THE ROLE OF SERVICE QUALITY ON CONSUMER SATISFACTION

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Abstract: The role of service quality in shaping customer satisfaction and loyalty is a research model built to determine the contribution of each factor in explaining other factors. To get a good research model using SEM-Covariance data analysis with the Linear Structural Relationship (LISREL) program. Sample data collection using purposive techniques and quota sampling conducted at Pengandaran, Karakatau, Dieng and Pahawang tourist destinations with 162 tourists. The findings of the research model that were built, that to realize sustainability and maintain the existence of travel agents in the future is to carry out aspects of service quality with excellence. Because it is known that service quality is an important factor for travel agents in shaping positive attitudes and behaviors of consumers that match expectations of being committed and being the first choice.

Keywords: Loyalty, Satisfaction, Service Quality, Sem-Covariance.

INTRODUCTION

The tourism sector is the biggest contributor this year. The prospect of tourism continues to experience growth even though the world economy is weakening. Likewise (Sakti, 2019) revealed that foreign exchange from the tourism sector at the close of 2018 increased to reach 19.29 billion US dollars, or nearly reached the target this year of 20 billion US dollars. Prodjo (2019) Indonesia's tourism competitiveness index ranking in the world also rose to 40th in 2019 from 42 in 2017.

The sustainability of the travel business is highly dependent on the benefits received by service users, because its existence will be questioned when consumers look for alternatives to determine tourist destinations. So it is important for travel agents to provide quality services so they can shape customer satisfaction (Astini & Sulistiyowati, 2015; Filiz, 2010). If this is not the case then consumers will move to use other travel agents and vice

versa if given excellent service will increase customer loyalty (Anggita & Ali, 2017; V. Kumar et al., 2013).

Some customer reviews are based on experience when using the My Permata Wisata service, that the quality of service is not in line with expectations, such as lodging facilities, communication and coordination, time allocation and transportation options for tourism destinations (My Permata Wisata, 2016). The importance of improving service quality to create customer satisfaction through dimensions of physical form, responsiveness, reliability, assurance and empathy (Arokiasamy & Abdullah, 2013; Kant et al., 2017; M. Kumar et al., 2010). This will also increase the sense of trust and commitment which will ultimately shape consumer loyalty (Chotivanich, 2014; Kaura, 2013; Lau et al., 2013).

Service quality is determined by subjective consumer perceptions of various forms of service received in accordance with consumer expectations (Ali, Limakrisna, et al., 2016; Suryani, 2017). Because, service quality is an important factor forming positive attitudes and behaviors in creating customer satisfaction (Filiz, 2010). The dimension of service quality is an appropriate measure in shaping service quality in accordance with consumer expectations, which in turn will shape consumer loyalty (Lau et al., 2013; Mohammad & Alhamadani, 2011).

Travel agents who have been the object of this research have experienced an increase in consumers in recent years, however some complaints and complaints from consumers regarding perceived service have been found. Thus, the importance of the factors analyzed, especially service quality which is a fundamental factor in the success of the tour and travel business in shaping customer satisfaction and loyalty. Therefore, it is hoped that this research can contribute to science and to the sustainability of the tour and travel business going forward.

LITERATURE REVIEW
Consumer Loyalty

Loyalty is defined as a firmly held commitment to buy or reuse certain products or services in the future, despite the influence of the situation and marketing efforts which have the potential to cause behavior change (Kotler dan Keller, 2009). Customer loyalty depends on the level of quality of services provided to customers (Zeithalm et al., 2009). Thus, the emergence of loyalty is caused by service performance that exceeds consumer expectations so that the formation of commitment is accompanied by a pattern of purchase or use of the service repeatedly.

Characteristics of loyal customers include: 1) will remain loyal for a longer period of time; 2) buy more when the company introduces a product or service when renewing an existing product or service; 3) talk about good things about the company with its products or services; 4) pay less attention to competitors' brands and advertisements; 5) less sensitive to prices; 6) offer ideas about products or services to companies; and 7) require lower service costs than the cost of servicing new customers, because transactions are routine (Parasuraman et al., 1985). To measure customer loyalty the research model of developing three indicators (Jamal & Anastasiadou, 2009), namely: 1) will always be loyal in using company services; 2) first choice uses company services; and 3) commit to service providers.

