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Impact of Customer Service Quality on Customer Satisfaction Multifunction Loan Products

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Abstract

The research objectives were to determine whether the service quality impacted on the customer satisfaction. The study using the quantitative methods and the population were the customer of PT WOM Finance Kemayoran Branch, Central Jakarta. The random sampling used Slovin 79.36 and rounded the population into 80 persons. Results of , the T-test of the Service Quality variable obtained a T-count value of 7,297 while the statistical table (T table) was 1,665 and the significance value of the Service Quality variable was 0.000 less than 0.05 which concluded there was strong relationship between service quality to the customer satisfaction at PT WOM Finance Kemayoran Branch, Central Jakarta.

Keywords: Service Quality, Customer Satisfaction

INTRODUCTION

PT WOM Finance does not stop to strive for quality improvement in order to realize the company's vision, which is to become one of the best *finance* or finance companies in Indonesia. Therefore, the company / company will continue to improve the quality of service to all customers as a whole. One of the steps taken is the use of information technology which is indeed experiencing a very rapid development today. Thus, customers can get services quickly, precisely, effectively and efficiently.

For now, there are still many customers of PT WOM Finance Central Jakarta Branch who complain about the services obtained. Some of the complaints submitted by customers include the lack of fast service levels, slow response of employees to complaints made by one of the customers, which results in ineffective service. The proliferation *of finance* or finance service companies in the City of Jakarta Kemayoran Branch, such as: OTO Finance, FIF, Adira, and many others makes the competition in the world of financing services very tight.

Each company strives to attract the attention of consumers by providing attractive offers in terms of credit types, competing to provide superior service, and much more. Therefore, customer complaints related to poor service, are actually a serious problem that must be immediately sought for a way out. Finding a certain strategy to approach consumers is a challenge for companies to be able to compete with similar companies that are their competitor.

THEORITICAL FRAMEWORK

Based on the background description of the problems above, in this study, the problems to be studied are limited to the effect of service quality on customer satisfaction, where the customers here are customers of PT WOM Finance multipurpose loan products Kemayoran Branch, Central Jakarta. Realizing the focus of the research above, the researcher determined that the formulation of this research problem is whether the quality of service affects customer satisfaction of PT WOM Finance Multi Purposes Product Loans Kemayoran Branch, Central Jakarta. The purpose of this research is to find out the impact of service quality has on customer satisfaction at PT WOM Finance Kemayoran Branch, Central Jakarta.

Custumer Service Quality

(Khan et al., 2021) resumed that quality of customer services are characterized by customer satisfaction. This satisfaction measured by how the firms meets their customer expectation, as well as complying their internal procedures.

(Lau et al., 2013) also resumed that the qualities of services given are the measurable work performance in each team in the firms. While (Steyn & Mostert, 2022) stated that customer service qualified also by their competitor compared by other firms.

Cusrumer Satisfaction

(Atsi et al., 2022) summarized some understanding of customer satisfaction as one of the important marketing relations. (Steyn & Mostert, 2022) stated that the customer satisfaction becomes the measurement whether the firm is succeed or not. (Wilbert et al., 2022) also mentioned about the customer experiences they received when dealing with firms, as well as (Indiani et al., 2022) stated that their experiences not only valued to themselves but also spreading to other relatives.

Problem Definition

Realizing the focus of the research above, the researcher determined that the formulation of this research problem is whether the quality of service affects customer satisfaction of PT WOM Finance Multi Purposes Product Loans Kemayoran Branch, Central Jakarta.

RESEARCH METHODS

Through this research, the author tries to analyze the effect of *service quality* on customer satisfaction on customers of PT WOM Finance Kemayoran Branch, Central Jakarta. The independent variable in this study is Service Quality and the dependent variable is Customer Satisfaction. Choosing the method to gain more and larger opinion of customers, so we could gain a lot data to be analyzed.

This research was conducted on consumers and customers of PT WOM Finance Kemayoran Branch, Central Jakarta. This research is to measure the Quality of Service and Customer Satisfaction of PT WOM Finance Kemayoran Branch, Central Jakarta. To collect the data needed in this study, it was carried out by distributing questionnaires directly. The distribution was carried out from July 5, 2022 to July 9, 2022 to PT WOM Finance Kemayoran Branch, Central Jakarta.

