

# THE EFFECT OF SERVICE EXCELLENCE ON CUSTOMER SATISFACTION



**Presented as Partial Fulfillment of the Requirement to Obtain the Bachelor Degree in Economic and Business Department**

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APPROVAL

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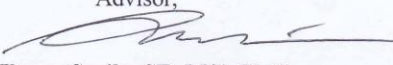
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## RATIFICATION

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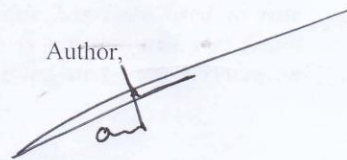
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## ABSTRAK

Penelitian ini bertujuan untuk meneliti industri perbankan, dampak pelayanan terhadap kepuasan pelanggan. Service adalah sebagai usaha untuk melayani kebutuhan orang lain. Service excellence merupakan upaya dari organisasi atau perusahaan yang lebih dari yang diharapkan, yang fokus pada akurasi, keamanan, kenyamanan, kualitas, biaya, proses, dan kepuasan. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh service excellence terhadap kepuasan pelanggan. Untuk mengumpulkan data dan menganalisa pertanyaan penelitian, Sampel terhadap 100 responden nasabah bank di Surakarta berdasarkan kuesioner terstruktur dan metode skala Likert 5 point telah digunakan untuk menilai perasaan responden. Temuan tersebut menunjukkan bahwa ada layanan kecepatan dampak positif dan signifikan, layanan liburan, layanan perhotelan, dan layanan kebenaran pada kepuasan pelanggan.

Kata kunci: Keunggulan Layanan, kepuasan pelanggan, perbankan

## ABSTRACT

*This study was aimed to investigate in banking industries, the impact of service on customer's satisfaction. Service is as an attempt to serve the needs of others. Service excellence is an effort from organizations or company that more than expected, that focus on accuracy, safety, comfort, quality, cost, process, and satisfaction. The purpose of this study is to analyze the effect of service excellence on customer satisfaction. To collect the data and analyze the research question, Sample of 100 respondents of bank customer in Surakarta based on structured questionnaire and the method of 5 point Likert scale has been used to rate respondents feeling. The finding showed that there is positive and significant impact speed service, leisure service, hospitality service, and truth services on customer satisfaction.*

**Keywords:** Service Excellence, customer satisfaction, banking

## 1. INTRODUCTION

### 1.1. Background

The competitive condition is a challenge for those in the banking industry to be able to continue to make internal improvements, to be more focused on capturing the intended target market, so that it becomes the foundation to strengthen its presence in the banking industry.

The main purpose of business including banks is to create and maintain customers because the customers are valuable corporate asset and a profit centre that ensures business continuity of bank Product is different from service. The product of banking includes fixed deposit, mortgages, loans, insurance, savings, etc but the service includes politeness, reliability, assurance, empathy,

responsiveness. While products and service offered by the bank are both intangible.

In the SERVQUAL model, there are five main dimensions to identify the services quality level delivery by bank. Those dimensions are Responsiveness, Reliability, Assurance, Empathy, and Tangible. These dimensions were used to evaluate the impact of services quality on customer satisfaction among bank customer. Some researcher's findings show that the service quality is significant in examines the performance of bank branches, because the bank survival depends on the service quality levels they deliver to their customer, said by Lo et al. (2010). According to Choudhury (2008), determination of the dimension of customer-perceived service quality is important. This is because service managers need to understand how perceptions of their performance on service quality dimensions influence the levels of bank customer satisfaction. Besides that, once identified the dimensions of service quality, service managers is able to improve the services process and have greater control the overall service quality in order to delivery professional service. As the explanation above, it can be concluded that the five dimensions are important to services quality standard.

This research focused on the customers of banking users especially in Surakarta. This also supported by previous research done by Qadeer (2013), Karim and Chowdhury (2014), Naik et al. (2010), Solnet and Kandampully (2008), Sabir et al. (2014). Service excellence is the better service that based on the service quality (Gilmore and Souza, 2006), so in order to make indicators and better indicators in this research will be according to service excellence indicators based on Hapsari et.al. (2015). Based on the background, so this study will analyze the effect of service excellence on customer satisfaction.

