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Impact Of Service Quality and Location on Customer Satisfaction

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Abstract
This research aims to understand the impact of service quality and location on customer satisfaction. This study uses data analysis, i.e., double linear regression analysis. The results of this study are that the quality of service has a partial and significant impact on customer satisfaction and the location has a Partial and Significant impact on customer satisfaction. Quality of service and location simultaneously affect customer satisfaction. The recommendation for this research is the quality of service in PT. TIKI is improved so that customers are satisfied. And a more strategic location so that customers are satisfied with PT. TIKI.

Keywords*:Service Quality, Location, Customer Satisfaction*

Abstrak
Penelitian ini bertujuan untuk memahami pengaruh kualitas layanan dan lokasi terhadap kepuasan pelanggan. Penelitian ini menggunakan analisis data yaitu analisis regresi linier berganda. Hasil dari penelitian ini adalah kualitas pelayanan mempunyai pengaruh parsial dan signifikan terhadap kepuasan pelanggan dan lokasi mempunyai pengaruh parsial dan signifikan terhadap kepuasan pelanggan. Kualitas pelayanan dan lokasi secara simultan berpengaruh terhadap kepuasan pelanggan. Rekomendasi penelitian ini adalah kualitas pelayanan di PT. TIKI ditingkatkan agar pelanggan puas. Dan lokasi yang lebih strategis agar pelanggan puas dengan PT. TIKI.

Kata kunci***:*** Kualitas Layanan; Lokasi; Kepuasan Pelanggan

INTRODUCTION

Customers are the primary target in a business. The company must meet customer demands. For example, companies related to services, especially courier services companies that have many customers from the general public to the company. The high demand of customers in the use of logistics business resulting in the company must improve the quality of service. Customers are able to send goods to shipping companies that facilitate customer affairs in delivering goods. Customers in choosing delivery services should consider the quality of service and location to the satisfaction of customers (Mukhlis et al., 2019).

Customer satisfaction is one of the factors that determine whether the product/service that the producer provides to the customer can be achieved or not. Tjiptono (2015), the basis of the business is

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formed to realize satisfied customers, simply so customer satisfaction can be interpreted as a comparison between expectations and expectations before the purchase and after the purchase of the product / service. In order to improve customer satisfaction, it is also necessary to improve the quality of service.

Quality of service is customer expectations through the quality of purchase they receive. (Lupiyoadi, 2013). The goal of customers in quality of service is to meet expectations that meet customer expectations. Customers will make a purchase decision if the expectations they expect meet. Improving the quality of service can be done in many ways. One of them through a freight forwarding expedition.

One of the most popular exhibitions in Indonesia is PT. TIKI. PT. TIKI was founded in Jakarta in 1970 by Soeprapto Soeparno and his wife, Nuraini Soepapto under the name PT. Titipan Lightning. Initially PT. TIKI only served shipping to Pangkal Pinang, Surabaya, and Semarang. However, as time goes on, PT. TIKI gets wider in some areas. Today PT. TIKI has many services offered, including: Same Day Service, Two Days Service, Over Night Service and Regular. With some services provided, PT. TIKI experienced a decline in customers and lost competition with JNE and J&T.

However, the expedition still has shortcomings. By Zunira (2023) in an online media article stated some shortcomings carried out by the PT. TIKI expedition, among others: CS difficult to contact where when the customer needs help CS hard to contact that will ultimately delay the process of settlement and Delivery delayed performed by PT. TIKI, on the delivery service Overnight Service (ONS) that promises goods will arrive in one day, but the fact that the air of the package is 2 days or more and this delay is very disappointing to customers. Then we only reached large areas. It is supported by online media Reseller Dropship (2019) stating that PT. TIKI only reaches areas in large cities only. The majority of Indonesians use J&T shipping services in online shopping by 42.2% (Data Indonesia, 2022).

Based on several problems that have been outlined above, researchers are interested in demonstrating validly how the impact of service quality and location on customer satisfaction. by Tiki. The aim of this study is to know and analyze the impact of Service Quality and Location on Customer Satisfaction. This is also supported by several previous studies by Rakhmalina (2021); Anshar (2019); Prihandoyo (2019) which stated that location, price and quality of service have a positive and significant impact on customer satisfaction.

LITERATURE REVIEW

According to Worodiyanti (2016), customer satisfaction is a satisfaction of customers to do with performance or services of a store that has a good service for its own customers. Whereas a customer's satisfaction in doing customer satisfaction to provide a satisfaction of customer to give a value in satisfaction, to give guidance in customers' satisfaction by bringing a content to be a store that has its own satisfaction.

