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The Determination of Service Quality: Study Literature Review

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Abstract: The Influence of Service Quality, Perception of Tariffs and Facilities on Customer Satisfaction is a scientific article on literature studies within the scope of the field of science. The aim of this article is to build a hypothesis of influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Mendeley and other academic online media. Research methods using library research come from e-books and open access e-journals. Qualitative descriptive analysis. The results of this article: 1) Service Quality influences Customer Satisfaction; 2) Tariff perceptions influence customer satisfaction; and 3) Facilities influence Customer Satisfaction.

Keyword: Customer Satisfaction, Service Quality, Perception of Tariffs, Facilities

INTRODUCTION

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance or results of a product with their expectations. Therefore, consumer satisfaction is a high benchmark for various marketing needs and company goals in general. In fulfilling customer satisfaction, there are several factors to determine the level of satisfaction felt by customers. There are several factors that influence customer satisfaction, including the following. Tangibles (physical evidence), can be physical facilities, equipment used, or physical representations of products or services. Reliability, namely the ability to carry out the promised product or service accurately and reliably. Responsiveness is the ability to help customers by providing products or services quickly or in response. Empathy (empathy), in the form of a requirement to care, provides personal attention to customers.

Customer satisfaction also consists of several dimensions, components, or forming elements that make it a whole that is different from other concepts. there are five elements or elements related to consumer satisfaction, some of these elements are as follows. Hope (Expectations). Expectations for a good or service have been formed before consumers buy the good or service. When the purchasing process is carried out, consumers hope that the goods or

services they receive are in accordance with their hopes, desires and beliefs. Goods/services that meet expectations will cause consumers to feel satisfied. Performance (Performance)

The performance in question concerns consumers' experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of goods or services is successful, consumers will feel satisfied. Comparison (Comparison) This is done by comparing the expected performance of goods or services before purchasing with the perception of the actual performance of the goods or services. Consumers will feel satisfied when pre-purchase expectations match or exceed their perceptions of the product's actual performance. Experience Consumer expectations are influenced by their experience of using brands of goods or services that are different from others. Confirmation and Disconfirmation Confirmation occurs when expectations match product performance. On the other hand, disconfirmation or disconfirmation occurs when expectations are higher or lower than the actual performance of the product. So consumers will feel satisfied when confirmation/disconfirmation occurs.

The concept of customer satisfaction is an important concept to understand for business success. By understanding what makes customers satisfied and taking steps to increase their satisfaction, you can build strong, long-term customer relationships and increase business profitability

Based on the background, the aim of writing this article is to build a hypothesis for further research, namely to formulate: 1) Does service quality influence customer satisfaction; 2) Does tariff perception have an effect on Customer Satisfaction; and 3) Do facilities affect customer satisfaction.

METHOD

The method for writing Literature Review articles is the Library Research and Systematic Literature Review (SLR) methods, analyzed qualitatively, sourced from the online application Google Scholar, Mendeley and other online academic applications.

Systematic Literature Review (SLR) is defined as the process of identifying, appraising and interpreting all available research evidence with the aim of providing answers to specific research questions. (Kitchenham et al., 2009).

In qualitative analysis, literature reviews must be used consistently with methodological assumptions. One of the reasons for conducting qualitative analysis is that the research is exploratory in nature (H. H. Ali & Lima Krisna, 2013).

RESULTS AND DISCUSSION

Results

Based on the background, objectives and methods, the results of this article are as follows:

Customer satisfaction

Customer satisfaction according to Rostiani et al. (2022) is a very important aspect for building good relationships between customers and sellers. A sense of satisfaction will give positive energies to customers so that they like the seller's product or service so that the customer will buy or reuse the product or service they have used before. Consumer satisfaction is a post-purchase evaluation where the alternative chosen at least provides the same results (outcome) as or exceeds consumer expectations, while dissatisfaction arises if the results obtained do not meet customer expectations. Satisfaction is the goal that an individual or organization wants to achieve in using a product or service. Satisfaction arises because the desire or hope for a product or service is fulfilled (Trianah et.al., 2017).

Furthermore, Setiawan et al (2019) consumer satisfaction is the level of someone's

feelings after comparing their perceived (performance or results) compared to their expectations. (H. Ali et al., 2023).

According to Tjiptono (2012: 101), the dimensions, indicators, synthesis or factors that influence customer satisfaction are: According to Tjiptono (2012: 101), consumer satisfaction indicators consist of several, namely: 1) Conformity to expectations. This is the level of conformity between the product performance expected by customers and that perceived by customers, including: Product what is obtained is in line with or exceeds expectations, the service provided by employees is in line with or exceeds what is expected, and the supporting facilities obtained are in line with or exceeds what is expected; 2) Interest in returning to visit is the customer's willingness to visit again to repurchase related products, including: Interested in visiting again because the service provided by employees is satisfactory, interested in visiting again because of the value and benefits provided after consuming the product, and interested in visit again because the supporting facilities provided are adequate; 3) Willingness to recommend: certain people or relatives to buy the product offered because of satisfactory service, certain people or relatives to buy the product offered again because the supporting facilities provided are adequate, certain people or relatives to buy the product offered because of the value or benefits obtained after consuming a service product; 4) Satisfaction with employee readiness in serving; and 5) Complaint and suggestion handling system (Hamdan et al., 2023).