## **1.2. Research purpose**

The main objective of this research is to focus Customer Satisfaction by seeking the impact of service excellence among Speed services, Leisure services, Hospitality services, and Truth services bank clients' satisfaction.

## **1.3 Literature Review**

### **a. Marketing**

According to Kotler & Armstrong (2010), marketing is as a social and managerial process that makes what they need and want through creating and reciprocal value and value with others. Marketing is one of the important activities that companies need to do to improve the business and maintain the company's survival. In addition to corporate marketing activities also need to combine the functions and use their skills to make the company run well.

### **b. Service Excellence**

Service excellence is important to customers because it provides the best services to facilitate ease of fulfillment of needs and realize satisfaction, so that

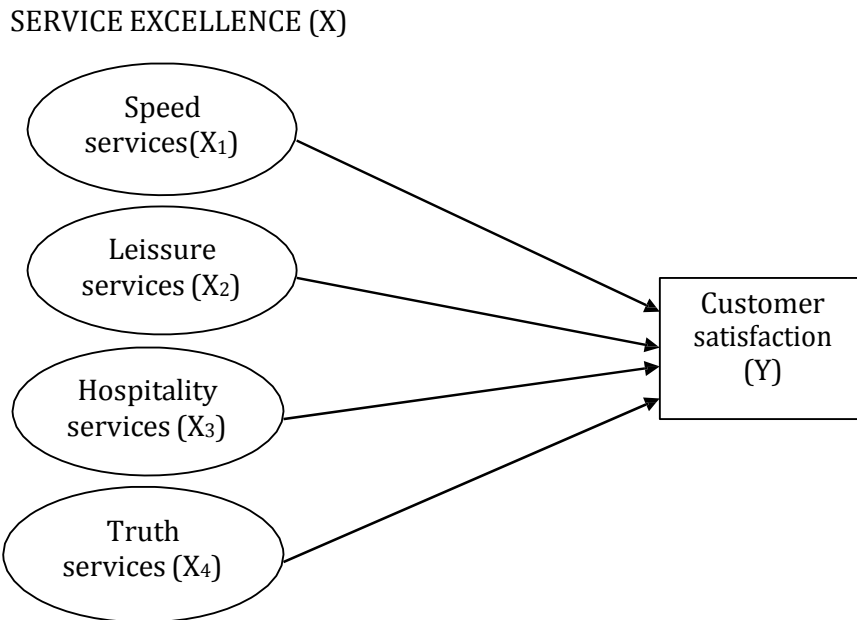
they are always loyal to the organization or company. According to the Swastika (2005: 3), service excellence definition contains three main points, namely their attitudes related to the approach to the customer care, efforts to serve the best course of action, and their aim to satisfy customers with standard orientation on certain service.

**c. Customer Satisfaction**

According to Kotler (2009), customer satisfaction is the level of one's feelings after comparing the performance of the product he feels with his expectations. Customer satisfaction or dissatisfaction is a response to a perceived nonconformity or disconfirmation evaluation between the previous expectations and the actual performance of the perceived product after usage.

**d. Research Model**

Since the main objective of the study is to identify the impact of the four dimensions of service excellence on customer satisfaction thus the research model of this study is given below:



**e. Hypothesis**

- H1: There is positive effect of speed services on customer satisfaction.
- H2: There is positive effect of leisure service on customer satisfaction
- H3: There is positive effect of hospitality service on customer satisfaction
- H4: There is positive effect of truth services on customer satisfaction

**2. METHODOLOGY**

**2.1. Population and Sample**

This study population is all consumers who are customers of banking in Surakarta, because the population is too large, then it takes the sample in this

study. Samples in this study are 100 respondents that are customer of banking in Surakarta.

## **2.2. Type of Data**

Type of data in this research is primary data. Primary data in this study is the respondents' answers on the questionnaire that was distributed to customers banking in Surakarta.

## **2.3. Data Collection Methods**

The data collection technique used is questionnaires distributed to the respondents. Questionnaires are a number of written questions, which are used to gather information from respondents. The questionnaire in this study was distributed to a number of customers banking in Surakarta, in the hope of obtaining the information needed to analyze the effect of service excellence on customer satisfaction. Likert scales used: 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), 1 (strongly disagree).

