ANALYSIS OF FACTORS THAT FORM THE QUALITY OF SERVICES AND ITS IMPACT ON THE IMAGE OF THE SERVICE AND VISITOR SATISFACTION

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ABSTRACT

There is a need to exploit the possibility of new elements needed to complete each dimension of SERVICE QUALITY (SERVQUAL). This study aims to develop the scale structure of SERVICE QUALITY and analyze its effect on service image and visitor satisfaction. This type of research design is a mix method, starting from a qualitative method to explore the possibility of forming factors that have not been accommodated in each dimension of SERVICE QUALITY. The results were then empirically tested by involving 100 visitors as samples. The results of the exploration of the factors that make up the Servqual dimension are that the dimensions of responsiveness and indicators “do not seem too busy so that they can serve visitors” most influential on the variable service quality. This finding successfully strengthened SERVQUAL and significantly affected the service image and visitor satisfaction as visitors, both partially and simultaneously.

Keywords: Service Quality, Image Services, Visitor Satisfaction, SERVQUAL.

I. INTRODUCTION

Public services have become a strategic policy issue in the modernization era, because the implementation of public services so far has not had a broad impact on changes in aspects of life and community needs. Because before the era of bureaucratic reform, the government was very dominant in the administration of government and public services. The government is more dominant acting as an actor in the administration of public services, so that the involvement of citizens in government is very limited (Sabarudin, 2015). The better quality of public institution services will improve government performance, and ease the burden on society in managing their interests. According to (Rasyid, 2004) states that public services that have been happening in Indonesia both at the central and regional levels are still in a condition of concern and decline.

In order to accelerate the improvement of the quality of public services, the Ministry of Administrative Reform and Bureaucratic Reform (Kemenpan RB) develops a Public Service Mall implementation program, namely integrated and integrated public services between central and local government services in one service building. The formation of the Public Service Mall is motivated by the
fact that integrated services developed by the Ministry / Institution and Local Government have provided better services. Communities as well as customers, obtain quality and satisfying services come from organized services.

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However, with the rapid development of service needs and the dynamics of the people who want simpler services, the hopes and demands to make it easier and central and local government services to be integrated in one service building. At present the legal basis for Public Service Malls is PANRB Ministerial Regulation Number 23 of 2017 concerning Operation of Public Service Malls. The issuance of Law Number 23 Year 2017 concerning Regional Government according to Kosash (2002: 7) is a concrete manifestation of all the wishes of the Indonesian people to implement the ideals of decentralization and regional autonomy. To empower and increase the role of the community in carrying out regional autonomy and to provide broad, real and accountable authority to local governments so as to provide better services and welfare to the community and so that regions are able to move faster and react more dynamically to challenges challenges that will be faced in the future, especially in the increasing world environment.

The issue of service quality becomes an important factor in an institution, both as a profit-oriented organization and a public / government organization. In an effort to achieve the goals / missions of public organizations optimally, one that has a contribution is the quality of service to the public (public service). Public services are important because civil servants (apparatus) basically have the duty to provide services to the community, not those served by the community (Tjiptono, 2008).

The important role of public services is aimed at the realization of quality services to the community and in meeting the needs of public services is still a problem that needs to get comprehensive attention and resolution, especially in Indonesia. The main issue of public service that develops broadly leads to the still low quality of services. given by government officials. Quality is basically related to the best service, which is an attitude or way the apparatus in serving customers or the community satisfactorily. Quality here is anything that is able to meet the desires or needs of customers (Sinambela 2010). While the low quality of service is an early indication of failure in the service process. Nowadays people have better knowledge about services and satisfaction so that if people feel dissatisfied with the service received, the customer is not reluctant to complain about his disappointment with the company concerned. Satisfied customers will tell three to five people about the product or service they received, but on the other hand, dissatisfied customers will say that there are 10 to 20 people dead (Janet, 2009). Therefore it is very important to maintain the quality of service in order to create satisfaction for users of public services. With the creation of satisfaction in accordance with customer desires, it can directly or indirectly form customers who have a high level of loyalty and give a positive image to the agency (Ratminto & Winarsih, 2005).

