

The Effect of Service Quality on Customer Satisfaction Using Goods Delivery Services in Makassar City

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ARTICLE INFO	ABSTRACT
<p>Keywords: Service quality; Customer satisfaction</p> <p>Received: 11 May 2023 Accepted: 16 Jun 2023 Published: 30 Jun 2023</p>	<p>This study aims to determine whether the dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy affect customer satisfaction of Goods Delivery Services in Makassar City and analyze the most dominant factors in influencing customer satisfaction of Goods Delivery Services in Makassar City. The population in this study were all customers at the Goods Delivery Service in Makassar City, totaling 8544. The sample taken was 100 respondents using Non-Probability Sampling technique with Purposive sampling approach. The results showed that all independent variables each had a positive and significant effect on the dependent variable. Simultaneously all service quality variables have a positive and significant influence on customer satisfaction. Goods Delivery Services in Makassar City need to maintain elements that have been rated well by customers such as empathy, tangible, and responsiveness, on the other hand, they need to improve things that are still lacking, namely assurance.</p>

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1. INTRODUCTION

In today's fast-paced world, the demand for goods delivery services has skyrocketed, driven by the convenience it offers to both individuals and businesses. The city of Makassar, located in Indonesia, has witnessed a rapid growth in the utilization of delivery services, leading to an increasingly competitive market. As a result, service quality has become a critical factor that distinguishes one provider from another and influences customer satisfaction.

Business development is currently growing rapidly so that companies must face intense competition (Atlin et al, 2017). The development of this fast era makes humans want to be more considered, especially in terms of meeting customer needs and satisfaction to be able to compete continuously with other companies. Because basically, the goal of a company is to provide satisfaction to customers. Service quality can be known by comparing customers' perceptions of the services they receive or obtain with the services they actually expect or want against the service attributes of a company (Lu et al., 2015).

Business competition in the service sector, especially package delivery services (expeditions). Expedition companies that want to develop and gain competitive advantages must be able to provide quality services and good services to customers, so that customers will appear in the minds of customers wanting to use these services and are expected to have a positive impact on the company. Expedition service companies in Indonesia are increasingly developing with various strategies to compete in increasing the number of customers (Kartawinata et al., 2021). There are those who carry out expeditions to all regions in Indonesia and some only to certain areas.



The relationship between service quality and customer satisfaction has been extensively studied across various industries (Kasiri et al., 2017). However, in the context of goods delivery services, limited research has been conducted, particularly in the specific setting of Makassar City. According to Rita et al. (2019), understanding the effect of service quality on customer satisfaction within this unique environment is essential for both delivery service providers and policymakers seeking to enhance customer experiences and optimize service offerings.

Service quality is a multidimensional construct that encompasses various dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (Iddrisu et al., 2015; Pakurár et al., 2019; Al-Damen, 2017). Reliability refers to the ability of the delivery service provider to deliver goods on time and in the promised condition. Responsiveness pertains to the provider's promptness in addressing customer queries and concerns. Assurance refers to the knowledge, courtesy, and credibility of the service personnel. Empathy reflects the ability of the provider to understand and cater to the individual needs of the customer. Tangibles encompass the physical aspects associated with the delivery service, including the appearance of the delivery personnel and the condition of delivery vehicles.

Customer satisfaction, on the other hand, represents the overall evaluation of a customer's experience with the goods delivery service (Engler et al., 2015). It encompasses factors such as perceived value, perceived quality, and post-purchase feelings, all of which are influenced by the perceived level of service quality.

This research aims to explore the effect of service quality on customer satisfaction using goods delivery services in Makassar City. By investigating the perceptions and experiences of customers who have utilized these services, valuable insights can be gained regarding the specific dimensions of service quality that have the most significant impact on customer satisfaction in this context. Additionally, this study will contribute to the existing body of knowledge by providing practical recommendations for delivery service providers to improve their service quality and enhance customer satisfaction (Ali & Raza, 2017).