Service Quality

Quality of service is the overall impression of consumers of the relative efficiency of services received (Huang, 2009), because of the long-term evaluation of service delivery from a company (Lovelock dan Wirtz, 2007). In his research on the conceptual model of service quality states that if the services received or felt are as expected, then the quality of services is perceived as good and satisfying. If the service received exceeds expectations, the service quality is perceived as the ideal quality. (Parasuraman et al., 1985; Tanoto, 2019). Thus, (Ali et al., 2016; Chotivanich, 2014) the formation of customer loyalty from positive attitudes or behavior that exceeds expectations based on experience from sharing perceived service performance.

The research model (Parasuraman et al., 1985) developed by (Zeithaml et al., 2009) states that the concept of service quality is formed from five dimensions, namely: 1) reliability as measured through aspects: service as promised, service is right and correct from the beginning to the end of the activity, and the reliability of problem handling (Lau et al., 2013); 2) responsiveness measured through aspects: fast and appropriate service, readiness to respond to requests and help consumers in all respects (Lau et al., 2013; Tanoto, 2019); 3) guarantees are measured through: trust, safe and comfortable, and polite and friendly attitude (Munusamy et al., 2010); 4) empathy is measured through: more attention, understanding the specific needs and accuracy of time allocation on demand (Shahin & Janatyan, 2011); and 5) physical form as measured through aspects: physical appearance, personnel appearance and having the latest equipment, which in essence can form attitudes and behaviors to provide a form of service that is strong and fundamental, in order to get an assessment in accordance with the quality of service received (Jamal & Anastasiadou, 2009).

Satisfaction and loyalty can be increased substantially by focusing on physical form (Jamal & Anastasiadou, 2009). The physical form that looks attractive has a visual appeal to increase consumer satisfaction (Thanh et al., 2014). Like the research model (Agyapong, 2011; Krishna Naik et al., 2010; Mohammad & Alhamadani, 2011) found positive and significant influences (Al-Azzam, 2015; Arokiasamy & Abdullah, 2013; Jofreh & Rostami, 2014; Lau et al., 2013) between physical form and satisfaction. Whereas (Kheng et al., 2010) found no significant relationship between physical form and satisfaction.

The importance of responsiveness in influencing satisfaction is a form of strong relationship between the company and customers for future business continuity and the focus of the strategy is to increase responsiveness to customers to strengthen loyalty (Arokiasamy & Abdullah, 2013). Responsiveness is the speed and accuracy in providing services to increase customer satisfaction (Lau et al., 2013). The research model developed by (Agyapong, 2011; Filiz, 2010; Huang, 2009; Krishna Naik et al., 2010; Shahin & Janatyan, 2011) found a positive relationship and (Al-Azzam, 2015; Jofreh & Rostami, 2014) significant between responsiveness and customer satisfaction. Whereas (Jamal & Anastasiadou, 2009; Jofreh & Rostami, 2014; Kant et al., 2017) found no significant relationship between responsiveness and satisfaction.

The reliability paradigm in terms of service quality will greatly affect the level of customer satisfaction (Parasuraman et al., 1985), and it is important to be able to form positive customer attitudes (Chotivanich, 2014). To increase satisfaction the importance of implementing reliability in terms of service quality (Jamal & Anastasiadou, 2009; Kheng et

al., 2010; Krishna Naik et al., 2010; Shahin & Janatyan, 2011). Like the research model developed by (Agyapong, 2011; Al-Azzam, 2015; Arokiasamy & Abdullah, 2013; Hadiyati, 2010) that reliability has a significant influence on customer satisfaction. Meanwhile (Kaura, 2013; Shahin & Dabestani, 2010) found no significant relationship between reliability and satisfaction.

Assurance is defined as the ability, knowledge and courtesy of employees in inspiring trust and confidence (Parasuraman et al., 1985), by providing more benefits to individuals regarding problems experienced by customers (Filiz, 2010; M. Kumar et al., 2010). Likewise, the research model developed by (Arokiasamy & Abdullah, 2013; Huang, 2009; Shahin & Dabestani, 2010) found a significant influence between guarantee and satisfaction. Likewise (Ali, Limakrisna, et al., 2016) found that guarantee is the most dominant factor influencing satisfaction. While the research model of (Jamal & Anastasiadou, 2009) did not find any significant effect between guarantee and customer satisfaction.

