The Influence of Service Quality towards the Customer Satisfaction of XYZ Bank at Gajah Mada Branch Office in West Jakarta

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Abstract:- **The aim of this research was to find out the quality of service factors which includes physical evidence (tangibles), reliability, responsiveness, assurance and attention (empathy). The customer satisfaction which includes cognitive component (cognitive), affective component (affective) and conative component (conative); and the influence of service quality (as variable x) on customer satisfaction (as variable y) at Bank XYZ Gajah Mada Branch Office in West Jakarta. The research method that have been used in this research was an associative qualitative method while the quantitative data processing techniques Exerted a statistical analysis. The population and sample of this research recently were 400 customers of Bank XYZ at the West Jakarta Gajah Mada Branch Office and the filtered sample used the Slovin formula (10%)and get result of 80 respondents. The results showed that there was a significant influence between service quality on customer satisfaction at XYZ Bank Gajah Mada Branch Office in West Jakarta.**

Keywords:- Service Quality, Customer Satisfaction.

I. INTRODUCTION

In these recent globalization era , the competition in these business world currently tight. This competition has requires the business people to be able to maximize the performance of their companies in order to compete in the market. The Companies should strive to learn and understand the needs and desires of their customers. By understanding the needs, desires and demands of customers, it will provide an important input for companies to design the right marketing strategies in order to create the satisfaction for their customers. (Kotler and Armstrong, 2008: 354).

Customer satisfaction could be find out by the quality of the goods or services that customer wants, so quality assurance is top priority for every company as a benchmark for the company's competitive advantage and there is no exception for the banking companies. To achieve a good quality service the bank should have certain skills, including looking good and neat, served, calm at work, not being arrogant because feel needed, mastering the work both tasks related to the part or being able to Grasp and understand the customer's sign language and capable to treat the customer complaints professionally. In providing the services banks should meet at least 5 service quality criteria so it could achieve the customer satisfaction, those 5 factors which namely physical evidence (tangible), reliability (reliability), fast response (renposiveness), Guarantee (assurance) and attention (empathy). (Tjiptono and Chandra, 2013:198).

In addition to those factors above, the customer satisfaction can also be seen from the attitude of the customers itself. According to Azwar (2015: 24) the attitude component consists of: cognitive component, affective component and conative component. If the customers are satisfied with the services that provided then they will make a repeat purchase (re-buying), world of mouth (personal and non-personal delivery of consumers to others) that the product or service used or good, and will started to recommend to others people and their relatives.

Bank XYZ as one of the foreign private banks in Indonesia and has one of its branches in the Gajah Mada Branch Office. The products which offered by Bank XYZ include savings, deposits, mutual funds, mortgages, loans without collateral (personal loans) credit cards, etc. The phenomenon that occurred at XYZ Bank Gajah Mada Branch Office was in around 2011 sales reached 72.2313 Billion, in 2012 sales amounted to 72.182 Billion, but then in 2013 sales of XYZ Bank Gajah Mada Branch Office has experienced drastic declined in number 52, 7420 Billion, in 2014 it was decreased again although the difference was only slightly at 52.66851 Billion and in 2015 sales at Bank XYZ Gajah Mada Branch Office only reached 52.6648 Billion. The table 1 shows that the sales figures at XYZ Bank Gajah Mada Branch Office which has experienced the drastic declined in sales and especially in the period 2013 to 2015.

Num.	Month	Year				
		2011	2012	2013	2014	2015
1	January	4.7140	5.2735	3.6740	4.5172	5.4247
2	February	5.3686	5.7820	3.1406	3.7507	4.5907
3	March	4.7132	6.5395	3.3392	4.9838	5.9806
4	April	5.4403	5.8813	4.7413	4.3473	4.0275
5	May	6.0563	5.4524	3.6467	4.3840	3.8054
6	June	4.9211	6.2326	5.4523	4.9199	3.8246
7	July	9.4151	5.7799	4.5399	3.3639	4.7981
8	August	5.1943	5.4128	5.3341	4.8513	3.6720
9	September	8.8691	8.5979	5.4109	4.2333	3.4311
10	October	7.0735	3.9932	4.9211	4.8961	3.5400
11	November	5.0290	6.9001	4.5227	3.9151	2.6978
12	December	5.4369	6.3531	4.0192	4.5226	6.8723
	TOTAL	72.2313	72.1982	52.7420	52.6851	52.6648

Table 1:- Sales Results at XYZ Bank at Gajah Mada Branch Office (in billions of Rupiah)
Source: XYZ Bank Internal Data

The decreased in sales caused by low service quality and it could be seen from the large number of complaints which related to service quality in 2015. Service quality at XYZ Bank at Gajah Mada Branch Office has reached 54 complaints from total complaints of 79. The Complaints about service quality at the Bank XYZ Gajah Mada Branch Office was suspected to be influenced by several things including parking areas, speed of service time, and lack of employee understanding of customer needs.

