

# The Reaction over Customer Satisfaction through Service Quality Variable at Tennis School in Cilandak Town Square

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**Abstract:-**The main purpose about these research was to get an information regarding effect of service quality towards the customer satisfaction at tennis schools. The research method was associative qualitative method as for quantitative data processing techniques wore statistical analysis. The population and sample amounted to 133 customers at Tennis School Cilandak Town Square in South Jakarta, and aged between 15-16 years. Samples has using the Slovin formula with an error level of 5% and earned sample of 80 respondents. According to result and there's obtained positive and intention effect between service quality to customers satisfaction at tennis school customers in Cilandak Town Square, South Jakarta with an inputs of 44.70% so if service quality has improved so do with customer satisfaction.

**Keywords:-** Service Quality and Customer Satisfaction.

## I. INTRODUCTION

### A. Background of Problems

Tennis is one of sports in Indonesia which is currently starting to get rise by the public. Not only by adults but also teenagers or even kids. Initially this sport was categorized as luxury sport and only people with deep pockets has an Access on it sure it is because of the equipment was quite expensive. By the time passing, this sport has begun famous around the public and started favourable by amongs people.

Predominantly in big cities, tennis has spread and attracted to the community interest therefore it become sport for achievements or recreational sports, one of which area is Cilandak Town Square, South Jakarta. Customers of tennis school at Cilandak Town Square consist of children from 4 years to 16 years old. From all of these many students, most of them are kids under the age of 10.

From the data obtained by the author, on the last 3 (three) years the number of customers of tennis schools in Cilandak Town Square has decreased from 3370 people to 3338 people and finally only reached 3094 people. This caused by the existence of one or more aspects of the determinants factors over consumer satisfaction which not been fulfill. Basically, by judging the age of kids who

are customers here, on the average they all still need special attention and this suspected not to maximally carried out by tennis schools in Cilandak Town Square. So the children often feel bored or lack enthusiasm in practicing. This could be seen from the high frequency in and out of students who seem just trying to play tennis.

Another factor which affecting the decreasing number of students was the company's lack of response of complaints from parents of students who are actually customers. Because basically, even though children whom played tennis, but the parents who are actually the key and decision-makers to continue to use the tennis training services in Cilandak Town Square or choose another place to practice for their sons/daughters. So the complaints or objections from parents regarding the services quality which is not or less did not get a serious response so it could affect the decrease on the number of students.

Basically the goal of a business is to create the satisfied feeling on customers. Every person or organization (company) should be work with internal and external customers to meet their needs by collaboration with internal and external suppliers for the creation of customer satisfaction. The creation of customer satisfaction could be provide by several benefits such as (Tjiptono, 2003): (1) The relationship between the company and consumers becomes harmonious, (2) Provides a good basis for repurchase (3) Encouraged the creation of consumer loyalty and (4) Established the recommendations word of mouth that would benefits the company. So Therefore, the authors wish to examine the impact of service quality against customer satisfaction of tennis schools at Cilandak Town Square, South Jakarta.

### B. Research Purposes

The research purpose as in belows:

- To discover the service quality at tennis school in Cilandak Town Square, South Jakarta.
- To discover the customer satisfaction at tennis school in Cilandak Town Square, South Jakarta.
- To determine the affection of the service quality against the customer satisfaction at tennis school in Cilandak Town Square, South Jakarta.

**II. THEORITICAL REVIEW**

**A. Service Quality**

According Tjiptono (2007:71) service quality could be interpreted as an effort to fill the needs and desires of consumers and the accuracy of its deliver in balancing with the consumer expectations

Service quality would recognized by comparing the consumers' service perceptions that they actually received /get with the service they actually expected/wanted towards the company service attributes.

According on FandyTjiptono (2008:128) there are three keys to provide superior service, namely (1) The ability to understand the customer needs and desires including understanding the type (include data needs and desires of each customer and changing conditions of competitors), (2) Developing a database which more accurate than competitors (including data on the needs and desires of each customer and changing competition conditions) and (3) Utilization of information that obtained from market research within a strategic framework, this framework would realized in developing relationship marketing.

**B. Customer Satisfaction**

According to Kotler & Keller (2007:177) Consumer satisfaction is feeling of pleasure or disappointment which arises after comparing the performance (results) of products that have been felt with the expected performance (results) of products. If the performance is below expectations, the customer wont satisfied and vice versa if the expected performance was as expected, then the customer will be satisfied or even pleasant.

