

The Influence of Service Quality on Ladyflame Customers Satisfaction In Bandar Lampung

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Abstract— This research aims to determine the impact of service quality on customer satisfaction at Ladyflame, Bandar Lampung. The problem studied in this study is whether there is a positive relationship between the quality of service and customer satisfaction of Ladyflame in Bandar Lampung. This research uses survey methods and questionnaires as data collection instruments. With 33 respondents involved. The variables studied covered the quality of service, customer satisfaction, and the relationship between the two. The results of the research show that the quality of service has a significant impact on customer satisfaction of Ladyflame. Factors such as hospitality staff, product availability, service speed, and product quality play an important role in increasing customer satisfaction. The findings provide valuable insights for Ladyflame management in Bandar Lampung to improve the quality of their services, with the aim of increasing customer satisfaction. With a deep understanding of the role of service quality in retaining and attracting customers, ladyflame can take more effective steps to meet customer expectations and maintain their market share.

Keywords : *Quality of service, customer satisfaction*

I. INTRODUCTION

Service quality is a key factor in the success and survival of a business in an era of increasingly fierce competition. According to Sudarso in the journal (Rozi & Khuzaini, 2021) Service quality is an action offered by one party to another party which is basically intangible and results in ownership of something. In this case, consumers tend to choose companies that can provide good quality in terms of service. According to (Tjiptono & Chandra, 2016)

Service quality is a measure of how well the level of service provided meets customer expectations.

Service quality can be realized through fulfilling customer needs and desires and the accuracy of delivery to match customer expectations. Customers who are satisfied with the services provided tend to be more loyal, provide positive references, and have the potential to become repeat customers who contribute to the company's growth and sustainability. Ladyflame fashion store in Bandar Lampung, like other retail businesses, has a strong awareness of the importance of maintaining customer satisfaction as the foundation of their success.

Customer satisfaction is an important measure in assessing the extent to which customer needs and expectations are met. According to Kotler & Armstrong (2014) customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions or impressions about product performance or results and their expectations. It involves customers' positive feelings towards the product or service they receive. Service quality is the main element that influences customer satisfaction. Ladyflame, as one of the well-known fashion destinations in Bandar Lampung, is committed to providing a unique and satisfying shopping experience to their customers.

The importance of this research is to understand more deeply the influence of service quality on customer satisfaction at Ladyflame Bandar Lampung. Thus, this research will help store management to identify areas where they can improve and enhance their services to more effectively meet customer expectations. As the retail industry continues to grow rapidly, competition becomes fiercer, and customers become more discerning, it is important for Ladyflame to continuously improve the quality of their services to remain competitive and maintain their market share.

This research will focus attention on the Ladyflame fashion shop in Bandar Lampung and will involve 33

respondents who are users of the shop's services and products. It is hoped that the results of this research will provide a better view of the service quality factors that most influence customer satisfaction at this store, so that management can design more effective strategies in meeting and exceeding customer expectations. Apart from that, this research can also make a significant contribution to academic knowledge regarding the relationship between service quality and customer satisfaction in the context of retail stores in Bandar Lampung.

II THEORETICAL BASIS

A. Service quality

Service quality refers to the extent to which the service or services provided by an organization meet or exceed customer expectations. According to (Krisnawati, 2016) Service quality is the company's ability to fulfill customer expectations and also if the service received or experienced is as expected, so that the quality is perceived as good and can satisfy customers. Meanwhile, according to Usmara in research (Gofur, 2019) explains that service quality is a statement about behavior, a bond that originates from considerations between desires (expectations and performance (results)). This involves various aspects which include responsiveness, reliability, communication, competence, discretion, and other elements that make the customer experience positive and satisfying. Service quality is the actions or actions of a person or organization aimed at providing satisfaction to customers or employees (Kasmir, 2017:47). Of course, satisfaction can be created if customer expectations are met. Service quality is an effort that focuses on fulfilling needs, requirements, and timeliness to meet customer expectations. In general, quality means the shape, form, or reality given by a desired concept. Thus, service quality can also be interpreted as the embodiment or service provided. This embodiment means that it requires specific features and conditions that must be met in order to satisfy customer needs. Service quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need (Kotler & Keller, 2016: 143). Service quality is the embodiment of efforts to fulfill various customer needs in accordance with timeliness, expectations and other components of customer desires and needs.

B. Factors Affecting Service Quality

There are various factors that can influence service quality. Regarding this, according to Kasmir (2017: 6-7) the factors that influence service quality are as follows.