In its relatively young age (established on 12 February 2018) the Denpasar City Public Service Mall has been able to show good performance. This can be seen since the establishment of the Denpasar City Public Service Mall, the interest of the community in taking care of the needs of the State administration so that licensing issues are increasingly evidenced by every day 300-500 people come to the Public Service Mall. With the increase in the number of visitors, of course there is a need for further observations to maintain service to the community so that it remains excellent. Problems at the Denpasar City Public Service Mall began to appear after 3 months of existence. The positive development of MPP Denpasar City as a place to serve various licenses and population administration was not followed by public satisfaction in meeting the needs of licensing. This is allegedly due to the lack of optimal services to the community which is growing in number. This allegation is supported by the existence of public complaints through the online complaint place namely Pro-Denpasar.

Based on the background description above, "Analysis of the factors that shape service quality and its impact on service image and visitor satisfaction at the Denpasar City Public Service Mall"

II. LITERATURE REVIEW
Public satisfaction is the main goal of the public service mall in the city of Denpasar in order to provide fast service, right through one door. Therefore, the main thing to do is to provide quality services so as to create satisfaction to get a good image of public services. Quality service is a service that is economically profitable and procedurally easy and fun so that it can create satisfaction.

According to Silaban (2015) satisfaction is defined as an overall rating at the cumulative level of bank services received by customers. Parasuraman et al. (1998) identified five dimensions of SERVQUAL, namely tangibles, reliability, responsiveness, assurance and empathy. The five aspects of service quality if applied together will be able to build excellent quality and satisfying services. Siddiqi (2011) states service quality has a positive and significant effect on customer satisfaction. By maintaining the quality of service, it can minimize customer dissatisfaction. To provide satisfaction to customers. To give decisions to customers, companies must make improvements or improve the quality of service continuously (Markovic and Jankovic, 2013).

Beigi et al., (2016) found that a small increase in customer satisfaction causes a dramatic change in customer loyalty. The positive correlation between satisfaction and loyalty will lead to the desire of customers to recommend public services (in this study public service malls) to others. As a consequence, public service malls can have loyalty and customers and have a stable customer base which can ultimately reduce costs. Customer satisfaction is a factor that determines direct customer loyalty, which in turn is the main determinant for determining community satisfaction. Therefore, companies must always try to ensure that customers will be very satisfied (Baker, 2013).

Managing loyalty is very important, because it not only regulates customer behavior but also regulates the picture patterns of these customers (Siddiqi, 2011). A positive relationship between satisfaction with customer loyalty means high satisfaction will have an impact on increasing customer loyalty (Saputra, 2013). Khan et al., (2014) states that changes in customer satisfaction are related to service quality where service quality has a direct relationship with loyalty. Research from Auka and Bosire (2013) shows that SERVQUAL is a suitable tool for measuring service quality. Linkages between service quality, customer satisfaction, and customer loyalty can provide creative ideas for improvement in order to gain competitive advantage. Saputra (2013) states that service quality has a direct and indirect influence (through satisfaction) on company image.

**HYPOTHESIS**

H1: Service quality has a positive and significant effect on visitor satisfaction.
H2: Service quality has a positive and significant effect on service image.
H3: Service image has a positive and significant effect on visitor satisfaction.
H4: Service image to mediate the relationship of service quality with visitor satisfaction.

**III. RESEARCH METHOD**

This research was conducted at the Denpasar City Public Service Mall located in Graha Sewaka Dharma Denpasar Building, located at Jalan Majapahit No.1, Dauh Puri Kaja, North Denpasar District, Denpasar City. The background of the selection of research locations is the discovery of problems in the Public Service Mall of Denpasar City relating to the factors that shape the quality of service and its impact on service image and visitor satisfaction. This research was conducted for 3 months, starting from June to August 2018.

The population in this study were all people of Denpasar City. The number of people in Denpasar City recorded in the population census in 2017 is approximately 897,300 people. Because of the limited time, energy, and selection of analysis tools in this study, not all populations can be used as research samples. How to determine the number of elements or sample members of the population in research using the Slovin technique (Siregar, 2013: 61). Based on the Slovin formula, the minimum sample targeted in the study is 100. The analysis technique used is a structural equation model (Structural Equation Modeling - SEM) based on variance or component based SEM, known as Partial Least Square (PLS).

