

The Influence of Service Quality Dimensions (Tangible, Empathy, Responsiveness, Reliability, and Assurance) on Customer Satisfaction (A Study at the Depot Titik Koempoel Pandaan)

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ABSTRACT

This study aims to analyze the influence of service quality dimensions, namely tangible, reliability, responsiveness, assurance, and empathy, on customer satisfaction at Depot Titik Koempoel Pandaan. The study employed a quantitative associative approach. The sample consisted of 100 respondents selected using accidental sampling techniques. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with SPSS software. The findings indicate that all dimensions of service quality simultaneously have a significant influence on customer satisfaction. Partially, reliability, responsiveness, and assurance have a positive and significant effect on customer satisfaction, while tangible and empathy do not show a significant effect. These results indicate that interaction-based service aspects are more influential than physical evidence in shaping customer satisfaction within the culinary business sector.

Keywords: Service Quality, Customer Satisfaction, SERVQUAL

INTRODUCTION

In the era of increasingly competitive business competition, particularly in the culinary industry sector, service quality has become one of the primary factors determining business success. The rapid development of modern lifestyles and the increasing expectations of consumers toward service quality require business actors not only to provide high-quality products but also to deliver satisfying service experiences. In this context, customer satisfaction becomes an important indicator reflecting the extent to which a company is able to meet or even exceed customer expectations (Kurniawan, Then, Wang, & Wibowo, 2024).

Customer satisfaction plays a strategic role in maintaining business sustainability because it is closely related to customer loyalty, repeat purchases, and positive word-of-mouth recommendations. Customers who feel satisfied tend to establish long-term relationships with companies and become valuable assets in improving competitiveness. Conversely, customer dissatisfaction may negatively affect the company's image and potentially reduce customer visits and business revenue. Therefore, companies need to understand the factors influencing customer satisfaction in order to formulate appropriate service strategies (Soerjanto, Priyanto, & Rahayu, 2024).

One of the main factors influencing customer satisfaction is service quality. In the service industry, service quality is generally measured using the SERVQUAL concept, which consists of five main dimensions: tangible, reliability, responsiveness, assurance, and empathy (Novad & Hendrawan, 2024). Tangible refers to physical aspects such as facilities and employee appearance; reliability reflects the ability to provide consistent and accurate service; responsiveness indicates the willingness and speed in assisting customers; assurance relates to the ability to provide trust and security; while empathy reflects personal attention toward customers. These dimensions are interrelated and collectively shape customer perceptions of overall service quality.

Within the culinary industry, service quality plays a highly important role because it is not only associated with food presentation but also with the overall customer experience while visiting the establishment. Customers evaluate not only the taste of food but also service speed, employee friendliness, place comfort, and the attention given throughout the service process. Therefore, companies must ensure that every aspect of service operates effectively and consistently in order to create positive customer experiences.

Depot Titik Koempoel Pandaan, as one of the culinary businesses offering various food menus, faces challenges in maintaining service quality amid increasingly intense competition. Based on sales data obtained by the company, fluctuations in revenue indicate potential problems in service quality. Revenue decreases during several periods suggest that certain service aspects have not fully met customer expectations. In addition, several customer complaints were identified regarding facility cleanliness, service punctuality, employee responsiveness, and lack of personal attention during service delivery. These conditions indicate a gap between customer expectations and the actual service provided.

This phenomenon demonstrates that evaluating service quality is essential. By identifying which service dimensions most significantly influence customer satisfaction, companies can determine more appropriate and effective improvement priorities. Improving service quality aims not only to increase customer satisfaction but also to maintain customer loyalty and strengthen long-term competitiveness.

Based on the background described above, this study aims to analyze the influence of service quality dimensions, including tangible, reliability, responsiveness, assurance, and empathy, on customer satisfaction at Depot Titik Koempoel Pandaan. This study is expected to contribute both theoretically and practically, particularly in understanding the importance of service quality in improving customer satisfaction within the culinary industry sector. Furthermore, the results of this study are expected to serve as evaluation material and managerial consideration in formulating more effective and sustainable service quality improvement strategies.

Customer Satisfaction

This study employed an associative research design using a quantitative approach. Associative research was selected because it aims to identify relationships between variables without manipulating those variables. Through a quantitative approach, data can be measured numerically and analyzed statistically to determine the strength and direction of relationships among variables.

Service Quality

Service quality refers to a company's ability to provide services capable of meeting customer expectations. The SERVQUAL model explains that service quality consists of five main dimensions: tangible, reliability, responsiveness, assurance, and empathy. These dimensions collectively shape customer perceptions regarding the quality of service provided.

Tangible

Tangible refers to physical elements that can be seen and experienced directly by customers, such as environmental cleanliness, equipment conditions, facility comfort, and employee appearance. Good physical evidence creates positive first impressions and shapes customers' initial perceptions of service quality (Safitri & Rahayu, 2023).