Research Limitation

Based on the background description of the problems above, in this study, the problems to be studied are limited to the effect of service quality on customer satisfaction, where the customers here are customers of PT WOM Finance multipurpose loan products Kemayoran Branch, Central Jakarta.

Research Objectives

The purpose of this research is to find out the impact of service quality has on customer satisfaction at PT WOM Finance Kemayoran Branch, Central Jakarta.

Research Hypothesis

The hypothesis on this research are as follows:

Ho: Allegations that there is no effect of service quality on satisfaction Customer of PT WOM Finance Kemayoran Branch, Central Jakarta.

Ha: Allegations that there is an influence of service quality to the customer satisfaction PT WOM Finance branch Jakarta.

The type of research carried out by researchers is to use quantitative research, namely analyzing data in the form of numbers as a means of analysis and causal, namely wanting to know the causal relationship between free (independent) variables, namely the influence of service quality on bound variables (dependent), namely consumer satisfaction. The respondents who want to be studied are customers of PT WOM Finance Kemayoran Branch, Central Jakarta.

POPULATION AND SAMPLE

In this study, the population was Multipurpose Loan Product Customers of PT WOM Finance Kemayoran Branch, Central Jakarta which came on July 4 , 2022- July 9, 2022, totaling 99 customers.

The calculation or criteria from the research sampling are recorded as Multipurpose Loan Product Customers of PT WOM Finance Kemayoran Branch, Central Jakarta. The sampling method is carried out by *a random* method, and uses the Slovin formula.

RESULTS AND DISCUSSION

The respondents in this study were consumers, entrepreneurs, and customers of PT WOM Finance Kemayoran Branch, Central Jakarta. Data collection through the distribution of questionnaires in the amount of 80 pieces. All of the questionnaires distributed are eligible and eligible for use in this study.

The following statistics are used as a reference in describing the tendency of answers from respondents in each variable, which are Quality of Service (X) to Customer Satisfaction (Y).

Respondent Identity

The characteristics of the respondents who want to be known in this study are the gender and age of the respondents. The number of respondents based on gender in this study who had the highest number were men, namely 65%, while women were 35%. The

number of respondents based on age in this study are 25 year old respondents as much as 14%, respondents aged 22 years at 13%, and 35-year-old respondents at 13%. Meanwhile, 10% of respondents aged 19%, respondents aged 20 years and 30 years as much as 9%, Respondents aged 28 years and 40 years as much as 6%, respondents aged 21 years as much as 5%, and 3% for respondents aged 26 years and 37 years.

Validity Test

Table 1. Validity Test Result for Service Quality Variable (X)

Questionnaire	Sig. (2-tailed)	Criteria (Sig. 2-tailed)	R Count	Criteria R table	Test Result
X1	0.000	< 0.05	0.481	> 0.22	Valid
X2	0.000	< 0.05	0.902	> 0.22	Valid
X3	0.000	< 0.05	0.714	> 0.22	Valid
X4	0.000	< 0.05	0.389	> 0.22	Valid
X5	0.000	< 0.05	0.902	> 0.25	Valid

Source: Questionnaire Result from Primary Data, 2022

The conclusion of the test results in the table above, shows: the value of the 5 statements of the tested variable and the 5 statements r_{count} of positive value is greater than (0.22) and the significant value (2-tailed r_{tabel}) < 0.05. In accordance with the provisions of the validity test, it can be drawn to the node that 5 questions from each variable in this study are declared valid.

Table 2. Summary of Validity Test Result for Customer Satisfaction Variable (Y)

Questionnaire	Sig. (2-tailed)	Criteria (Sig. 2-tailed)	R Count	Criteria R table	Test Result
Y1	0.000	< 0.05	0.741	> 0.22	Valid
0Y2	0.000	< 0.05	0.695	> 0.22	Valid
Y3	0.000	< 0.05	0.573	> 0.22	Valid
Y4	0.000	< 0.05	0.647	> 0.22	Valid
Y5	0.000	< 0.05	0.733	> 0.22	Valid