## **2.4. Technique Analysis Data**

### **Validity test**

Validity test is a measuring instrument that indicates the level of validity of an instrument. Valid instrument has high validity. Conversely instrument less valid means having a low validity. In this test of the validity of the calculations used Product Moment and compared with r critical.

### **2.5. Reliability test**

The concept of reliability is the extent to which the results of a measurement can be trusted. Empirically, the level of reliability shown by a number called the coefficient of reliability

### **2.6. Regression Analysis**

This study will use Linear Regression. Regression analysis is a statistical link between independent variables (X) with dependent variable. Here is the formula of Regression analysis in this study:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where as:

Y = Customer Satisfaction

a = constant / parameter intercept

b<sub>1</sub>-4 = regression coefficient value

X<sub>1</sub> = Speed services

X<sub>2</sub> = Leisure services

X<sub>3</sub> = Hospitality services

X<sub>4</sub> = Truth services

### **2.7. Significance partial test (t test)**

Significance test partial t basically shows how much influence the data individually independent explanatory variables in explaining the variation of the



dependent variable (Gujarati, 2004). T-test in this study to examine whether, a variable X is still contributing significantly to the dependent variable Y

### 3. RESULT AND ANALYSIS

Statistic descriptives reflect the minimum, maximum, mean and standard deviation in this research, as follows:

**Table 1. Statistic Descriptive of Speed Services**

Description	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2,00	5,00	4,1300	0,81222
X1.2	100	2,00	5,00	3,9400	0,70811
X1.3	100	2,00	5,00	3,9200	0,86082

Table 1. show that the highest mean value of third variables of speed service is 4.1300, that is the first statement and the lowest is the third statement of 3.9200, which means that the third statement of respondents tend to agree with the statement that the bank staff serve customers with fast responsiveness, speed staff bank in presenting a good product, and the speed of bank personnel in responding to requests quickly.

**Table 2. Statistic Descriptive of Leissure services**

Description	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	2,00	5,00	3,9300	0,84393
X2.2	100	1,00	5,00	3,8200	0,82118
X2.3	100	1,00	5,00	3,9400	0,82658

Table 2. show that the highest mean value is the third statement from leissure variable services is 3.9400, and the lowest is the second statement that is 3.8200, which means that the third statement of respondents tend to agree with the statement that the bank is a good atmosphere, appearance attractive bank staff, and hygiene guaranteed bank.

**Table 3. Statistic Descriptive of Hospitality service**

Description	N	Minimum	Maximum	Mean	Std. Deviation
X3.1	100	2,00	5,00	3,7100	0,92436
X3.2	100	1,00	5,00	3,5300	1,08670
X3.3	100	2,00	5,00	3,5500	1,00880

Table 3. show that the highest mean from the hospitality service is the first statement hospitality service is 3.7100, for the lowest is the second statement that is 3.5300, which means that the respondents tend to agree with the statement that the communication of the staff of both banks to customers, bank staff greetings to customers and bank staff good behavior to customers.

**Table 4. Statistic Descriptive of Truth service**

Description	N	Minimum	Maximum	Mean	Std. Deviation
X4.1	100	2,00	5,00	4,2200	0,70467
X4.2	100	2,00	5,00	3,9800	0,68135
X4.3	100	2,00	5,00	3,8700	0,70575

Table 4. show that the highest mean of the first statement of the truth variable service is 4.2200, and the lowest mean is the third statement that is 3.8700, which means that the third statement of respondents tend to agree with the statement that the accuracy of the services in this bank is good, the accuracy of the information in the good bank, and the bank has minimal errors in providing services to consumers.

