The influence of Service Quality Toward Customer Satisfaction in Yogyakarta

Ratih Permana Sari a

a Universitas Brawijaya, Malang, Jawa Timur, Indonesia

1. Introduction

Globalization has increased the interdependence between countries especially in the term of economics. Globalization also has opened opportunities which reflected in global tourism market destinations. It is noted that around 947.796.000 people travelled abroad in 2006 and increased 1.203.069.000 people in 2012, by the year 2020 predicted to increase around 1.600.000.000 people and for this reason, tourism has grown to be a tremendous business in the world.

Tourism considered being one of the largest developing sectors of economic activity. The high growth of tourism sector impacting a great inflow of foreign currency, infrastructure development, and introduction of experience of new management and education, therefore, tourism has a great contribution to the economic growth as well as social development of a country. Tourism aimed at gaining concrete knowledge through designed programs called as educational tourism. Educational tourism then belongs as a particular branch of tourism to overcome the needs of learning and educate people through a better way and leads the idea that travel and tourism is about self-improvement and relaxation, supported with the mindset that learning can be fun, and that learning is for people of all ages, not only for children and youth people.

Focusing on the educational tourism that provided by government, Taman Pintar will be the locus of this research because of some reasons. Firstly, Taman Pintar serve education in fun atmosphere through interactive and modern tools, more innovative than others, secondly, Taman Pintar also provide business opportunity in the shape of food court, movie zones and other business opportunities. Thirdly, to innovate and provide infrastructure, Taman Pintar cooperated with private sectors through the corporate social responsibility to provide infrastructure and educational zonation for citizen. Lastly, within the basic principle of providing service for public in the shape of education, Taman Pintar provide free area that is open public space without any charge for citizen to access and get
education. Furthermore, Yogyakarta which is known as

the city of education have passion to educate people and
citizen surrounds through providing a public space
which contains the essence of education that can be
learn by people in all ages with affordable price or even
more free. Obtaining the aims above, local government
of Yogyakarta due to the demands of people as citizen
to get and access education and based on the obligation
of government to serve the basic needs of citizen, then
local government poured their passion to build a science
center which is contains free and open learning public
space for citizen.

Due to the existence of public space in Yogyakarta
which is very lack and here, through the existence of
Taman Pintar, it will fulfill the needs of citizen and
society to access public space. In 2004, local
government of Yogyakarta initiated the construction of
Taman Pintar to realize their concern and good will
towards education. Taman Pintar not only provides
educational tourism based on science but also culture,
arts and history. Taman Pintar contains education
material which is divided by age group and suppression
material. For the age groups are subdivided into levels
of pre-school, kindergarten, primary school to secondary
school. As for the suppression material is delivered in
the form of interaction between visitors with the
material delivered through basic science, technology,
which is modern and innovative also interactive for
visitors.

The experience of education services delivered
through the infrastructure, primarily in the form of
modern, high technology and interactive facilities and
infrastructures. Educational service as one model of
public services is a basic requirement which is designed
into modern and sophisticated public services that
combine public open space with learning and teaching
facilities for citizen. Divided into two zones, indoor and
outdoor, the outdoor area is an open public space that
can be accessed by citizen free without any charges and
people can enjoy the infrastructure which is domain in
correlating with education, science, and history, whether
in the indoor area people have to pay some fees or tariffs
which is affordable for them.

In contrast with the achievement, there also raised
some problems based on complaints and criticisms of
the visitors that have been outlined above, assumes that
quality services that has given is not reach the level of
excellent yet for instance the condition of infrastructure,
responsiveness of staffs, and others dimensions that can
be measured by indicators of service quality. Based on
the reasons above this research done and researchers
expected it can contribute some recommendations and
for management and government to improve public
services in the Taman Pintar in particular for the
enhancement of excellent service quality.

2. Theory

Public administration as an implementation has
been done by Indonesian government to provide service
to the citizen’s needs and started from the era of old
public administration, New Public Management, New
Public Services, Governance and Sound Governance.
Governance in new public services refers to the
development of governing styles in which boundaries
between and within public and private sectors has
become blurred. If we are concerning with servicing the
citizen through provide excellent service quality. Theorists of society, communities and civil society,
organizational humanism and the new public
administration, and postmodernism have helped to
establish a climate in which it makes sense today to talk
about a New Public Service.

Public service is service activities conducted by
executor of public service to fulfill the demand of
service user. The executor of public service is
government institution for instance ministries,
departments, local government, state owned enterprises,
BUMD, BUMN, and BLUD. The essence of public
service is to provide excellent service quality for public.
Whereas the principle of public service among others
such as accountability, conditional, participative, equal
rights, indiscriminative service and balance task and
right.