To achieve these objectives, a quantitative research methodology will be employed. Data will be collected through structured questionnaires distributed among a sample of customers who have recently utilized goods delivery services in Makassar City. Statistical analysis techniques such as regression analysis will be utilized to analyze the data and determine the relationship between service quality dimensions and customer satisfaction.

Ultimately, the findings of this study will provide valuable insights for delivery service providers, policymakers, and researchers in understanding the dynamics of service quality and customer satisfaction in the context of goods delivery services in Makassar City. By identifying the key dimensions of service quality that significantly influence customer satisfaction, appropriate strategies can be developed to enhance service offerings, foster customer loyalty, and gain a competitive advantage in this growing industry.

2. METHOD

This research variable consists of two variables, namely the independent variable (independent variable) and the dependent variable (dependent variable). The first design of this research is planning which contains how to choose the problem to be studied and read books or all references related to the problem raised, namely the problem of service quality on customer satisfaction for users of goods delivery services in Makassar City. Second, conducting a preliminary study conducted by reviewing the research location. Furthermore, determining the formulation of the problem, then collecting data and analyzing.



The population in this study were all regular customers of goods delivery service users in Makassar City for the 2018-2022 period, totaling 8544 people. The sampling technique to determine the sample to be used in this study used non-probability sampling techniques, namely purposive sampling. This study uses the Slovin formula because in the withdrawal of samples, the number must be representative so that the research results can be generalized, and the calculations do not require a sample size table but can be done with simple formulas and calculations.

The Slovin formula for determining the sample is as follows:

$$\text{Slovin's formula } n = \frac{N}{1+N(e)^2}$$

Description:

n = Sample size/number of respondents

N = Population size

E = The percentage of allowance for the accuracy of sampling errors that can still be tolerated:

e = 0.1 In the Slovin formula there are the following provisions:

The value of e = 0.1 (10%) for large populations

The value of e = 0.2 (20%) for populations in small numbers

So the sample range that can be taken from the Solvin technique is between 10-20% of the research population.

$$\begin{aligned} \text{Slovin's formula } n &= \frac{N}{1+N(e)^2} \\ n &= \frac{8544}{1+8544(10\%)^2} \\ n &= \frac{8544}{86,44} \\ n &= 98,8 \end{aligned}$$

Based on this formula, the minimum sample result to be taken is 98.8 which is then rounded up to 99 respondents. However, researchers used 100 respondents to complete the sample and avoid damage or loss.

3. RESULTS AND DISCUSSION

3.1 Results

Analysis of Multiple Linear Regression

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis regarding the effect of service quality dimensions variables (tangible, reliability, responsiveness, assurance, and empathy) partially or individually or simultaneously or together on customer satisfaction variables at Goods delivery services in Makassar City. Statistical calculations in multiple linear regression analysis used in this study are with the help of a computer program using the SPSS 21 application. The results of data processing using the complete SPSS program are contained in the appendix to this study and are further explained in Table 1 below:

Table 1. Result of Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.969	3.383		-0.878	.382
1 X1	.321	.162	.176	1.982	.050
X2	.337	.158	.226	2.128	.036
X3	.302	.134	.180	2.249	.027
X4	.287	.110	.246	2.605	.011
X5	.336	.145	.205	2.312	.023

a. Dependent Variable: Y

Source: Data processed, 2023

The regression equation model that can be written from these results in the form of a regression equation is as follows: $Y = (-2.969) + 0.321X1 + 0.337X2 + 0.302X3 + 0.287X4 + 0.336X5 + e$ The regression equation can be explained as follows: 1) The regression coefficient of the physical evidence variable (tangible) has a positive direction in its influence on customer satisfaction. 2) The reliability variable regression coefficient has a positive direction in its influence on customer satisfaction. 3) The regression coefficient of the responsiveness variable has a positive direction in its influence on customer satisfaction. 4) The regression coefficient of the assurance variable has a positive direction in its influence on customer satisfaction. 5) The regression coefficient of the care variable (empathy) has a positive direction in its influence on customer satisfaction.