The concept of customer value has closely related to customer satisfaction if customer expectations of product quality, service quality and price has met or exceeded, the company will achieve a high level of satisfaction and will create of customer pleasure. Conversely, if the customer satisfaction is not achieved will lead to customer dissatisfaction which ultimately results in customers leaving the company and turning into other options (Nauman Earl and Kathleen Giel, 1995).

Service Quality has close connection with customer satisfaction. Service quality motivates the customers to build strong bonds with the company. As for long run this kind of bond will allows the company to understand the details of customer expectations and their needs. Thus it will increase customer satisfaction where the company tried to maximizes pleasant experience and minimizes unpleasant customer experience.

FandiTjiptono and Anastasia Diana (2001:68) stated that service quality and customer satisfaction are closely related. Quality provides driven factor to customers and establish the strong bond for company. In the long run this kind of bond will allows the company to carefully understand regarding customer expectations and their needs. In turn, the customer satisfaction could create customer adherence or loyalty to companies that provide satisfying quality.

**C. Thinking Framework and Hypothesis**

The Thinking framework in this research as the authors convey in the form of the picture below:

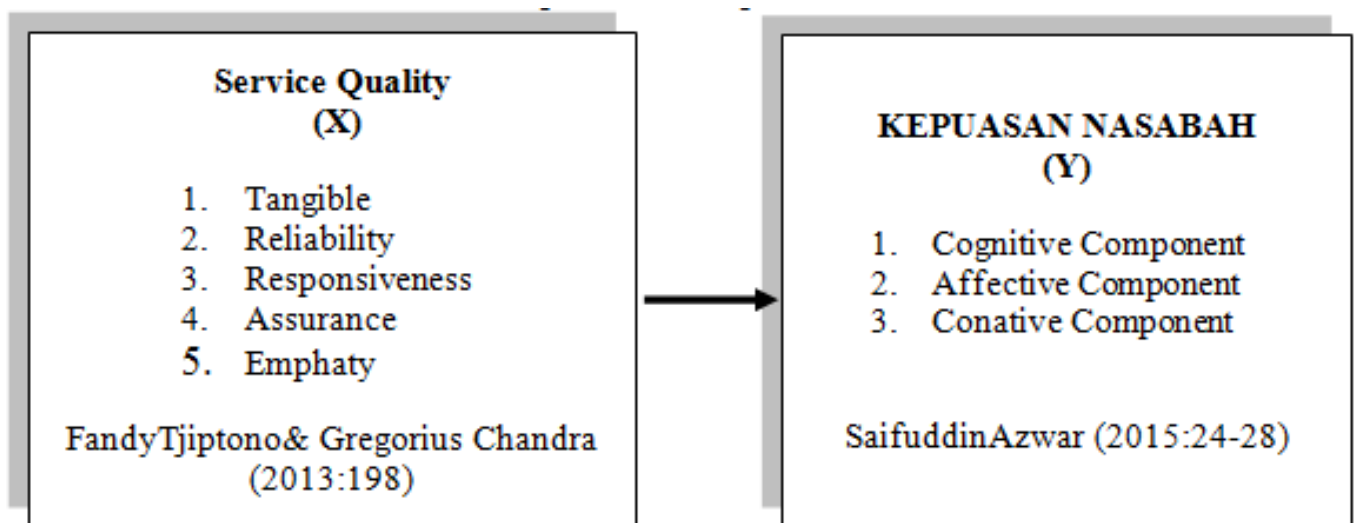


Fig 1:- Thinking Framework

From this framework, the authors could drawn the Hypothesis that service quality Allegedly has an influence to the customer satisfaction at tennis school customers in Cilandak Town Square, South Jakarta.

### III. RESEARCH METHODS

This research uses associative qualitative method (correlative). Which means Associative research (Sugiyono, 2012:36) defined as research that asking the connection between two or more variables. While data analysis method used descriptive quantitative method by mathematics such as validity, reliability, product moment correlation analysis, coefficient of determination, and hypothesis test or also called (t test). Based on data collection techniques and information, these study using two kinds of data, such as primary data and secondary data. Primary data is obtained from direct information provided by the first source of direct observations and interviews with parties who related to the research problem. While secondary data is obtained from third parties in the form of written information and documentation material relating to the problem under research and reference books related through Library Research.

