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The Relationship Between Service Quality And Consumer Satisfaction At UD She Water In Gunungsitoli City

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ABSTRACT

The purpose of this research is to find out whether there is a relationship between service quality and consumer satisfaction and to find out how big the relationship is between service quality and consumer satisfaction at UD She Water in Gunungsitoli City. The research used in this study is quantitative research. The sample in this study was the entire population, which was 35 people. Data collection techniques. Data collection techniques used observation, questionnaires and interviews. Based on the results of the study, the researcher drew the following conclusions: 1. The implementation of proper service quality will have an impact on increasing customer satisfaction in any company including UD. She Water. 2. From the calculation of the correlation coefficient above, (rxy) item number 1 was obtained at 0.7070 and for N = 35 at a significant level of α = 5%, the data rtable = 0.334 was obtained. By referring to the valid invalid criteria, item number 1 in the questionnaire with rxy, namely 0.7070> 0.334, is concluded to be valid. 3. From the calculation of the correlation coefficient between variables X and Y, rxy = 0.7388 is obtained, then the correlation coefficient value is consulted in the r Product Moment critical value table. For N = 35 at a significance level of 5% rtable = 0.334. Thus, rxy> rtable or 0.7388> 0.334 is obtained.

INTRODUCTION

Nowadays, companies without exception strive to provide the best service to every community in terms of attracting public sympathy for every service or product provided by the company. Therefore, a company in carrying out its activities will strive to achieve previously set goals. One thing that must be considered together is that the success of various activities within the company in achieving goals does not only depend on technological excellence, available operating funds, facilities or infrastructure owned, but also depends on the aspect of Human Resources (HR) within the company itself.

In this increasingly difficult economic situation, there is a lot of competition in various areas of life, including competition in the business world. Many companies compete with each other to get market share, so this spurs companies to continue to strive to improve their businesses. In addition, with the advancement of technology, companies are also required to be able to keep up with the times so as not to be left behind by others. In order for a company to grow and develop well, the company must be able to overcome increasingly competitive economic developments by implementing the right strategy so as not to be left behind in the competition. One strategy that can be applied is to improve the quality of service. Service is basically an activity offered by an organization or individual to consumers (customers/being served), which is intangible and cannot be owned. Service Quality. According to Tjiptono (2015:15) "Quality is a dynamic condition that influences products, services, people, processes and environments that meet or exceed expectations" Companies in marketing goods and services are always faced with the question, why do consumers buy certain goods or services?, the answer cannot be explained directly from observation alone, but a deeper analysis of consumer behavior is needed. This will help marketing managers a lot to understand why and how consumer behavior is. So that companies can develop, determine prices, promote, and distribute their goods properly.

Especially regarding the quality of service by the company to consumers, this has a very important influence on the progress of the company being managed. Because with good service, consumers will feel appreciated and satisfied with the service. The company needs to pay attention to the factors that can affect the quality of service, so that consumers are not disadvantaged, so that in the end they feel satisfied with the service that has been provided. UD She Water Gunungsitoli City for example, because this company is engaged in the service sector, of course the element of service quality is an important factor in retaining customers. In the field, the author found that UD She Water in terms of customer service sometimes has an attitude that is not so pleasing to some customers, either due to factors of employees who are not friendly, piling up orders, so that they experience obstacles in punctuality, or other factors. On the other hand, customers who feel they get good service, and of course also followed by the quality of service provided, tend to spread their satisfaction to others, such as friends, family and others.

LITERATURE REVIEW

Understanding Service Quality

Service quality is the competence possessed by a company to provide services to consumers or customers. According to Alfisyarih, et al. (2023:20) service quality is an action taken by the company in the form of something tangible but can be felt by consumers. Then, service quality is fulfilling customer needs and exceeding customer expectations at a very satisfying level according to what is desired by customer expectations (Bahrani, 2019:11). Furthermore, according to Idrus (2019:31) service quality is fulfilling the needs and desires of service users (consumers) and the accuracy in the producer's efforts to meet the expectations of service users (consumers). Based on the statements of the experts above, it can be concluded that service quality is an action taken by employees in a company to provide consumer services according to the wishes of the consumers themselves.

