

The Effect of Service Quality And Employee Performance on Nitrogen Customer Satisfaction in CV.Wira Sejahtera Abadi Surabaya Branch

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Abstract: This study aims to determine the effect of service quality and employee performance on Nitrogen Customer Satisfaction at the CV.Wira Sejahtera Abadi Surabaya Branch. This research was carried out at the nitrogen outlet CV. Abadi branch of Surabaya Wira Sejahtera consisting of 4 locations, namely nitrogen outlet at SPBU 54,602.62 Jl. Raya menganti No.250, SPBU 54,602.45 Jl. HR. Muhammad 113, SPBU 54,602.57 Jl. Raya Jemursari 194, SPBU 54,602.49 Jl. Raya Mastrip Karang Pilang. In taking samples, researchers used Cluster Random Sampling to obtain a sample of 103 respondents. Data collection uses documentation, interviews, questionnaires. Instrument Testing is by using Test Validity and Reliability Test. While the data analysis technique used in this study is the Analysis of Multiple Linear Regression.

Based on the analysis of the data in the above research it can be concluded that there is a significant influence on the quality of service on customer satisfaction with a significance of t value of 0,000. while for employee performance on customer satisfaction also has a significant value t 0.000 so that there is a significant effect of employee performance on customer satisfaction and service quality with employee performance has a jointly significant effect on customer satisfaction with a significance value of F 0.000. So that the conclusion in this study is the quality of service affects customer satisfaction, employee performance affects customer satisfaction and service quality and employee performance affect customer satisfaction.

Keyword: Service Quality, Employee Performance, Customer Satisfaction

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I. Introduction

The current development of the Indonesian economy is quite rapid, Indonesia as a developing country has many companies engaged in various fields both industrial or manufacturing, services and trade. Competition among companies is also increasingly high, making businesses obliged to implement innovative marketing strategies in order to be able to compete and be able to run their business by retaining customers so that customers feel the satisfaction offered by the company. As time goes on, competition in the business world is getting tougher. Business competition in the development in the era of globalization requires companies to be able to act and act quickly and precisely in the face of competition in a moving business environment that is very dynamic and full of uncertainty (Mustafid, 2012).

At this time the development of vehicles from year to year is increasing, therefore the service companies are very important to, meet the daily needs of the vehicles both private and motorized cars. That was the 2016 data, during the event in Surabaya there were 30 thousand visitors coming to the exhibition which had been going on for 25 times. And for transactions during 2016 there were more than Rp 386 billion with sales of 1300 cars.

According to bisnis.com, from Gaikindo data, sales of motor vehicles during January-July 2017 reached 533,570 units. This figure is 0.3 percent higher than the same period last year. Similarly, sales in East Java which reached 64 thousand units during the first semester of 2017, grew 2.7 percent compared to the same period last year. In East Java alone, up to the first semester of this year was ranked third in automotive sales nationwide with an increase in sales of 68 percent.

In the era of globalization with the sophistication of this undeniable technology, it provides easy access on every line. The speed of change in information technology causes information to be non-exclusive, because almost everyone can access information at the same time. Progress in the field of technology can also give a hope to the business world to grow and develop. Easily everyone gets information in all sectors, both in the business and non-business fields. With this convenience, the community is able to innovate by creating new businesses. Every run of a business certainly cannot be separated from management. The success or failure of an

effort to achieve its goals is certainly influenced by the ability of management to determine the best opportunity. With the development of the business world, the more intense competition faced by a business. Therefore, to achieve goals is not an easy thing. Conformity to the marketing concept in a business becomes important in order to achieve business success. Based on this, the success of a business is not only determined by the producer but also by the customer. Therefore, customer satisfaction must take precedence.

