

# The Effect of Service Quality Customer Satisfaction at Galang Post Office

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## ABSTRACT

This study aims to find out the Effect of Service Quality on Customer Satisfaction at Galang Post Office. The samples used in this study were customers of Galang Post Office, aged 16 years to 69 years, had used the services of Galang Post Office. The number of samples used based on the size of the population, then the number of samples can be as many as 55 people. The results of this study showed that free variables, namely Service Quality (X), affect Customer Satisfaction (Y) that uses n Galang Post Office services. The results of this study showed that Quality of Service has an influence of 68.2% on Customer Satisfaction of Galang Post Office.

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## INTRODUCTION

Nowadays, intense competition makes every company must be able to recognize and try to satisfy the needs of each customer, by trying to fulfill it. However, not all companies are capable of doing so. Similarly, in the field of services, one of its characteristics that can be seen makes many companies have confusion in managing their business. On the one hand, the company wants to be able to win the competition by trying to provide the best quality of service for its customers. However, often many companies end up getting caught up by offering the best possible quality, regardless of what customers feel during this time and what is actually needed.

The challenges faced by every company today are generally focused on customer service needs (customer oriented satisfaction (customer satisfaction)). One way to build trust is to provide assurance that companies will always keep the promises they have given to customers through improving the Quality of Service.

According to Kotler and Keller (2006:136), satisfaction is the feeling of pleasure or disappointment of someone who appears after comparing the performance or results of a product thought against the expected performance or results. According to Tjiptono (2000:55), expressing consumer satisfaction arises when consumers compare their perception of performance product or service with their expectations.

From time to time, people struggle to improve their quality of life in order to achieve a more prosperous life. In line with that, of course the needs and desires of the community (consumers / customers) are constantly changing increasingly, so the strategy in serving customers must continue to be developed in a better direction than before.

Good service is a great attraction for customers, so business corporations often use it as a promotional tool to attract customers. In addition to highlighting the quality of products (goods / services) as a form of service, businesses also highlight other service patterns as a support to provide attention or familiarity to their customers, which later became known as concern for customers. The concept of corporate concern to provide services to customers is based on an understanding of the importance of the role of customers in the survival and progress of the organization / company. The importance of the role of customers for the survival of perusahaan is often expressed by businesses by expressing it in the form of adoration and pride to customers.



Thus, the success of the service program depends on the alignment of abilities, attitudes, appearances, attention, actions, and responsibilities in its implementation.

In Indonesia there are several types of delivery services, including the Post Office, JNE, JNT, Tiki, Ninja Express. Because this delivery service is very promising, so many companies choose to pursue this business. If the quality of service is good, then it will create satisfaction for its customers. And if the customer is satisfied, then the customer will come back to do the package delivery in the same place. If the customer is satisfied then the customer will convey their positive experience and recommend it to others. However, dissatisfied customers will tell others about their bad experiences, which can lead to negative attitudes and ratings and others are not interested in delivering packages on the premises. Therefore, the company must think about how important the Quality of Service to Customer Satisfaction in order to survive in the business.

Based on the observations of researchers, Galang Post Office was chosen as the object of research on the author's final task, that currently in the Post Office Galang Kualitas Service is not optimal and customers are dissatisfied. Based on observations, Customer Satisfaction is expected to be less optimal than can be on the service. Where the service in the Customer Service section in charge there is only one employee and customers who come on average 8-12 people. Based on observations, the number of employees who are only 1 in Customer Service causes customers often wait for 10 minutes to meet. And what makes customers feel dissatisfaction is also at the counter. Where approximately 4 or 5 customers sometimes make standing transactions due to the absence of a queue number system at the counter. And also customers are less satisfied because sometimes the implementation of postal package delivery that ends in a delay.

## METHOD

The approach used in data analysis in this study uses a quantitative data approach. A quantitative approach is used to measure the independent and dependent variables by using numbers processed through statistical analysis. This research was conducted to reveal the effect of the independent variables including Service Quality on the dependent variable, namely Customer Satisfaction. The research was conducted in August 2020. The research site is the Galang Post Office, address Sungei Putih, Galang, Deli Serdang, Regency, North Sumatra 20585, Indonesia.

Population according to Sugiyono (2010: 115) is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then concluded. The population in this study were all customers who made transactions at the Galang Post Office. Customers in question are all customers who comply with the limits given by the researcher. The sample is a part or representative of the population under study. The sample in this study were part of the Galang Post Office customers, and the sample used was 55 people.