Customer satisfaction has been widely studied by previous researchers, including: (Pusparani et al., 2021), (M & Ali, 2017), (Saribanon et al., 2016), (Saribanon et al., 2018), and (Rahayu et al., 2016).

Service Quality

Service quality refers to consumer evaluation of the excellence and superiority of the services encountered, Khoo (2020). Customers who experience positive feelings and attitudes towards services during the service consumption process are likely to have positive perceptions of the service provider, which in turn leads to customer loyalty. Patmasari et al. (2022) states that service is an effort to help take care of what other people need. In other words, service is a series of activities or processes that satisfy other people's needs in the form of service products (Jumawan et al., 2023).

Dimensions, indicators, synthesis or factors that influence service quality are according to Parasuraman et al. (Tjiptono, 2019) there are 5 dimensions for service quality, namely: 1) Physical evidence (tangible), is direct evidence that can be directly assessed through visuals or the appearance of physical facilities. Such as: parking security when shopping, attractive employee appearance, unique and attractive building design; 2) Reliability, is a dimension of similarity or whether or not the service provided meets what is promised to consumers, both by providing appropriate information and providing reliable and timely service (one-time). Such as: the cashier's thoroughness in serving customers, the employee's responsiveness/response in helping customers shop and the employee's ability to master product placement; 3) Responsiveness, is a form of employee willingness to provide services to consumers. Such as: the speed of employees handling customer problems, the willingness of employees to provide individual attention, and the responsiveness of clear information to customers; 4) Assurance, is a dimension that can provide a guarantee or sense of security to consumers so that it will foster a sense of trust in the company. Such as: ease of communication between employees and customers and providing clear information to customers; and 5) Empathy, is a dimension of the company's willingness to pay attention to consumer needs and willingness to provide relief or assistance when consumers experience problems either before or after consuming the products offered by the company. Such as the ability to communicate with customers and ease of obtaining product information (Mukhtar et al., 2016).

The quality of this service has been widely studied by previous researchers, including: (Sitanggang et al., 2022), (Ibrahim & Thawil, 2019), (Veta Lidya Delimah Pasaribu, 2023), (Setyadi et al., 2017), (Marbun et al., 2022), and (Ulfah et al., 2020).

Tariff Perception

Tariffs are one component of the marketing mix that provides income for management/entrepreneurs and are monetary units that can be exchanged to obtain ownership/use rights for goods or services, Purnomo et al (2021). Then Annishia and Prasetyo (2019) stated that tariffs are one of the determinants of the success of a company, because prices determine how much profit the company will gain from selling its products, whether in the form of goods or services. In order to be successful in marketing a good or service, every company must set the price correctly. Furthermore, Pasaribu et al. (2019) states that price can be defined as the amount of money (currency) and/or other aspects (non-monetary) that contain certain uses/utilities needed to obtain a product or service. (Wibowo & Suryoko, 2018).

Suhendra (2020) states that tariffs are a number of levies imposed on a matter, activity, policy, or anything that has been regulated in regulations. Ports have an important and strategic role for the growth of industry and trade and can contribute to national development. This has consequences for the management of the port business segment so that operations can be carried out effectively, efficiently and professionally so that port services become smooth, safe and fast at affordable costs. (Widjanarko et al., 2023).

Dimensions, indicators, synthesis or factors that influence tariff perceptions are the following indicators for measuring tariff perceptions (Kotler and Keller, 2019): 1) Price affordability. If the price is deemed affordable then customers will feel suitable to buy a product; 2) Matching price with quality. The price must be in accordance with the quality produced; 3) Price competitiveness. The price is compared with the price of services from other companies, whether it is cheaper or more expensive; and 4) Suitability of price and benefits. The price is in accordance with the benefits provided by the company and accepted by consumers (Juniantara & Sukawati, 2018).

This tariff perception has been widely studied by previous researchers, including: (Wibowo & Suryoko, 2018), and (Juniantara & Sukawati, 2018).