**Table 5. Statistic Descriptive of Customer Satisfaction**

Y1	100	2,00	5,00	4,0700	0,71428
Y2	100	2,00	5,00	3,8900	0,77714
Y3	100	2,00	5,00	3,8600	0,71095
Y4	100	2,00	5,00	3,9500	0,77035
Y5	100	2,00	5,00	3,9300	0,71428

Table 5. show that the highest value of variable customer satisfaction is the first statement (4.0700), and the lowest mean is the third statement (3.8600), which means respondents tend to agree with a statement that they were satisfied with the services of the staff of the bank, they were satisfied with the friendliness of staff of the bank, they were satisfied with the speed of response personnel at the bank, they were feel comfortable with the services offered by the staff of the bank, and they were satisfied with the services and products offer from bank staff.

### 3.1 Validity Test

The result of validity of questionnaires can be shown as table below:

**Table 5. Validity Result for Speed Services**

Description		X1.1	X1.2	X1.3	Speed service
X1.1	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	100			
X1.2	Pearson Correlation	0,541	1		
	Sig. (2-tailed)	0,000			
	N	100	100		
X1.3	Pearson Correlation	0,680	0,539	1	
	Sig. (2-tailed)	0,000	0,000		
	N	100	100	100	
Speed service	Pearson Correlation	0,876	0,793	0,883	1
	Sig. (2-tailed)	0,000	,000	0,000	
	N	100	100	100	100

From Table 5 , it can say that the correlation is positive for three questions of speed service with p-value < 0,05, so the variable is valid. Table below showed validity result of leissure services

**Table 6. Validity Result for Leissure Services**

Description	X2.1	X2.2	X2.3	Leissure services
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X2.1	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	100			
X2.2	Pearson Correlation	0,652	1		
	Sig. (2-tailed)	0,000			
	N	100	100		
X2.3	Pearson Correlation	0,646	0,654	1	
	Sig. (2-tailed)	0,000	0,000		
	N	100	100	100	
Leisure services	Pearson Correlation	0,877	0,876	,874	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	100	100	100	100

From Table 6. show that the correlation is positive for three questions of leisure service with p-value < 0,05, so the variable is valid. Table below showed validity result for hospitality services.

**Table 7. Validity Result for Hospitality Services**

Description		X3.1	X3.2	X3.3	Hospitality services
X3.1	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	100			
X3.2	Pearson Correlation	0,828	1		
	Sig. (2-tailed)	0,000			
	N	100	100		
X3.3	Pearson Correlation	0,866	0,856	1	
	Sig. (2-tailed)	0,000	0,000		
	N	100	100	100	
Hospitality services	Pearson Correlation	0,942	0,948	0,956	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	100	100	100	100

From Table 7. show that the correlation is positive for three questions of hospitality service with p-value < 0,05, so the variable is valid. Table below showed validity result of trusth services.

**Table 8. Validity Result for Truth Services**

Description		X4.1	X4.2	X4.3	Truth services
X4.1	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	100			
X4.2	Pearson Correlation	0,661	1		
	Sig. (2-tailed)	0,000			
	N	100	100		
X4.3	Pearson Correlation	0,403	0,289	1	
	Sig. (2-tailed)	0,000	0,004		
	N	100	100	100	
Truth services	Pearson Correlation	0,865	0,811	0,713	1
	Sig. (2-tailed)	0,000	0,000	0,000	
	N	100	100	100	100

From the Table 8. show that the correlation is positive for three questions of truth service with p-value < 0,05, so the variable is valid. Table below showed validity result for customer satisfaction.

Table 9. show that the correlation is positive for five questions of customer satisfaction with p-value < 0,05, so the variable is valid.

**Table 9. Validity Result for Customer satisfaction**

Description		Y1	Y2	Y3	Y4	Y5	Custo mer satisfa ction
Y1	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	100					
Y2	Pearson Correlation	0,742	1				

	Sig. (2-tailed)	0,000					
	N	100	100				
Y3	Pearson Correlation	0,616	0,740	1			
	Sig. (2-tailed)	0,000	0,000				
	N	100	100	100			
Y4	Pearson Correlation	0,465	0,632	0,743	1		
	Sig. (2-tailed)	0,000	0,000	0,000			
	N	100	100	100	100		
Y5	Pearson Correlation	0,564	0,586	0,557	0,471	1	
	Sig. (2-tailed)	0,000	0,000	0,000	0,000		
	N	100	100	100	100	100	
Customer satisfaction	Pearson Correlation	0,813	0,894	0,880	0,803	0,761	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,000	
	N	100	100	100	100	100	100

### 3.2 Test Multicollinearity

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not occur correlations between variables (Ghozali, 2001).

