

RELIABILITY AND EMPHATY : THE KEY FACTORS OF CUSTOMER SATISFACTION

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ABSTRACT

This study aims to determine the effect of service quality consisting of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) partially or simultaneously on Indihome customer satisfaction (Y). The research was conducted at Plaza Telkom. The population in this study are all Indihome customers in Jember. The sample taken in this study were 75 respondents. The sampling technique used was purposive sampling technique, by using descriptive and analytical methods. Of the five variables simultaneously have a positive effect on customer satisfaction Indihome in Jember. While partially the variables that affect customer satisfaction are reliability variables and empathy variables.

Keywords: physical evidence, reliability, responsiveness, assurance, and empathy.

INTRODUCTION

Customer satisfaction has become a central concept in business and management discourse. Customers generally expect products in the form of goods or services that are consumed to be accepted and enjoyed by good or satisfactory service. Good service will give satisfaction to its customers. Satisfaction can shape perceptions and this can position the company's products in the eyes of its customers. This is important as a reference in improving service quality, so that the services provided can provide satisfaction at an optimal level.

Adhiyanto (2012:11) states that good service quality in a company will be able to provide satisfaction to customers. Service quality is centered on meeting the needs and wants and the accuracy of delivery to keep pace with customer expectations. Service here is all kinds of services provided by service providers as long as the consumer is in the place.

Apart from being an important element, quality also has other influences. There are other reasons for the importance of quality (Heizer, 2005:254), namely as a company's reputation, product reliability and global involvement. While the quality of service in general can be seen from the gap of customers using the services of the company. Collier (Yamit, 2001:22) suggests that

the best service to customers (excellent) and the level of service quality is the best consistent way to meet customer expectations.

PT. Telekomunikasi Indonesia is the largest provider of information and telecommunications services in Indonesia. The services offered by PT. Telkom, namely landlines and speedy internet. However, in the last 2 years PT. Telkom changed its services into 1 package called Indihome. Indihome is a service that includes landline, internet and TV use in one package.

Indihome is an internet package with several advantages, namely by using a fiber optic cable. By using a fiber network, Indihome is expected to have a stable internet access speed. With a fiber cable, it is also hoped that indihome services can be enjoyed even in unfavorable weather conditions, because the fiber cable It is resistant to weather disturbances such as lightning. In addition, the indihome package also includes a Use Tv package, which is the only TV product that can replay shows from the past seven days, can be paused and karaoke.

From some of Indihome's advantages above, there are still many shortcomings that must be improved and customers often complain about it. Starting from the absence of Fiber networks in certain areas, prices that are too expensive, to network quality that is not good. Customers also often complain about the installation of one of the indihome facilities was not fast enough, so that some customers were dissatisfied with the service of Indihome products.

For PT. Telkom customer satisfaction is a very valuable asset because it will create a competitive advantage for the company. Customer satisfaction will create a positive image of the company, besides that satisfied customers will continue to re-consumption of their chosen service products and will share their experiences with other potential customers so that it will increase the number of customers.

RESEARCH METHODS

This study uses quantitative research, with a population of all Indihome customers in Jember who make complaints or payment transactions at Telkom Plaza Jember on 11-23 December 2017. To determine the number of respondents, the researcher uses the opinion of Malhotra (2001:622) which states that the number of respondents is at least 4 or 5 times the number of factors studied. Since the factors to be studied are 15 attributes, the number of respondents needed in this study is 75 respondents.

The sampling technique used purposive sampling technique. According to Sugiono (2003:77), purposive sampling is a sampling technique with certain considerations. The criteria used in sampling are gender, age and education level of the respondents.

In this study the dependent variable is customer satisfaction (Y), while the independent variable is the service quality dimension (X) which consists of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4_ and empathy (X5).).

The operational definitions of the variables contained in this study are as follows:

- a. Physical evidence is the physical appearance and condition of the facility. Service attributes included in the dimensions of physical evidence include:
 - 1) Modem durability and quality
 - 2) There is a call center service that is easily accessible to Indihome customers.
 - 3) Facilities provided by PT. Telkom to customers.
- b. Reliability is the ability of PT. Telkom Jember to provide the promised services accurately and reliably. Service attributes included in the reliability dimension include:
 - 1) Employees PT. Telkom Jember is meticulous and disciplined at work.
 - 2) Employees of PT. Telkom Jember is professional in carrying out their duties (doing the same service for all customers).
 - 3) Employees of PT. Telkom Jember serves customers seriously.
- c. Responsiveness is the response or responsiveness of employees of PT. Telkom Jember to help and provide responsive service to customers. Service attributes included in the responsiveness dimension include:
 - 1) Readiness of PT. Telkom when serving customers.
 - 2) Employees of PT. Telkom Jember provides information that customers need quickly, responsively and clearly.
 - 3) Employees of PT. Telkom Jember wants to help serve transactions/customer complaints handling quickly.
- d. The guarantee is the knowledge of the employees of PT. Telkom Jember towards products, attention, and politeness in providing. Service attributes included in the guarantee dimension include:
 - 1) Employees of PT. Telkom Jember controls Indihome products.
 - 2) Employees of PT. Telkom Jember is polite, friendly and considerate to every customer.
 - 3) Employees of PT. Telkom guarantees customer security when making transactions.
- e. Empathy is the attitude of employees of PT. Telkom Jember pays attention to customers and strives to understand customer desires. Attributes included in the empathy dimension include:
 - 1) Employees of PT. Telkom Jember can understand and care about customer desires.
 - 2) Employees of PT. Telkom Jember can communicate well with customers.
 - 3) Employees of PT. Telkom Jember responds to customer complaints patiently.
- f. Satisfaction (Y) is the service expected or most expected by the customer.

Methods of data collection using distributing or providing a list of statements to respondents, interviews, and literature study. The data measurement technique uses a Likert scale. The Likert scale according to Sujarweni (2015:104) is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study using a Likert scale with a score of Strongly Agree (SS) = 5, Agree (S) = 4, Doubt - Doubt (R) = 3, Disagree (TS) = 2, Strongly Disagree (STS) = 1.

DATA ANALYSIS METHOD

1. Instrumental Test
 - a. Validity test
 - b. Reliability Test
2. Classic assumption test
 - a. Normality test
 - b. Multicollinearity Test
 - c. Heteroscedasticity Test
3. Multiple Linear Regression

$$Y_i = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$
4. Hypothesis testing
 - a. F Test (Simultaneous)
 - b. t test (Partial)
5. Analysis of the coefficient of determination

RESULT ANALYSIS

Validity test

Table 1.

Validity Test Recapitulation Table

Variable	Item correlation (statement)	R count	>/<	R Table	Information
Physical evidence (X1)	Statement 1	0.825	>	0.227	Valid
	Statement 2	0.845	>	0.227	Valid
	Statement 3	0.804	>	0.227	Valid
	Statement 4	0.826	>	0.227	Valid
	Statement 5	0.794	>	0.227	Valid
	Statement 6	0.762	>	0.227	Valid
Valid Reliability (X2)	Statement 7	0.834	>	0.227	Valid
	Statement 8	0.870	>	0.227	Valid
	Statement 9	0.892	>	0.227	Valid
	Statement 10	0.821	>	0.227	Valid
	Statement 11	0.782	>	0.227	Valid
Responsiveness (X3)	Statement 12	0.883	>	0.227	Valid
	Statement 13	0.854	>	0.227	Valid
	Statement 14	0.880	>	0.227	Valid
	Statement 15	0.879	>	0.227	Valid
Guarantee (X4)	Statement 16 Pernyataan	0.850	>	0.227	Valid
	Statement 17 Pernyataan	0.852	>	0.227	Valid
	Statement 18	0.845	>	0.227	Valid
	Statement 19	0.869	>	0.227	Valid

	Statement 20	0.813	>	0.227	Valid
Empathy (X5)	Statement 21	0.885	>	0.227	Valid
	Statement 22	0.891	>	0.227	Valid
	23 statement	0.831	>	0.227	Valid
Customer Satisfaction (Y)	Statement 24 Pernyataan	0.903	>	0.227	Valid
	Statement 25 Pernyataan	0.915	>	0.227	Valid
	26 . statement	0.891	>	0.227	Valid

Source: Appendix 4

Based on the table above, the results of the variables (physical evidence, reliability, responsiveness, assurance, empathy and customer satisfaction) and their indicators have R count > R table, with a sample size of 75 people and $\alpha = 5\%$ obtained R table of 0.227.

Reliability Test

Table 2.

Reliability Test Table

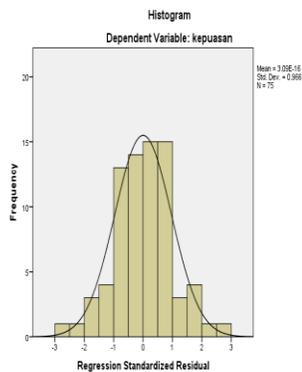
No.	Variable	Number of items	Score α	><	α determination	Information
1.	Physical evidence	6	0.894	>	0.60	Reliable
2.	Reliability	5	0.896	>	0.60	Reliable
3.	Responsiveness	4	0.896	>	0.60	Reliable
4.	Guarantee	5	0.899	>	0.60	Reliable
5.	Empathy	3	0.838	>	0.60	Reliable
6.	Customer satisfaction	3	0.885	>	0.60	Reliable