Source: Questionnaire Result from Primary Data, 2022

Based on the conclusions of the test results in the table above shows: the value from 5 r_{count} the tested variable statement and 5 positive value statements, i.e. the value is greater than (0.22) and the significant value (2-tailed) < 0.05. In accordance with the provisions of the validity test, conclusions can be drawn: 5 points of questions from each variable in this study are declared valid. r_{tabel}

Table 3. Reliability Test of Customer Satisfaction Variable (Y)

Cronbach's Alpha	N of Items
.704	5

Source: Questionnaire Result from Primary Data, 2022

The results of the reliability test can be seen in the output *of Reliability Statistics*. The value of *Cronbach's Alpha* obtained reached 0.704. According to the criteria, the value is greater than 0.60. Thus, the results of the questionnaire that were shared the results of reliability were good, thus the data from the questionnaire results could be trusted.

Statistics Descriptive Test Results

Table 4. Statistics Descriptive Test Results

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	80	9	25	19.64	3.384
Customer Satisfaction	80	9	25	20.16	2.683
Valid N (listwise)	80				

Source: Questionnaire Result from Primary Data, 2022

From the table above can be seen, the minimum answer from respondents of the Service Quality variable was 9, the maximum was 25, the mean was 19.64 and the standard deviation was 3,384. The minimum answer from respondents was 9 variables, a maximum of 25, a mean (average) of 20.16 and a standard deviation of 2,683.
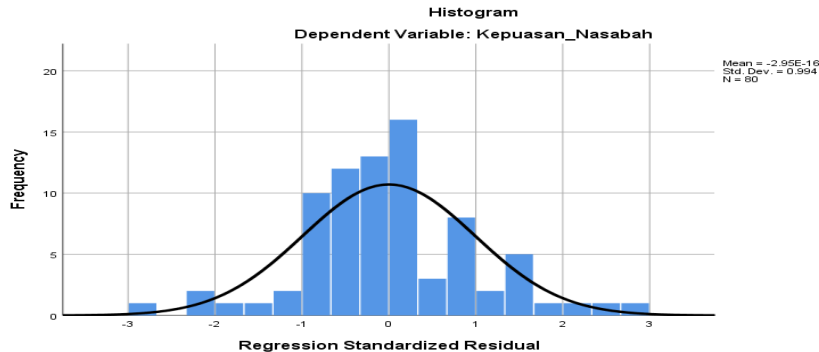

Figure 1. Histogram of Normality Test

On the histogram chart it can be seen that the spread to the left and right, occurs evenly, thus it can be stated that the analysis can be continued, since the residual regression model has been normally distributed.
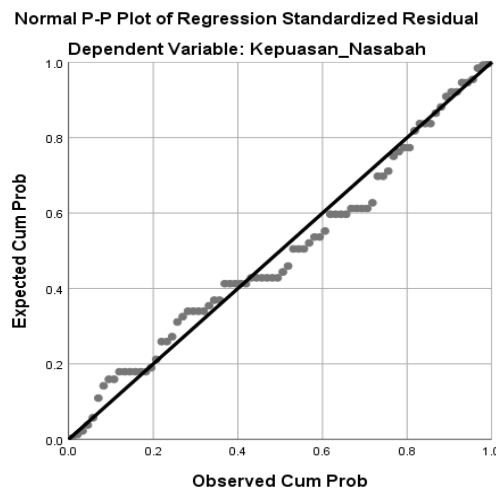
Figure 2. P-Plot Normality Test

Based on the figure above, it can be seen that the dots spread diagonally following the direction of the line. That means the data is normally distributed. Then the assumption of normality has been met, so that the research can continue in the next analysis.

Table 5. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters a,b.	Mean	.0000000
	Std. Deviation	1.96779770
Most Extreme Differences	Absolute	.100
	Positive	.100
	Negative	-.070
Test Statistic		.100
Asymp. Sig. (2-tailed)		.067^c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

From table 5 The normality test with *Kolmogorov-Smirnov* for all variables used in this study obtained values with *Asymp probability. Sig* of 0.67. Thus, the conclusion obtained is that the data is normally distributed, because the significance value produced is greater than the level of the research test, namely: (Sig > α, which is 0.67 > 0.05).