Service Process

Service is a process. The process produces a product in the form of service, then given to customers. Services can be divided into three groups according to Sutopo in the book Pelayanan Prima (2006:14), namely:

1. Core service

Core service is a service offered to customers, which is its main product. For example, for hotels it is the provision of rooms and for flights it is air transportation. Companies may have several core services, for example airlines offer domestic and international flights.

2. Facilitating service
   Facilitating service is an additional service facility for customers, for example "front office" service at a hotel or "check in" service on air transportation. This facilitating service is an additional service but is mandatory.
3. Supporting service
   As in facilitating service, supporting service is an additional service (support) to increase the value of service or to differentiate it from services from "competitors". For example, a hotel restaurant at a hotel. Supporting is an additional service but is not mandatory and is provided to increase competitiveness.
   Service promise (service offering) service is a process, namely interaction between buyers (customers) and sellers (service providers). Services include various forms. In order for various forms of service to be known and attract customers to have them, the service needs to be offered to customers. The service offered is a "promise" from the service provider to the customer that must be known, so that customers are satisfied.

Definition Of Consumer Satisfaction

Consumer satisfaction is very important in increasing sales of goods or services. According to Mowen in Muharam, Chaniago and Mujito (2023:204) consumer satisfaction is the overall attitude of accumulation towards a good or service after acquisition and its use. In other words, consumer satisfaction is a post-purchase evaluative assessment resulting from the acquisition of a specific purchase selection.

According to Febrianty, et al. (2023:46) customer satisfaction can be defined as consumer satisfaction regarding the previous product purchase experience so that it produces a favorable response to the product. Based on the statements above, it can be concluded that consumer satisfaction is a fulfillment of consumer needs or expectations so that they are satisfied with the products or services they receive from a company itself.

Factors Affecting Consumer Satisfaction

In fulfilling consumer satisfaction, a company must pay attention to factors that can affect consumer satisfaction itself. According to Suryati (2015:101) consumer satisfaction can be influenced by several factors, namely; trust, service quality, and value perception consisting of functional value, emotional value, social value and monetary value. Then, according to Irawan in Suharno (2024:139) the factors that influence consumer satisfaction are:

1. Product quality (dominant for media)
2. Price (dominant for commodities)
3. Service quality (dominant for hotels, restaurants, restaurants, food stalls, hospitals, recreational services)
4. Emotional factor (dominant for jewelry, luxury goods)
5. Convenience (dominant for Banks)

Furthermore, according to Handi in Zelviean (2020:42-43) the factors that influence consumer satisfaction are:

1. Product quality, namely regarding performance (product performance), reliability (product reliability), conformance (product suitability), durability (product durability), and features (additional characteristics or features of a product).
2. Service quality, which is a determining factor of consumer satisfaction consisting of five dimensions, namely reliability, responsiveness, assurance, empathy, tangible (physical evidence). 3) Emotional factors, consumers will not only feel satisfied with the quality of the

product, but also satisfied and proud if they gain self-esteem for the brand they use. 4) Price, products with the same quality but relatively lower prices will be more satisfying to consumers. 5) Cost and ease of obtaining products, with relatively lower costs and easier to obtain products, consumers will feel satisfied with the product.

METHODS

The research used in this study is quantitative research. The sample in this study is the entire population, which is 35 people. In conducting this study, the researcher has chosen and determined the research location at UD She Water Gunungsitoli, Gunungsitoli City. The data collection techniques used by the researcher in this study are:

1. Observation ; The researcher collects data directly through field observations of symptoms or facts found at the research location.
2. Questionnaire ; To obtain data regarding product quality and promotion of purchasing decisions, the researcher prepares a questionnaire. Furthermore, the respondents' responses/answers to the questionnaire that has been distributed by the researcher are processed and analyzed using the analysis techniques used in this study.
3. Documentation ; Namely the method of collecting data and information through photos or documentation as evidence in the field while the researcher is carrying out the required data collection activities.