## RESULTS AND DISCUSSION

### Validity test

In this study, validity and reliability testing was carried out after the questionnaire was spread. This validity test is conducted to determine whether the questionnaire statements distributed to respondents are valid as statements that have understood the intent and purpose of the questionnaire statements. A statement is said to be valid if  $r_{count} \geq r_{table}$ . The analysis was conducted using SPSS Version 16.0 For Windows with an error rate (significant) of 5% with a two-way test and the number of respondents (N) as many as 55 people. So that the degree of freedom (df) for the correlation in this validity test is  $df = N - 2$ , namely  $df = 55 - 2 = 53$ . Based on this df, it is obtained  $r_{table}$  of 0.2241

Table 1. Validity Test Results

Variabel	Nilai R Hitung	Nilai R Tabel	Valid
X1	0,686	0,2241	Valid
X2	0,75	0,2241	Valid
X3	0,639	0,2241	Valid
X4	0,637	0,2241	Valid
X5	0,526	0,2241	Valid
X6	0,787	0,2241	Valid
X7	0,739	0,2241	Valid
X8	0,658	0,2241	Valid
X9	0,785	0,2241	Valid
Y1	0,402	0,2241	Valid
Y2	0,624	0,2241	Valid
Y4	0,577	0,2241	Valid
Y5	0,667	0,2241	Valid
Y6	0,651	0,2241	Valid
Y7	0,727	0,2241	Valid
Y8	0,643	0,2241	Valid
Y9	0,752	0,2241	Valid
Y10	0,615	0,2241	Valid

**Reliability Test**

After the validity test is carried out, the next test is the reliability test. The purpose of this reliability test is to measure that the variables used are completely free of errors so as to produce consistent results. A variable is said to be reliable if the Cronbach Alpha ( $\alpha$ ) value is > 0.60.

Table 2. Reliability Test Results of Service Quality Instruments (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.838	10

This classic assumption test aims to see whether the simple regression model used in this study is the best model or not.

**1. Normality Test**

This normality test aims to see whether the regression model, the dependent and independent variables have a normal distribution or not. In this study, the normality test used is the normal probability plot test.

Normal P-P Plot of Regression Standardized Residual

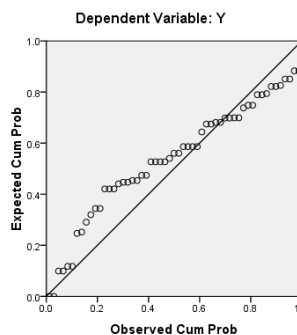


Figure 1. Normality Test Results Using the Normal Probability Plot Graph Method

It shows that the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model in this study is normally distributed.

Linearity test aims to determine whether two variables have a linear or not significant relationship. This test is usually used as a requirement in linear regression analysis. Two variables are said to have a linear relationship if the significance is  $> 0.05$ . Linear test result data can be seen in table 3 below.

Tabel 3. Linearity Test Results

Variabel		Signifikansi	Keterangan
Kualitas Pelayanan Terhadap Kepuasan Pelanggan		0,000	Tidak Linear

Based on the results of the linearity test above, it can be seen that the independent variable has a linear relationship with the dependent variable.

The results of this study indicate that there is an influence of Service Quality (X) on the level of Customer Satisfaction (Y). The results of the analysis using simple regression obtained a coefficient of 0.730 and a coefficient of determination 0.682. The influence of Service Quality on Customer Satisfaction is 68.2%. The results of the t test show that t count is 5.870 and t table is at the 5% significance level of 2.005. The results of the t test show that t count shows a number greater than t table, or  $5.870 > 2.005$ , so that service quality on customer satisfaction is influential. The results of this study indicate that the quality of service received or perceived has an effect on customer expectations, so that service quality is perceived as ideal quality, conversely if the service received or perceived is lower than expected, the perceived service quality is low. Thus service providers must increase customer satisfaction.

### CONCLUSION

Based on the data obtained from the results of the analysis, the following conclusions can be drawn. From the results of the t test shows that Service Quality with Customer Satisfaction has a significant effect by obtaining a t value of  $5.870 > t$  table value of 2.005 and a significance of  $0.000 < 0.05$ . Based on the R square (R<sup>2</sup>) test, it shows that the value of 0.682 means that the Service Quality variable has a 68.2% effect on customer satisfaction.

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