

The Influence of Service Quality on Customer Satisfaction at Libra Computer Service in Ampana City

Abd.Rahman^{1*}, R.Timpa Rosida², Rosida P. Adam³, Linda Nur Sipatu⁴

^{1,2}Student majoring in Management, Economics, and Business, Faculty of PSDKU, Tadulako University, Tojo Una-Una

³Lecturer in the Department of Management, Faculty of Economics and Business, PSDKU Tadulako University, Tojo Una-Una

Corresponding Author: Abd.Rahman rahmanrtimpa@gmail.com

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ABSTRACT

The purpose of this study is to ascertain how customer satisfaction at the Libra Komputer service center in Ampana City is impacted by service quality. Five SERVQUAL dimensions – tangibles, assurance, responsiveness, empathy, and reliability – are used to gauge the quality of services. The study employs a causal associative strategy in a quantitative manner. Purposive sampling was used to pick 80 responders in total. Multipel linear regression is the data analysis method used with SPSS version 25. The findings demonstrate that customer satisfaction is positively and significantly impacted by service quality. Customer satisfaction increases with the quality of the services rendered. These results give Libra Komputer's management important information to improve service quality and guarantee client loyalty

INTRODUCTION

Technological developments in the digital age have increased the use of computers and printers, both for individuals, businesses, and government agencies. Along with this, the need for computer repair services has also increased (Ardolino et al., 2018; Shahrubudin et al., 2020). According to the Indonesian Technology Entrepreneurs Association (2021), the computer repair services industry is growing by 5–8% per year due to the increasing dependence of society on technology (Hassan Beygi & Wong, 2024; Zenkin et al., 2023), this study still has limitations, so further research is needed on the topic of The Dynamics of International Trade and the Relevance of the Sharia Economic System to improve this study and add insight for readers and writers.

Service quality is a major factor influencing customer satisfaction in this industry. Customers not only want good service results, but also fast, friendly, informative, and professional service. In Ampana City, computer use is increasing in various sectors, but many users still lack the skills to repair their devices. Therefore, computer repair services are an important solution (Chandrasekaran et al., 2022; Leslie & Stimpson, 1982).

One notable store is *Libra Komputer*, which is widely known in Ampana for its fast, responsive service and strategic location. This medium-sized store is equipped with air conditioning and is often visited for computer, printer, and other device repairs. Employees provide direct service to customers, ensuring effective interaction.

Unlike previous studies that have mostly focused on large cities or modern system-based services, this study highlights a local context that has been rarely researched. This research is important to fill the gap in the literature on the quality of computer service in developing areas such as Ampana City.

According to Kotler & Keller (2012), customer satisfaction arises from the comparison between expectations and the actual service received. If the service exceeds expectations, customers will feel satisfied and are likely to return and recommend the service. In the context of services, service quality encompasses various aspects such as speed, friendliness, clarity of information, and guarantees regarding service outcomes.

Experts also emphasize the importance of service quality in building loyalty. (Angliawati & Mutaqin, 2023; Teressa et al., 2024) refer to service quality as a dynamic condition involving people, processes, and the environment to meet customer expectations. Meanwhile, (Najib et al., 2022; Resi Dimilna et al., 2023) view it as a combination of characteristics that determine the ability of a product or service to meet needs.

This study aims to analyze the effect of service quality on customer satisfaction at *Libra Komputer Kota Ampana*, and provide strategic recommendations for improving services in order to face competition and meet customer expectations. The objectives of this study are to determine:

1. To determine the effect of physical evidence on customer satisfaction at *Libra Komputer Kota Ampana*.
2. To determine the effect of reliability on customer satisfaction at *Libra Komputer Kota Ampana*.

3. To determine the effect of responsiveness on customer satisfaction at Libra Komputer Kota Ampana.
4. To determine the effect of warranty on customer satisfaction at Libra Computer in Ampana City.
5. To determine the effect of empathy on customer satisfaction at Libra Computer in Ampana City.
6. To determine the simultaneous effect of service quality, consisting of physical evidence, reliability, responsiveness, warranty, and empathy, on customer satisfaction at Libra Computer in Ampana City.