Empathy is the concern and attention of individual companies in providing services (Parasuraman et al., 1985), in order to obtain customer satisfaction (Meiliani & Mustikasari, 2018; Shahin & Janatyan, 2011). Empathy is the most important dimension in designing strategies to increase satisfaction (Jamal & Anastasiadou, 2009; Kant et al., 2017; Kheng et al., 2010). Likewise, the research model developed by (Krishna Naik et al., 2010; Lau et al., 2013; Mohammad & Alhamadani, 2011) that empathy has a positive effect and (Al-Azzam, 2015; Arokiasamy & Abdullah, 2013; Hadiyati, 2010; Huang, 2009; Jofreh & Rostami, 2014; Shahin & Dabestani, 2010) significant towards satisfaction. While the research (Widjoyo et al., 2013) found no significant effect between empathy and satisfaction. Another case with the research model developed by (Hamdan, 2018) states that empathy has a significant influence on satisfaction.

Based on a review of previous research results that have been described as empirical evidence and a reference in building research models, it can be indicated, that:
H-1: Effect of service quality on customer satisfaction.
H-2: Effect of service quality on loyalty through customer satisfaction.

Consumer Satisfaction

Consumers have expectations for a service compared to services received to meet the expectations or not of the service (Baker and Saren, 2011). Ali et al. (2016) the formation of customer satisfaction through 5 aspects, namely: physical evidence, reliability, responsiveness, assurance and empathy. The concept of a product or service that provides buyer satisfaction, because it can meet and exceed their expectations (Boone and Kurtz, 2007). The research model developed by (Huang, 2009; Kaura, 2013) in measuring the level of consumer satisfaction using three includes: 1) the right decision has used services; 2) the benefits obtained in accordance with the needs and desires; and 3) overall satisfaction with the services provided. Kotler (2009) assessing customers for product performance depends on many factors, especially the loyalty customers have for a brand. Consumers often form more pleasant perceptions about a product with a brand that they already consider positive.

The research model developed by (Jamal & Anastasiadou, 2009) proves that the higher the satisfaction received by consumers, it will also increase consumer loyalty to the services received. This research model was also found by (Ehigie, 2006; Kaura, 2013; Kheng et al., 2010; Lau et al., 2013) that consumer satisfaction has a positive and significant

influence on consumer loyalty. In contrast to the research model developed by (Sukmawati and Massie, 2015), there was no significant relationship between satisfaction with loyalty.

Based on a review of previous research results as a reference in building a research model, it can be indicated that:

H-3: Effect of satisfaction on customer loyalty.

Conceptual Framework

The conceptual framework that was built is the result of a review of previous research as empirical evidence and reference for this research. The research model developed on the role of service quality on customer satisfaction and loyalty. The following research models are shown in the Figure below.
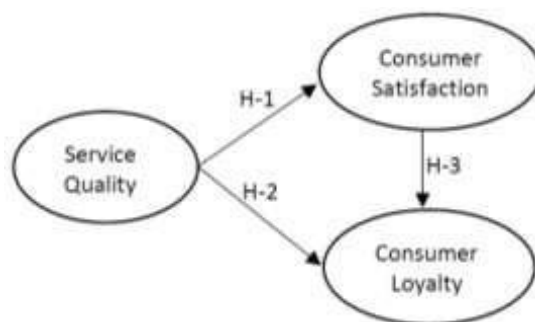
Figur 1. Conceptual Framework

RESEARCH METHODS

The design of this study uses a combination of explanatory, descriptive and quantitative research. because it explains the relationship between variables. Sing (2007) exploratory research is preliminary research that forms the basis of research to determine research designs, sampling techniques and data collection. Shuttleworth (2008) quantitative descriptive research design aims to describe the characteristics of a population or phenomenon to prove hypotheses with a causal relationship, (Babbie, 2010) by emphasizing objective measurements through questionnaires or surveys.

In determining sample size (Hair et al. 2010), SEM requires data to be normally distributed, but not every data is normally distributed. To reduce the abnormality of data distribution, the use of large samples can be considered, but the SEM assumptions must be met, the samples processed as inputs, are greater than 100 samples. Whereas to determine the number of samples, i.e. 5 to 10 times the total indicators of the research variables. In this study there were 21 indicator items, then obtained 147 tour participants. For primary data collection researchers used a purposive sampling technique, namely deliberate selection of informants based on their ability to explain specific themes, concepts, or phenomena (Robinson, 2014), with the criteria of tour participants who had already completed a tourist destination.