Facility

Facilities are anything that is deliberately provided for use or used and enjoyed by the public and in using them there is no need to incur costs. Surasdiman et al (2019). Then Irfan (2019) stated that facilities are anything that makes things easier for consumers in businesses operating in the ajsa sector, so all existing facilities, namely the condition of the facilities, completeness, interior and exterior design and cleanliness of the facilities must be paid attention to, especially those that are closely related to what they feel or feel. obtained by consumers directly. Furthermore, Jufrizen and Hadi (2021) stated that facilities are the means provided by an organization to support the running of the organization in achieving the goals set by the control holder. The available facilities will have a positive impact on employees in improving employee work performance. According to Annishia and Prastiyo (2019) facilities are a means to facilitate functions and provide convenience. which are made intentionally and provided by service providers for use and enjoyment by consumers, which is intended to provide the maximum level of satisfaction to consumers (Desembrianita & Ruslin, 2018).

The dimensions, indicators, synthesis or facility factors are: 1) The nature and objectives of the organization; 2) Availability of land and need for space/place; 3) Flexible, design flexibility is really needed if the volume of demand often fluctuates and if service specifications develop quickly so that the financial risk is relatively large; 4) Aesthetic Factors, service facilities that are neatly arranged, attractive and aesthetic will be able to increase customers'

positive attitudes towards a service; and 5) The community and environment around the service facilities play an important role and have a big influence on the Company (Fatoni & Hardianti, 2020).

This facility has been studied by many previous researchers, including: (Jufrizen, 2021) (Desembrianita & Ruslin, 2018), and (Damanik, 2019).

Relevant Previous Research

Reviewing relevant articles as a basis for establishing research hypotheses by explaining the results of previous research, explaining similarities and differences with the research plan, from relevant previous research as in table 1 below.

Table 1. Relevant Research Results

No	Author (Years)	Previous Research Results	Similarities With This Article	Differences With This Article	H
1	(Ibrahim & Thawil, 2019)	Service quality and product quality have a positive and significant influence on customer satisfaction	Service quality influences customer satisfaction	Product quality influences customer satisfaction	H1
2	(Veta Lidya Delimah Pasaribu, 2023)	Service quality and promotion have a positive and significant effect on customer satisfaction	Service quality influences customer satisfaction	Price influences customer satisfaction	H1
3	(Juniantara & Sukawati, 2018)	Perceptions of rates and promotions have a positive and significant effect on customer satisfaction	Tariff perceptions influence customer satisfaction	Service quality influences customer satisfaction	H2
4	(Wibowo & Suryoko, 2018)	Perceptions of rates and benefits have a positive and significant influence on Customer Satisfaction	Tariff perceptions influence customer satisfaction	Trust influences customer satisfaction	H2
5	(Jufrizen, 2021)	Facilities and Discipline have a positive and significant influence on Customer Satisfaction	Facilities influence Customer Satisfaction	Discipline influences customer satisfaction	H3
6	(Damanik, 2019)	Facilities and environment have a positive and significant influence on Customer Satisfaction	Facilities influence Customer Satisfaction	Motivation influences customer satisfaction	H3

Discussion

Based on theoretical studies, the discussion of this literature review article is to review relevant articles, analyze the influence between variables and create a conceptual thinking research plan:

The Influence of Service Quality on Customer Satisfaction

Service quality in general is a manifestation of the services provided, where this embodiment requires specific conditions that must be met in order to be able to satisfy customer needs. In essence, service quality is also determined by its suitability to the specifications offered, specifications in service businesses relate to timely delivery of goods and speed in responding to customer complaints.

Service quality principles or concepts are a set of ideals and guidelines that guide efforts to provide services that meet or exceed client expectations. This includes a dedication to providing clients with an enjoyable, useful, effective and relevant experience in all their transactions with service providers. Focus on client demands, continuous improvement, employee involvement, clear standards, transparency, sustainability and performance evaluation are some of the guiding concepts. Through the application of these concepts,

companies can build strong customer relationships, increase customer loyalty, and achieve excellence in an increasingly competitive industry.

Service quality influences Customer Satisfaction, if service quality is perceived well then Customer Satisfaction will be perceived well too. That to increase Customer Satisfaction includes interest in returning visits, conformity to expectations, willingness to recommend and a complaint handling system and facilities, where the business world can foster a culture of high customer satisfaction by paying attention to these variables and making continuous efforts to improve service quality. Therefore, providing high-quality services is essential to forge close bonds with clients, increase loyalty and gain a competitive edge in an increasingly competitive market. Service quality influences customer satisfaction, this is in line with research conducted by: (M & Ali, 2017), (Saribanon et al., 2018), (Fadilah et al., 2021), (Sitanggang et al., 2022), (Jaya Sakti et al., 2021), (Susanto & Jumawan, 2022), and (Susanto et al., 2024).

The Influence of Tariff Perceptions on Customer Satisfaction

Tariff perception is one component of the marketing mix that provides income for management/entrepreneurs and is a monetary unit that can be exchanged to obtain ownership/use rights for goods or services.