1. Total manpower; the number of workers in a company.
2. Quality of labor; includes the knowledge and skills possessed by the workforce.
3. Employee motivation; an encouragement that an employee has to carry out an activity or job.
4. Leadership; the process of influencing individuals, usually carried out by superiors on subordinates so that they can act in accordance with the superior's wishes in order to achieve company goals.
5. Organizational culture; a system within a company that is adhered to by all members of the organization

and is a differentiator between one organization and another.

6. Employee welfare; fulfillment of employee needs by a company.
7. The work environment and other factors include the facilities and infrastructure used, technology, building and room layout, product quality and so on.

C. Service Satisfaction Indicators

According to Heterogeneity (in Mukarom & Laksana, 2018: 68-69) to measure the quality of service expected by customers, it is necessary to know the criteria, dimensions or indicators used by customers in assessing the service, of which the five indicators of service quality include: as follows.

1. Tangibility, namely physical appearance, equipment, personnel, and communication materials.
2. Reliability, namely the ability to provide promising services accurately, on time and reliably.
3. Responsiveness, namely the willingness to help customers by providing good and fast service.
4. Empathy, namely trying to know and understand customer needs individually.
5. Assurance, namely the knowledge and friendliness of personnel and the ability of personnel to be trustworthy and trustworthy.

D. Customer satisfaction

Satisfaction is a person's feeling of joy or disappointment that arises after comparing the performance (results) of the product in question against the expected performance (or results). Satisfaction is an assessment of the characteristics or features of a product or service from the product itself, which provides a level of customer satisfaction related to fulfilling customer consumption needs. Customer satisfaction can be created through quality, service and value. The key to generating customer satisfaction is to provide high quality service. According to Kotler & Keller quoted in Tjiptono (2019:378) customer satisfaction is the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations. If performance is much more than expectations, the customer is dissatisfied, if it meets expectations then the customer will be satisfied. If it exceeds expectations, the customer is very satisfied or happy. Oliver in Indrasari (2019: 86) states that customer satisfaction is a summary of the psychological conditions that result when the emotions surrounding expectations do not match and are multiplied by the feelings formed regarding the consumption experience. Westbrook and Reilly in Tjiptono (2019:378) suggest that customer satisfaction is an emotional response to experiences related to certain products or services purchased. Customer satisfaction is a condition in which customers feel satisfied, happy, or satisfied with the products or services they purchase or receive from an organization or service provider. It reflects the positive feelings and evaluations made by customers of their experience with the product or service. Satisfied customers tend to stay loyal longer, buy more, are less sensitive to price changes, and those conversations benefit the business. To create customer

satisfaction, the quality of services and products provided by a local brand from a company must be of high quality.

E. Factors That Influence Customer Satisfaction

Customer satisfaction is an important indicator of business success, and organizations that focus on understanding and meeting their customers' needs and expectations will typically reap benefits in the form of customer loyalty, business growth, and a positive reputation. According to Indrasari (2019:87-88) in determining the level of customer satisfaction, there are five main factors that a company must pay attention to, namely:

1. Product quality, customers will feel satisfied if their evaluation shows that the product they use is of good quality.
2. Quality of service, customers will feel satisfied if they receive good service or as expected.
3. Emotionally, customers will feel proud and believe that other people will be amazed by them, if they use certain products which tend to have a higher level of satisfaction.
4. Price, products with the same quality but relatively low prices offer great value to customers.
5. Cost, customers who do not incur additional costs or do not need to waste time to get a product tend to be satisfied with the product.

III RESEARCH METHODS

In this research, researchers used a survey method with a descriptive quantitative approach and data processing techniques in the form of a questionnaire with a total of 80 questions using a Likert scale in the answers. The number of samples in this research was 33 respondents. The research design in this research carried out by the researcher includes: making observations, compiling the background of the problem, identifying the problem, formulating the problem, creating a theoretical basis, namely what is used or looking for theories related to service quality and customer satisfaction, creating research methods, determining variables. research, making instrument grids, collecting data through questionnaires, analyzing data, making conclusions and suggestions.

Data analysis is a step that follows data collection from all respondents or other data sources (Sugiono, 2019). Grouping data based on variables from all respondents, presenting data on each variable studied, carrying out calculations to overcome the problem formulation, and completing calculations to evaluate the hypotheses that have been put forward are all activities included in data analysis. Simple *linear regression* analysis. To obtain higher and more reliable analysis results, this research uses analysis and uses the SPSS (*Statistical Program for the Social Sciences*) data processing program.