LITERATURE REVIEW

Service Quality

According to Kotler (2019), service quality is consumers' assessment of the suitability of the service they receive in relation to their expectations. If the service meets or exceeds expectations, customers feel satisfied and tend to be loyal. Goetsch and Davis (2019) state that service quality encompasses services, people, processes, and environments that can meet or exceed customer expectations. Abdullah and Tantri (2019) add that service quality reflects the characteristics of services that can meet customer needs, both explicit and implicit. Adam, Anwar, & Oktiawati (2024) emphasize that good service quality can attract new customers and retain existing ones. Tjiptono and Chandra (2016) identify five main dimensions of service quality, namely:

1. Physical evidence (appearance of facilities and professionalism of employees),
2. Reliability (ability to complete work quickly and accurately),
3. Responsiveness (readiness to serve and handle complaints),
4. Guarantee (product mastery and clarity of operating hours), and
5. Empathy (attention and friendliness towards customers).

Customer Satisfaction

According to (Kotler & Keller, 2012), When product performance is compared to expectations, satisfaction can be either positive or negative. Experience, the views of others, and information from the media all affect satisfaction. Customers that are happy with a business are more likely to be devoted, less price sensitive, and to leave positive evaluations. (Adam et al., 2023; Khasanah et al., 2023) emphasize that sustained satisfaction can foster loyalty and enhance a company's reputation and competitiveness. According to Indrasari (2019:92), satisfaction indicators include:

1. Expectation fulfillment, which is the extent to which performance meets expectations.
2. Intention to revisit, which is the desire to repurchase.
3. Willingness to recommend, which is the intention to recommend the product to others.

Computer Repair Services

Computer repair services play a vital role in today's digital age as they help resolve hardware and software technical issues. Many customers lack the expertise to fix problems on their own, necessitating the assistance of technicians. In addition to repairs, these services also provide consultation and system maintenance (Fatmawati et al., 2024; Permatasari et al., 2024). Computer repair services can increase productivity and save costs by preventing further damage and protecting the system from cyber threats (Prakoso et al., 2020; Zailani et al., 2021). Responsive and high-quality services also increase customer satisfaction and loyalty, which are important for company growth.

Conceptual Framework

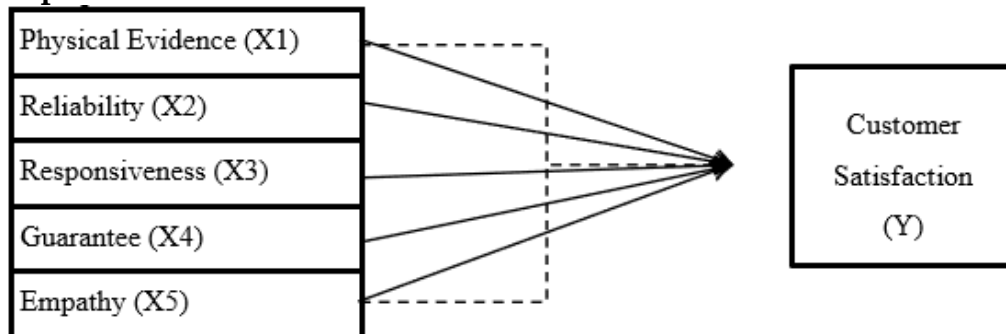


Figure 1. Conceptual Framework

Hypothesis

According to Sugiyono (2020), a research hypothesis is a tentative answer to a research question. Therefore, the hypotheses in this study are:

- 1) Physical evidence has a positive effect on customer satisfaction at Libra Komputer Kota Ampana.
- 2) Reliability has a positive effect on customer satisfaction at Libra Computer in Ampana City.
- 3) Responsiveness has a positive effect on customer satisfaction at Libra Computer in Ampana City.
- 4) Guarantee has a positive effect on customer satisfaction at Libra Computer in Ampana City.
- 5) Empathy has a positive effect on customer satisfaction at Libra Computer in Ampana City.
- 6) Service quality, which consists of physical evidence, reliability, responsiveness, assurance, and empathy, simultaneously has a positive effect on customer satisfaction at Libra Computer in Ampana City.

METHODOLOGY

This study uses a quantitative approach with a causal associative research type. The population in this study are customers who have used the services at Libra Komputer Kota Ampana. A sample of 80 respondents was obtained through purposive sampling, with the criterion being customers who had used the service at least once. The instrument used was a closed-ended questionnaire with a 1-5 Likert scale.

1. The independent variable or free variable is a variable that influences or causes changes in the dependent variable. In this study, the independent variables are: Service Quality (X1): Tangible Evidence, Reliability, Responsiveness, Assurance, and Empathy.
2. Dependent variables are variables that are influenced by independent variables. In this study, the dependent variables are: Customer Satisfaction (Y): Expectation Fulfillment, Interest in Returning, and Willingness to Recommend.

