

Analyze the Effect of First Media Service Quality Towards Consumer Satisfaction Using the ServQual Method

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ABSTRACT

First media is one of the companies in the field of recording technology that provides internet network services. To find out the value of the influence of first-class operators on consumer satisfaction in this study used the associative method. Descriptive method to determine the level of buyer satisfaction with the operator. This study used a questionnaire distributed to 100 consumers. The results showed that consumers who were very satisfied with the quality of service were as many as 39 people. Satisfied consumers are as many as 13 people, and consumers who feel dissatisfied are as many as 48 people. From the results of easy linear regression the miles are considered that the regression equation is $Y = -0.018 + 0.051X$, which means the constant (β_0) is -0.018 shows that when the service quality variable does not change, the average customer satisfaction (Y) is -0.018 . Service quality regression coefficient of 0.051. This shows that every one constant increase in service quality variables will increase customer satisfaction (Y) by 0.051. Positive regression coefficient, this shows the higher the first-class operator, the higher the customer satisfaction (Y). From the calculation of R^2 termination coefficient, it is known that service quality has an influence of 50.5% on customer satisfaction.

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1. INTRODUCTION

With the development of information technology currently considered successful in because there is a balance between existing resources and the achievement of the objectives of the activity. This can be shown in several previous studies. Information systems began to be developed and implemented in secondary schools in their academics (Masturoh, Wijayanti, & Prasetyo, 2019). The company is even willing to make an information system to fulfill the satisfaction of their customers (Saputri, Oktavia, Ramdhani, & Suherman, 2019). In fact, mobile application can begin to affect entrepreneurial success (Hasan, Kahfi, Purnama, & Syah, 2019). Internet network is one of the important components of information technology which is the foundation in achieving this development. The internet plays a role in connecting a device with other devices. Without the internet, this is impossible. According to (Iskandar & Hidayat, 2015) internet network is an important requirement in an educational institution that will be used by teaching staff, students or even the general public who have needs in an institution. First Media is a company that runs in the field of information technology. As one of the companies running in the field of information technology, First Media provides Internet network services.

Consumers can use the internet network that has been provided by First Media after making a purchase transaction for the internet service. But consumers do not only want quality products or services, some things can be considered to be able to see whether consumers are satisfied with the internet services they normally use.

According to (Apriyani & Sunarti, 2017) Service quality is an assessment to reflect a consumer's perception of the five physical dimensions and service performance. There are five dimensions that can be used to measure service quality, namely: (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, (5) empathy.

Quality is a matter that is intended to measure the level of customer satisfaction with high and includes the factors that are characteristic of a product and service (Stefano, Casarotto Filho, Barichello, & Sohn, 2015). Satisfaction becomes a mediating factor between the level of quality of consumer perceptions and customer loyalty, if the level of service quality is satisfactory and consumers feel satisfied, then the level of satisfaction will affect consumer loyalty (Lei & Jolibert, 2012). Quality becomes a basic factor in consumer decisions about a product or service (Rachman, 2019).

According to (Apriyani & Sunarti, 2017) Satisfaction or dissatisfaction is a response of a customer to an evaluation of incompatibility that can be felt with previous expectations. There is also an indicator: (1) Customers are satisfied with internet services. internet service is able to answer the expectations of a customer. (2) Customers are satisfied when we access the internet smoothly. the internet used by customers is free. (3) Internet services that meet customer expectations. Internet services that match what customers expect.

SERVQUAL method is a method that is widely used as a measure of service quality levels in the marketing field by finding a gap between the expectations and perceptions of service users (Kesuma, 2014).

ServQual was introduced and developed by Parasurman, Zaithaml & Berry (1985), initially this method was created to evaluate service quality. This concept is based on five gaps, the last 5 gap includes differences between consumer expectations on service quality and consumer views on service quality (Pradela, 2015).

The final form of this model includes quantitative measurement of service quality which is divided into five dimensions: (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, (5) empathy. The ServQual method is used to analyze customer satisfaction with services in a complex way, and identify all problems that arise in the service process Wolniak & Skotnicka-Zasadzien, 2012).

2. METHOD

The research objective is something that explains the impact in terms of service quality to customer satisfaction so that the research objectives can be assumed to be descriptive. The research method is associative based on the level of explanation, in other words looking at the relationship between two variables namely customer satisfaction and service quality obtained from the survey results. According to (Sutanto, 2011). to achieve the goal, there will be several steps that need to be carried out for this study, namely as follows:

- making a questionnaire,
- data collection and data collection,
- processing and analyzing data,

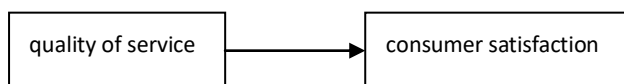


Fig 1. Service Quality for Consumer Satisfaction

Data collected is quantitative, because primary data sources are obtained from questionnaires through the distribution of posts using the internet and secondary data sources derived from library studies.

Questionnaire respondents were consumers who numbered 100 people. Questionnaire questions are arranged based on observed objects, so that each indicator is a question object. Each indicator represents one of the two dimensions of the

quality variable. Quality variables are divided into two dimensions, namely dimensions of perception and expectations.