Month	Total of Complaints	Complaints Classification		
		Product	Price	Service
January	3	0	1	2
February	3	1	1	1
March	6	2	0	4
April	8	0	4	4
May	7	1	1	6
June	4	0	1	3
July	7	0	0	7
August	8	2	1	5
September	9	2	2	5
October	6	2	1	3
November	11	1	2	8
December	7	1	0	6
Total	79	12	14	54

Table 2:- List of Complaints Classification at XYZ Bank in Gajah Mada Branch Office 2015
Source: XYZ Bank Internal Data

In accordance with the results of research Dewi, et. al. (2014) states that there is relationship between the service quality , customer satisfaction and loyalty. Beside those research above, Endarwita (2013) states that there is an influnced of product quality and service quality towards customer satisfaction and loyalty. Both of these studies were further had strengthened by Rachmad Hidayat on his journal which stated that (1) service quality which has directly effect towards customer satisfaction, (2) product quality has directly effect towards customer satisfaction, (3) value for customers has directly effect on customer satisfaction, (4) service quality has indirectly effect on customer loyalty, among others through customer satisfaction, (5) product quality has an indirectly effect towards the customer loyalty, among others through customer satisfaction, (6) value for customers has directly or indirectly effect towards the customer loyalty, among others through customer satisfaction.

Based on these problem background the authors decided to take research title of *"The Influence of Service Quality towards the Customer Satisfaction of XYZ Bank at Gajah Mada Branch Office in West Jakarta"*.

II. THEORITICAL REVIEW

A. Service Quality

Quality is a dynamic condition which affected products, services, people, processes and environments that meet or exceed the expectations (Tjiptono, 2008). Quality is closely related to customer satisfaction. The Quality has driven a special connection for customers to decided to have long-term mutual beneficial relations with the company. This kind of emotional bonding allows the company to carefully understand the specific expectations and needs of customers. The Quality of service should begin by consumer needs and end with customer satisfaction and positive perceptions of service quality (Kotler, 2009). While the definition of service quality according to service treatment from the book Lovelock & Wright (2007:96) written that service quality is long-term cognitive evaluation of customers on the run of the company's services. Then Ruvendi and Djan (2005) in their journal stated that service performance and customer satisfaction are two sides of the same coin because the service performance indicators is the level of customer satisfaction. When customer satisfaction has been measured then the measure is at the same time service performance. Then according to Upadhyaya and Badlani (2011) suggested that improving service quality will lead to customer satisfaction and cost control that results in increased profits.

B. Customer Satisfaction

According to Kotler (2007:177), customer satisfaction or consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of products thought to the expected performance (results). In the Parasuraman and Zeithaml Journal (1991), customer satisfaction can be seen as a result of the difference between customer perceptions and service quality expectations. Kotler and Armstrong (2008) say that customers creates form of expectations about the value and satisfaction that will be given from various market offers and buy based on those expectations. Satisfied customers will return to buy or use goods or services and tell others about their good experiences. Customer satisfaction depends on the performance of the product assumption relative to buyer expectations. If product performance does not meet expectations, the customer would disappointed. If the product performance matches or exceeds the expectations, the customer would satisfied.