Customer satisfaction is the level of one's feelings after comparing performance or perceived results later compared to expectations. The level of customer satisfaction is very dependent on the quality of a product or service (Suprpto, 2011). Customer satisfaction measurement is one way to provide the best service. If the customer is not satisfied with the service provided, the customer will be disappointed and may not come back again. Even the worst impact of customer disappointment is that customers express their disappointment on social media that will quickly spread widely. This condition is a boomerang for a business. Therefore, every business today realizes the importance of customers and makes every effort to give satisfaction to its customers. The purpose of measuring the level of customer satisfaction is to know the factors causing customer dissatisfaction to be corrected immediately and to minimize disappointment. In providing services, at least the company must fulfill 5 service quality criteria that are often called RATER so that it can create loyal participants / customers, namely reliability, assurance (tangible), physical evidence, empathy (communication), and responsiveness (quick response). (Tjiptono, 2006).

Besides being influenced by service, customer satisfaction is also influenced by employee performance. Employee performance assessment is no less important, employee performance appraisal is carried out to provide information to employees individually, about the quality of the results of their work in terms of the interests of the company. Employee performance appraisal must be carried out objectively and precisely and periodically documented as a reference to determine the best employee seeds. The role of employees is very important in supporting the success of a business, especially companies engaged in the service sector. Employees have the ability to influence the perceptions of buyers and employees are part of the service itself. So that for customers, employees function as communicators as well as representatives of the company's image. Employee performance is demonstrated through the quality of services provided to customers so that companies can evaluate the quality of service for employees. (santi, 2013)

Based on the background that the researcher has explained, the researcher wants to know the effect of Service Quality and Employee Performance on Customer Satisfaction. So from that the researcher examines more about the Effect of Service Quality and Employee Performance on Nitrogen Customer Satisfaction in Abadi CV. Wira Sejahtera Surabaya Branch.

In this study, it has the objective (1) to determine the effect of service quality on nitrogen customer satisfaction CV. Abadi Wira Sejahtera Surabaya Branch. (2) To determine the effect of employee performance on nitrogen customer satisfaction CV. Abadi Wira Sejahtera Surabaya Branch. (3) To determine the effect of service quality and employee performance on nitrogen customer satisfaction CV. Abadi Wira Sejahtera Surabaya Branch.

II. Review Of Theories

2.1. Quality of Service

Quality is a dynamic condition that influences products, services, people, processes and environments that meet or exceed expectations (Tjiptono, 2001). So the definition of service quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of delivery in balancing consumer expectations (Tjiptono, 2007).

Service quality can be known by comparing consumers' perceptions of services that they clearly receive / obtain with the services they actually expect / want from the service attributes of a company. If the perceived service is as expected, the quality of service is perceived as good and satisfying, if the service received exceeds consumer expectations, then the quality of service is perceived as very good and quality. Conversely, if the service received is lower than expected , then the quality of service is perceived poorly. In good service quality, there are several types of service criteria, including the following (1) Timeliness of service, including the time to wait during the transaction or the payment process. (2) Service accuracy, namely minimizing errors in service and transactions. (3) Manners and friendliness when providing services. (4) Ease of obtaining services, namely such as the availability of human resources to help serve consumers, as well as supporting facilities such as computers to search for the availability of a product. (5) Comfort of consumers, namely such as location, parking lot, comfortable waiting room, cleanliness aspects, information availability, and so on.

According to Suwithi in Anwar (2002: 84) "Quality of service is the quality of services provided to customers, both internal customers and external customers based on standard service procedures".

Then according to Kotler (2000: 25), service quality is the totality of the characteristics of goods and services that show their ability to satisfy customer needs, both those that appear clear and hidden. For companies

engaged in the service sector, providing quality services to customers is an absolute thing to do if the company wants to achieve success.