According to (Sugiyono 2019:126) population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. In this research, the population studied was Ladyflame Bandar Lampung customers. 16-30 years old totaling 122. The sample is part of the population that the researcher will study or the subject. In this research, the formula that will

be used as a basis for sampling is the Slovin formula (Prapitasari et al., 2019)

$$n = \frac{N}{1+N(e)^2}$$

The sampling technique in this research uses the Proportionate Random Sampling method, which is a technique used in conditions where the existing population consists of several layers or groups of individuals with different characteristics.

IV RESULTS AND DISCUSSION

The instrument testing phase involved 80 statement number items for 33 respondents. It is clear from the results of the validity test for each variable at the trial stage that there are 3 invalid item numbers for variable (X), namely numbers 8, 10, and 37. Meanwhile for variable (Y), there are 7 invalid item numbers. item numbers, namely, numbers 43,47,52,53,57,64 and 77. Item numbers can be declared invalid because by comparing the r-tables of 33 respondents, the significance level of 0.05 is 0.3440. Therefore, the invalid data variables (X) and (Y) total 10 item numbers, and the invalid numbers are declared discarded. The second stage of the instrumental test consisted of 70 question items for 33 respondents.

Table 1. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.986	80

Based on the reliability test results table above, it shows that the research instrument for the service quality and customer satisfaction variables is declared reliable because the alpha value is greater than 0.05. The results of Reliability Analysis Scala (Alpha) using the IBM SPSS Statistics 22 program produced an alpha of 0.986 because $p > 0.05$ means the measuring instrument is declared reliable. This shows that this research instrument meets the requirements to be a measuring tool that can be used repeatedly. Based on the results of data analysis and hypothesis testing, it has been found that there is a positive and significant influence between service quality and customer satisfaction. The results of hypothesis testing show that the hypothesis in this research is acceptable. This means that the assumptions underlying the theoretical study are supported by research data explained in the influence of service quality on Ladyflame customer satisfaction in Bandar Lampung.

Normality test

Based on the normality test results obtained from 33 respondents with two variables, namely the service quality variable (X) and the customer satisfaction variable (Y). It can be seen that the significant value (2-tailed) of the customer satisfaction variable is 0.172, which means 0.172

≥ 0.05 , so the data is normally distributed. Meanwhile, the significant value (2-tailed) of service quality is 0.200, which means $0.200 \geq 0.05$, so the data is normally distributed.

Table 2. Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>			
		X	Y
N		33	33
Normal Parameters ^a	Mean	103.8788	89,0000
	Std. Deviation	24.18129	28.16469
Most Extreme Differences	Absolute	.107	.130
	Positive	.107	.130
	Negative	-.069	-.080
Kolmogorov-Smirnov Z		.107	.130
Asymp. Sig. (2-tailed)		.200 ^{cds}	.172 ^c
a. Test distribution is Normal.			

Homogeneity Test

The homogeneity test results from the homogeneity variance test output obtained a significance value for the service quality variable with customer satisfaction of 0.193. From these results, the significance value of service quality on customer satisfaction is $0.193 > 0.05$, so it can be said that the two data have normal homogeneity. For more details, see the following table:

Table 3. Homogeneity Test

<i>Test of Homogeneity of Variances</i>			
Quality of service with customer satisfaction			
Service quality			
Levene Statistics	df1	df2	Sig.
1,731	1	64	.193

Simple Regression Analysis

Table 4. Regression Equation Output

<i>Coefficients ^a</i>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	-39,930	7,869		5,075 ,000
	Service quality	.719	.084	.837	8,513 ,000
a. Dependent Variable: customer satisfaction					

Coefficients obtained a constant value of -39,930, which means that if service quality (X) has a value of 0, customer satisfaction (Y) has a value of -39,930. The regression coefficient on the service quality variable (X) is 0.719, meaning that if service quality increases or develops, the customer satisfaction variable (Y) will increase by 0.719 with the regression equation.

Table 5. Anova analysis output

<i>ANOVA ^a</i>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	13105.150	1	13105.150	72,464 ,000 _b
	Residual	5606.365	31	180,850	
	Total	18711.515	32		
a. Predictors: (Constant),					
b. Dependent Variable: Y					

Based on the ANOVA output, the calculated F value is 72,464 and is significant 0.000, so there is no need to compare it with the F table, because SPSS already facilitates it with significant values. implementation of the results obtained is significant $0.000 < 5\%$ meaning H_0 is rejected and H_a is accepted. This means that service quality has an influence on customer satisfaction.