C. Thinking Framework

The framework of this research could be described as follows:
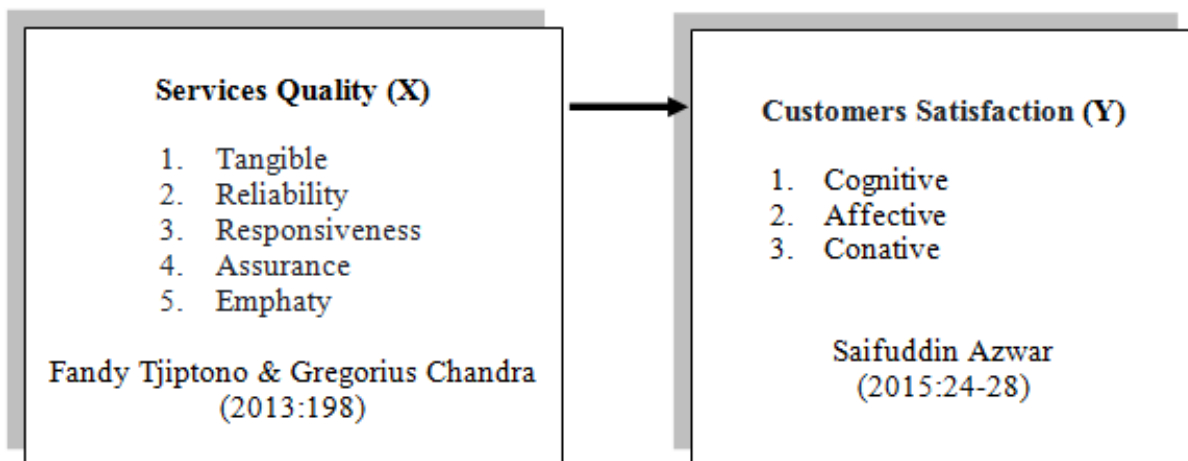

Fig 1:- Thinking Framework

D. Hypothesis

From those theory above, the formulate could be writing an hypothesis as follows:

1) Zero Hypothesis (Ho: $\rho = 0$)

There's no effect of service quality towards the customer satisfaction at Bank XYZ Gajah Mada Branch Office in West Jakarta.

2) Alternative Hypothesis (Hα: $\rho \neq 0$)

There is an influence of service quality towards the customer satisfaction at Bank XYZ Gajah Mada Branch Office in West Jakarta.

III. METHODOLOGY

This type of research used an associative qualitative method (correlative). According to Sugiyono (2013:36) these research used associative which is research that asking the relationship between two or more variables. In this research, the population that has been studied was customers from Bank XYZ of the Gajah Mada Branch Office in West Jakarta with populations of 400 people. The technique which used as sampling in this research is Probability Sampling, more specifically using Simple Random Sampling By using the Slovin formula with an error rate 10% and obtained 80 samples from the. Data analysis method that used in this research was a simple linear regression analysis method by mathematics such as: product moment correlation test, validity, reliability,

coefficient of determination, and hypothesis Examination or also called the t test.

IV. RESULTS AND DISCUSSIONS

A. Research Result

The r_{table} in this research amounted to 0.185, from the results of this research it can be seen that the highest and lowest validity test values of Service Quality variables are 0.687 and 0.622. In Customer Satisfaction variable, the highest validity test value is 0.734 and the lowest is 0.13. From the results of the validity test it can be concluded that all instruments both Service Quality variables and Customer Satisfaction variables are declared valid because the value r count > r table.

No *Item*	r_{count} X	r_{table}	Information	No *Item*	r_{count} Y	r_{table}	Information
1	.629	0.185	valid	1	.613	0.185	Valid
2	.622	0.185	valid	2	.670	0.185	Valid
3	.666	0.185	valid	3	.671	0.185	Valid
4	.623	0.185	valid	4	.650	0.185	Valid
5	.682	0.185	valid	5	.668	0.185	Valid
6	.642	0.185	valid	6	.659	0.185	Valid
7	.626	0.185	valid	7	.652	0.185	Valid
8	.627	0.185	valid	8	.673	0.185	Valid
9	.687	0.185	valid	9	.692	0.185	Valid
10	.659	0.185	valid	10	.734	0.185	Valid

Table 3:- Validity Test Results

The reliability test results show that all research instruments both Service Quality and Customer Satisfaction variables are declared reliable with a Cronbach Alpha value > 0.6. The value of each Cronbach Alpha on the research instrument of each variable is 0.843 and 0.862.