Indicators of customer satisfaction according to Irwan (2008) are General satisfaction of the service, Recommend to others, Will use the service again. While according to Hardiyati (2010) are Comfort that customers can feel when service is provided, Customer confidence in the service provide and Interest to always use the service. Satisfaction with the attention and service provided by employees.

Quality is also often interpreted as anything that satisfies the customer or meets the requirements or needs (Kurniawan, 2015). According to Zemke & Schaaf (2015) service quality is comparing their expectations of a service with the reality or experience they gain from the service. Location is the place to carry out an effort and is a crucial factor in whether or not an effort is successful (Tjiptono, 2008). The reason for the location choice decision becomes more important to consider.

Given that more and more retailers open new locations while the best locations are the best, it is very difficult to get. According to Ma'aruf (2006), a store that has a precise location tends to be more successful than its other store that is in a less strategic location, although both have similar or similar. Location is a location or retailer store in a strategic area so that it can maximize profits (Swastha, 2010).

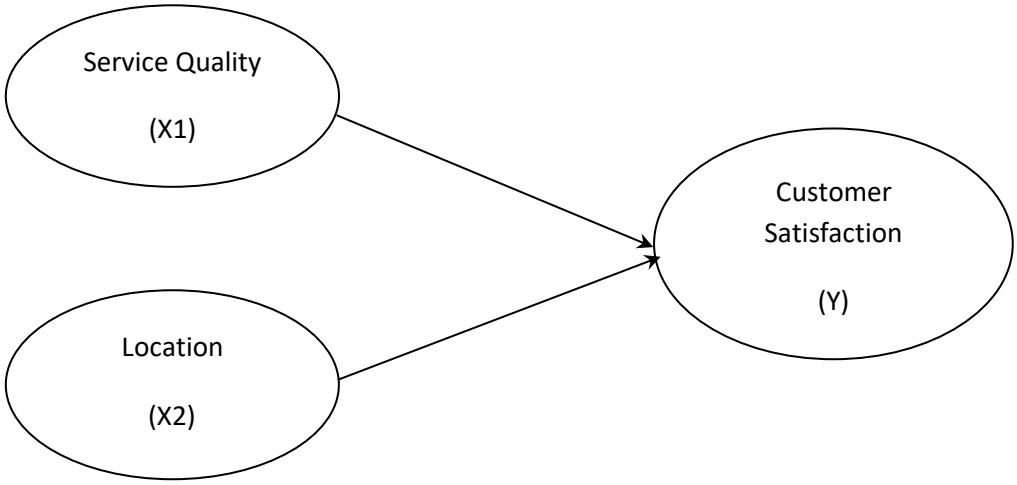

Figure 1. Conceptual Framework of the Antecedents of Customer Satisfaction

The framework explains that the relationship between variables in which customer satisfaction (Y) is affected by the quality of service (X1) and location. (X2). This is obtained from the theoretical reference where the Quality Of Service variable and location have a relationship between the free variables and the bound variables described in the hypothesis.

The hypothesis:

H1: Service quality affects customer satisfaction

H2: Location influences customer satisfaction

RESEARCH METHOD

This research approach uses quantitative research methods. Quantitative research is empirical research whose data is in the form of numbers. Quantitative method is a research method based on the philosophy of positivism, used to investigate a particular population or sample and to test hypotheses that have been established (Sugiyono, 2009). The population in this study is customers who have used PT. TIKI services twice. The minimum number of samples to be used in the study is 140 respondents. The criterion of respondents to fill the quizzer is twice in using PT. TIKI services. There are two sources of data obtained from researchers: secondary data and primary data. Secondary data from the Top Brand Award (2019-2022). Primary data received through media analysis to see phenomena relevant to PT. TIKI is based on several online media.

The data collection technique in this study is using a questionnaire. A questionnaire is a data collection technique using several written questions to respondents (Sugiyono, 2017). By using a questionnaire data collection with large amounts and can measure variables more efficiently. Secondary data collection techniques using documents. The scale used in this study is the ordinary scale. The likert scale is a part of the ordinal scale that has a purpose between agreement or disagreement. The likert scale is used to measure people’s attitudes, opinions and prescriptions (Sugiyono, 2017).

The test is a validity test, reliability test. Then the classical assumption tests performed are the normality test of data, the Multicollinearity Test, the Heteroskedasticity Test, and the Autocorrelation Test. The data analysis is based on dual linear regression analysis, a determination coefficient. The hypothesis test is the Model Qualification Test (Test F) and the T-Test.