Multicholinearity Test
The results of the multicholinearitiy test against the free variable Quality of Service are presented in the following table:

Table 6. Multicholinearity Test Results Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	9.574	1.312		7.297	.000		
Service Quality	.539	.066	.680	8.189	.000	1.000	1.000

a.   Dependent Variable: Customer Satisfaction

Based on table 6 of the multicholinearity test results obtained a VIF value of Service Quality of 1,000. The N value *is* 1,000. An independent variable is declared to be non-problematic in muticholinearity or also called free from correlation problems if its VIF value is not more than 10 (1,000 < 10) and *its tolerance* value cannot be less than 0.10 (1,000 > 0.10). Thus, based on the test results above, the Service Quality variable in this study was stated to have no multicholinearity problems.

Autocorrelation Test
The results of the autocorrelation test of the study are presented in the following table:

Table 7. Autocorrelation Test

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.680[a]	.462	.455	1.980	2.252

a. Predictors: (Constant), Service Quality
b. Dependent Variable: Customer Satisfaction

From the results of the autocorrelation test, Durbin Watson's value was obtained at 2,252. This value of Durbin Watson is greater than 1 and smaller than 3, briefly 1 < 2,252 < 3. Thus, it shows that this research model does not experience autocorrelation problems. Therefore, multiple regression analysis can be continued.

Heterochedasticity Test
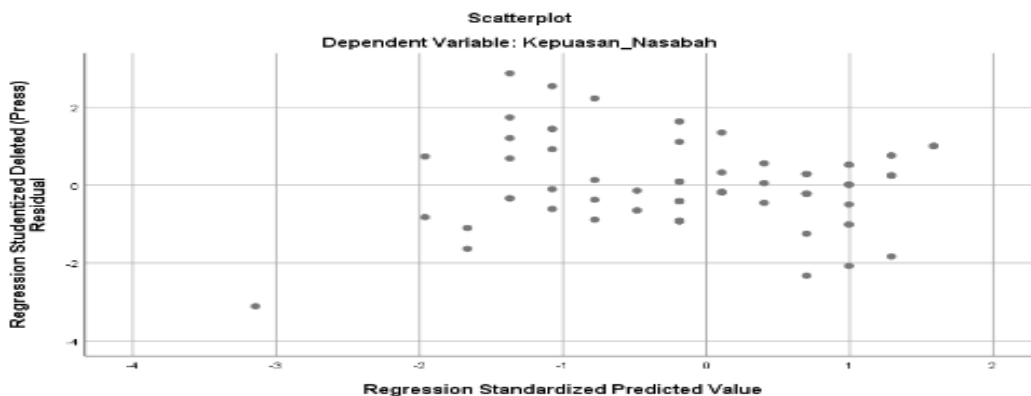The figure below is the result of the heterochedasticity test in this study.

Figure 3. Heterochedasticity Test Result

Based on the results of the heterochedasticity test on the *display of the scatter plot*

chart in figure 3, it can be seen that there is no heterochedasticity problem. This can be seen from the spread of data to all fields, and is above or below the value of 0 on the Y axis.

Table 8. Liniearity Test Results

Linearity Test
Table 8. Linearity Test Results
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer Satisfaction * Service Quality	Between Groups	(Combined)	372.617	13	28.663	9.638	.000
		Linearity	262.982	1	262.982	88.433	.000
		Deviation from Linearity	109.636	12	9.136	3.072	.002
	Within Groups		196.270	66	2.974		
	Total		568.887	79			

Source: Questionnaire Result from Primary Data, 2022

The linearity test of the free variable to the bound variable obtained linearity between the variables of Service Quality and Customer Satisfaction, found a *linearity* value of 0.000 less than (<) 0.05, it can be concluded that there is a linear influence between Service Quality and Customer Satisfaction.

Simple Linear Regression Analysis
The results obtained from the calculation of a simple linear regression analysis through statistics with the SPSS 25 program are as follows:

Table 9. Simple Linear Regression Analysis Results

Coefficients[a]

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	9.574	1.312		7.297	.000		
Service Quality	.539	.066	.680	8.189	.000	1.000	1.000

a. Dependent Variable: Customer Satisfaction
Source: Questionnaire result, 2022

In accordance with the SPSS results in table 11, the regression equation is obtained:
Y = 9.574 + 0.539 (X)

The model shows the meaning that:
1. Constant = 9,574
   If the Service Quality variable is assumed to be fixed, the Customer Satisfaction value is 9,574.
2. Coefficient of Service Quality
   What is shown by the coefficient for the variable of Service Quality 0.539 is the unidirectional (positive) relationship between Service Quality and Customer Satisfaction. A positive sign means that Customer satisfaction will increase by

0.539 if the Service Quality variable increases by one unit assuming another free variable is constant.