In order to determine whether there multicollinearity in the regression model in this study, VIF (Variance Inflation Factor) and tolerance as well as analyzing the correlation matrix of the independent variables was undertake to test the multicollinearity between variables. The VIF can be seen in the table below :

**Table 10. Results of VIF and degree of tolerance test Coefficients<sup>a</sup>**

Model	Collinearity Statistics	
	Tolerance	VIF
<u>Constant</u>		
X1	.734	1.363
X2	.740	1.351
X3	.718	1.392

X4	.710	1.409
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### 3.2.1 Dependent Variable: Y

Model		X2	X1	X3	X4	
Correlations	X2	1.000	-.154	-.203	-.365	
	X1	-.154	1.000	-.206	-.120	
	X3	-.203	-.206	1.000	-.076	
	X4	-.365	-.120	-.076	1.000	
	Covariance's	X2	9.690	-1.396	-1.283	-3.370
		X1	-1.396	8.433	-1.213	-1.033
		X3	-1.283	-1.213	4.111	-4.553
		X4	-3.370	-1.033	-4.553	8.784

#### 3.2.1.1 Dependent Variable: Customer Satisfaction

In one side, the table 10 show that there are no variables with VIF greater than 10 and the value of tolerance that is smaller than 10%, which means that there is no correlation between independent variables which is greater than 95%.

In other side, the correlation matrix of independent variables shows in Table 10. that the independent variable that has the highest correlation is Leisure services (X2) with the Truth services (X4) with a correlation value of 36.5% which is less than 95% the maximum tolerance level used in this study. Then it can be concluded that there is no multicollinearity between independent variables in the regression model.

### 3.3 Reliability Test

**Table 11. Reliability Result for speed service, leisure service, Hospitality service, Truth services and Customer satisfaction.**

Variable	Cronbach's Alpha
Speed Services	0,809
Leisure services	0,848
Hospitality services	0,942
Truth services	0,711
Customer satisfaction	0,877

Table 11. shows that Cronbach's Alpha is  $0.809 < 0.6$  so the speed services variable is reliable

show that Cronbach's Alpha is  $0.848 < 0.6$  so the leisure services variable is reliable.

show that Cronbach's Alpha is  $0.942 < 0.6$  so the hospitality services variable is reliable.

show that Cronbach's Alpha is  $0.711 < 0.6$  so the truth services variable is reliable.

show that Cronbach's Alpha is  $0.887 < 0.6$  so the truth services variable is reliable.

### 3.4 Regression Analysis

To test the hypothesis will make an analysis with regression analysis. This table below shows the result of regression analysis:

**Table 12. Determination Coefficient**

R	R Square	Adjusted R Square	Std. Error Estimated
0,701	0,491	0,469	2,23133

Table 12. show that the R value is 0.701, for overall service excellence dimensions (speed service, leissure service, hospitality service, and truth services) suggested a strong effect with customer satisfaction. From that table acan also observed that the coefficient determination (R-square)0.491 which representing that variation of dependent variable (customer satisfaction) is due to independent variables (speed service, leissure service, hospitality service, and truth services). In fact, this is strong explanatory power of regression.

**Table 13. F-test**

Description	Sum of Square	Mean Squae	F	Significant
Regression	456,0096	11,4002	22,897	0,000
Residual	472,991	4,979		
Total	929,000			

Table 13. show that the value of F-stat is 22.897 and is significant as the level of significance is less than 5% (0.05). This indicates that the overall model was reasonable fit and there was a statistically significant association between service excellence dimension and customer satisfaction. Additionally, this also indicated that the null hypothesis is rejected and alternative hypothesis is accepted. Hence it can be concluded that service excellence dimensions have significant impact on customer satisfaction.