RESULTS

From the calculation of the correlation coefficient above, (rxy) item number 1 is obtained as 0.7070 and for N = 35 at a significant level of α = 5%, the data obtained rtable = 0.334. By referring to the valid invalid criteria, then item number 1 in the questionnaire with rxy namely 0.7070 > 0.334 is concluded to be valid. By following the steps such as the calculation of the correlation coefficient in item number 1 above, the price of items and validity of numbers 2 to items number 15 can be obtained as shown in the following table:

Table 1 Calculation Of Questionnaire Trial Validity Items Number 1 To Number 15

NO	∑X	∑Y	$\sum X^2$	$\sum Y^2$	∑XY	r_{xy}	r_{tabel}	Ket
1	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*
1	125	1855	463	99179	6709	0,7070	0,334	Valid
2	122	1855	360	99179	6517	0,9142	0,334	Valid
3	118	1855	326	99179	6295	0.4792	0,334	Valid
4	111	1855	289	99179	5948	0.8253	0,334	Valid
5	125	1855	409	99179	6685	0.6446	0,334	Valid
6	121	1855	385	99179	6491	0.7000	0,334	Valid
7	133	1855	431	99179	7084	0.4561	0,334	Valid
8	132	1855	424	99179	7032	1.1376	0,334	Valid
9	124	1855	384	99179	6692	0.8475	0,334	Valid
10	127	1855	404	99179	5733	0.6923	0,334	Valid
11	118	1855	349	99179	5323	0.6040	0,334	Valid
12	112	1855	301	99179	4910	0.9496	0,334	Valid
13	126	1855	386	99179	5589	0.9498	0,334	Valid
14	134	1855	452	99179	6115	0.7869	0,334	Valid
15	127	1855	469	99179	5636	07250	0,334	Valid

From the calculation of the correlation coefficient above, (rxy) item number 16 is obtained as 0.8735 and for N = 35 at a significant level of α = 5%, the data rtable = 0.334 is obtained. By referring to the valid invalid criteria, then item number 16 in the questionnaire with rxy of 0.8735 > 0.334 is concluded to be valid.

By following the steps such as the calculation of the correlation coefficient in item number 16 above, the price of items and the validity of numbers 16 to item number 30 can be obtained as shown in the following table:

Table 2 Calculation Of Validity Of Questionnaire Trial Items Number 16 To Number 30

NO	∑X	∑Y	$\sum X^2$	$\sum Y^2$	∑XY	r_{xy}	r_{tabel}	ket
1	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*
16	95	1552	323	81390	5003	0.8735	0,334	Valid
17	94	1552	320	81390	4926	0.4768	0,334	Valid
18	99	1552	361	81390	5245	0.6353	0,334	Valid
19	110	1552	414	81390	5750	0.5477	0,334	Valid
20	108	1552	408	81390	5680	0.6386	0,334	Valid
21	106	1552	390	81390	5568	0.6460	0,334	Valid
22	100	1552	356	81390	5286	0.7135	0,334	Valid
23	114	1552	438	81390	5931	0.4596	0,334	Valid
24	114	1552	442	81390	5969	0.7257	0,334	Valid
25	98	1552	346	81390	5170	0.5936	0,334	Valid
26	112	1552	428	81390	5858	0.6130	0,334	Valid
27	80	1552	234	81390	4217	0.5195	0,334	Valid
28	95	1552	317	81390	4966	0.5849	0,334	Valid
29	111	1552	417	81390	5787	0.5357	0,334	Valid
30	116	1552	452	81390	6034	0.5333	0,334	Valid

