotional effects of color on select.
- 5) Message - the message delivered graphically
Essential and interrelated aspects in this element is a visual appearance, placement, selection of physical form, choosing colors, lighting, and election forms perwajahanlambang or mark used for certain purposes. Such as photographs, color images, posters, warning instructions or information boards (which are placed at a location / place for customers).
- 6) Support Elements
The existence of major facilities would not be complete without other supporting facilities, such as places of worship, restrooms, parking, television, and security.

Conceptual Framework

Service Quality Influence on Customer Satisfaction

The services of a company to do pelayana quality if it is able to meet customers 'needs and desires, if the needs and desires be met through quality steward of the company, then this will affect customer satisfaction and end at customers' convenience. Kotler and Keller (2007) states that if the performance below expectations of customers are not satisfied, any

action taken by the company to determine customer expectations in order to create customer satisfaction, and therefore customer satisfaction a top priority in every company. Research conducted by Munti'ah (2015) states that the variables of service quality has a positive effect on customer satisfaction.

Facilities Influence on Customer Satisfaction

Facility is one of the factors that affect customer satisfaction. The study of the facility has seen or felt anything close relationship to customer satisfaction. Research conducted by Putranto (2016), with the results that there is influence between facilities on customer satisfaction. And the results of research conducted by Raharjo (2009), showed that the facilities and significant positive effect on customer satisfaction.

Services Quality and Facilities Influence on Customer Satisfaction

A business company is very focused on the customer lies in a very close relationship and closely with its customers, through improved quality of service and facilities. The higher quality produce higher customer satisfaction. Supriyanti research results et al (2010) states that the variable quality of service and facilities have a significant effect on customer satisfaction.

3. RESEARCH METHODS

The research approach is the author of associative research approach, a study to determine the relationship and influence between independent variables and the dependent variable. The research design uses associative research and quantitative approach, in this study the data collected by a questionnaire tools to 100 customers using accidental sampling technique, which aims to determine the response of customers to each variable. The analysis includes the validity, reliability, classical assumption (normality test, multicollinearity, heteroscedasticity test), multiple regression analysis and hypothesis testing (t test, F test, the coefficient of determination).

4. RESULTS AND DISCUSSION

Before conducting an analysis of hypothesis testing, the classic assumption test is required to produce a model of good data. There are three (3) test the classic assumption that must be met, namely normality test, multicollinearity, heteroscedasticity test and autocorrelation test. Here is a test to the classic assumption test, whether the four classical assumption is met or not.

a. Normality test

The results show that the normal graph pattern in which the dots are not far from the diagonal line, this means that the regression model is already normal distribution.

b. test Multicollinearity

The test results showed that all of the variables used as predictors of the regression model showed VIF were quite small, all of which are under 10 and more than 0.1 tolerance value. This means that the independent variables used in the study did not show any symptoms of multicollinearity.

c. test Heteroskidastity

The test results indicate that there is no heteroscedasticity clear patterns and dots randomly spread and spread, either above or below the number 0 on the Y axis This indicates that there is no heterokedastisitas in regression models that decent regression model used to predict the Return On Asset ,

Multiple Linear Regression

Based on the classic assumption test done can be seen that the normal distribution of data and there is no multicollinearity. This is evidenced by the absence of VIF is more than 10. In the case of test requirements are also not heterokedastisitas indicated by the point spread above and below the number 0 on the axis Y. Therefore, the existing data is eligible to use regression models. From 22:00 SPSS research data obtained by multiple regression test results as follows:

Table 1. Results of Regression

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8,275 | 3,351 | | 2,470 | ,015 |
| | Kualitas Pelayanan | ,259 | ,114 | ,215 | 2,273 | ,025 |
| | Fasilitas | ,273 | ,072 | ,360 | 3,811 | ,000 |

a. Dependent Variable: Kepuasan Nasabah

From the table above it can be seen that the quality of services significant positive effect on customer satisfaction which has tcount 2.273 and sig 0.025 <0.05. Furthermore, the facility is also positive and significant impact on customer satisfaction with tcount 3.811 and sig 0.000 <0.05 ..

Discussion

After the author get the research data of respondents and get the data processing SPSS. Descriptive analysis showed that the conditions of the study respondents to this research variables are generally good. It can be shown from the high of the assumption of agreement of respondents to the condition of each study variable. Explanation of each variable is described as follows:

Service Quality Influence on Customer Satisfaction

Based on the partial test results in this study show that the impact of service quality on customer satisfaction at PT Pegadaian (Persero) in Medan City, explaining that while t_{table} thitung 2.273 1.984 and have a significant number 0.025 <0.05. Based on the decision-making criteria can be concluded that H_a is accepted. This shows that there is significant influence between service quality on customer satisfaction at PT Pegadaian (Persero) in Medan City.

This study supports the theory put forward by Tjiptono (2008) that the creation of customer satisfaction can provide several benefits, including the relationship between the company and customers become harmonious, provide a good foundation for the repurchase and the creation of customer loyalty, and provide recommendations from the mouth to mouth (word of mouth) which menguntungkan for the company, and supports research Munti'ah (2015), shows that the services performed by the Java Bank Syariah Branch has a very good relationship to customer satisfaction. Thus it can be said that the effect on the improvement of service quality customer satisfaction in PT Pegadaian (Persero) in Medan City, meaning that if the quality of service is improved then customer satisfaction will increase.

