The Effect of Service Quality Dimensions on Customer Satisfaction at Auto Bridal Carwash Malang

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Abstract

This study aims to examine the Effect of Service Quality on Customer Satisfaction at Auto Bridal Car Wash Malang. The regression analysis, Ftest and t test, were conducted in order to reveal the role of the independent variables (Physical aspect, Reliabiliy, Personal Interaction, Problem Solving, and Policy) on Customer Satisfaction. This study is explanatory research, in accordance with its purpose to describe the casual relationship among variables through hyphothesis testing.

The samples and population of this study were the customers of Auto Bridal Car Wash in Malang. In this study, the data collection method is conducted through questionnaire distribution. The sampling technique used in this research is purposive sampling. Next, the research instrument were checked for its validity, reliability, and classical assumption. The hypotheses testing used F test and t Test in Multiple Regression Analysis.

The multiple regression analysis showed that Physical aspect, Reliability, Personal Interaction, Problem solving, and Policy simultaneously brought significant effect on Customer Satisfaction. Further, the partial test indicate that all of variable significantly influence Customer Satisfaction. The dominant test demonstrates that Problem Solving causes dominant effect on customer satisfaction.

Keywords: physical aspect, reliability, personal interaction, problem solving, policy, customer satisfaction.

1. Introduction

Car wash business is one of the sectors which has a great potential to develop. It can be seen from the increasing number of vehicles annually at some cities in Indonesia. Especially in Malang city, during this recent 5 years, there are around 175,000 units of motorcycles and 25,000 units of cars; besides the growth reaches 3,000 units of new motorcycles and 500 units of new cars per month in Malang city (Polres Malang Kota 2014). Based on that data, the number of vehicles always increases which implies that there will be more consumers who are willing to maintain their vehicles. One of the maintenance efforts is by keeping the car clean. Car wash business requires a quite expensive budget, ranging from 100 to 300 million Rupiah (Auto Bridal Investasi 2008). One of the car wash companies in Indonesia is Auto Bridal Car Wash which focuses on car care with the main concept of "Look new & Wet look". Auto Bridal was established since

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2002 founded by Henry Indraguna. Many of the well known definitions of quality emphasizes on the relationship between quality and a customer's need and satisfaction (Zafi ropoulus,*et.al*., 2005). Customer satisfaction is the important factor which influences the business on service sector because the satisfied and dissatisfied consumers can determine business sustainability. Especially for carwash service sector, customer satisfaction is very important for the owner of carwash business since customer satisfaction can enhance the performance and services for the next encounter. With better understanding on customers' perception, companies can determine the actions required to meet what customers need. Moreover, using customer satisfaction as a perceptual metric (Gupta & Zeithaml 2006) is attractive for the researchers to measure organizational performance while practitioners regards it as an appropriate and reliable measures of their business success and performance. Acknowledge that fact, the researcher intend to carry research that explore whether **the effect of service quality dimensions on customer satisfaction at auto bridal carwash malang.**

2. Previous Research

In this research, the researcher use a previous research to make sure that this research have a well establish theoretical framework. First previous research is using Prof.Pallawi B.Sangode (2011) examines about service quality of maruti suzuki and hyundai dealer in Nagpur. The second previous research is Aditya wardhana and syahputra (2012) examines about analysis of the effects of service quality, customer value and customers satisfaction on behavioral intentions at auto 2000 car service stations in Indonesia. And the third previous research is Harifah Mohd Noor, Na'sah Nasrudin, Jurry Foo (2014) which explain with the title is Determinants of Customer Satisfaction based on Service Quality: City Bus Service in Kota Kinabalu, Malaysia. The fourth previous research is Clement Kong Wing Chow (2014) examined about Customers Satisfaction and Service Quality in the Chinese Airline Industry. The fifth researcher is Irene Hau-siu Chow (2007) examines about Service Quality in Restaurant Operations in China: Decision and Experential Oriented perspectives. And the last previous researcher uses in this research is Norazah Mohd Suki, (2014) which examines Passanger Satisfaction with Airline Service Quality in Malaysia: A structural equation modeling Approach. Service quality in management and marketing literature is the extent to which customers' perceptions of service meet and/or exceed their expectations as defined by Zeithaml et.Al. (1990), cited in Bowen & David, (2005:340). Service quality dimensions in this research consist of physical aspect, reliability, personal interaction, problem solving, and policy (Dabholkar, Thorpe, and Rentz, 1996). According to schiffman an Kanuk (2007:9), customer satisfaction is individual perception on the performance of a product or service in relation to his or her expectations.

