Journal of Public Administration Studies

The influence of Service Quality Toward Customer Satisfaction in Yogyakarta

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INFORMASI ARTIKEL	ABSTRACT

This study aim to analyze and describethe linkage of customer satisfaction and quality servicethat attracted some studies since few years ago through different approach in one of Science Center or called as educational tourismin Asia Pacific, *Taman Pintar* Yogyakarta, with approach called asmixed methods. Dominantly, quantitative methods used in this research analyzed by Partial Least Square model described through Cartesians diagram and qualitative method analyzed by interactive model data and strengthened by Force Field Analysis. The result shows that indicators of customer satisfaction called as SERVQUAL (empathy, reliable, tangible, responsive, and assurance) has a significant influence towards customer satisfaction which is indicates by feel of believe, happy, revisit and recommend. The results is explained that both of service quality and customer satisfaction are closely related even both are independent, also implied that the increasing number of one item is likely indicate an increasing number in another.

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[1], 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 of 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 isrecognized 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:
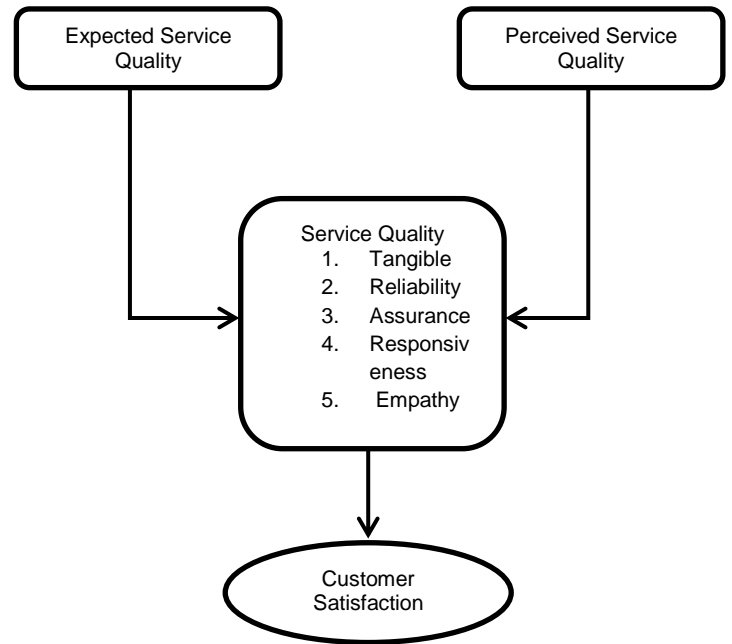

Figure 1 Conceptual Framework

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:
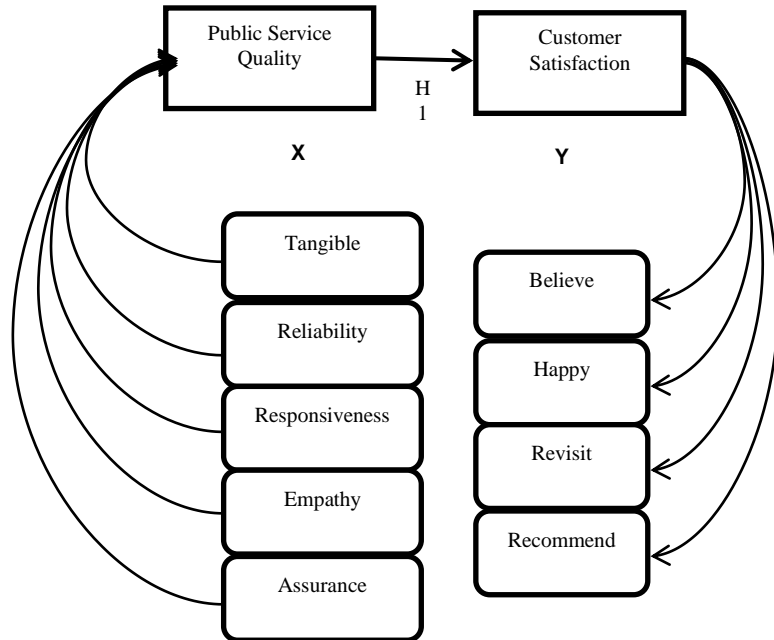