Data analysis was conducted using multiple linear regression analysis after validity and reliability tests were performed on the research instruments. The tests were conducted using SPSS version 25 software.

RESULTS

Validity and Reliability

The research instruments were tested for validity using the Pearson Product Moment correlation technique. The validity test results showed that all items in the Service Quality and Customer Satisfaction variables had correlation coefficients greater than 0.3, so all items were declared valid.

Additionally, Cronbach's Alpha values for the Physical Evidence variable were 0.832, Reliability 0.812, Responsiveness 0.787, Assurance 0.759, Empathy 0.831, and for the Customer Satisfaction variable, 0.933, according to the results of the reliability test. Since these numbers are greater than 0.6, it may be said that the questionnaire is trustworthy and appropriate for usage.

Multiple Linear Regression Results

Software called SPSS (Statistical Program for Social Scanning) version 27.0 was used in this study to examine how the marketing mix affected the intention to repurchase. Multiple linear regression analysis was the data analysis method employed in this investigation. (Amelya et al., 2021).

Multiple linear regression is used in research to predict how the dependent variable will fluctuate when two or more independent variables as predictor factors are manipulated (their values are increased or decreased). Multiple linear regression analysis is used to calculate the effect of independent variables on the dependent variable. The structural equation in this multiple linear regression analysis model is as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

Table 1. Summary of Multiple Linear Regression Analysis Test Results

Variabel Dependent Y = Kepuasan Pelanggan					
Variabel Independent	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	,767	2,005		,383	,703
Bukti Fisik (X1)	,519	,251	,186	2,006	,042
Kehandalan (X2)	,382	,222	,143	1,721	,089
Daya Tanggap(X3)	,397	,257	,130	1,544	,127
Jaminan (X4)	,747	,269	,244	2,783	,007
Empati (X5)	,887	,260	,312	3,413	,001
R	= 0,908				
R Square	= 0,825		Sig. F	= 0,000	
Ajusted R Square	= 0,813		α	= 0,05	

$$Y = 0,767 + 0,519X_1 + 0,382X_2 + 0,397X_3 + 0,747X_4 + 0,887X_5$$

The explanation of the regression model above is as follows:

1. Constant (a) = 0.767 Indicates that without the contribution of independent variables, the level of customer satisfaction is 0.767.
2. Physical Evidence (X1) = 0.519 Each one-unit increase in physical evidence increases customer satisfaction by 0.519 units.
3. Reliability (X2) = 0.382 An increase in reliability increases satisfaction by 0.382 units, but this is not significant.
4. Responsiveness (X3) = 0.397 An increase in responsiveness increases satisfaction by 0.397 units, but this is not significant.
5. Guarantee (X4) = 0.747 Guarantee has a significant effect, increasing satisfaction by 0.747 units.
6. Empathy (X5) = 0.887 Empathy has the greatest and most significant effect, increasing satisfaction by 0.887 units.

Simultaneous Hypothesis Testing Results (F Test)

Table 2. Results of Simultaneous Hypothesis Testing (F Test)

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1565,907	5	313,181	69,705	,000 ^b
	Residual	332,480	74	4,493		
	Total	1898,387	79			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), empathy, responsiveness, reliability, assurance, physical evidence

A significance value of 0.000 (< 0.05) was obtained based on the results of the multiple linear regression test. This indicates that the variables of Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy all significantly affect customer satisfaction in Ampana City's computer service at the same time.

Partial Hypothesis Testing Results (t-test)

Table 3. Partial Hypothesis Testing Results (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	,767	2,005		,383	,703		
Physical evidence	,519	,251	,186	2,066	,042	,292	3,419
Reliability	,382	,222	,143	1,721	,089	,343	2,911
Responsiveness	,397	,257	,130	1,544	,127	,332	3,014
Guarantee	,747	,269	,244	2,783	,007	,309	3,241
Empathy	,887	,260	,312	3,413	,001	,284	3,521

a. Dependent Variable: customer satisfaction

1. The Effect of Physical Evidence on Customer Satisfaction

The significance value of t for the Physical Evidence variable (X1) is 0.042 < 0.05, so it can be concluded that Physical Evidence has a significant partial effect on Customer Satisfaction in computer service in Ampana City. Thus, the first hypothesis is accepted.

2. The Effect of Reliability on Customer Satisfaction

The significance value of t for the Reliability variable (X2) is 0.089 > 0.05, so it can be concluded that Reliability does not have a significant partial effect on Customer Satisfaction. Thus, the second hypothesis is rejected.