Reliability

Reliability describes the company's ability to provide services consistently and according to promises made to customers. This dimension is important because reliability becomes the primary indicator of whether customers trust the services provided (Hidayat & Putri, 2021).

Responsiveness

Responsiveness reflects the willingness of service providers to assist customers quickly, appropriately, and responsively. Responsive service makes customers feel appreciated and prioritized (Rahmat & Lestari, 2022).

Assurance

Assurance relates to employee knowledge, courtesy, and competence in creating customer trust and confidence. This dimension includes professionalism, friendliness, and clarity of information provided by service providers (Nurhadi, 2021).

Empathy

Empathy is the ability of service providers to understand customer needs and provide personal attention to customers. Empathy reflects the extent to which companies are able to deliver services tailored to customers' unique conditions (Lestari & Wibowo, 2020).

Based on these theories, it can be assumed that the better the service quality provided, the higher the level of customer satisfaction. Therefore, the hypotheses proposed in this study are as follows.

METHODS

This study employed an associative research design using a quantitative approach. Associative research was selected because it aims to identify relationships between variables without manipulating those variables. Through a quantitative approach, data can be measured numerically and analyzed statistically to determine the strength and direction of relationships among variables (Putri & Sari, 2022).

Quantitative research is a research method based on positivist philosophy, used to examine particular populations or samples with the purpose of testing previously formulated hypotheses. Sampling techniques are generally conducted randomly, data collection utilizes measurable research instruments, and data analysis is performed quantitatively or statistically. Quantitative research enables researchers to evaluate relationships among variables systematically and objectively.

In this study, the quantitative associative approach was applied to analyze the influence of service quality dimensions, namely tangible, empathy, responsiveness, reliability, and assurance, on customer satisfaction at Depot Titik Koempoel Pandaan.

The sample consisted of 100 respondents selected using accidental sampling techniques. Data were collected through questionnaires using a Likert scale. The collected data were analyzed using multiple linear regression analysis assisted by SPSS software.

Hypotheses

- H1:** Service quality dimensions (tangible, reliability, responsiveness, assurance, and empathy) simultaneously have a significant influence on customer satisfaction at Depot Titik Koempoel Pandaan.
- H2:** Tangible has a positive and significant influence on customer satisfaction at Depot Titik Koempoel Pandaan.
- H3:** Reliability has a positive and significant influence on customer satisfaction at Depot Titik Koempoel Pandaan.
- H4:** Responsiveness has a positive and significant influence on customer satisfaction at Depot Titik Koempoel Pandaan.
- H5:** Assurance has a positive and significant influence on customer satisfaction at Depot Titik Koempoel Pandaan.
- H6:** Empathy has a positive and significant influence on customer satisfaction at Depot Titik Koempoel Pandaan.

RESULTS AND DISCUSSION

The following section presents the research findings obtained through SPSS analysis.

Table 1
F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	613.389	5	122.678	86.057	<.001 ^b
	Residual	134.001	94	1.426		
	Total	747.390	99			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Empathy, Tangible, Assurance, Responsiveness, Reliability						

Table 2
T-Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Tolerance	Statistics VIF
		B	Std. Error	Beta				
1	(Constant)	-2.396	1.040		-2.304	.023		
	Tangible	.056	.071	.050	.793	.430	.478	2.092
	Reliability	.249	.063	.345	3.950	<.001	.250	4.001
	Responsiveness	.360	.092	.330	3.909	<.001	.268	3.728
	Assurance	.279	.116	.180	2.399	.018	.340	2.941
	Emphaty	.121	.078	.101	1.548	.125	.452	2.211
a. Dependent Variable: Customer Satisfaction								

Table 3
Determination Coefficients

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Regression	.906 ^a	.821	.811	1.19396
a. Predictors: (Constant), X5, X1, X4, X3, X2				
b. Dependent Variable: Y				

F-Test

Based on the F-test results, the calculated F-value was 86.057 with a significance level of 0.001, which is lower than 0.05. This result indicates that the service quality dimensions

consisting of tangible, reliability, responsiveness, assurance, and empathy simultaneously have a significant influence on customer satisfaction at Depot Titik Koempoel Pandaan.

T-Test

The tangible variable (X1) obtained a t-value of 0.793, which is lower than the critical value of 1.985, indicating that tangible does not significantly influence customer satisfaction. The reliability variable (X2) obtained a t-value of 3.950, which is greater than 1.985, indicating that reliability significantly influences customer satisfaction. The responsiveness variable (X3) obtained a t-value of 3.909, which is greater than 1.985, indicating that responsiveness significantly influences customer satisfaction. The assurance variable (X4) obtained a t-value of 2.399, which is greater than 1.985, indicating that assurance significantly influences customer satisfaction. Meanwhile, the empathy variable (X5) obtained a t-value of 1.548, which is lower than 1.985, indicating that empathy does not significantly influence customer satisfaction.