Data analysis techniques using Structural Equation Modeling (SEM-Covariance) Linear Structural Relationship (LISREL) program. Hair et al. (2010) SEM with a Confirmatory Factor Analysis (CFA) measurement model based on observable variables using level evaluations: 1) overall fit of the model; 2) the suitability of the measurement

model; and 3) structural compatibility. To get a good level of compatibility or Goodness of Fit (GOF) between data and models. Some GOF measurements used are Chi-Square≥0.05, Good Fit Index (GFI≥0.90) (Joreskog & Sorbom, 1993), Root Mean Square Error of Aproximation (0.05 <RMSEA≤0.08) (Browne & Cudeck, 1992), Comparative Fit Index (CFI≥0.90) (Hooper et al., 2008), Adjusted Goodness of Fit (AGFI≥0.90), Normed Fit Index (NFI≥0.95) (Schumacker & Lomax, 2010).

The suitability of the measurement model by looking at the contribution of each indicator in explaining latent variables using (CFA) with the Maximum Likelihood (ML-SEM) rule to estimate the magnitude of the coefficient of the measurement model (Bollen et al., 2007). Indicators are said to have good validity for the latent variable, if the value of the factor load (λ)≥0.50 (Rigdon & Ferguson, 1991). A construct has good reliability, if the value of Construct Reliability (CR≥0.70) and the value of Average Variance Extracted (AVE≥0.50) (Hair et al., 2010). To determine the suitability of the structural model, an inter-variable relationship test is tested whether the coefficient of the inter-variable relationship is significant (t-count ≥1.96) or not and has a positive coefficient or not (Yamin and Kurniawan, 2009).

FINDINGS AND DISCUSSION

The results of primary data collection based on tourist destinations include Pengandaran, Karakatau, Dieng and Pahawang totaling 162 questionnaires that have met the number of samples and indicators that have been determined can be said to have met the assumption of structural equation modeling. Based on the results of the SEM measurement model obtained using the Confirmatory Factor Analysis measurement model to evaluate the suitability of the model, an overall model fit (GOF) test was performed. The results of the overall fit of the model in meeting GOF criteria, showed that (Chi-Square = 0.025<0.05, (GFI = 0.96)≥0.90, 0.05> (RMSEA = 0.053)≤0.08; (CFI = 1.00)≥0.90, (AGFI = 0.88)<0.90, and (NFI = 0.99)≥0.95, meaning that the model can be said to be good because it is at the level of good test criteria or Goodness of Fit.
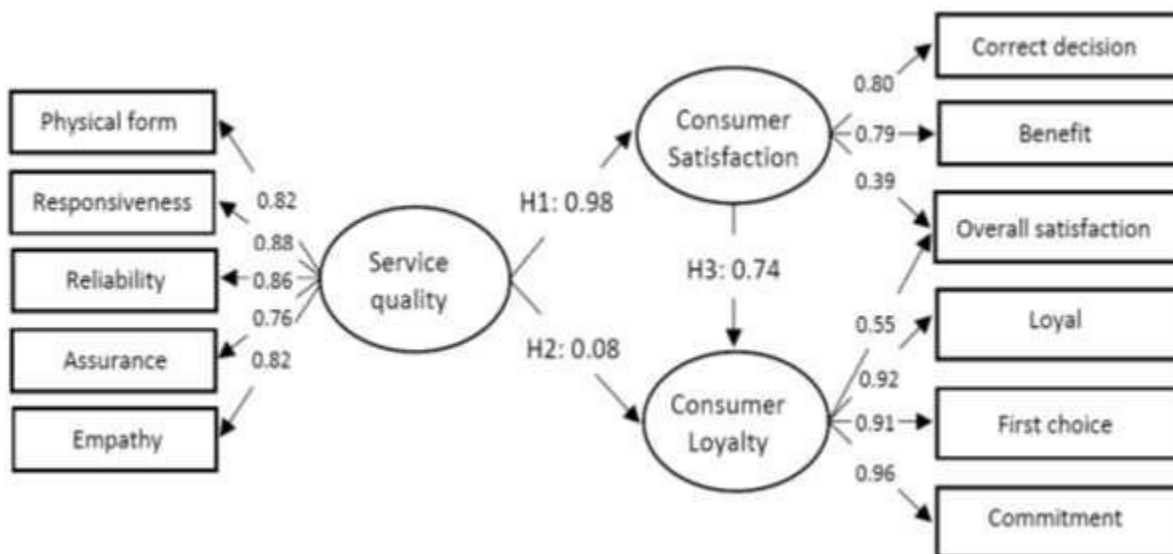