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3. Methodology

This research is an explanatory research, which is explained the relationship between independent variables toward dependent variable. This research applied non probability sampling, the respondents of this research is the customer of Auto Bridal Carwash Malang. In age range from 17 until >55 years old. This research aims to analyze the effect of service quality dimensions on customer satisfaction at auto bridal carwash malang. The survey instrument use questionnaire that were distributed 175 respondents in malang city. Instrument test was conducted throught validity and reliability test to see whether each item in questionnaire are valid and reliable. Data analysis method that used in this research is multiple linier regression in order to determine the significance of independent variable toward dependent variable partially and simultaneously. Classical assumption test used to see the data are normally distributed and to avoid multicolinearity and heterosdasticity.

4. Result

From 175 questionnaire that was distributed from the customer of auto bridal carwash malang, based on the customers gender, age, level of education, occupation, and frequency of com to auto bridal. In this research, the researcher meets the respondent majority are male respondents it were presented 59.43% male and 40.57% female. In a terms of age 32% of respondents belonged to the group 26-35 years old, 21.71% belonged to the group 17-25, 24% on the group of 36-45 years old and >55 years old is 5.72%. in the terms of education level, senior high school there are 20%, bachelor degree 56.57%, and diploma degree there are 6.29%. furthermore 45.14% of respondents come to auto bridal frequency are 1-2 years, there are 40% of respondents using the services >2years and the respondents come to auto bridal in 1 year are 14.86%.

The statistic result in this research using SPSS 13.0 obtained that the item correlation index value (r) of independent and dependent variable are physical aspect ranging from 0.704 to 0.815, reliability ranging from 0.708 to 0.787, personal interaction ranging from 0.690 to 0.798, problem solving ranging from 0.708 to 0.831, policy are ranging from 0.711 to 0.838, and customer satsfaction ranging from 0.429 to 0.674. The entire item statement correlation index value greater than 0.300. So that all items on all variables include physical aspect, reliability, personal interaction, problem solving, policy, and customer satisfaction was valid. The Cronbach alpha coefficient PA 0.779, R 0.732, PI 0.735, PS 0.783, P 0.789, CS 0.850. It shows that all variables have Cronbach Alpha Coefficient (α) > 0.6. So, the conclusion of all question items in the questionnaire for all variables are reliable. The Kolomogrov-Smirnov coefficients are gained 0.435 with a significant value 0.991, in which value is greater than α (0.05). Because the significance value is >α (0.05), the residual variable is

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normally distributed and fulfill the normality assumption. VIF value of each variable is less than 10, it can be concluded that there is no multicollinearity of the data. Heterosidasticity assumption are met the data spread is very random, spread over and below the 0 and Y axis and no certain pattern occurs. It means that there is no heteroscedasticity. The result of regression coefficient determination (adjusted R^2) is obtained 0.495. it means that 51% of the customer satisfaction (Y) is affected by the physical aspect (X_1), Reliability (X_2), Personal interaction (X_3), Problem solving (X_4), Policy (X_5). Whereas the remaining 49% of the customer satisfaction (Y) is affected by other variable that had not been examine in this research. The significant value of t test and f test each variable are 0.000 which is less than 0.05, and it can be conclude that independent variable are significantly effect on dependent variable partially and simultaneously. The dominant result of this research are among the independent variables physical aspect (X_1), Reliability (X_2), Personal interaction (X_3), Problem solving (X_4), Policy (X_5). And the problem solving variables has the largest *Beta Coefficient Standardized* (0.367). Therefore, it can be concluded that problem solving (X_4) is the most dominant over other variables.

5. Conclusion and Limitations

The overall service quality dimensions simultaneously affect and support the customer satisfaction. All of the variables service quality is affect and supported customer satisfaction including (physical aspect, reliability, personal interaction, problem solving, policy). Based on the result of this study, the dominant variable that affect customer satisfaction is problem solving. Furthermore this research contains number of limitations that provide directions for future research. First, this research applying only people in malang city as samples. Thus, this research cannot represent the whole perception on potential customers of Auto Bridal Carwash Malang of the service itself in malang city.

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