Variable	Cronbach Alpha	Term	Information
Service Quality (X)	.843	> 0.6	Reliable
Customers Satisfaction (Y)	.862	> 0.6	Reliable

Table 4:- Reliability Test Results

After Examine the validity and reliability with valid and reliable results, the next step was to analyzed the correlation of the coefficient. These following are the results of these research of the influence and the relationship between the service quality and customer satisfaction at XYZ Bank Gajah Mada Branch Office.

rxy

$$= \frac{80.135761 - (3328)(3241)}{\sqrt{((80.139572 - (3328)^2)((80.132827 - (3241)^2)}}$$

$rxy = 0.7132$

Based on the calculation of the correlation coefficient test above, the results which obtained 0.7132 means there has strong influence between Service Quality towards the Customer Satisfaction at Bank XYZ in West Jakarta Gajah Mada Branch Office with regression equation Y = 6 + 0.83 X.

After we seen the magnitude of the influence between these two variables using the product moment coefficient, then the coefficient of determination is sought with aim to find out how much the contribution of variable X to Y namely by means of KD = 0.7132^2 x 100% therefore the results which obtained 0.5087 or 50.87%. Based on the calculation of these coefficient of determination results there's obtained 50.87% the quality of service has an influence towards the customer satisfaction of Bank XYZ at Gajah Mada Branch Office in West Jakarta by 50.87% and the remaining 49.13% was influenced by other factors.

Henceforth the significant correlation test was performed by using the t-test to determined whether the service quality has a significant influence towards the customer satisfaction then test the hypothesis in this research was :

$$t = \frac{0,7132\sqrt{80 - 2}}{\sqrt{1 - (0,7132)^2}} = 8.986$$

The t count value was then compared with the t table value. For 10% error two-party test and dk = n-2 = 80-2 = 78, we get t table = 1.665. This could be described as follows:
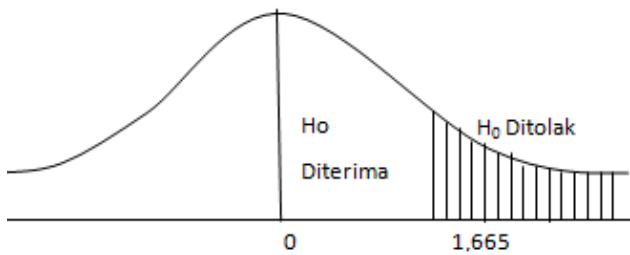
Fig 2:- Result of Hypotesis Test

From these results of the calculation above the hypothesis test which can be seen that t count > t table, or 8.896 > 1.665, it shows significant Or in other words tcount > t table, then Ho was rejected and Hα was accepted which means that there was a significant influence between service quality on customer satisfaction at Bank XYZ Gajah Mada Branch Office in West Jakarta.

B. Discussion

From these test results it could be concluded that the samples was taken in this research could be accepted with the truth level of confidence α = 0.1. When related to the theory regarding to the influence of service quality towards the customer satisfaction expressed in the background of the problem, this research strongly supports the theory. The better quality of service, the better customer satisfaction.

V. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

After conducting the research on these influence of service quality on customer satisfaction at Bank XYZ Gajah Mada Branch Office in West Jakarta and has been presented, the authors could be draw several conclusion from the calculation of correlation between variable X and Y, the results show the number 0.7132 which means there has a "strong relationship "Based on the interpretation of product moment correlation coefficient guidelines and based on the calculation of the coefficient determination which obtained results of 50.87% meaning that the seervice quality has influence to the customer satisfaction by 50.87% and the remaining 49.13% was influenced by other factors that has not examined by the author . As well from these results of the hypothesis test it can be concluded that there has a significant influence between service quality on customer satisfaction. Thus can be seen from the value of tcount = 8.986 which is greater than the results of t table = 1.665 or tcount > t table which is 8.986 > 1.665. This means that there has a significant influence between the variable service quality (X) to the variable customer satisfaction (Y).

B. Suggestion

From the results of the research that has been done, the writer can give several advice to XYZ Bank at Gajah Mada Branch Office in West Jakarta, those among others advices as follows:
➢ By providing services, the employees or all levels employees of Bank XYZ at the Gajah Mada Branch Office in West Jakarta should be faster and more responsive to customers who come, so it does not take too much time to use its services. As well as better understanding to the needs of customers, so customers will be more satisfied with the quality of services provided by Bank XYZ at the Gajah Mada Branch Office in West Jakarta.
➢ The supervision when Assist the services to customers must be further improved and should get more serious and consistent concern so the customers would be more satisfied.

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