Figure 2 Hypothesis

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:
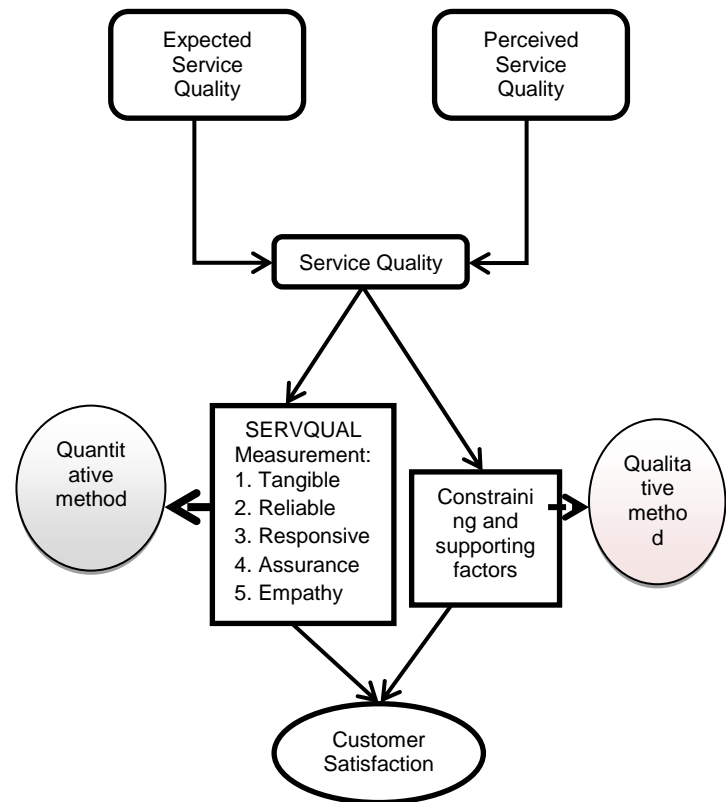

Figure 3 Method Framework

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).
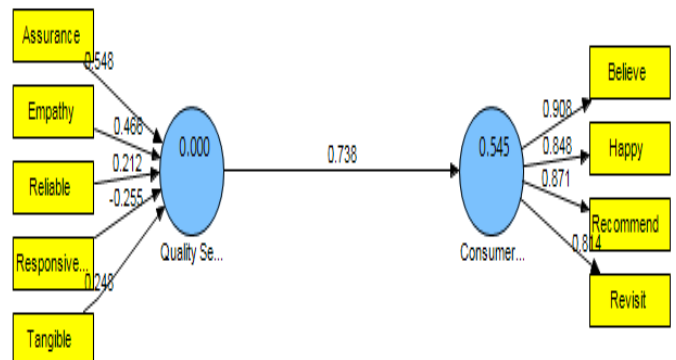
Figure 4 PLS Result

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. Ramkisson*et 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 (Q^2) 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 1 Customer Satisfaction

Variable	Indicators	Loading	SE	Explanation
Customer Satisfaction	Believe	0.908	0.014	Valid
Customer Satisfaction	Happy	0.848	0.026	Valid
Customer Satisfaction	Recommend	0.871	0.020	Valid
Customer Satisfaction	Revisit	0.814	0.031	Valid

Table 2 Reliability

Variable	Composite Reliability	Cronbach's Alpha	Explanation
Customer satisfaction	0.919	0.883	Reliable

Table 3 Customer Satisfaction Indicators

Variable	Indicators	Loading	SE	T Statistics
Customer Satisfaction	Believe	0.908	0.014	63.466
Customer Satisfaction	Happy	0.848	0.026	32.394
Customer Satisfaction	Recommend	0.871	0.020	43.223
Customer Satisfaction	Revisit	0.814	0.031	26.349

Table 4 Quality Services

Exogenous	Endogenous	F	Sig.	exp
Quality Services	Consumer Satisfaction	123.994	0.000	Linier

Table 5 Services Quality Variable

Exogenous Variable	Endogenous	T Statistics	T-Table	Explanation
Assurance	Services Quality	7.020	1.96	Significant
Empathy	Services Quality	5.848	1.96	Significant
Reliable	Services Quality	2.394	1.96	Significant
Responsiveness	Services Quality	2.298	1.96	Significant
Tangible	Services Quality	2.845	1.96	Significant