From the results of the multiple regression coefficients described in the description above, hypothesis testing will then be carried out partially or simultaneously. Meanwhile, the results of simultaneous regression calculations can be seen in Table 2 below:

Simultaneous Regression Test

Table 2. Results of Simultaneous Regression Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	788.120	5	157.624	20.384	.000 ^b
Residual	726.880	94	7.733		
Total	1515.000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X1, X3, X4, X2

Source: Data processed, 2023

Testing the effect of independent variables together on the dependent variable is done using the F test. The results of statistical calculations show the value of F count = 20,384 with a significance of 0.000

<0.05. With a significance value below 0.05, it shows that together physical evidence, reliability, responsiveness, assurance and care have a positive and significant influence on customer satisfaction.

Furthermore, the coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The coefficient of determination is determined by the R square value.

Coefficient of Determination

Table 3. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.520	.495	2.781

a. Predictors: (Constant), X5, X1, X3, X4, X2

Source: Data processed, 2023

The results of the regression calculation can be seen that the coefficient of determination (R²) obtained is 0.520. This means that 52% of customer satisfaction is influenced by physical evidence, reliability, responsiveness, assurance, and care, while the remaining 48% of customer satisfaction is influenced by other variables not examined in this study.

3.2 Discussion

This study aims to determine the effect of service quality with the dimensions of tangible, reliability, responsiveness, assurance, and empathy on customer satisfaction using goods delivery services in Makassar City. In general, this study shows that the results of the quality of service are quite satisfactory. The results of descriptive analysis show that the quality of service provided by goods delivery services in Makassar City is generally good. This can be shown from the many responses of quite good satisfaction from respondents to the conditions of each research variable.

Tjiptono (2015) suggests that Service quality can be defined as an effort to fulfill customer needs and desires and the accuracy of their delivery in balancing customer expectations. Based on this expert opinion, the company hopes to be able to balance customer expectations and provide satisfaction to customers through good service quality. From the results of this study, it is further found that the service quality variable in its five dimensions has a positive and significant effect on customer satisfaction. Based on the F test conducted, it gives the result that service quality with its five dimensions (tangible, reliability, responsiveness, assurance, empathy) has a positive and significant effect on customer satisfaction. This is because by providing quality service, it will create satisfaction in customers. Based on the results of the coefficient of determination test, the result is 52%, which means that service quality with the dimensions of tangible, reliability, responsiveness, assurance, and empathy has an influence of 52% on customer satisfaction and the remaining 48% is influenced by other factors not examined in this study.

The results showed that the physical appearance variable had a positive and significant effect on satisfaction. This is in accordance with the opinion of Lovelock (1994) and Sunartono (2003: 182), that a form of service cannot be seen, cannot be smelled, and cannot be touched, so the physical form aspect is important as a measure of service. Good physical evidence will affect customer perceptions. Based on the respondents' answers to the research questionnaire, the indicator that most highly affects customer satisfaction is having adequate transportation vehicles. These results provide empirical evidence that the physical evidence of service providers is shown by having several warehouses that are large enough



to date totaling 4 warehouses and having adequate transportation vehicles, namely around 45 vehicles. However, respondents mostly gave a neutral score to physical evidence because for the uniforms used, employees of this company sometimes do not use their uniforms. In addition, this company also does not have a waiting room for customers so that customers feel uncomfortable.

The results showed that the reliability variable has a positive and significant effect on customer satisfaction. This is in accordance with the opinion of Alexander (2010: 182), that reliability is the ability to provide services in accordance with what is promised. Based on the respondents' answers to the research questionnaire, the highest indicator that affects customer satisfaction is the easy service procedure. These results provide empirical evidence that the reliability of service providers, which is demonstrated by reliability in the form of speed in serving customers who want to send goods, does not take a long time and the delivery process takes 4 days to reach its destination. This is because the procedures applied by the expedition are straightforward. The reliability of employees in serving these customers will be considered in shaping customer satisfaction. Customers feel satisfied by the services provided by the expedition which are fast and straightforward when customers want to send goods.