The principles or concept of price perception refer to the way a person or customer views or understands the price of a good or service. This requires a subjective assessment of the value of the price in relation to the profit or level of satisfaction experienced by the customer. In other words, this principle emphasizes how customers view price as an indication of the quality, terms, or benefits they expect to receive from a good or service. Many elements, such as branding, brand reputation, comparison of rates with comparable goods or services, previous experiences, and individual preferences, all impact the perception of rates. In the business world, knowing this concept allows organizations to maximize sales, establish long-term relationships with clients, and set prices that match consumer perceived value.

Tariff perception influences Customer Satisfaction, if tariff perception is perceived well then Customer Satisfaction will be perceived well too. It can be explained that the intention to revisit, the conformity of expectations, the willingness to recommend and the complaint handling system and means, where the perception of favorable prices can have a major impact on customer satisfaction in several ways, including intention to return, compliance with standards, willingness to refer, complaint handling procedures, and evaluation of company facilities. Therefore, it is important for businesses to consider how their pricing strategy influences their customers' opinions and satisfaction.

Tariff perceptions play a role in Customer Satisfaction, this is in line with research conducted by: (Simarmata et al., 2023), (Harahap, 2021), (Novianty et al., 2021), (Yulihapsari et al., 2023), and (Ricardianto et al., 2023).

The Effect of Facilities on Customer Satisfaction

Facilities are anything that makes it easier for consumers in businesses operating in the ajsa sector, so all existing facilities, namely the condition of the facilities, equipment, interior and exterior design and cleanliness of the facilities must be paid attention to, especially those that are closely related to what consumers feel or get directly.

The principles or concept of Facilities are the evaluation and administration of every aspect related to the environment, equipment and physical infrastructure provided by a business or organization to facilitate its operations. This includes work space, equipment, additional facilities (such as parking, cafeterias, or recreation areas), as well as the safety and comfort of facility users. To plan, develop, operate and manage facilities, this principle requires considering user needs, safety, sustainability and other aspects that influence the overall user

experience. Organizations can create an atmosphere that increases the productivity, well-being, and satisfaction of facility users by successfully implementing facility principles.

Facilities influence Customer Satisfaction, if the Facilities are perceived well then Customer Satisfaction will be perceived well too. Customer satisfaction can be greatly influenced by a well-designed facility that meets their needs in several ways, including interest in returning, meeting expectations, willingness to recommend, having a system for managing complaints, and evaluating the facility or the company's own facilities. that it provides. As part of a strategy to increase customer satisfaction and build lasting relationships, businesses must focus on the comfort and quality of their facilities. Facilities play a role in Customer Satisfaction, this is in line with research conducted by: (Fadilah et al., 2021), (Putra et al., 2020), (Sari et al., 2018).

Conceptual Framework

Based on the problem formulation, relevant research and discussion, the conceptual framework for this article is obtained as in Figure 1.

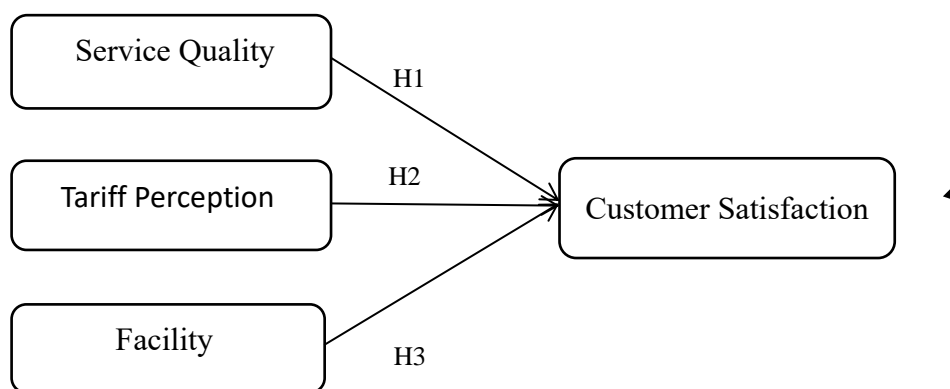


Figure 1. Conceptual Framework

Based on the conceptual framework above, then: Service quality, perception of rates and facilities influence customer satisfaction. Apart from the three exogenous variables that influence Customer Satisfaction, there are many other variables, including:

- 1) Price: (Khaira et al., 2022), (Istianingsih, 2016), and (Paramita et al., 2022).
- 2) Place: (Octoriviano et al., 2022), (Suleman et al., 2020), and (Gunawan et al., 2023).
- 3) System Information Management: (Saputra & Sumantyo, 2023), (Nugroho & Ali, 2022), and (Shobirin & Ali, 2019).

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is to formulate a hypothesis for further research, namely:

- 1) Service quality influences customer satisfaction;
- 2) Tariff perceptions influence customer satisfaction; And
- 2) Facilities influence customer satisfaction.

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