**IV. RESEARCH RESULT**
Hypothesis Testing

a. Hypothesis Testing 1: Effect of Service Quality on Visitor Satisfaction. Hypothesis 1 states that service quality has a positive effect on visitor satisfaction at the Denpasar City Public Service Mall. Based on Table 5.14 shows that testing the hypothesis on the effect of service quality on visitor satisfaction produces a positive correlation coefficient of 0.480 with the value of t-Statistics obtained at 5.642 (t-statistic> 1.96), then the effect of service quality on visitor satisfaction is significant. Thus, hypothesis 1 (H1): which states that service quality has a positive and significant effect on visitor satisfaction is accepted. The influence of service quality on visitor satisfaction can be accepted, which means that the higher level of service quality provided by the Denpasar City Public Service Mall, the visitor satisfaction will increase or vice versa the lower the quality of service provided to visitors, the lower the satisfaction felt by visitors.

b. Testing Hypothesis 2: Effect of Service Quality on Service Image. Hypothesis 2 states that service quality has a positive effect on service image. Hypothesis testing on the effect of service quality on service image results in a positive correlation coefficient of 0.687 with a t-value of Statistics of 12.386 (t-statistic> 1.96), then the effect of the quality of service to the service image is significant. Thus, hypothesis 2 (H2) which states that service quality has a positive and significant effect on service image is accepted. The effect of service quality on the service image can be accepted, which means that the higher the quality of services provided by the Denpasar City Public Service Mall, the image of the service will increase or conversely the smaller the quality of the service provided, the worse the service image of the Denpasar City Public Service Mall.

c. Hypothesis 3 Testing: Effect of Service Image on Visitor Satisfaction. Hypothesis 3 states that service image has a positive effect on visitor satisfaction. Based on Table 5.14 shows that hypothesis testing on the effect of service image on visitor satisfaction produces a correlation coefficient of 0.379 with a t-value of Statistics of 4.333 (t-statistic> 1.96), then the effect of service image on visitor satisfaction is significant. Thus, hypothesis 3 (H3) which states that service image has a positive and significant effect on visitor satisfaction is accepted. Thus if the service image is getting better then visitor satisfaction will increase, conversely if the service image gets worse then visitor satisfaction will decrease.

d. Hypothesis 4: Service Image Mediates the Effect of Service Quality on Visitor Satisfaction. Service image is proven to be able to mediate positively and significantly on the indirect effect of service quality on visitor satisfaction. This result is shown by a positive path coefficient of 0.260 with a t-statistic of 4.155 (t-statistic> 1.96), thus, the hypothesis that service imagery is able to mediate the relationship of service quality with visitor satisfaction can be proven. The results obtained can be interpreted that the better the image of service mediates the quality of service, it will increase visitor satisfaction. Thus, hypothesis 4 (H4) which states that the service image mediates the effect of service quality on visitor satisfaction is accepted. Based on the results of the examination of the above effects, it can be proven that partially mediated mediation is proven in the model.

Discussion

The influence of service quality on visitor satisfaction can be accepted, which means that the higher level of service quality provided by the Denpasar City Public Service Mall, the visitor satisfaction will increase or vice versa the lower the quality of service provided to visitors, the lower the satisfaction felt by visitors. The results of this study are consistent with several research results such as Markovic and Jankovic (2013); Arockiasamy and Abdullah, (2013) Saghier and Nathan, (2013); Selvakumar (2015): states there is a positive and significant correlation between dimensions of service quality and customer satisfaction. Malik, (2012); Gupta and Bansal, (2012); Sharma et.al., (2016); Rashid et.al., (2016); Beigi et.al. (2016) also suggests that there is a positive and significant influence between service quality and customer satisfaction. According to Gupta and Bansal, (2012) a high-quality service transformation is a must to achieve customer satisfaction. The study is in line with Mohsan et.al., (2011) who found that customer satisfaction is the result of service quality. Markovic and Jankovic (2013) identified a positive and significant correlation between the dimensions of service quality and overall satisfaction.