Facilities Influence on Customer Satisfaction

Based on the partial test results in this study indicate that the effect of the facility on customer satisfaction at PT Pegadaian (Persero) in Medan City, explaining that while t_{table} thitung 3.811 1.984 and have a significant number of 0.000 <0.05. Based on the decision-making criteria can be concluded that H_a is accepted. This shows that there is significant influence between facilities on customer satisfaction at PT Pegadaian (Persero) in Medan City.

This study is in line with research conducted Raharjo (2009) indicates that: "there is a positive and significant influence on the facilities, services and locations on consumer satisfaction in using the internet services. Thus it can be said that the effect on the improvement of facilities at the customer satisfaction PT Pegadaian (Persero) in Medan City, meaning that if the improved facilities will also increase customer satisfaction.

Quality Impact and Facilities Influence on Customer Satisfaction

Based on the calculation results show simultaneous hypothesis testing, it is known that the value F_{hitung} of two independent variables namely the quality of services and facilities together is equal to 8.743. This indicates that the value of $F_{8.743} > F_{table}$ sebesar 3,09 with significant value of 0.000 which means under 0,005 or 5% was explained that H_a accepted, meaning that there is significant influence between quality of service and facilities jointly against Customer Satisfaction at PT Pegadaian (Persero) in Medan City. The contributions that the quality of services and facilities jointly on customer satisfaction by 15.3%, while the rest influenced by other factors not included in this study. And thus it can be said that the quality of services and facilities affect the improvement of customer satisfaction at PT Pegadaian (Persero) in Medan City, meaning that if the quality of services and facilities to do well then customer satisfaction will increase.

5. CONCLUSION

Based on the results of research and discussion in this study it can be concluded as follows: Partially service quality on customer satisfaction shows that there is significant influence between service quality on customer satisfaction at PT Pegadaian (Persero) in Medan City, partially facility on customer satisfaction shows that there is significant influence between facilities on customer satisfaction at PT Pegadaian (Persero) in Medan City, and simultaneously the quality of services and facilities to the customer's satisfaction menunjukkan significant influence quality of service and facilities anatara together on customer satisfaction at PT Pegadaian (Persero) in Medan City.

REFERENCE

- Alma, Buchari, 2007, *Manajemen Pemasaran Jasa*. Penerbit CV Alfabeta, Bandung.
- Arikunto, Suharsimi, 2002, *Prosedur Penelitian*, Edisi Revisi V, Rineka Cipta, Jakarta
- Juliandi, Azuar, Irfan dan Manurung, S, *Metodologi Penelitian Bisnis*. Penerbit UMSU Press, Medan.
- Tjiptono, Fandy, 2012, *Pemasaran Strategik*. Edisi kedua, Penerbit Andi, Yogyakarta.
- _____, 2008, *Strategi Pemasaran*. Edisi ketiga, Penerbit Andi, Yogyakarta.
- _____, 2004, *Manajemen Jasa*. Penerbit Andi, Yogyakarta.
- Irawan, Handi, 2006, *10 Prinsip Kepuasan Pelanggan*. Edisi pertama, Jakarta : PT. Gramedia Pustaka Utama.
- Kotler, P dan Keller, K.L 2009, *Manajemen Pemasaran*. Edisi ketiga belas, jilid 1, Penerbit Erlangga.
- _____, 2007, *Manajemen Pemasaran*. Edisi kedua belas, jilid 1, Penerbit Erlangga.
- Sitepu, Nirwana, 2005, *Prinsip – Prinsip Pemasaran Jasa : Teori dan Praktik*. Jakarta : Salemba Empat.
- Lupiyoadi, Rambat dan A. Hamdani, 2013, *Manajemen Pemasaran jasa*. Edisi ketiga, Penerbit Salemba Empat, Jakarta.
- _____, 2007, *Manajemen Pemasaran Jasa Teori dan Praktek*, Penerbit Salemba Empat, Jakarta.
- _____, 2006, *Manajemen Pemasaran Jasa*. Edisi kedua, Penerbit Salemba Empat Jakarta
- Sugiyono, 2012, *Metode Penelitian Bisnis*. Cetakan keenam belas, Penerbit CV Alfabeta, Bandung.

Host:



Faculty of Social and
Political Sciences

Co Host:



Faculty of Economics
and Business



Telkom
University
Faculty of Communication
and Business

Partner:

aiabi



JABES



Supported by:

- _____, 2008, *Metode Penelitian Bisnis*. Cetakan ketujuh, Penerbit CV Alfabeta, Bandung.
- Raharjo, Asep Sukmo, 2009, "Pengaruh Fasilitas, Pelayanan, Dan Lokasi Terhadap Kepuasan Komsumen Dalam Menggunakan Jasa Internet Di Kecamatan Gajah Mungkur Semarang".
- Munti'ah, Dianatul, 2015, "Kepuasan Nasabah Ditinjau Dari Pelayanan Dan Kinerja Karyawan Pada Bank Jateng Cabang Pembantu Syariah". *Jurnal Universitas Muhammadiyah Surakarta*.
- Supriyanti, Erna dkk, 2010, "Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Masyarakat (Studi Pada Kelurahan Sambirejo Kecamatan Gayamsari Semarang)".
- Panjaitan, Januar Efendi 2016, "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada JNE Cabang Bandung". *Jurnal Universitas Telkom*.
- Putranto, Thomas Aquinas Wahyu Adi, 2016, "Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen (Studi Kasus Pada Konsumen PT. Kereta Api Indonesia Daerah Operasional VI Yogyakarta)."

1st
ICIS