Coefficient of Determination Test (R²)

Table 10. Coefficient of Determination Test Result (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.680^a	.462	.455	1.980	2.252

a. Predictors: (Constant), Quality Service
b. Dependent Variable: Customer Satisfaction
Source: Questionnaire result, 2022

Table 10 above shows the result of the value of the coefficient of determination R^2 described by the value of R *Square* of 46.2% or 0.462. That means, it can be said that the variation in Customer Satisfaction can be explained by the variation of the free variable Quality of Service of 46.2%. While the remaining 53.8% can be explained by variables or factors other than the variables studied. For example: Product Quality, Brand Image, and many more.

Test Research Hypothesis
Partial Test (T Test)
In order to see, whether there is an influence of each free variable individually on the bound variable, it is done uji partially. Based on the calculation of a simple linear regression analysis carried out through statistics with the SPSS 25 program, the results are obtained as below:

Table 11. Partial Test Result (T Test)

Coefficients

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	9.574	1.312		7.297	.000		
Service Quality	.539	.066	.680	8.189	.000	1.000	1.000

a. Dependent Variable: Customer Satisfaction
Source: Primary data from Questionnaire Result

In order to prove that the free variable of Service Quality (X) partially affects Customer Satisfaction (Y), the hypothesis tested is:

1. Ho = Quality of Service (X) partially has no effect on Customer Satisfaction (Y)

2. Ha = Service Quality (X) partially affects Customer Satisfaction (Y).

The t-test for the Quality of Service variable with the hypothesis partially yielded a calculated t value of 7.297, while the table t of 1.665 with a significance value smaller than 0.05 (0.000 < 0.05). Thus, the conclusion is that the Quality of Service variable (X) has a positive and significant influence on Customer Satisfaction (Y), in other words, Ha is accepted and Ho is rejected.

Hypotheses Discussion

A partial hypothesis test for the quality of service variable (X) resulted in a calculated t value of 7,297 while the table T was 1,665, the value of the quality of service variable (X) was 0.000, smaller than 0.05. Thus, the conclusion is that the free variable of Service Quality (X) partially has positive and significant effect on Customer Satisfaction (Y).

There is a positive and significant influences of Service Quality (X) on Customer Satisfaction. That means, the increase and decrease in The Quality of Service (X) will greatly impact Customer Satisfaction. Adhering to the results of this study, where the calculated t value is higher than the table t and the significance value is below 0.05, then it means that Ho is rejected and Ha is accepted. In addition, the hypotheses that Service Quality has positive and significant influences on Customer Satisfaction.

From the study and research we did, we found that there is positive and significant influence of service quality to the customer satisfaction. So, in order to gain more customer loyalties, the company should perform qualified services and have continues improvement to enhance the customer satisfaction.

CONCLUSION

This study was conducted to analyze the effect of Service Quality (X) on Customer Satisfaction (Y). Based on the results of the research obtained and the discussion that has been carried out, the following conclusions can be drawn, such as the t-test of the Service Quality Variable using the hypothesis test partially produced a calculated t value of 7,297 while the t table was 1,665 and the significance of the value was 0.000 (below 0.05), thus, the conclusion is that partially the Quality of Service has a positive and significant effect on Customer Satisfaction.

Customer satisfaction can be explained by variations from the independent variable Quality of Service of 46.2%. While the remaining 53.8% can be explained by other variables outside the variables of this study, such as Product Quality, Brand Image and many more.

The suggestions that can be conveyed by the author are as follows the company should be able to maintain and continue to improve the Quality of Service that has been provided by PT WOM Finance Kemayoran, Jakarta Pusat Branch. Based on the results of Customer Satisfaction, companies should be able to maintain not only in terms of Service Quality, but also through the products offered, from employees and more so that it will make customers loyal.

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