Figure 2. Structural Model Results

To determine the contribution of each indicator in explaining latent variables using (CFA) with the Maximum Likelihood (ML) rule to estimate the magnitude of the coefficient value of the measurement model. The results of the measurement model match by looking at the contribution of each item in explaining latent variables. The results of testing the validity of service quality indicators have a positive relationship with physical form (λ = 0.82), responsiveness (λ = 0.87), reliability (λ = 0.86), guarantee (λ = 0.76), empathy (λ = .82), because all factor load ($\lambda \geq 0.50$), meaning that all indicators have good validity in explaining service quality variables. Construct Reliability Results (CR = 0.92)$\geq$0.70, meaning that all indicators in the model are consistent or have reliability in measuring latent variables and Variance Extracted (VE = 0.69)$\geq$0.50, meaning that all indicators have diversity or variation in measuring their latent variables. Thus, the model built can be said to be good because it is at the level of good test criteria.

The results of the validity test of consumer satisfaction indicators show that satisfaction has a positive influence on correct decisions (λ = 0.80) and benefits (λ = 0.79). The reliability results of the consumer satisfaction indicators show that (CR = 0.77)> 0.70, and (AV = 0.63)> 0.50, meaning that the indicators used are reliable and consistent, and reflect diversity in measuring latent variables. Like consumer loyalty indicators, it shows that all indicators have a positive influence on latent variables. Because, all indicators have a factor load ($\lambda \geq 0.50$), that: overall satisfaction (λ = 0.55), loyalty (λ = 0.92), first choice (λ = 0.91), and commitment (λ = 0.96). In addition, the results of reliability (CR = 0.94)> 0.70, showing all indicators have reliability and are consistent in measuring the latitude variable, and (VE = 0.81)> 0.50, indicating that all indicators reflect diversity in measuring the latent variable.

The path coefficient results of the structural model constructed from each of the exogenous latent variables to the endogenous latent variable using the Maximum Likelihood (ML) rule, indicate that the first hypothesis can be accepted. Because, it has a path coefficient = 0.98, meaning that service quality has a positive effect on customer satisfaction. If, service performance is in line with expectations, it will create customer satisfaction. Thus, the research model developed is in accordance with the research model developed by (Astini & Sulistiyowati, 2015; Chotivanich, 2014; Jamal & Anastasiadou, 2009; Kheng et al., 2010; Shahin & Janatyan, 2011). The research model on the second hypothesis is acceptable, because it has (path coefficient = 0.08), meaning that service quality positively influences customer loyalty through customer satisfaction. If, the quality of services provided is getting better, it will increase customer satisfaction and ultimately will also increase customer loyalty. This research model is the same as the research model developed by (Arokiasamy & Abdullah, 2013; Jamal & Anastasiadou, 2009). The third hypothesis that was built in this study is acceptable (path coefficient = 0.74), meaning that customer satisfaction has a positive effect on customer loyalty. If, consumer expectations exceed than perceived, it will create consumer loyalty. This research model is in line with research (Chotivanich, 2014; Ehigie, 2006; Kaura, 2013; Kheng et al., 2010; Lau et al., 2013).

CONCLUSION AND SUGESTION

The results of the research model built on the role of service quality in forming customer satisfaction and loyalty My Permata Wisata, show that aspects of service quality that: physical form, responsiveness of reliability, assurance and empathy positively affect consumer satisfaction. Consumer satisfaction itself is built by the right decision aspect and the benefits obtained, while consumer loyalty is built by the satisfied aspect of the overall service provided, loyalty, first choice and commitment. Thus, if aspects of service quality felt by consumers in accordance with expectations will create customer satisfaction, thus forming positive attitudes and behaviors of consumers to be loyal, committed and become the first choice in using the services of My Permata Wisata in the future.

From the results of the research model that has been described, it is recommended especially for business travel agents that the importance of applying aspects that have been built in this research model effectively and appropriately. Because these are important aspects in realizing the sustainability of a business and its existence in the future, especially business tourism service providers. And recommendations for academics to deepen the analysis of aspects of service quality, because the sustainability of travel agents is greatly influenced by service quality factors. As for the lack of this research model, it is known that the use of samples is still lacking in interpreting the research model, data collection is only done in four tourist destinations, for further research the importance of using factors of hospitality and safety.

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