The nature of public services and governance based
on the Ministry of State for Administrative Reform (MENPAN ) No. 63 of 2004 is providing excellent
service to the community that embodies an obligation
government officials as a public servant. The matter of
regional autonomy is a basic need for government
should provide services that meet local needs. Each
Provision of public services should have service
standards, as a guarantee of certainty for providers in the
performance of duties and function and for the recipient
of the services. A guideline must be adhered and
implemented by service providers, and serve as
guidelines for the care recipient the application process,
as well as a means of social control on the performance
of public services.

Service quality is the impression of customer
towards the value of organization and its services (Rust,
1994: p.77).Measuring service quality depends on some
theoretical assumptions in each cases and terms. That is,
service quality also defined by some researchers under
their own theoretical assumption. Hence, the International Standards Organization (ISO) perceived quality as total feature and characteristic of product and service which bearing on ability to satisfy the customer needs (Madill et al., 2002).

In observing the service quality, some models had been used by researchers to identify and measure the customer satisfaction. The Service Quality Model (SERVQUAL) as the pioneer model in customer satisfaction measurement model acknowledged by Parasuraman et al., (1985). This SERVQUAL model is recognized as the most representative tool in approaching customer satisfaction through five dimensions of indicators Assurance, Empathy and Tangibles etc.

Oxford Learner’s Dictionary (2000) describe customer satisfaction as a good feeling that you have when you achieved something or when something that you wanted to happen does happen and an acceptable way of dealing with a complaint, a debt, an injury, etc. Define customer satisfaction is very difficult and using different methods in each other cases, Ramkisson et al., (2012: p.261) determined indicators in measuring visitor satisfaction in tourism sectors are feel of happy, believe, revisit and recommend.

Failure to understand the levels of expectation of customer can mean losing a customer to competitors who are able to meet customer expectations and therefore be at any risk of losing income and business (Zeithaml and Bitner, 2003:p. 60).

**Conceptual Framework**

Satisfaction is a multi-faceted concept and even more complex concept. Satisfaction, measures both of services and facilities that given by service providers. Satisfaction resulting the outcome between expectations and experiences, the difference expectations and performance experienced by customer, and connection between customer’s expectation and the attributes of service providers. Furthermore, conceptual model and hypothesis development are highlighted in providing justification of concepts that used in this research. The conceptual framework of this research formulated as follows:

Figure 1 Conceptual Framework

Furthermore, the hypothesis of this research is that H1 which define that public service quality significantly influencing the customer satisfaction as figure described as follows:

Figure 2 Hypothesis
3. Research Method

In this study, the research is adopted mixed method through dominant-less-dominant approach to obtain a brief description of Taman Pintar. Analyze combined with descriptive studies developed in here involving sample which is provide attitudes, opinions, or behavior observed and measured in Taman Pintar. The uses of statistical data give simple description towards the phenomena in a case study and the developmental state theory will be used to analyze public service quality to transform public service condition in Indonesia. According to Creswell (2009, p.174), a combined method study is one in which the researcher uses triangulations methods of data collection and analysis.

This research will use simple random sampling as the sampling techniques when 125 questionnaires distributed as the techniques in quantitative methods, according to Riley (2000:77) Simple random sampling is the selection elements from population where every element in the population has an equal, non-zero chance of actually being selected by researcher. In selecting randomly means each visitor of Taman Pintar has equal probability of being selected. Hence, in depth interview with visitor and management around 20 people and the sampling technique which is used is purposive sampling to gather the data needs in answering the research question.

Based on hypotheses in this research is used Partial Least Square (PLS). Partial Least Squares (PLS) was developed in the 1960s by Herman Wold an expert in econometrics. The first factor of PLS model was chosen to maximize the value of covariance with the dependent variable and then used in a regression model with the ordinary least squares method. A further factor selected as the residual covariance estimator of squares method ordinary least. The number of latent variables that were used in the PLS model can be determined with cross validation.

Hence, the second method in this research is qualitative that analyzed through force field analysis. One of the methods for identifying supporting and constraining factors in the implementation a policy by using Force Field Analysis. Researcher will use Force Field Analysis for analyzing the supporting and constraining factors in Taman Pintar. From the description above, the method framework in this research is outlined below:

4. Result and Discussion

Path diagram below shows the linkage between the exogenous variables and endogenous variable (called as inner model). It also indicates the linkage between variables and their indicators (called as outer model). The values presented in the diagram consist of loading factor of each indicator, each exogenous variable’s probability of relation with endogenous variable, path coefficient of each exogenous variable, and Q^2 (Q-square predictive relevance of endogenous variable).
In this research, researcher using SERVQUAL variables divided into 5 indicators of SERVQUAL through 25 questions distributed to visitors. The first SERVQUAL model is tangibles means physical appearance of a company that can look and reflect the organization, reliability recognized as eligibility in performing such promised service in accordance with immediate, accurate, and satisfactory, responsiveness is ability to help customer and availability to serve customer well, assurance is the knowledge, courtesy and character of the officers who can be trusted and empathy define as a sense to give attention towards individual understand their needs.