And According to the Fitzsimmons brothers in Sulastiyono (2011: 35-36) explained that the quality of service is something complex, and guests will assess the quality of service through the five principles of service dimensions as its measure, namely as follows (1) Reliability, is the ability to provide precisely and correctly the type of service that has been promised to guests. (2) Responsiveness, namely awareness or the desire to act quickly to help guests and provide timely services. (3) Certainty / assurance (Assurance), is the knowledge and politeness of compensation and employee confidence. The assurance dimension has the following characteristics: competence to provide service, courtesy and respect for guests. (4) Empathy, giving special attention to individual guests. This empathy dimension has characteristics: willingness to approach, provide protection and effort to understand the wants, needs and feelings of guests. (5) Real (Tangibles), which is something that is visible or tangible, namely: the appearance of employees, and physical facilities, other such as equipment and equipment that supports the implementation of services.

2.2. Employee Performance

Performance according to Wibowo (2010: 7) is about doing work and the results achieved from the work ... whereas according to Gilbert (1977), quoted by Soekidjo Notoatmodjo (2009: 124) suggests that "Performance is what can be done by someone in accordance with duties and functions." Based on the above meanings, it can be stated that performance is a work result achieved by an employee in accordance with the standards and criteria that have been set in a certain period of time.

According to Anwar Prabu Mangkunegara (2009) argues that Performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. The work results shown by employees will be a determining factor in customer satisfaction.

Whereas According to Sedarmayanti (2011) revealed that Performance is a translation of performance which means the work of a worker, a management process or an organization as a whole, where the results of the work must be demonstrated concretely and can be measured (compared to predetermined standards) . Evidence in performance can be reviewed from the results of employee evaluations and the achievement of assignments assigned by superiors.

Employee Performance Indicators. To measure employee performance individually there are several indicators used. According to Robbins (2006) there are six indicators, namely Quality. The quality of work is measured by employee perceptions of the quality of work produced and the task's perfection of the skills and abilities of employees. Second Quantity, namely the amount produced is expressed in terms such as number of units, number of cycles of activity completed. Third Timeliness Which is the level of activity completed at the beginning of the stated time, seen in terms of coordination with the output results and maximizing the time available for other activities. Fourth The effectiveness of the use of organizational resources (energy, money, technology, raw materials) is maximized in order to increase the yield of each unit in the use of resources. Fifth, the level of independence of an employee who will later be able to carry out his work duties. And finally work commitment. It is a level where employees have work commitments with agencies and employee responsibilities towards the office.

2.3. Customer Satisfaction

Customer satisfaction is the level of one's feelings after comparing performance or perceived results later compared to expectations. The level of customer satisfaction is very dependent on the quality of a product or service (Suprpto, 2011).

Another opinion expressed by Philip Kotler and Kevin Lane Keller quoted from the book Marketing Management says that customer satisfaction is a feeling of pleasure or disappointment that someone appears after comparing the performance (results) of products that are thought of expected performance (2007).

Customer satisfaction measurement is one way to provide the best service. If the customer is not satisfied with the service provided, the customer will be disappointed and may not come back again. Even the worst impact of customer disappointment is that customers express their disappointment on social media that will quickly spread widely. This condition is a boomerang for a business.

In relation to several factors that influence customer satisfaction according to Tjiptono (1996: 159) in Ni Nyoman Yuliarmi said that customer dissatisfaction is caused by internal factors and external factors. Internal factors that are relatively controlled by the company, such as rude employees, rubber clocks, errors in recording transactions. Conversely, external factors that are beyond the control of the company, such as the weather, disruptions to public infrastructure, criminal activity, and the customer's personal problems.

2.5. Conceptual Thinking and Hypothesis

Conceptual Thinking

Thinking conceptual or framework of this study can be seen Figure 1.

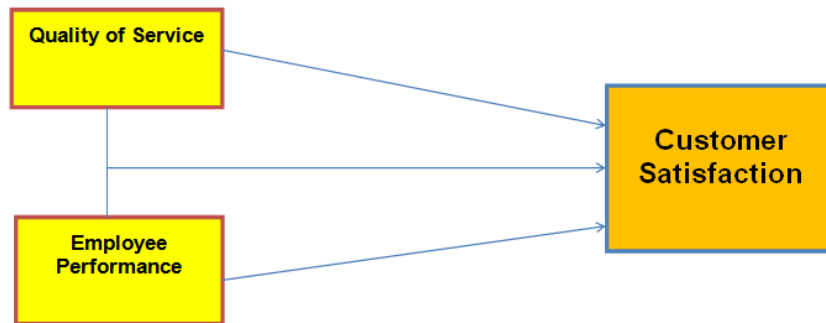


Figure 1.

