

## The Influence of Service Quality on Customer Satisfaction at Putra Tani Store in Boreang Village (Survey of Farmers on Kayabas Products)

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### ARTICLE INFO

*Keywords:* Service Quality (Reliability, Responsiveness, Assurance, Empathy, and Tangibles), Customer Satisfaction

*Received :* 5 June

*Revised :* 20 July

*Accepted:* 18 August

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### ABSTRACT

The purpose of this study is to ascertain how customer satisfaction at Toko Putra Tani in Borneang Village is impacted both simultaneously and partially by the service quality factors of responsiveness, assurance, empathy, tangibles, and reliability. Descriptive quantitative research methodology was employed in this study. With a sample size of 60 respondents, the population in this study is made up of all Toko Putra Tani patrons in Borneang Village. Techniques for gathering data include direct distribution of questionnaires with several statements pertaining to the study to participants, documentation through the examination of documents, including photographs that belong to Toko Putra Tani, and observation. The data analysis methods employed in this work include Simple Linear Regression Analysis with SPSS version 21 and Classical Assumption Tests, which comprise the Normality, Multicollinearity, and Heteroscedasticity tests

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## **INTRODUCTION**

The development of the business world in the era of globalization demands perfect performance from every process carried out by the company (Amedia et al., 2024; Aminullah, 2024). The development of marketing concepts is closely linked to other organizational functions and ultimately aims to satisfy customers. Ineffective marketing endangers the business as it can lead to dissatisfied customers. Effective marketing, on the other hand, results in the opposite.

Digital marketing management is a crucial element in modern business strategy. In today's digital era, technology and the internet have transformed the way companies interact with their customers (Erfina Miftahul Jannah et al., 2023; Marni Aprilia et al., 2025). Digital marketing uses various platforms and digital tools to promote products or services, build brands, and create strong relationships with customers. Through the use of social media, search engines, email, and digital content, companies can reach a broader audience in a more effective and efficient way (Adam Rosida P., 2025).

Customer service is a very important element in marketing management. It involves efforts to provide high-quality customer service. Good customer service can increase customer satisfaction, build loyalty, and provide a competitive advantage. For example, companies like Nordstrom are known for their outstanding customer service, which helps them build a loyal customer base and gain a good reputation in the market (Abd.Rahman et al., n.d.; Triyoko, 2022). High-quality service not only enhances customer satisfaction but also helps the company compete with other companies, both modern and traditional (Lilis M. Baligombo et al., 2025; Najib et al., 2022).

According to (Irawan & Wabiser, 2025), quality services are characterized by being reliable and accurate, thus capable of creating customer satisfaction. The customer satisfaction that is created becomes important for modern retail stores to win competition so that customers develop high loyalty towards the products or services provided. According to (Khalill Mukhtar & Luhur, 2025), satisfaction is the level of feeling where someone unites the comparison results of the performance of the received and expected products/services (Kotler, 2009). According to (Syifa et al., 2025), customer satisfaction is determined by the desired quality of service, making quality assurance a top priority and a benchmark for the company's competitive advantage. According to Tjiptono (2017), service quality or service excellence is defined as a measure of how well the level of service provided meets customer expectations. According to Tjiptono (2017), customers generally use several attributes or factors: namely: Reliability, Responsiveness, Assurance, Empathy, and Tangibles (Teresa et al., 2024; Wahyuni et al., 2018).

If retail business quality can create Reliability, Responsiveness, Assurance, Empathy, and Tangibles, then customer satisfaction can provide benefits, including a harmonious relationship between the company and its customers (Maulidiah et al., 2023; Triyoko, 2022), establishing a good foundation for repeat purchases and the creation of customer loyalty, as well as generating word-of-mouth recommendations that are advantageous for the company and consumers

regarding the level of service received compared to the level of service implemented (Nugraha et al., 2024; Utomo et al., 2023).

According to (Triyoko, 2022), customer satisfaction is the feeling of pleasure or disappointment after purchasing or receiving a service, where customers tend to compare the service received with their expectations. Customers will be satisfied if the service received meets or exceeds their expectations. Customer satisfaction can be a key factor for customers to remain loyal to using the service. The dimension of service quality that is implemented well is a key factor that influences the success of a Retail Store, as it can create customer satisfaction. The satisfaction felt by customers can encourage repeat purchases, leading to positive outcomes for the store owner.

Here are some interview results from several customers of Toko Putra Tani in Borneang Village, to determine customer satisfaction. "What is your opinion about the cleanliness of the environment at Toko Putra Tani?" Response from customer RN: In my opinion, this place is very clean, safe, and comfortable, the products are neatly arranged, and there are no disturbing odors. This certainly makes me feel comfortable shopping.