Tangible on Customer Satisfaction

This study indicates that tangible aspects do not have a significant influence on customer satisfaction at Depot Titik Koempoel Pandaan. This condition suggests that consumers in this study do not consider physical aspects such as facilities, room conditions, or equipment as the primary considerations in evaluating satisfaction. Customers are more likely to focus on direct and functional service aspects rather than physical elements. Therefore, although tangible remains important as a supporting element of service quality, its role has not become the main determinant of customer satisfaction in this study (Dewi & Anwar, 2022).

Reliability on Customer Satisfaction

This study demonstrates that reliability has a positive and significant influence on customer satisfaction at Depot Titik Koempoel Pandaan. This finding confirms that the company's ability to provide consistent, timely, and dependable services is highly valued by customers. Customers tend to feel satisfied when the services received match the expectations and promises previously established. Thus, trust in service accuracy and reliability plays a strategic role in shaping customer satisfaction (Hidayat & Putri, 2021).

Responsiveness on Customer Satisfaction

The findings reveal that responsiveness has a positive and significant influence on customer satisfaction. Customers highly appreciate the speed, responsiveness, and readiness of employees in delivering services and handling complaints. Quick responses create the

impression that the company genuinely cares about customer needs. In service situations, response time and clarity often become emotional factors influencing satisfaction perceptions. Therefore, responsiveness can be considered the most dominant dimension in shaping customer satisfaction in this study (Rahman & Dewi, 2022).

Empathy on Customer Satisfaction

This study indicates that empathy does not significantly influence customer satisfaction at Depot Titik Koempoel Pandaan. This condition may be interpreted as meaning that personal attention, understanding of individual needs, and empathetic attitudes from service providers have not become the primary factors influencing satisfaction in this research context. Customers may prioritize functional aspects such as speed and reliability rather than personal attention. Therefore, although empathy has a positive relationship direction, its role in improving customer satisfaction has not become dominant (Sari & Nugroho, 2021).

Assurance on Customer Satisfaction

The findings demonstrate that assurance has a positive and significant influence on customer satisfaction. This means that employee competence, courtesy, and the ability to provide clear and convincing information play important roles in building customer satisfaction. Customers evaluate not only the service outcome but also the extent to which they feel comfortable and confident throughout the service process. Thus, assurance becomes a psychological factor that strengthens customers' positive experiences toward the services provided (Setianti, Suroso, Setiawan, Siregar, & Darmawan, 2024).

Tangible, Reliability, Responsiveness, Empathy, and Assurance on Customer Satisfaction

The results indicate that tangible, reliability, responsiveness, empathy, and assurance simultaneously have a significant influence on customer satisfaction. The coefficient of determination shows that approximately 82% of customer satisfaction is influenced by service quality dimensions, while the remaining 18% is influenced by other variables outside the scope of this study.

CONCLUSION

Based on the research findings, it can be concluded that service quality plays a highly important role in determining customer satisfaction at Depot Titik Koempoel Pandaan. Simultaneously, the five dimensions of service quality consisting of tangible, reliability, responsiveness, assurance, and empathy significantly influence customer satisfaction. This

indicates that overall service quality is a major factor influencing customer perceptions and experiences regarding the services provided.

Partially, the findings reveal that reliability, responsiveness, and assurance have positive and significant influences on customer satisfaction. Reliability becomes one of the most important factors because it relates to the company's ability to provide consistent, accurate, and dependable services according to customer expectations. Customers tend to trust and feel more satisfied with services that are reliable, particularly regarding punctuality and consistency in product quality.

Furthermore, responsiveness also plays a significant role in improving customer satisfaction because it reflects employees' speed and readiness in serving customers and responding to complaints. Customers feel more appreciated when services are delivered quickly and responsively. Assurance significantly influences customer satisfaction because it relates to employees' ability to provide trust, confidence, and professionalism during service delivery. Meanwhile, empathy reflects the importance of personal attention, friendliness, and employee concern toward customers, which can create positive emotional experiences.

On the other hand, tangible does not significantly influence customer satisfaction. This finding indicates that within culinary businesses such as Depot Titik Koempoel Pandaan, customers do not primarily prioritize physical aspects such as facilities or environmental appearance. Instead, they place greater emphasis on the quality of service interactions they receive. In other words, positive service experiences are more influential than physical evidence alone.

Overall, the findings confirm that customer satisfaction is more strongly influenced by interactive and emotional service aspects rather than physical evidence. Therefore, companies should focus their service improvement strategies on enhancing employee competence, improving service responsiveness, and understanding customer needs more effectively. By consistently improving service quality, companies can increase customer satisfaction, strengthen customer loyalty, and maintain competitiveness within the increasingly competitive culinary industry.

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