The results showed that the responsiveness variable had a positive and significant effect on customer satisfaction. This is in accordance with the opinion of Hasan (2013: 182), that responsiveness is the response or readiness to help customers and provide fast and responsive service. Based on the respondents' answers to the research questionnaire, the indicator that most highly affects customer satisfaction is Goods delivery services in Makassar City is fast in solving problems. These results provide empirical evidence that the responsiveness of service providers indicated by the willingness of employees to help customers lift goods to be sent, respond to complaints felt by customers and solve problems experienced by customers resolved quickly and appropriately will have an influence on the formation of customer satisfaction.

The results showed that the guaranteed variable had a positive and significant effect on satisfaction. This is in accordance with the opinion of Kotler & Keller (2009) and Lupiyoadi & Hamdani (2006: 182), which includes the ability of employees to knowledge the product appropriately, hospitality, attention and courtesy, skills in providing information, the ability to provide security in utilizing the services offered and the ability to instill customer confidence, the trustworthiness of the staff, free from danger, risk or doubt. Based on the respondents' answers to the questionnaire in this study, it can be seen that the indicator that most highly affects customer satisfaction is Goods delivery services in Makassar City provides the right solution to the problems experienced by customers. These results provide empirical evidence that the guarantee of service providers will provide an increase in customer satisfaction.

This is shown by the friendliness of employees in serving customers by always giving a smile, greeting and always asking for the needs desired by customers, employees who have extensive knowledge about expeditions, especially about Goods delivery services in Makassar City itself is related to the cost of shipping goods, the time required, the amount of transportation provided and then the security of the goods sent is guaranteed to arrive undamaged or defective, the guarantee given will give a better impression of the company in the eyes of customers so as to increase customer satisfaction.

The results showed that the care variable has a positive and significant effect on customer satisfaction. This is in accordance with the opinion of Simamora (2004: 182), empathy, namely attention by providing a sincere and individual or personal attitude given by service providers to customers such as the ability of employees to communicate with customers and the company's efforts to understand customer wants and needs. Based on the respondents' answers to the questionnaire in this study, the indicator that most highly affects customer satisfaction is goods delivery services in Makassar City communicates with a language attitude that is easily understood by customers. These results provide empirical evidence that there is attention from goods delivery service providers (expeditions) in the form of attention given to customers by always asking about customer needs, employees immediately serve customers who want to send goods, the ability of employees to communicate to customers politely,



not arguing with customers, and apologizing if there is an error in service. The ability to meet customer needs and courtesy to customers will increase the positive view of each customer towards the company. This in turn will provide higher satisfaction.

4. CONCLUSIONS AND RECOMMENDATIONS

The results of the analysis obtained that the variables of physical evidence (X1), reliability (X2), responsiveness (X3), and assurance (X4) have a positive and significant effect on customer satisfaction (Y). The results simultaneously carried out provide results that service quality with its five dimensions (tangible, reliability, responsiveness, assurance, empathy) has a positive and significant effect on customer satisfaction. This is because by providing quality service, it will create satisfaction in customers. The R square value obtained is 0.520. This means that 52% of customer satisfaction (Y) can be explained by the variables of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), and care (X5). Meanwhile, 48% can be explained by other causes not examined in this study.

Based on the above conclusions about service quality on satisfaction at the goods delivery services in Makassar City then, the researcher provides several suggestions, namely: 1. Suggestions for Companies to further improve service quality variables, namely physical evidence (tangible) by adding facilities such as waiting rooms, adding warehouses so that goods are not scattered or lost; reliability by providing training to employees who focus more on time management so that what is promised is reliable and done without errors; responsiveness by increasing interaction with customers so that the response or alertness of employees in serving customers can be improved; assurance by increasing special service offers so that goods sent are prioritized because of the contract; and care (empathy) by providing ways for customers to provide feedback, improving employees' ability to read customers.

For further research that takes the same theme, it is recommended to add other independent variables related to service quality apart from the five dimensions, namely physical evidence (tangible), reliability, responsiveness, assurance, and care (empathy) which of course can affect the dependent variable of customer satisfaction, for example the price factor, product, place, or how to promote a product in the form of services to better complement this research which might affect customer satisfaction.

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