The effect of service quality on the service image can be accepted, which means that the higher the quality of services provided by the Denpasar City Public Service Mall, the image of the service will increase or conversely the smaller the quality of the service provided, the worse the service image of the Denpasar City Public Service Mall. This is in line with several studies such as Parasuraman et al., (1996) stating that the quality of service so that customer satisfaction is created, the company’s products can get a good image from consumers. Fujun Lai et al, (2009) showed that service quality has a direct and indirect effect on the image and customer satisfaction of Chinese mobile phone services. Rachmad Hidayat (2010), concluded that service quality has a direct and good effect on satisfaction and the image.
of an independent bank in East Java, while Rahyuda et al. (2013) found evidence that service quality dimensions had a positive and significant effect on Garuda Indonesia customer satisfaction in Denpasar.

The image of the service has a positive and significant effect on visitor satisfaction received. Thus if the service image is getting better then visitor satisfaction will increase, conversely if the service image gets worse then visitor satisfaction will decrease. This is in line with research Ilhami (2013) states that corporate image can affect customer loyalty which is mediated by customer satisfaction. Faullant et al (2008) a better corporate image can increase customer loyalty through good customer satisfaction. Kotler (2010) explains that building an image is important for the survival of the organization in the future, this is reinforced by previous studies such as Bloemer et al. (2010) which suggest that the image can influence satisfaction, as well as Lai et al. (2011) states the image has a positive influence on consumer satisfaction. Qomariyah (2012) states that institutional image has a significant effect on customer satisfaction, in this case student satisfaction.

Service image capable of mediating the relationship of service quality with visitor satisfaction can be proven. The results obtained can be interpreted that the better the image of service mediates the quality of service, it will increase visitor satisfaction. This is in line with research Gronroos in Jasfar (2005) defines the image as a representation of the assessment of consumers, both potential and disappointed. Their assessment varies, both between individuals and between groups. People develop knowledge systems (schemes) to interpret their perceptions about the company. Ilhami (2013) states that company image can influence customer loyalty which is mediated by customer satisfaction. Faullant et al (2008) a better corporate image can increase customer loyalty through good customer satisfaction. Sivadas et al, (2000) showed that service quality is positively related to customer satisfaction, where also service quality affects satisfaction.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the title of the study, the main problems, research objectives, the formulation of hypotheses, and discussion of research results, the conclusions from this study can be summarized as follows:

1. Quality of service has a positive and significant effect on visitor satisfaction received. The influence of service quality on visitor satisfaction can be accepted, which means that the higher level of service quality provided by the Denpasar City Public Service Mall, the visitor satisfaction will increase or vice versa the lower the quality of service provided to visitors, the lower the satisfaction felt by visitors.

2. Service quality has a positive and significant effect on the service image received. Thus if the service quality gets better the service image will increase, conversely if the service image gets worse the service quality will decrease.

3. Service Image has a positive and significant effect on visitor satisfaction received. The effect of service image on visitor satisfaction can be accepted, which means the higher the image of services provided by the Denpasar City Public Service Mall, the visitor satisfaction will increase or vice versa the smaller the satisfaction of visitors provided, the worse the service image of the Denpasar City Public Service Mall.

4. The service image, besides having a direct influence on visitor satisfaction, can also be found indirectly through service quality. Based on the results of the examination of the effect, it can be proven that the mediation is proven partially (partially mediated). This means that service images are able to mediate the relationship of service quality with visitor satisfaction can be proven. The results obtained can be interpreted that the better the image of service mediates the quality of service, it will increase visitor satisfaction.

Recommendations

Based on the discussion and conclusions in this study, there are suggestions for improvements that can be Denpasar City Public Service Malls can make improvements to a more structured organizational structure so that it is clearer about the duties and authority of employees and has a clear and detailed job description within the agency. there is a special staff to handle the complaints of visitors and the need to add counters to be able to break up the productivity and increase the number of visitors to complete all types of licensing and population administration with excellent service for all visitors.
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