RESULT AND DISCUSSION

Respondent characteristics data based on gender in this research respondents were 60 men (43%) and 80 women (57%). Can be seen in the following table:

Table 1. Characteristics Respondent

Characteristics	Description	Frequency	Percentage
Gender	Man	60	43%
	Woman	80	57%

Source: Data Processed, 2023

The measuring instrument of all the variables in this study uses a questionnaire or lift, delivered to the respondent to be able to give a statement according to what is perceived and experienced. Anchor as an instrument must meet the main requirements, that is, valid and reliable.

Table 2. Validity Test

Variable	Indicator	r counts	r table	Description
Service Quality	X1.1	0.691	0.176	Valid
	X1.2	0.745	0.176	Valid
	X1.3	0.740	0.176	Valid
	X1.4	0.715	0.176	Valid
	X1.5	0.581	0.176	Valid
Location	X2.1	0.687	0.176	Valid
	X2.2	0.698	0.176	Valid
	X2.3	0.757	0.176	Valid
	X2.4	0.784	0.176	Valid
	X2.5	0.595	0.176	Valid
Service Quality	Y1	0.755	0.176	Valid
	Y2	0.745	0.176	Valid
	Y3	0.793	0.176	Valid
	Y4	0.714	0.176	Valid

Source: Data Processed, 2023

From the data table 2 the validity test results are declared valid with the presence of the provision that r counts > from the r table. Thus it can be concluded that these items can be used to measure research variables. In other words, each question is valid and accurate.

Table 3. Reliability Test

Variabel	Coefficient of Reliability	Description
Service Quality	0.732	Reliable
Location	0.748	Reliable
Customer Satisfaction	0.744	Reliable

Source: Data Processed, 2023

From the results of table 3, it can be concluded that the alpha value is greater than 0,60, then it can also be concluded that the variable is already reliable. This means that if the consistency of the same question is repeated, the answer can be relatively the same. We can conclude that this research is reliable.

Table 4. Normality Test

		Unstandardized Residual
N		140
Normal Parameters	Mean	.0000000
	Std. Deviation	1.33501622
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.035
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200

Source: Data Processed, 2023

From table 4, it can be concluded that the significance value is more than 0.05, which is 0.200. then it may be stated that the normality test of this data is distributed normally.

Tabel 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
Service Quality	0.440	2.271	There is no multicollinearity
Location	0.440	2.271	There is no multicollinearity

Source: Data Processed, 2023

From the results of table 5 above, the tolerance value ≥ 0,01 is 0,440 and VIF < 10 is 2,271. Therefore, it can be concluded that the multicollinearity test in this study did not occur multicollinearity.

Tabel 6. The Hysteroscopic Test

Model	Coefficients Sig (Constant)	Test Results
Service Quality	.998	There is no heterogeneity
Location	.119	There is no heterogeneity

Source: Data Processed, 2023

From the above data can be concluded that the value of α ≥ 0.05. The result that the quality of service (X1) results in 0.998 and the location (X2) results in 0.119 can be concluded that there is no heteroscedastic.

Tabel 7. Autocorrelation Test

d	Dl	Du	4-dl	4-du	Description
2.162	1.695	1.752	2.305	2.248	There is no autocorrelation

Source: Data Processed, 2023

From the above data, it can be concluded that du < d < 4-du is 1.752 < 2.162< 2.248 then it is possible to conclude that the autocorrelation test of this study did not occur autocorrelation.

Tabel 8. F-Test

Variable Relationship	F counts	F table	Description
Quality of service and location on customer satisfaction	160.715	3.06	Significant

Source: Data Processed, 2023

Based on Table 8, it is known that the value of F counts at 160.715 which indicates that the number of F is greater than the F of the table by 3.06, it is stated that the simultaneous test of the hypothesis (Test F) of the Quality of Service (X1) and Location (X2) variables against the dependent variable of Customer Satisfaction (Y) has a significant impact. This H0 is rejected and H1 is accepted so that it can be concluded that the dependent variable or can be said that the Quality of Service (X1) and Location (X2) variables against the customer satisfaction (Y) dependent variable have a significant impact together.