Conceptual Framework Research

Hypothesis of This Research

The research hypothesis is that there is a positive relationship of service quality to customer satisfaction, employee performance on customer satisfaction and service quality and employee performance on customer satisfaction.

III. Methods Of Research

In this study using a type of quantitative descriptive research, according to Sugiyono (2015) that quantitative descriptive research is research that describes the existing phenomena and stated in numbers accompanied by data analysis techniques that are in accordance with the variables in the study.

Research on the Influence of Service Quality and Employee Performance on Customer Satisfaction Nitrogen in CV.Wira Sejahtera Abadi Surabaya Branch, will be held at the nitrogen outlet CV. Wira Sejahtera Abadi branch Surabaya which consists of 4 locations, namely nitrogen outlets at SPBU 54,602.62 Jl. Raya menganti No.250, SPBU 54,602.45 Jl. HR. Muhammad 113, SPBU 54,602.57 Jl. Raya Jemursari 194, SPBU 54,602.49 Jl. Raya Mastrip Karang Pilang. In sampling, researchers used Cluster Random Sampling to obtain a sample of 103 respondents.

This study uses data analysis techniques namely multiple linear regression analysis and classic assumption tests including: normality test, multicollinearity test, heteroscedasticity test and linearity test. Where data analysis is carried out using IBM Statistics 23 programs.

IV. Result And Discussion

The test results of the validity of the test instruments performed on the SolAnd 2.1 application show that from the number of 26 items that are invalid there are 5 questions. While for the reliability test, the results of 1 question are not reliable. So that in taking data using the number of questions as many as 20 questions.

The results of the t test from IBM Statistics 23 calculations can be seen that for the significance value of t for the quality of service to customer satisfaction is 0,000 so the hypothesis that occurs is the effect and significant quality of service on customer satisfaction. While for employee performance on customer satisfaction, the significance value is 0.000 which indicates that the hypothesis that occurs is a significant influence of employee performance on customer satisfaction. The last hypothesis test is the influence of service quality and employee performance on customer satisfaction F value obtained value 0.000 so that there is a significant effect of service quality and employee performance on customer satisfaction.

The above results show that service quality has a significant effect on customer satisfaction. These results prove that companies that have good service will have a direct impact on customer satisfaction. This satisfaction can lead to an increase in the number of customers. The quality of service itself can be seen from the facilities provided by the company, especially nitrogen filling for vehicles. Customers will feel dissatisfied if there is a very long queue. Company CV. Abadi Wira Sejahtera has a strategic place for quality service because it is at a gas station where the yard is quite extensive despite the queue. So as not to make customers feel uncomfortable with vehicles that refuel. The queue is also overcome by the performance of employees who are ready when customers come and give a polite and friendly attitude so that customers will feel happy and satisfied. Performance that is supported by the ability of workers who fully understand about nitrogen increases the level of customer satisfaction because customers feel calm with the solutions provided by workers. Service

quality and employee performance is very supportive for the development of the company. If the company continues to be consistent to maintain the quality of service and performance of its workers, there will continue to be an increase in customers resulting from customer satisfaction.

V. Conclusions And Recommendations

Based on the analysis of the data in the above research it can be concluded that there is a significant influence on the quality of service on customer satisfaction with a significance of t value of 0,000. while for employee performance on customer satisfaction also has a significant value t 0.000 so that there is a significant effect of employee performance on customer satisfaction and service quality with employee performance has a jointly significant effect on customer satisfaction with a significance value of F 0.000. It is expected that more in-depth research related to service quality and employee performance influences customer satisfaction to enrich research sources.

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