Table 6. Statistical Residuals

<i>Residuals Statistics^a</i>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	69.3897	144.8346	103.8788	20.23699	33
Residual	-23.69355	47.21745	.00000	13.23627	33
Std. Predicted Value	-1,704	2,024	,000	1,000	33
Std. Residual	-1,762	3,511	,000	,984	33
a. Dependent Variable: customer satisfaction					

Based on table 6 above, it can be seen that the minimum residual for service quality and customer satisfaction is -23.69355, the maximum value is 47.21745, the average value is 0.000 and the standard deviation is 13.23627 with a total of 33 respondents .

Table 7. Value of the R Square coefficient of determination (model summary)

<i>Model Summary^b</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.700	.691	13.44807
a. Predictors: (Constant), service quality				
b. Dependent Variable: customer satisfaction				

The correlation value (R) between the service quality variable (X) and the customer satisfaction variable (Y) is 0.837. This value can be interpreted as meaning that the relationship between the two variables tested is included in the very strong category. The R-squared value or coefficient of determination shows how well the regression model is formed by the interaction of independent and dependent variables. The coefficient of determination value obtained is 0.700. This shows that 70% of the related variables are influenced by independent variables, and the remaining 30% are influenced by other factors that are not related to the research being conducted. Thus it can be explained that the service quality variable (X) has an influential contribution of 70% to the customer satisfaction variable (Y). Based on the results of data analysis, there is a positive and significant influence between service quality and Ladyflame customer satisfaction in Bandar Lampung.

Based on the research results, it provides a real picture that there is a significant influence between the service quality variable on the Ladyflame customer satisfaction variable in Bandar Lampung. The hypothesis testing criterion is to reject H_0 if $t_{\text{count}} > t_{\text{table}}$ and vice versa. For the t distribution used $dk = (n-33)$ and $\alpha = 0.05$. Based

on data analysis, it was obtained that $t = 5.075$, while the t table with $n = 33$ and $\alpha = 0.05$ was 8.513. So it can be seen that $t_{\text{count}} > t_{\text{table}}$ ($5.075 > 8.513$) or $\text{sig} (0.000 \leq 0.05)$, so it can be concluded that H_0 is rejected and H_a is accepted, so there is a relationship between customer satisfaction with Ladyflame .

V. CONCLUSIONS, LIMITATIONS, & RECOMMENDATIONS

A. Conclusion

Based on research and discussion regarding the influence of service quality on Ladyflame customer satisfaction in Bandar Lampung , it can be concluded that:

1. There is a positive and significant influence between service quality and customer satisfaction .
2. The results show that $t_{\text{count}} > t_{\text{table}}$ ($8.513 > 0.338$) or $\text{sig} (0.000 \leq 0.05)$, so it can be concluded that H_0 is rejected and H_a is accepted. Thus, there is an influence of service quality on Ladyflame customer satisfaction in Bandar Lampung .
3. The magnitude of the influence of service quality on Ladyflame customer satisfaction in Bandar Lampung can be seen from the R Square of 70% of service quality influencing customer satisfaction while 30% is influenced by other factors not researched.
4. The research results show that there is a positive and significant influence between service quality and customer satisfaction . Therefore, it is necessary to formulate implications in this case. The research results show that the influence of service quality on customer satisfaction is very significant.

B. Implications

Based on the results of this research, theoretical and practical implications can be put forward, as follows:

1. This research contains the implication that service quality plays a very important role in customer satisfaction . Its popularity continues to increase, service quality has become an important channel in marketing strategies to increase brand awareness, sales and customer satisfaction.
2. The results of this research have a huge contextual impact on life. This can be applied to Ladyflame customers in Bandar Lampung.

Based on the implications stated above, there are also weaknesses in conducting this research, including the following:

1. In the data collection process, the information provided by respondents through questionnaires sometimes does not show the respondents' true opinions, this happens because sometimes there are differences in thoughts, assumptions and understandings for each respondent, as well as other factors such as the honesty factor in filling in the respondents' opinions and questionnaires.
2. Limited time for respondents to fill out the questionnaire.

C. Suggestions

The results of this research indicate the influence of service quality on customer satisfaction . Researchers

realize that there are still shortcomings in this research, so the researchers provide suggestions, namely:

1. For readers, it is hoped that this research will provide a good picture so that readers can find out the quality of service on customer satisfaction .
2. Future researchers are expected to be able to develop, measure each variable in more depth and improve existing research supported by the latest information, according to what has been experienced so that the benefits and results of the research can be felt directly by researchers and readers.

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