The measurement method used is a method adapted from ServQual (Parasuraman & Zeithaml, 2011). To explain the questionnaire used below is a description of quality variables divided into two dimensions and each dimension has five indicators.

In the questionnaire made for the survey each indicator has one question that includes one object. Assessment of the dimensions of perspective: (5) Strongly Agree, (4) Agree, (3) Indecisive, (2) Disagree, (1) Strongly Disagree. Assessment of the dimensions of expectations (5) Very Ideal, (4) Ideal, (3) Fairly Ideal, (2) Ideal Less, (1) Very Not Ideal.

Table 1. Questionnaire Item

Indicator	Number	Questionnaire
XP1	1	The customer service building has a strategic location.
XP2	2	Employees give individual attention to consumers.
XP3	3	Services provided are in accordance with the promise.
XP4	4	The response to customer complaints is responded well.
XP5	5	The company fosters consumer trust in services.
XE1	6	Condition of service building.
XE2	7	Attention to consumer needs.
XE3	8	Conformity between service and promises given.
XE4	9	Response to customer complaints.
XE5	10	Trust in the company.

Based on the table above is a table Y of customer satisfaction with first media services with the whole of the table above.

3. RESULTS AND DISCUSSION

In this section the researcher describes the results of the research along with the discussion. The distributed questionnaire consists of 10 questions consisting of 5 questions for service quality received (xp) and expected service quality (xe). After experiencing an instrument test consisting of what has been done by testing the validity and reliability test, the results will be obtained as follows:

Table 4. Validity Test

INDICATOR	LABEL	XP
		R
TANGIBLE	XP1	0.495223
EMPATHY	XP2	0.426691
RELIABILITY	XP3	0.358754
RESPONSIVENESS	XP4	0.487634
ASSURANCE	XP5	0.478568

INDICATOR	LABEL	XE
		R
TANGIBLE	XE1	0.452611
EMPATHY	XE2	0.403657
RELIABILITY	XE3	0.484534
RESPONSIVENESS	XE4	0.462278
ASSURANCE	XE5	0.421451

The table above is a value of the correlation r (pearson correlation) for the whole question item is more than 0.30, so it is concluded that the whole question is valid. Whereas for reliability values are described in the following table:

Table 5. Reliability Test

Cronbach's Alpha ^a	N of Items
0.014	5
-0.013	5

Based on the table above, it is known that each variable gets an alpha (α) value for Xp equal to 0.014 and for Xe is equal to -0.013. It was concluded that the whole question was not reliable or inconsistent so that for further research the items could not be used anymore.

Descriptive description of customer satisfaction with service quality as follows:

Table 6. Overview of Individual Satisfaction with Service Factors

Service Indicator	Very Satisfied	Satisfied	Not Satisfied
Tangible	31	32	37
Empathy	38	31	31
Reliability	33	36	31
Responsiveness	32	23	45
Assurance	28	34	38

Based on the table above it is known that consumers are very satisfied with the empathy and reliability factors and are not satisfied with the responsiveness factor

Table 7. Overview of Personal Satisfaction with the Overall Service

Very Satisfied	39
Satisfied	13
Not Satisfied	48

Based on the table above it can be concluded that individual satisfaction in overall service factors, namely 39 people said they were very satisfied, 13 said they were satisfied and 48 people said they were not satisfied. The results of the associative analysis after going through the calculation procedure using SPSS v.20 are:

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-0.02	0.101		-0.178	0.859
	x	0.051	0.005	0.71	9.994	0

a. Dependent Variable: y

Fig 2. Results of Simple Linear Regression Analysis

Based on the picture above, it can be seen that the regression equation formed is $Y = -0.018 + 0.051X$ which means that the constant (B0) of -0.018 indicates that when the variable Quality of service does not change so it can be seen from the average Customer Satisfaction (Y) is -0,018. With the service quality regression coefficient of 0.051. This shows that every 1 constant increase in service quality variable will increase Consumer Satisfaction (Y) by 0,051. Regression coefficient is positive. This shows that the better the quality of service, the better the Customer Satisfaction (Y).

To find out the magnitude of the effect of service quality on customer satisfaction, the calculation of the coefficient is terminated as follows:

1	.710 ^a	0.505	0.5	0.505	99.876	1	98	0
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Fig 3. Coefficient of Determination

Based on the picture above it is known that R2 (R square) value. is equal to 0.50 so it is concluded that the quality of service has an impact of 50.5% on customer satisfaction.

4. CONCLUSION

Something in terms of service quality consisting of tangible, empathetic, reliability, responsiveness and assurance factors has had a significant influence on customer satisfaction. It is evident that individually consumers are satisfied with the services provided. The level of consumer satisfaction was 52% (very satisfied at 39% and satisfied by 13%).

Service quality has a positive influence on customer satisfaction with the terms the better the service, the better the customer satisfaction. While the magnitude of the impact obtained by service quality on customer satisfaction is 50.5%. Suggestions that can be learned are improving service to consumers for indicators of responsiveness.

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