"What is your opinion on the responses from the employees at Toko Putra Tani?" Response from customer ES: "In my opinion, the responses from the employees are very good because every customer that needs assistance is immediately provided help and direction. "What do you think about the service at Toko Putra Tani?" Response from customer FK: "I think the service is very good, the employees are very friendly." "Do the employees at Toko Putra Tani listen to customers' opinions if there are mistakes or suggestions?" Response from AP: "They are very receptive to inputs or complaints from customers."

"Are you satisfied with the service provided by the employees of Toko Putra Tani? Answer from ES: I am very satisfied with the service given by the employees at Toko Putra Tani, besides that, the employees behave very politely towards the customers. Based on the interview results above, the author concludes that a good image is created by providing service that exceeds customer expectations. This can foster customer loyalty. This is due to the fact that customers who come to Toko Putra Tani in the village of Borneang have different motivations or drivers in utilizing the services offered. From the above description, the author is interested in conducting research entitled "The Influence of Service Quality on Customer Satisfaction at Toko Putra Tani in Borneang Village (A Survey of Farmers on Kayabas Products)."

Based on the background outlined above, the problem formulation in this research is as follows:

1. Do the service quality variables consisting of Reliability, Responsiveness, Assurance, Empathy, and Tangibles collectively have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village?
2. Does the Reliability variable have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village?
3. Does the Responsiveness variable have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village?

4. Does the Assurance variable have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village?
5. Does the Empathy variable have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village?
6. Does the Tangible variable have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village?

## **LITERATURE REVIEW**

### **Understanding the Quality of Service**

According to Irawan & Wabiser (2025), the concept of service quality essentially involves shaping the attitudes and behaviors of developers to provide a strong and foundational form of service, in order to receive evaluations that match the quality of service received. The core of the service quality concept is to demonstrate all forms of actualization of service activities that satisfy the recipients of services from those who provide the services consistently to satisfy those receiving the service (Angliawati & Mutaqin, 2023; Prabowo et al., 2021). If the services provided by the company are satisfactory, then customers will be loyal to the company, which will influence business growth. The lack of service quality provided by the company to consumers will cause significant losses for the company.

### **Indicators of Service Quality**

According to Tjiptono (2017), the dimensions that the indicators referred to are as follows:

1. Reliability This emphasizes the company's ability to provide services consistently and in line with customer expectations. The aspects highlighted include speed, timeliness, minimal errors, and a friendly attitude in every interaction.
  2. Responsiveness refers to the service provider's ability to respond quickly and provide clear and easy-to-understand service. Speed and accuracy in delivering services are very important to maintain customer satisfaction and prevent disappointment.
  3. Assurance This relates to the assurance perceived by customers through the attitudes and actions of business actors. This aspect includes clear communication, competent knowledge, as well as polite and friendly attitudes in serving customers.
  4. Empathy reflect a sincere attention to every customer. With empathy, the company can better understand the specific needs and desires of customers, thus enhancing their satisfaction.
  5. Tangibles referring to physical aspects that can be observed by customers, such as the appearance of the building, facilities, technological equipment, and the appearance of employees. It demonstrates the company's ability to leave the best impression through concrete elements.
- Definition of Customer Satisfaction((2018), 2018) Consumer satisfaction is the state experienced by consumers when they realize their needs or desires are met and in accordance with expectations and fulfilled very well.

## Consumer Satisfaction

Satisfying consumers is the desire and goal of every business actor. In addition to maintaining the continuity of their business, consumer satisfaction can also enhance competitiveness. Every consumer who is satisfied with a product or service will usually reuse that product or service. Customer Satisfaction Indicators According to Tjiptono and Chandra (2016:101), the indicators of customer satisfaction consist of:

### 1. *Conformity with Expectations*

For satisfaction, it should not only concern part of the customers from the company; it is required for the whole. If only part is satisfied, it can be ensured that there are problems.

### 2. *Interest in Return Visits*

If someone feels satisfied after a previous purchase, it is certain that they will make a repeat purchase.

- Willingness to recommend After that person feels satisfied, they will certainly recommend it to their relatives to make purchases at that store.