In this research, the target population is the tennis school customers in Cilandak Town Square, South Jakarta, with totaling of 133 children, aged between 15-16 years. The sampling was done by using the probability sampling method with Slovin formula (5% error level) and then get results of 80 samples.

According to Sugiyono (2012:248) to examine the associative hypotheses (connection) should be used correlation techniques one of mentioned uses the Product Moment correlation.

To determine the causal relationship between the variables which effecting the service quality and customer satisfaction variables, it could be seen by analyzing the correlation. To calculate the correlation coefficient so we used the formula:

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{(n \sum (X)^2 - (\sum X)^2) (n \sum (Y)^2 - (\sum Y)^2)}}$$

Source: Sugiyono (2013:183)

The greater of the correlation coefficient, the stronger connection between X and Y. Conversely the smaller the value of the correlation coefficient, the weaker the relationship between X and Y. Here is a table of interpretations of the coefficients:

Coefficient Interval	Relationship Level
> 0,00 - 0,199	Very Low
0,20 - 0,399	Low
0,40 - 0,599	Fairly
0,60 - 0,799	Strong
0,80 < 1,000	Very Strong

Table 1:- The Interpretation of Correlation Coefficients  
Source: Sugiyono (2013:250)

According to Sugiyono (2011: 188) the used of linear analysis was to predicted the change of value on the dependent variable if the value of the independent variable is increased / derived. These simple linear regression analysis used to proved how far the customer satisfaction get influenced by service quality

Simple linear regression analysis used to predict the condition of rising or falling dependent variables, if one or more independent variables are indicators. This analysis used by involving the dependent variable (Y) and the independent variable (X), the regression equation would be like:  $Y = a + bX$ .

The coefficient of determination is common analytical tool used by analysts. The Coefficient is an analysis tool to discover how much an affection for free or independent variable (X) on the attached or dependent variable (Y) which defined as a percentage (%) and expressed as r (coefficient). By using the formula:  $Kp = r^2 \cdot 100\%$ .

Hypothesis (t test) is a temporary answer to the formulation of research problems, where the research problem formulation has been stated in the form of sentence questions. It is said temporarily because the answers given are only based on relevant theories, not yet based on empirical facts that obtained through data collection. Hypothesis calculation (t test) uses the following formula:

$$t = \frac{r \sqrt{n - 2}}{\sqrt{1 - r^2}}$$

Source: Sugiyono (2011:184)

### IV. RESEARCH RESULT

#### A. Quantitative Analysis of Service Quality Variables (X)

Validity test was done by comparing the value of tcount with ttable with a significance level (error) of 5%. If r count is greater than r table then the statement item defined valid. To discover the data which obtained from the research can be used or not, the authors use the validity test. Based on the calculation of the validity result of service quality (X), it appears that all items declared valid because the r count is greater than r table.

No Item	r count X	r table	Information
1	.551	0.220	valid
2	.530	0.220	valid
3	.543	0.220	valid
4	.514	0.220	valid
5	.538	0.220	valid
6	.529	0.220	valid
7	.613	0.220	valid
8	.595	0.220	valid
9	.520	0.220	valid
10	.659	0.220	valid

Table 2:- Service Quality Validity Test Results (X)

After calculating the validity test, the further test was the reliability test. The reliability test was carried out to discover whether the instrument used by the researcher has fixed value if the instrument used was repeatedly by anyone and at any time at the same research site. A research was declared reliable if the Cronbach alpha value > 0.6. Here's the results of the calculation over the reliability test of service quality variables (X). Based on the results calculation, it looks that the Cronbach alpha value > 0.6 so all the items of service quality variables (X) were declared reliable.

Variable	Cronbach Alpha	Terms	Information
Service Quality (X)	.754	> 0.6	Reliable

Table 3:- Service Quality Test Results (X)

**B. Quantitative Analysis of Customer Satisfaction Variables (Y)**

Similar to the service quality variable (X) the customer satisfaction variable (Y) also calculates its validity. Based on the calculation of validity result towards customer satisfaction (Y), it looks that all items were declared valid because the r count was greater than r table.