A simple linear regression equation is an equation model that describes the relationship between one independent variable/predictor (X) and one dependent variable/response (Y).
A simple linear regression equation is mathematically expressed by: Y = a + bX where:
Y = regression line/response variable
a = constant (intercept), intersection with the vertical axis
b = regression constant (slope)
X = independent variable/predictor
n = number of data

The magnitude of the constants a and b can be determined using the equation:

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

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

Langkah-langkah Analisis dan Uji Regresi Linier Sederhana adalah sebagai berikut:

$$a = \frac{(859\ x\ 28811) - (999\ x\ 24707)}{(35\ x\ 28811) - (999\ x\ 999)} = 6{,}4094$$

$$b = \frac{(35\ x\ 24.707) - (999\ x\ 859)}{(35\ x\ 28811) - (999\ x\ 999)} = 0{,}6359$$

The simple linear regression equation is Y = 6.4094 + 0.6359 X

DISCUSSION

From the results of the research that has been done, it can be concluded that the implementation of the marketing mix has a significant role in increasing the number of sales. Therefore, the findings of this study can be explained as follows:

1. UD She Water implements a marketing strategy by setting service quality standards. With this approach, they can more effectively increase Customer Satisfaction.
2. In implementing service quality, UD She tries to provide services to consumers to increase customer satisfaction in buying products offered by UD She Water.
3. UD She Water relies on interactions between customers and family networks to win the competition and expand the dissemination of information about material products. They use various promotional tools such as brochures, stickers, banners, and social media to reach the entire community.

From the results of the calculation of the correlation coefficient between variables X and Y, rxy = 0.7388 is obtained, then the price of the correlation coefficient is consulted in the r Product Moment critical value table. For N = 20 at a significance level of 5% rtable = 0.334. thus obtained rxy> rtable or 0.7388> 0.334 concluded valid.

From the calculation above it can be seen that the correlation coefficient of determination is around 54.58% the influence of Service Quality affects Customer Satisfaction, while 45.42% is influenced by other factors that are not discussed in this study.

Based on the t test, the hypothesis is accepted, namely (Ha) The Relationship between Service Quality and Customer Satisfaction at UD She Water has a very important influence on increasing Customer Satisfaction. Because tcount> ttable, namely 8.30> 2.70, namely that with the existence of Service Quality, it can increase Customer Satisfaction at UD She Water, Gunungditoli City.

CONCLUSION AND SUGGESTION

Based on the results of the study, the researcher draws the following conclusions:

1. The implementation of the right Service Quality will have an impact on increasing Customer Satisfaction in any company including UD. She Water.
2. From the calculation of the correlation coefficient above, (rxy) item number 1 is obtained at 0.7070 and for N = 35 at a significant level of α = 5%, the data rtable = 0.334 is obtained. By referring to the valid invalid criteria, item number 1 in the questionnaire with rxy, namely 0.7070> 0.334 is concluded to be valid.
3. From the results of the calculation of the correlation coefficient between variables X and Y, rxy = 0.7388 is obtained, then the price of the correlation coefficient is consulted in the r Product Moment critical value table. For N = 35 at a significant level of 5% rtable = 0.334. thus obtained rxy> rtable or 0.7388> 0.334.
4. From the calculation results it can be seen that the correlation coefficient of determination is around 54.58% the influence of Service Quality affects Customer Satisfaction, while 45.42% is influenced by other factors that are not discussed in this study.
5. From the calculation results, the data obtained is a simple linear regression equation is Y = 6.4094 + 0.6359 X.
6. Based on the results of data processing, when compared with rtable at α = 0.05 and dk = 35 - 2 = 33 obtained ttable = 2.70. Based on hypothesis testing, it turns out that the marketing mix variable has a very important influence on increasing sales volume. Because tcount> ttable is 8.30> 2.70, so it can be stated that service quality can be related to increasing Customer Satisfaction at UD. She Water. Thus, the hypothesis is accepted, namely "There is a Relationship between Service Quality and Customer Satisfaction at UD She Water".

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