## Conceptual Framework

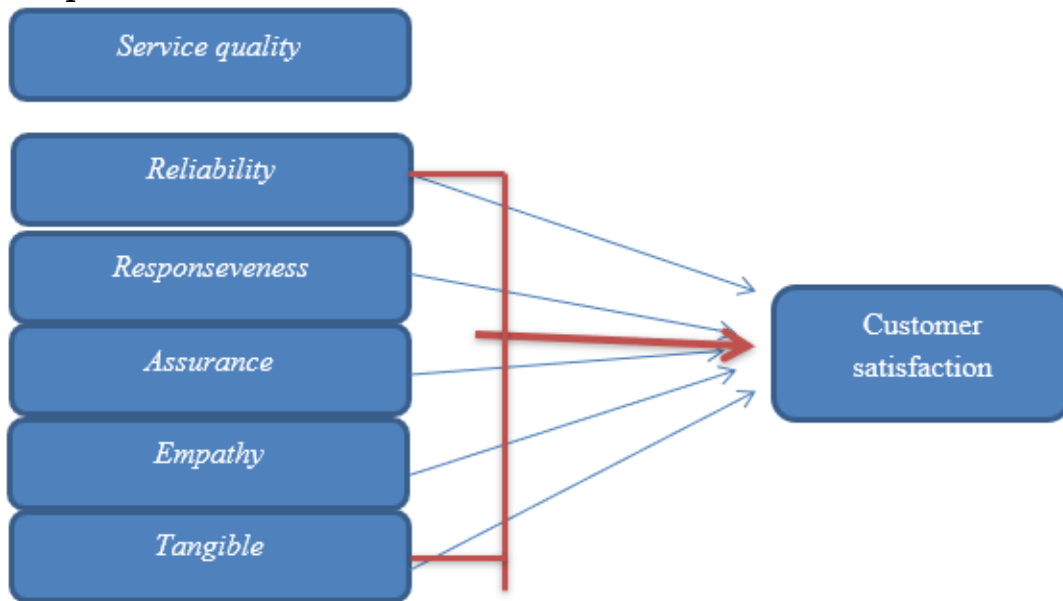


Figure 1. Framework of Thought  
Source: Parasuraman (2011)

Description :

- : Partial Influence
- : Simultaneous Influence

## Hypothesis

Based on the background, theoretical foundation, and framework above, the hypotheses in this research are as follows:

1. The service quality variables which consist of Reliability, Responsiveness, Assurance, Empathy, and Tangible simultaneously have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
2. The Reliability variable has a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
3. The Responsiveness variable has a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
4. The Assurance variable has a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
5. The Empathy variable has a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
6. The Tangible variable has a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.

## METHODOLOGY

The type of research is quantitative, focusing on understanding causal relationships using an Accidental Sampling approach. The population in this study is all customers of Toko Putra Tani in Borneang village, the number of which is unknown. The sample in this study consists of customers who have purchased KayaBas products at Toko Putra Tani in Borneang village. To determine the sample size in this study, the researcher refers to Roscoe's opinion as stated in (Sugiyono, 2017), which states that if the research uses analysis with multivariate (such as correlation or multiple regression), the minimum sample size should be 30 times the number of variables studied. Therefore, the sample size in this study is 60 respondents. The data collection technique uses a questionnaire that has undergone validity and reliability testing and has been analyzed using Simple Regression Analysis. Simple Regression Analysis is used to determine the effect of independent variables with dimensions (Reliability, Responsiveness, Assurance, Empathy, and Tangible) on dependent variables. The regression equation model for one independent variable with dimensions (Reliability, Responsiveness, Assurance, Empathy, and Tangible) is formulated as follows. (Aiken et al., 2003; Uyanık & Güler, 2013)

$$(Y=a+bX)$$

Where:

Y = Dependent variable

X = Independent variable

a = Constant

b = Regression coefficient (slope);

The magnitude of Response generated by the variable

**RESULTS**

Table 1. Summary of Simple Linear Regression Analysis Test Results  
**Coefficients<sup>a</sup>**

Variabel Independent	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	26,777	2,792		9,592	,000
1 RELIABILITY	,514	,079	,653	6,520	,000
RESPONSIVINES	,200	,102	,197	1,966	,054
ASSURANCE	,122	,105	,118	1,165	,249
EMPATHY	,043	,095	,047	,452	,653
TANGIBLE	,117	,074	,158	1,579	,001

Dependent Variable: Y = Customer Satisfaction

R=0,693

Sig F = 0,000

R Square = 0,480

$\alpha \geq 0,05$

Adjusted R square = 0,432

Source: The Processed Data, 2025 Based on Table 4.1 Above, Yields the Following Simple Linear Regression Model

**Equation:**

$$Y=26,777+0,541X_1+0,200X_2+0,122X_3+0,043X_4+0,117X_5$$

The explanation of the form of the equation is as follows:

1. The value of the constant Y (satisfaction) is 26.777. This means that before considering the variables of Reliability, Responsiveness, Assurance, Empathy, and Physical Evidence, there is already a dependent variable of satisfaction at 26.777
2. The regression coefficient for the Reliability dimension is 0.541, which means that if there is an increase in the reliability dimension, the satisfaction variable will also increase.
3. The regression coefficient for the Responsiveness dimension is 0.200, which means that if there is an increase in the Responsiveness dimension, the satisfaction variable will also increase.
4. The regression coefficient for the Assurance dimension is 0.122, which means that if there is an increase in the Assurance dimension, the satisfaction variable will also increase.
5. The regression coefficient of the Empathy dimension is 0.043, which means that if there is an increase in the Empathy dimension, the satisfaction variable will also increase.
6. The regression coefficient of the Physical Evidence dimension is 0.117, which means that if there is an increase in the Physical Evidence dimension, the satisfaction variable will also increase.

## **Results of Hypothesis Testing**

### ***a. First Hypothesis Test***

The result of the first hypothesis test in this study is that the service quality variable, which consists of Reliability, Responsiveness, Assurance, Empathy, and Tangible, simultaneously has a significant effect on customer satisfaction at Putra Tani Store in Borneang Village. Based on the research results, a significance value of F ( $\alpha=0.000$ ) was obtained. This indicates that simultaneously the independent variables have a significant effect on the dependent variable of customer satisfaction, thus the first hypothesis is accepted as true.

### ***b. Second Hypothesis Test***

- 1) The quality of service reliability has a significant positive effect on customer satisfaction among customers of Toko Putra Tani in Desa Borneang. Based on the testing in the table above, it can be seen that the significant value of the variable (Reliability) is 0.000, which is less than 0.05. This value indicates that the Reliability variable has a significant effect and the proposed hypothesis is accepted as true.
- 2) The quality of service responsiveness has a non-significant positive effect on customer satisfaction among customers of Toko Putra Tani in Desa Borneang. Based on the testing in the table above, it can be seen that the significant value of the variable (Responsiveness) is 0.054, which is greater than 0.05. This value indicates that the Responsiveness variable has a positive insignificant effect and the proposed hypothesis is rejected as true.
- 3) The assurance service quality (Assurance) partially has a positive but insignificant effect on customer satisfaction of customers at Toko Putra Tani Desa Borneang. Based on the test in the table above, it can be seen that the significant value of the (Assurance) variable is 0.249, which is greater than 0.05. This value indicates that the Assurance variable has a positively insignificant effect, and the proposed hypothesis is rejected for its validity.
- 4) The empathy service quality (Empathy) partially has a positive but insignificant effect on customer satisfaction of customers at Toko Putra Tani Desa Borneang. Based on the test in the table above, it can be seen that the significant value of the (Empathy) variable is 0.653, which is greater than 0.05. This value indicates that the Empathy variable has a positively insignificant effect, and the proposed hypothesis is rejected for its validity.
- 5) The quality of service of Physical Evidence (Tangible) partially has a significant positive effect on customer satisfaction for customers of Toko Putra Tani Desa Borneang. Based on the testing in the table above, it can be seen that the significant value of the (Tangible) variable is 0.001, which is smaller than 0.05. This value indicates that the Tangible variable has a significant effect, and the proposed hypothesis is accepted as true.

## **DISCUSSION**

### **a) The Influence of Service Quality on Customer Satisfaction (Survey of Farmers on KayaBas Products)**

In general, this study shows quite satisfying results. The descriptive analysis shows that the quality of service provided at Toko Putra Tani in Borneang Village is generally good. This is reflected in the high satisfaction responses from respondents regarding the conditions of each research variable. Furthermore, it was found that the quality of service variable has a positive and significant influence on customer satisfaction. This is because providing quality service will create satisfaction within customers. This is consistent with previous research conducted by (Syafiudin et al., 2022), which showed significant simultaneous results regarding the influence of service quality on store image and store atmosphere on consumer satisfaction.

### **b) The Influence of Service Quality on Reliability Towards Customer Satisfaction at Putra Tani Store in Borneang Village**

Based on the results of field research, the service quality of Reliability has a significant positive effect on customer satisfaction among customers at Toko Putra Tani in Borneang Village. Customers stated that the agricultural store can provide consistent service, such as providing suitable products, handling transactions well, and resolving customer issues quickly and accurately. This instills trust and increases customer satisfaction. This is similar to the results of previous researchers where the partial results in this study on service quality in the reliability dimension positively influence service quality regarding consumer satisfaction, as researched by (Tanggap, 2019; Yuliana H. Laru et al., n.d.)