No Item	r count Y	r table	Information
1	.564	0.220	valid
2	.687	0.220	valid
3	.652	0.220	valid
4	.609	0.220	valid
5	.692	0.220	valid
6	.709	0.220	valid
7	.704	0.220	valid
8	.708	0.220	valid
9	.712	0.220	valid
10	.667	0.220	valid

Table 4:- Validity Test Results of Customer Satisfaction (Y)

Reliability test on the customer satisfaction variable (Y) was conducted to discover whether the instrument used by researchers has a fixed value if the instrument used repeatedly by anyone and at any time at the same research site. Based on the reliability calculation test result, it looks that the Cronbach alpha value > 0.6 so all items of the variable statement on customer satisfaction (Y) were declared reliable.

Variable	Cronbach Alpha	Term	Information
Customer Satisfaction (Y)	.863	> 0.6	Reliable

Table 5:-Customer Satisfaction Test Results (Y)

**C. Impact of Service Quality against Customer Satisfaction**

After testing the validity and reliability, with valid and reliable results, the next step has to performed correlation coefficient analysis, the purpose of this test to determine whether there has an affectioned between service quality variables towards customer satisfaction variables.

First, the correlation coefficient. It was done to discover the magnitude of connection between service quality variables (X) and customer satisfaction variables (Y). Based on the calculation of correlation coefficient test by "product moment correlation formula", the results earned around 0.6686 which means there has huge impact between service quality and customer satisfaction.

Second, simple linear regression. This simple linear regression analysis used to predict the up or down of the dependent variable, if one or more independent variables were indicators. This analysis is added the dependent variables (Y) and independent variables (X). Here are the results of simple linear regression calculations:  $Y = 3.56 + 0.89X$ . meaning that if X was increased by 1 unit then Y will increase by 0.89 units.

Third, the coefficient of determination. The coefficient of determination used to determine how much an inputs of variable X to variable Y. The calculation result of coefficient determination according to these result were 44.70%. Which means that service quality has an affection towards customer satisfaction by 44.70% and the remaining 55.30% was influenced by other factors.

Fourth, the analysis of hypothesis examination. Henceforth a significant correlation test was performed by using the t-test to determined whether service quality has significant effect on customer satisfaction. And t test results amounted to 7.937. While t table is 1,991. Refers to the results above it can be seen that,  $t_{count} > t_{table}$ , or  $7.937 > 1.991$  so it seems significant. This means that  $H_0$  was rejected and  $H_a$  was accepted, which also means that there's a significant effect between service quality on customer satisfaction. This could be described as follows:

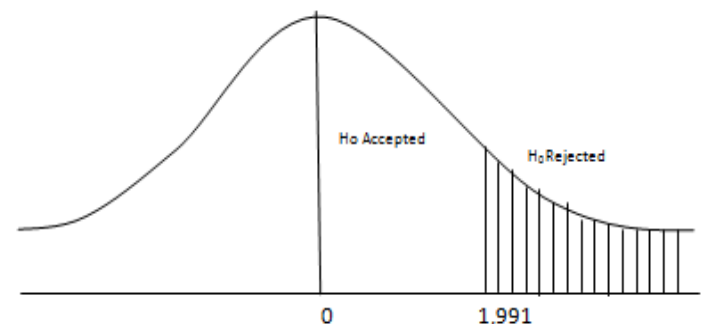


Fig 2:- Correlation Coefficient Test

## V. CONCLUSIONS AND SUGGESTIONS

### A. Conclusions

Based on the calculation of the correlation between variable X and Y, show the number 0.6686 meaning there has determination impact between service quality and customer satisfaction at Tennis School in Cilandak Town Square, South Jakarta. Simple linear regression test  $Y = 3.56 + 0.89X$ , and illustrates that there has positive impact towards X on Y meaning that if the quality of tennis school services was increased by 1 unit, customer satisfaction will also increase by 0.89 units. And based on those calculation it obtained the results of 44.70% meaning that service quality has an affections towards customer satisfaction by 44.70% and the remaining 55.30% was influenced by other factors not examined by the author. As well as from the results of hypothesis test it concluded that there has significant influence between service quality against customer satisfaction. This could be seen from the value of  $t_{count} = 7.937$  which is greater than  $t_{table} = 1.991$ .

### B. Suggestions

From the results of research that has been done, the authors could provide several advice to the tennis school companies, those are among others, as its follows:

- In providing those services, all employees both staff and trainers should be more responsive, professional and total in serving and responding to customer desires and complaints, and provide complete information about tennis training, so the customers will be more satisfied with the service quality provided.
- The surveillance in providing the services to customers must be further improved and should get more serious and attention consistently so the customers would be more satisfied.

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