3. The Effect of Responsiveness on Customer Satisfaction

The t-value for the Responsiveness variable (X3) is 0.127 > 0.05, so it can be concluded that Responsiveness does not have a significant partial effect on Customer Satisfaction. Thus, the third hypothesis is rejected.

4. The Effect of Assurance on Customer Satisfaction

The significance value of t for the Assurance variable (X4) is 0.007 < 0.05, so it can be concluded that Assurance has a significant partial effect on Customer Satisfaction. Thus, the fourth hypothesis is accepted.

5. The Effect of Empathy on Customer Satisfaction

The significance value of t for the Empathy variable (X5) is 0.001 < 0.05, so it can be concluded that Empathy has a significant partial effect on Customer Satisfaction. Thus, the fifth hypothesis is accepted.

Coefficient of Determination (R²)

Table 4. Coefficient of Determination

(R²) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,908 ^a	,825	,813	2,11966

a. Predictors: (Constant), empathy, responsiveness, reliability, assurance, physical evidence

The model with the variables Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy has an R^2 value of 0.825, which means that 82.5% of the variation in Customer Satisfaction is explained by the model, while 17.5% is influenced by factors outside the model.

DISCUSSION

1. The physical evidence variable has a significant effect on customer satisfaction (significance $0.042 < 0.05$) with a positive coefficient of 0.519. This indicates that the better the physical condition of the service, the higher the customer satisfaction, in line with the tangibles dimension in the SERVQUAL model (Parasuraman et al., 2020).
2. The reliability variable does not significantly influence customer satisfaction with a significance value of 0.089 (> 0.05). Although the average value is high (4.03), the consistency and accuracy of the service are not strong enough to influence satisfaction. This indicates high customer expectations regarding the reliability of Libra Komputer's services.
3. The responsiveness variable does not significantly affect customer satisfaction (significance $0.127 > 0.05$). Although the average value is high (4.14), the speed of response and staff readiness do not sufficiently influence satisfaction, possibly because customers consider quick responses to be normal rather than a service advantage.
4. The Guarantee variable has a significant effect on customer satisfaction (significance 0.007) with a regression coefficient of 0.747. Aspects such as technical ability, trust, and technician explanations play an important role in building satisfaction. These findings are in line with Kotler & Keller (2020), who emphasize the importance of trust and security in services.
5. The Empathy variable has a significant effect on customer satisfaction (significance 0.001) and has the greatest influence (regression coefficient 0.887). Personal attention, friendliness, and staff concern are key to building trust and emotional connections, making empathy the most valued element of service by customers.
6. The F-test shows that service quality simultaneously has a significant effect on customer satisfaction (significance 0.000). The R^2 value of 0.825 means that 82.5% of the variation in satisfaction is explained by the five dimensions of service, confirming that overall service quality is highly determinative of customer satisfaction at Libra Komputer.

CONCLUSIONS

Based on the analysis results, the following conclusions were drawn:

1. Physical evidence has a significant effect on customer satisfaction; clean spaces, adequate facilities, and professional staff appearance increase satisfaction.
2. Reliability does not have a significant impact; although it is rated as fairly good, it has not yet become a primary factor in satisfaction.
3. Responsiveness also does not have a significant impact; response speed has not yet been statistically proven to strongly influence satisfaction.
4. Assurance has a significant impact; technical explanations and a sense of security enhance trust and satisfaction.
5. Empathy has the most dominant influence; attention, friendliness, and flexibility in scheduling are highly valued by customers.
6. Service quality simultaneously has a significant influence; the five dimensions explain 82.5% of satisfaction variation, highlighting the importance of service quality in shaping customer satisfaction at Libra Computer.

RECOMMENDATIONS

Based on the recommendations provided:

1. Improve service empathy through staff training to be more friendly, caring, and understanding of customer needs.
2. Strengthen service assurance by improving staff technical and communication skills to maintain customer trust.
3. Evaluate reliability and responsiveness, even if not significant, as it is still important to improve efficiency and professionalism.
4. Develop physical facilities to remain clean, modern, and professional to maintain a positive image.
5. Conduct regular surveys to monitor customer satisfaction and maintain service quality on an ongoing basis.

FURTHER STUDY

This research still has limitations so further research is needed on the topic of The Influence of Service Quality on Customer Satisfaction at Libra Computer Service to perfect this research and increase insight for readers and writers.

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