### **c) The Influence of Service Quality of Responsiveness on Customer Satisfaction at Toko Putra Tani in Borneang Village**

Based on the results of field research, the quality of the Responsiveness service has a positive, but not significant, effect on customer satisfaction among customers at Toko Putra Tani in Borneang Village. This result provides empirical evidence that the assurance from service providers contributes to increased customer satisfaction. This is indicated by the ability of employees to serve customers; employees who possess knowledge about the products desired by customers will provide a better impression of the store, thereby increasing customer satisfaction. This explains that every form of service requires certainty regarding the service provided. Similarly, previous research presented by (Tanggap, 2019) suggested that partially, this study shows that the quality of the responsiveness service has a positive but not significant effect on consumer satisfaction.

### **d) The Effect of Service Quality Assurance on Customer Satisfaction at the Store Toko Putra Tani di Desa Borneang**

Based on the results of field research, the quality of service (Assurance) has a positively insignificant effect on customer satisfaction at Toko Putra Tani in Borneang Village. Customers feel safe in receiving services, including aspects of employee knowledge, the ability to explain products, and professional attitudes. This sense of safety becomes an important foundation in building loyalty. This is consistent with previous research conducted by (Idham, 2013),

indicating that partially, this study on service quality has a positively insignificant effect on customer satisfaction in relation to the Quality Impact of Service Quality Dimensions on Customer Satisfaction with Implications for Loyalty at PT. Bank Tabungan Pensiunan Nasional, Tbk Kertajaya Surabaya Branch.

**e) The Effect of Service Quality Empathy on Customer Satisfaction at Toko Putra Tani in Borneang Village**

Based on the results of field research, the quality of (Empathy) has a non-significant positive effect on customer satisfaction at Toko Putra Tani in Borneang Village. This result provides empirical evidence that the empathy of service providers, demonstrated by employees who care about customer desires, maintain good relationships with customers, and exhibit employee friendliness, is crucial for becoming good partners with customers. This is consistent with previous research conducted by researchers (Maulidiah et al., 2023), indicating that the responsiveness variable in this study has a non-significant positive effect on customer satisfaction regarding the impact of service facilities and implications for customer satisfaction.

**f) The Effect of Service Quality on Physical Evidence (Tangible) on Customer Satisfaction at Toko Putra Tani in Borneang Village**

The research results show that Physical Evidence has a significant positive effect on customer satisfaction at Toko Putra Tani in Borneang Village. This finding provides empirical evidence that the presence of physical evidence from service providers, as indicated by the complete agricultural materials and employees who maintain cleanliness, will enhance customers' positive perception of service satisfaction at Toko Putra Tani in Borneang Village. This research is in line with previous research conducted by (Ningsih et al., 2015) which indicated that the physical evidence variable in this study has a partial positive or significant effect on consumer satisfaction using the Laundry House services in South Palu District.

## **CONCLUSIONS**

Based on the results of the research and the discussion above, the conclusions of this study can be drawn as follows:

1. The service quality variables (reliability, responsiveness, assurance, empathy, and physical evidence) collectively have a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
2. The service quality variable of reliability has a significant positive effect on customer satisfaction at Toko Putra Tani in Borneang Village.
3. The service quality variable of responsiveness has a positive but not significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
4. The service quality variable of assurance has a positive but not significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
5. The empathy service quality variable has a positive but insignificant effect on customer satisfaction at Toko Putra Tani in Borneang Village.
6. The tangible service quality variable has a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.

7. The most dominant variable affecting is reliability, and physical evidence has a significant effect on customer satisfaction at Toko Putra Tani in Borneang Village.

## RECOMMENDATIONS

Based on the results of the research discussion and conclusion, the researcher can provide the following suggestions from the research findings:

1. For agricultural stores, especially Toko Putra Tani in Borneang Village, it is hoped that they can maintain the quality of their services.
2. To regularly complete and update the availability of agricultural products according to the seasons and customer needs, so that the store remains the primary choice for the community in fulfilling their agricultural needs.
3. To add independent variables (service quality) in addition to reliability, responsiveness, assurance, empathy, and tangibility, which can certainly influence the dependent variable of customer satisfaction, such as service efficiency and service effectiveness, in order to increase the number of references for research in the field of service quality and customer satisfaction.

## 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 Putra Tani to perfect this research and increase insight for readers and writers.

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