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:
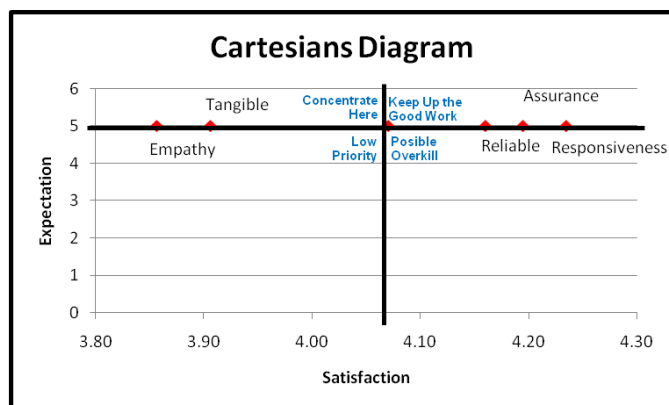

Figure 5 Cartesians Diagram

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 throughSERVQUAL 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

Score	Supporting Factors	Constraining Factors	Score
5	Commitment of Management	Customer behavior	5
5	Location	Competitors	4
5	Budget	Area	5
4	Educational tourism	Personal	4
4	Affordable Price	Regulation	3
24	Total	Total	21

From Force Field Analysis above, it shows that the supporting factors score bigger than the constraining factors score.
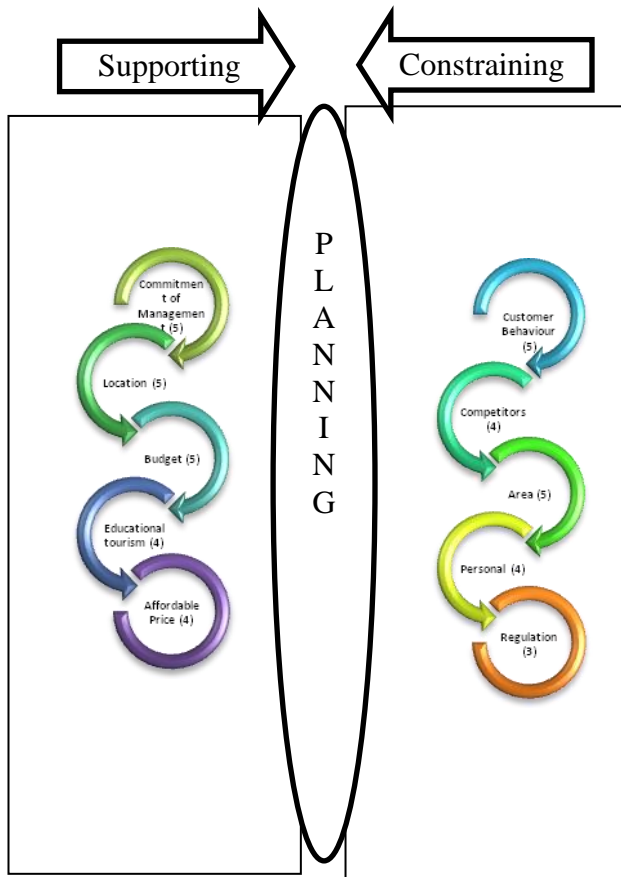
Chart 6 Supporting and Constraining Factors

Furthermore, tangible and empathy are the biggest constraining factors in obtaining the excellent level of service quality. Both items are the most priority that needs to be repaired and upgraded. Tangible is the most constraining factors in Taman Pintar because physically can be felt and saw by customer, while in gaining more satisfaction of customer, Taman Pintar must improve the level of service into excellent service quality. Next is through Force Field Analysis with deep interview. There are supporting factors obtained: commitment management, strategic location, budget, educational tourism and affordable price. In conversely, there are some constraining factors in enhancing customer satisfaction there are: customer behavior, competitors, area, personal and regulation.

It can be concluded that Taman Pintar is trying their best in gaining the customer satisfaction through the service quality although there are some constraining factors and problems faced by management but they can accomplish the problems. So, Strategies in optimizing the supporting factors and reduce the constraining factors became one of the steps and the way of solving the problems.

5. Conclusion

The result shows that customer satisfaction with SERVQUAL indicators has a significant influence towards customer satisfaction which is indicates 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 examinehow 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.

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