With this questionnaire, we can know how is the gap between customer’s perception and expectation of the visitor and customer in Taman Pintar. The other variable is customer satisfaction. Define customer satisfaction is subjective means every people have a different standard, feel and see service in this case in different perspective. Ramkissonet al., (2012: p.261) stated that in defining customer satisfaction at least fulfill 4 criteria there are feel of happy, feel of believe, recommend to others and revisit the place. In this research required some test and evaluation to value the validity and reliability of each variable. As the reflective variable, customer satisfaction defined by some indicators as mentioned above.

Firstly, validity construct evaluation conducted through calculating the discriminant and convergent validity. It will describe by the loading factor, and the loading factor value which is required to be fulfilled is more than 0.5. In this research, the feel of happy gained the value at 0.848, feel of believe at 0.908, recommend at 0.871 and revisit 0.814 means that indicators in customer satisfaction is considered as valid towards the variable of service quality. Furthermore, discriminant validity measured by the cross correlation value, means that if the loading factor value of latent variable must be higher than the other variable or the loading factor value of customer satisfaction is higher than the loading factor value of service quality.

Assurance valued at 0.823 in service quality > 0.608 in customer satisfaction, empathy valued at 0.840 > 0620, reliability valued at 0.676 > 0.499, responsiveness valued at 0.722 > 0.533, and tangible valued at 0.799> 0.590. In this research, all cross correlation value of service quality higher than satisfaction. Therefore, in examining and testing the variable of customer satisfaction is fulfill the requirement that the average variance extracted value customer satisfaction more than 0.5 to obtain the criteria in outer model evaluation so it can be concluded its reliable or not. The outer model evaluation already fulfilled and the result is more than the standards mean that all indicators in variable of customer satisfaction are considered to be valid and reliable.

The next is analyzing the Q square to measure how many percentages of service quality impacted towards customer satisfaction. Q-Square predictive relevance (Q²) valued at 0.545 or valued at 54.5%. It implies that customer satisfaction can be described by service quality as much as 54.5 %, and the rest 45.5 % is the contribution of another variable that is not analyzed in this research. Conversion of path diagram into measurement model is conducted to determine the effect of exogenous variables on endogenous variables. Empiric model which is formed to measure variable of service quality is:

\[
SQ = 0.548As + 0.466Emp + 0.212 Rel - 0.255 Res + 0.248 Tan
\]

Furthermore, the hypothesis also already analyzed. The impact of quality services towards customer satisfaction, T-statistic value: 22,760. The result of testing shows more than 1.96. The impact of service is strongly influencing the customer satisfaction. The path coefficient value 0.738 means quality services positively and significantly influencing customer’s satisfaction. Therefore, the indicator of assurance is gaining the highest value in any test. It indicates that assurance is the dominant factors in indicators of service quality influencing customer satisfaction.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicators</th>
<th>Loading</th>
<th>SE</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Satisfaction</td>
<td>Believe</td>
<td>0.908</td>
<td>0.014</td>
<td>Valid</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>Happy</td>
<td>0.848</td>
<td>0.026</td>
<td>Valid</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>Recommend</td>
<td>0.871</td>
<td>0.020</td>
<td>Valid</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>Revisit</td>
<td>0.814</td>
<td>0.031</td>
<td>Valid</td>
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</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>Composite Reliability</th>
<th>Cronbach’s Alpha</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer satisfaction</td>
<td>0.919</td>
<td>0.883</td>
<td>Reliable</td>
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### Table 3 Customer Satisfaction Indicators

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicators</th>
<th>Loading</th>
<th>SE</th>
<th>T Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Satisfaction</td>
<td>Believe</td>
<td>0.908</td>
<td>0.014</td>
<td>63.466</td>
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<tr>
<td>Customer Satisfaction</td>
<td>Happy</td>
<td>0.848</td>
<td>0.026</td>
<td>32.394</td>
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<tr>
<td>Customer Satisfaction</td>
<td>Recommend</td>
<td>0.871</td>
<td>0.020</td>
<td>43.223</td>
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<tr>
<td>Customer Satisfaction</td>
<td>Revisit</td>
<td>0.814</td>
<td>0.031</td>
<td>26.349</td>
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</table>