Source: Appendix 4

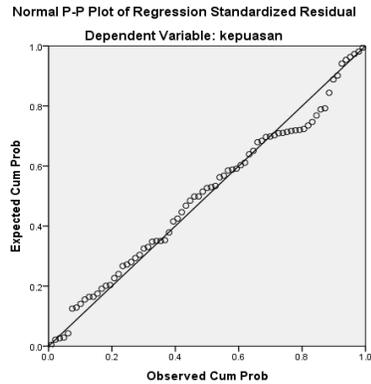
From the table above, it can be seen that the variables (physical evidence, reliability, responsiveness, assurance, empathy and customer satisfaction) have Cornbach's Alpha of 0.894, 0.896, 0.896, 0.899, 0.838 and 0.885, respectively. Based on the critical value of Cornbach's Alpha 0.60, it can be concluded that all of these variables are reliable.

Classic assumption test

Normality test



The picture above shows that the residual distribution is normal, this can be seen from the symmetrical shape of the graph, it does not deviate to the left or right.



The picture above shows that the data from the variables of physical evidence, reliability, responsiveness, assurance of empathy and customer satisfaction form a diagonal line pattern, so it can be concluded that the data are normally distributed.

Multicollinearity Test

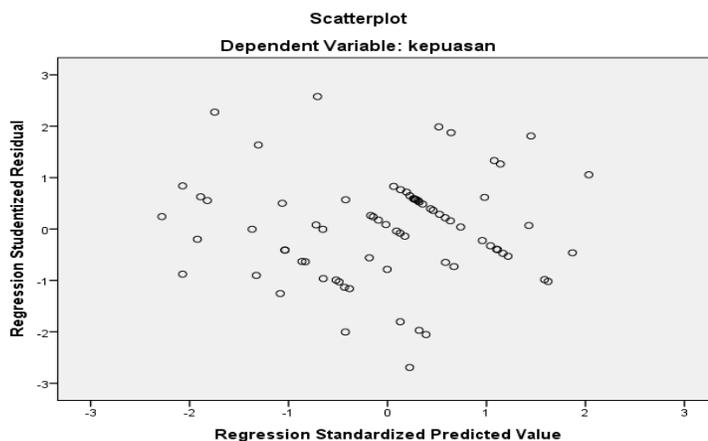
Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	physical evidence	.607	1,648
	Reliability	.590	1,696
	responsiveness	.492	2,033
	Guarantee	.447	2.235
	Empathy	.414	2.416

a. Dependent Variable: satisfaction

Based on the table above, it shows that the independent variables used in this study do not show any symptoms of multicollinearity, meaning that all of these variables can be used as interrelated variables.

Heteroscedasticity Test



The picture above shows that the data is spread above and below the number 0 on the Y axis but does not form a certain pattern. Thus, it can be concluded that in the regression model there is no symptom of heteroscedasticity.

Classic assumption test

$$Y_i = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

$$\text{Customer satisfaction} = 0.402 + 0.067 (\text{physical evidence}) + 0.178 (\text{reliability}) + 0.086 (\text{responsiveness}) + 0.007 (\text{assurance}) + 0.372 (\text{empathy}) + e$$

F Test (Simultaneous)

Table 4.13
F . Test Results

No	Variable	F count	>/<	F table	Sig
1	Physical Evidence	19,499	>	4.43	0.000
2	Reliability				
3	Responsiveness				
4	Guarantee				
5	Empathy				

Appendix 4

Based on the table above, it is known that F count (19.499) > F table (4.43) and a significance level of 0.000 < 0.05. Thus H₀ is rejected and H_a is accepted. This means that physical evidence, reliability, responsiveness and empathy together the same positive and significant effect on customer satisfaction Indihome in Jember.

t test (PARTIAL)

Table 4.14

t test results

No	Variable	t count	>/<	t table	Sig.
1	Physical evidence	1,287	<	1,668	0.202
2	Reliability	3.109	>	1,668	0.003
3	Responsiveness	1,121	<	1,668	0.266
4	Guarantee	0.925	<	1,668	0.925
5	Empathy	2,940	>	1,668	0.004

Appendix 4

INTERPRETATION

1. Simultaneous Influence

Based on the results of the discussion of physical evidence, reliability, responsiveness and empathy together have a positive and significant effect on Indihome customer satisfaction in Jember. By calculating F count (19.499) > F table (4.43) and a significance level of 0.000 < 0.05. Thus H₀ is rejected and H_a is accepted.