**Tabel 14. T-test**

Description	Unstandardized Coefficients	Standardized Coefficients	Unstandardize d Coefficients		
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	B	Std. Error	B	t	Sig.
Constant	3,400	1,847		1,841	0,069
Speed service	0,317	0,139	0,210	2,273	0,025
Leisure services	0,320	0,160	0,228	1,995	0,049
Hospitality services	0,235	0,111	0,220	2,116	0,037
Truth services	0,516	0,150	0,281	3,454	0,001

Regression equation:

$$Y = 3.400 + 0.317 X_1 + 0.320 X_2 + 0.235 X_3 + 0.515 X_4$$

Whereas:

Y = customer satisfaction

X1 = Speed service

X2 = Leisure service

X3 = Hospitality service

X4 = Truth service

Table 14. show T-Test ,the significant value is  $0.000 < 0.05$  it means that speed service, leisure service, hoapitality service and truth service can affecting customer satisfaction simultaneously.

For strenghten the result of hypotesis, also use the regression analysis that the result show in table 4.21. The significant level for speed services is 0.025and coefficient beta is +0.317, so the conclusion is there is positive effect of speed services on customer satisfaction and H1 supported. The significant level for leisure services is 0.049and coefficient beta is +0.320, so the conclusion is there is positive effect of leisure services on customer satisfaction and H2 supported.

The significant level for hospitality services is 0.037 and coefficient beta is +0.235, so the conclusion is there is positive effect of hospitality services on customer satisfaction and H3 supported. The significant level for truth services is 0.001and coefficient beta is +0.515, so the conclusion is there is positive effect of truth services on customer satisfaction and H4 supported.

### 3.5 Discussion

#### 3.5.1 Speed services .

From the result, it show that the significant level for speed services is lower than 0.05, so it can be say that there is positive effect of speed services on customer satisfaction. To achieve service excellence, the company must have certain skills, such as good and presentable, be friendly, show morale and attitude are always ready to serve, quiet work, not high-minded because they feel needed, to master his job better tasks related to the section or department or other part, able to communicate well, able to know and understand sign language (gesture)



customers as well as have the ability to handle customer complaints professionally. The better service excellence in the first dimensions, that is speed services or more better services in responsiveness, so will be the higher customer satisfaction. This result supported by previous study done by Hapsari et al. (2015).

### **3.5.2 Leisure services ..**

The result of variable leisure services is lower than 0.05, so it can be say that there is positive effect of leisure services on customer satisfaction. The level of customer satisfaction feeling to the services received by customers of the experiences associated with a particular product or service, as well as with regard to proportionality and the mismatch between the results obtained compared with the sacrifices made units to make a purchase decision makers continuously to goods or services of the companies selected (Kotler, 2010). The relationship between leisure services and customer satisfaction can be say that the better appearance of the employee and the better cleanliness so will affecting the higher customer satisfaction. This result supported by previous study done by Hapsari et al. (2015).

### **3.5.3 Hospitality services .**

The result of variable hospitality services is lower than 0.05, so it can be say that there is positive effect of hospitality services on customer satisfaction. The relationship between hospitality services and customer satisfaction can be described as follows, the better communication with consumers and greetings from employee to consumers, the behavior of the employees towards the consumers, will affecting the higher customer satisfaction. This findings supported previous study done by Hapsari et al. (2015).

### **3.5.4 Truth services**

The result of variable truth services is lower than 0.05, so it can be say that there is positive effect of truth services on customer satisfaction. The relationship between truth service and customer satisfaction can be describe as follows: the better accuracy of fulfillment, accuracy of information and the minimum errors in providing services, will affecting the higher customer satisfaction. This findings supported previous study done by Hapsari (2015).

## **4 CONCLUSION**

This research purposed to analyze the effect of service excellence dimensions on customer satisfaction. Based on the result, the conclusion as follows: There is positive and significant effect speed service on customer satisfaction, there is positive and significant effect leisure service on customer satisfaction, there is positive and significant effect hospitality service on customer

satisfaction, there is positive and significant effect truth services on customer satisfaction.

#### **4.1 Recommendations**

in this research as follows: The company need to improve the speed service to increase customer satisfaction, for example staff must be polite and fast response with the customers, to improve leissure service, for example more clean, to improve truth service can be done by training staff, to improve hospitality service can be done by up date information. In the future research can add more variables that affecting customer satisfaction, such as promotion, references group.

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