### Table 4 Quality Services

<table>
<thead>
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<th>Quality Services</th>
<th>Endogenous</th>
<th>F</th>
<th>Sig. exp</th>
</tr>
</thead>
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<tr>
<td>Consumer Satisfaction</td>
<td>123.994</td>
<td>0.000</td>
<td>Linier</td>
</tr>
</tbody>
</table>

### Table 5 Services Quality Variable

<table>
<thead>
<tr>
<th>Exogenous Variable</th>
<th>Endogenous Variable</th>
<th>T Statistics</th>
<th>T-Table</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assurance</td>
<td>Services Quality</td>
<td>7.020</td>
<td>1.96</td>
<td>Significant</td>
</tr>
<tr>
<td>Empathy</td>
<td>Services Quality</td>
<td>5.848</td>
<td>1.96</td>
<td>Significant</td>
</tr>
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<td>Reliable</td>
<td>Services Quality</td>
<td>2.394</td>
<td>1.96</td>
<td>Significant</td>
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<td>Responsiveness</td>
<td>Services Quality</td>
<td>2.298</td>
<td>1.96</td>
<td>Significant</td>
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<tr>
<td>Tangible</td>
<td>Services Quality</td>
<td>2.845</td>
<td>1.96</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Cartesians diagram to analyze which is the most strength indicators of Service Quality is also used in this research. Cartesians diagram is explained as follows:

In this research, empathy and tangible item of customer satisfaction is in the quadrant A, the main priority quadrant. This is shows that customer and visitor of Taman Pintar have a high expectancy towards the service quality but the result shows that customer satisfaction level value is low especially in the item of empathy and tangible. It can be concluded that the item of empathy and tangible need to be upgraded and repaired as the priority item to improve and strengthen the customer satisfaction in Taman Pintar.

Furthermore, the picture above shows that item of reliable, assurance and responsiveness is in the quadrant B. It shows that both expectation and real condition of customer satisfaction are in high level. It can be concluded that reliable, assurance and responsiveness is the strength of Taman Pintar in gaining the customer satisfaction.

**Force Field Analysis**

Deep interviews and observations used as data collection techniques, and the respondents is the visitor of Taman Pintar. Firstly, some suggestion grabbed from visitor categorized through SERVQUAL indicators. Secondly, the most supporting factors in gaining excellent service quality in Taman Pintar are reliable, responsiveness and assurance items. These three items considered to be the strength of Taman Pintar in gaining customer satisfaction.

### Table 6 Supporting and Constraining Factors

<table>
<thead>
<tr>
<th>Score</th>
<th>Supporting Factors</th>
<th>Constraining Factors</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Commitment of Management</td>
<td>Customer behavior</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>Location</td>
<td>Competitors</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>Budget</td>
<td>Area</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Educational tourism</td>
<td>Personal</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Affordable Price</td>
<td>Regulation</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>Total</td>
<td>Total</td>
<td>21</td>
</tr>
</tbody>
</table>

From Force Field Analysis above, it shows that the supporting factors score bigger than the constraining factors score.
5. Conclusion

The result shows that customer satisfaction with SERVQUAL indicators has a significant influence towards customer satisfaction which is indicated by feel of believe, happy, revisit and recommend. The results have indicated that both of items are indeed independent but related each other, implying that an increasing number in one is also leads to an increasing in another. The research also supported through Force Field Analysis, there are supporting factors obtained: commitment management, strategic location, budget, educational tourism and affordable price. In conversely, constraining factors are: customer behavior, competitors, area, personal and regulation. Taman Pintar needs to improve the service quality through several actions there are develop a branch or area extension, Daily zone and tools maintenance, Complete the facilities and build more comfortable area, Provide clear signage/ sign direction, Provide parking area, Maximize the trip packaging for students, create the more attractive zone and exhibition.

In this research, variable of service quality has been chosen to measure and examine how far it is influencing customer satisfaction. Researcher suggest for the next research to deeply explore another variable for instance attraction, place, or others variable which is dominantly influencing customer satisfaction, in addition this research only conducted in one place and might be difference if conducted in another place. Further research also need to be conducted in another place such as in Science Center of ASPAC membership in Asia Pacific.

References


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http://www.yipd.org/

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Ministry of State Apparatus Reform Regulation 25 of 2004 regarding *Community Satisfaction Index*

Ministry of State for Administrative Reform Regulation No. 63 of 2004

Mayor regulation 6 year 2014 regarding ticket tariffs per zonation in *Taman Pintar*