The results obtained by this researcher support the results of previous research conducted by Wimono (2005), Manulang (2008) and Mahendra (2014), and reject the results of research from Rahmad (2014) and Dehans (2015). The results of this study also support the theory of Lewis & Booms in Tjiptono & Chandra (2005:12).

2. Independent partial effect (evidence, physicality, reliability, responsiveness, assurance and empathy) on satisfaction.

a. Physical evidence has no effect on Indihome customer satisfaction

The regression coefficient and the partial test (t test) of the physical evidence variable show a value of 1.287 (t count) smaller than 1.668 (t table) and a sig value of 0.202. This means that the physical evidence variable does not have a direct/positive relationship with the customer satisfaction variable, in other words, the physical evidence has no effect on Indihome customer satisfaction.

Based on the results obtained by the researcher, the researcher rejects the results of previous studies conducted by Wimono (2005), Manulang (2008) and Mahendra (2014).

b. The reliability variable affects the customer satisfaction variable.

The regression coefficient and the partial test (t test) of the reliability variable show a value of 3.109 (t count) greater than 1.668 (t table) and a sig value of 0.003. This means that the reliability variable has a direct/positive relationship to the customer satisfaction variable.

Based on the results mentioned above, the results obtained by the researchers support the results of previous studies conducted by Wimono (2005), Manulang (2008) and Mahendra (2014). And the results carried out by researchers also support the theory of Zaithmal & Bitner (2004) that reliability is a very real thing that also influences customer satisfaction.

c. The responsiveness variable has no effect on customer satisfaction.

The regression coefficient of the responsiveness variable shows a value of 1.121 (t count) smaller than 1.668 (t table) and a sig value of 0.266. This means that the responsiveness variable does not have a direct/positive relationship to the customer satisfaction variable, in other words the responsiveness variable has no effect on customer satisfaction.

Based on the results obtained by the researcher, the researcher rejects the results of previous studies conducted by Wimono (2005), Manulang (2008) and Mahendra (2014).

d. The guarantee variable has no effect on customer satisfaction.

The regression coefficient and the partial test (t test) of the responsiveness variable show a value of 0.925 (t count) smaller than 1.668 (t table) and a sig value of 0.925. This means that the responsiveness variable does not have a direct/positive relationship to customer satisfaction variable, in other words the guarantee variable has no effect on customer satisfaction.

Based on the results obtained by the researcher, the researcher rejects the results of previous studies conducted by Wimono (2005), Manulang (2008) and Mahendra (2014).

e. the empathy variable has an effect on the customer satisfaction variable.

The regression coefficient and the partial test (t test) of the empathy variable show a value of 2,940 (t count) greater than 1,668 (t table) and a sig value of 2,940. This means that the empathy variable has a direct/positive relationship to the customer satisfaction variable.

Based on the results mentioned above, the results obtained by the researchers support the results of previous studies conducted by Wimono (2005), Manulang (2008) and Mahendra (2014). And the results carried out by researchers also support the theory of Zaithmal & Bitner (2004) that empathy is a very real thing that also influences customer satisfaction.

3. The most influential variable or the most dominant on Indihome customer satisfaction is the empathy variable.

Based on the results of the t test that the empathy variable shows a value of 2,940 (t count) is greater than 1,668 (t table) and the sig value is 2,940, the values mentioned above are the largest values compared to the values of other variables. This means that the empathy variable is the most dominant variable affecting Indihome customer satisfaction in Jember. The results of this study also support the results of research conducted by Wimono (2005). However, the results of this study reject the results of research conducted by Manulang (2008). The results obtained by Manulang (2008) are the most dominant variable affecting customer satisfaction is the reliability variable (reliability.)

CONCLUSION

Based on the results of the research and discussion described in the previous chapter, the following conclusions can be drawn:

1. Based on the F test (simultaneous) that the quality of service seen from 5 variables, namely physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) have a significant influence on customer satisfaction (Y) Indihome PT. Telkom Jember.
2. Based on the t-test (partial) that the service quality variable reliability (X2) and empathy (X5) affect Indihome customer satisfaction. While the variables of physical evidence (X1), responsiveness (X3) and assurance (X4) have no effect on customer satisfaction Indihome in Jember.
3. Of the five service quality variables that give the most dominant influence are reliability and empathy variables.

IMPLICATIONS

The results of this study can be used as input for PT. Telkom to retain customers and to attract new customers, by maintaining the quality of reliability and empathy, because customers feel that Telkom employees convey products clearly and in detail, not discriminating between customers, although sometimes the completion of services is not timely. And also Telkom employees who can be invited to discuss and provide the best solutions for customer complaints. But also must pay attention to other aspects so that customers feel satisfied at the maximum level, for example by providing training and strict supervision of employees.

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