Tabel 9. T-Test

Variable Relationship	T counts	T table	Description
Service Quality	4.752	1.977	Significant
Location	7.917	1.977	Significant

Source: Data Processed, 2023

According to Table 9, the results are as follows: 1) On the Service Quality variable (X1) it is known that the t value counts at 4,752 which indicates that the counted t value is greater than the t table (1.977), then it can be stated that there is a significant influence partially on the service quality variable (X1) on the customer satisfaction dependent variable. (Y). 2) On the location variable (X2) it is known that the t value counts as 7.917 which indicates that the counted t value is greater than in the table t (1.977), then it can be stated that there is a significant influence partially on the position variable (X2) on the dependent variable customer satisfaction. (Y).

The result of this research is to look from the t-test or partial test of the impact of the service quality variable on customer satisfaction resulting in the finding that the Quality Of Service variable has a positive impact with the positive customer satisfaction variable then service quality has a negative impact on the satisfaction of the customer. This shows that when the quality of service meets customer expectations, the customer satisfaction will increase, and it is also known that there is a significant influence in part on the variable of service quality on customer satisfaction.

On the indicator of employees with a clean appearance, that means if employees are clean then they are considered more confident and communicate well. With professional employees and able to provide appropriate service so that customers feel satisfied. Customers will be satisfied if they

communicate with employees who know what we want with our limitations. On the indicator of employees providing the appropriate service promised, that is, if the employee gives answers to complaints experienced then customers feel satisfied. Otherwise if the employees do not respond to customer constraints then the customer feels dissatisfied. Because customers have a lot of complaints, employees are able to answer the questions that exist to satisfy customers.

In the indicator of employees providing fast service to customers, it means employees must be able to provide fast service so that customers are satisfied with their services. Customers if in the constraints of employees should be sensitive and help solve problems. Employees are able to provide quick service so that customers feel that the service is based on the barriers that exist in PT. TIKI is satisfactory for customers.

On the employee response indicator to answer questions from customers, it means that employees are able to give answers if customers have questions related to PT. TIKI. The response to the barriers during the service of PT. TIKI is able to be responded quickly so that customers are satisfied. If the employee responds and is able to respond, then the customer is satisfied with the service of PT. TIKI. On the indicator of employee friendly in serving, it means employees are able to give smiles and are friendly to customers. Customers feel that service if not friendly can make customers uncomfortable. If the employee is friendly in serving, the customer is satisfied with the service provided.

The results of this study are consistent with Parasuraman et al., (1988) and supported by the presence of previous research Prihandoyo (2019) where the results are positive that the quality of service has a positive impact on customer satisfaction. Mukhlis (2019) stated that the quality of service has a positive impact on customer satisfaction. An Ahmadun et al., (2022) stated that the quality of service has a positive impact on customer satisfaction.

The results of research on the influence of location variables on customer satisfaction resulted in the finding that the location variable has a positive impact on the customer satisfaction variable. Positive impact on customer satisfaction. This shows that when the strategic location meets customer expectations, the customer satisfaction will increase, and it is also known that there is a significant influence, partially and simultaneously, on the variable of the location on customer satisfaction. On the road access indicator that is aimed at PT. TIKI is easy to pass, meaning that if the customer feels access to the road is strategic and easily passed then customers will feel satisfied and use the PT. TIKI. If otherwise, access through the road is difficult then customers will think long if using PT delivery services. PT. TIKI.

TIKI indicators of TIKI are easy to see, meaning customers are easy to know the location of PT. TIKI and easy to recognize TIKI if seen repeatedly. Customers will easily remember PT. TIKI if it is frequently visited or frequently seen. On the PT. TIKI indicator near the home, it means if the customer there wants to use PT. TIKI quickly, then PT. TIKI should be strategically close to customer residence or in the middle of the city. Customers can easily recognize PT. TIKI if PT. TIKI access is often passed by customers. On the large PT. TIKI parking indicator means that if customers carry a lot of goods that need a large space they will be satisfied with using PT. TIKI. Customers sometimes feel uncomfortable if the place to be delivered is quite narrow and customer luggage is large and heavy.

The results of this study are in line with Tjiptono (2008) theory and previous research that stated that location influences customer satisfaction. Apriliawan et al., (2023) stated that location has a positive impact on customer satisfaction. Ningtyas et al., (2019) stated that location has a positive impact on customer satisfaction.

CONCLUSION

Based on the results of research and discussion, it can be concluded that the quality of service at PT. TIKI has a positive and significant impact on customer satisfaction. Additionally, customer satisfaction with PT. TIKI itself has a positive and significant impact. Moreover, both the quality of service and the location of PT. TIKI's delivery services simultaneously influence customer satisfaction in a significant and positive manner.

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