Analysis of the Influence of Service Quality on Consumer Satisfaction in Kertowono Tea Garden Agro Tourism Inn, Gucialit District, Lumajang Regency

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Abstract:- This study aims to analyze the effect of service quality using dimensions according to Parasuraman in Lupiyoadi (2006: 182). These dimensions include tangible, reliability, responsiveness, assurance, and empathy. The study used primary data in the form of a questionnaire given to visitors to the Kertowono tea garden agro-tourism inn, Gucialit district, Lumajang regency. The sample in this study were 100 respondents. Data were analyzed using multiple linear regression test. The results of the study show that both partially and simultaneously tangible, reliability, responsiveness, assurance, and empathy variables have a positive and significant effect on customer satisfaction.

Keywords:- Tangible, Reliability, Responsiveness, Assurance, Emphaty, Consumer Satisfaction.

I. INTRODUCTION

In the generation of globalization, increasingly more services or products are competing in a single marketplace due to marketplace openness. So that there may be opposition among manufacturers so that it will meet patron wishes and offer most pride to clients, due to the fact essentially the reason of river mouth commercial enterprise is to create a experience of river mouth pride for clients. One of the movements to meet clients is to offer the quality provider to clients. This reality may be visible that there are numerous matters that may offer purchaser pride, particularly the amount of purchaser price such as product price, provider price, non-public price, photograph price, and purchaser amount such as financial costs, time costs, exertions costs, exertions costs, and cost of thinking (Kotler and Susanto 2000).

Thinking approximately the significance of provider to clients extra maturely thru provider quality, due to the fact now it's miles an increasing number of found out that provider (purchaser pride) is a crucial component of the mouth of the river withinside the device to live to tell the tale in commercial enterprise and win the opposition (Tjiptono 2004:145). Increasing consumer demand will encourage entrepreneurs in the tourism sector, especially Agrotourism of Kertowono Gucialit Tea Gardens, Lumajang Regency to

compete to offer their advantages. Many factors need to be considered to influence consumers, one of which is the quality of service for Kertowono Gucialit Tea Plantation Agrotourism, Lumajang Regency itself, which can be provided by the company, so that consumers feel satisfied.

The natural scenery around it is indeed exotic with a dazzling stretch of river mouth tea gardens at the foot of Semeru. The temperature is 15-18 degrees celsius at night, and 21-25 degrees celsius during the day. It is natural for the environment to be healthy, natural, fresh, and far from the noise and pollution of brain vehicles. Every visitor will feel the cool solution that calms the mind and the mind. The tea factory in the garden area is also the main attraction at the mouth of the river because visitors can see firsthand the process of making tea, from picking, processing to packaging at the factory.

The history of plantation development in Indonesia was determined by colonial political factors, especially the Dutch (Mubyarto and Daryanti 1991:16) during the VOC period under the administration of Governor-General Van Den Bosch who applied the river mouth forced cultivation system. The forced cultivation system has caused criticism from various parties, especially the liberals for causing suffering to the Indonesian people, so that in 1870 an agrarian law was issued. Since the issuance of the agrarian law, private plantation companies have thrived both in Java and outside Java, especially in East Sumatra.

The Kertowono Tea Plantation was opened in 1875 by a Dutch plantation company named NV Ticdeman Van Kerchen with quinine plants in the Lumajang area, Gucialit District, Gucialit Village. At the beginning of the 19th century, the Dutch encouraged private and public companies to grow tea (Sadjad, 1983:80) and their nurseries in 1910 as an effort to diversify plantation crops. During the Japanese occupation (1942) many plantations were destroyed so that the land could be used for food production, it is not surprising that many plantations were abandoned, production also declined. Rubber plantations did not experience a decline compared to tea and coffee plantations which experienced a production decline of 30% and 25%, respectively (Kartodirdjo, 1991:161-162).

Visitors can also get various facilities at the Kertowono Gucialit Tea Garden Agrotourism, Lumajang Regency, from lodging that can accommodate 60 people, 4 lodging locations, sports facilities, camping arena, children's playground, viewing post, and cooking kitchen. Therefore, Agrotourism Kertowono Gucialit Tea Plantation, Lumajang Regency must always pay attention to the needs and satisfaction of consumers by providing the best service so that consumers feel satisfied and can recommend it to others. Agrotourism Kertowono Gucialit Tea Garden, Lumajang Regency is a tourism place that is often visited by tourists from within the city of Lumajang and outside the city of Lumajang. Agrotourism Kertowono Gucialit Tea Garden, Lumajang Regency is often full on certain days for visitors who want to take a vacation.

The number of visitors to the Kertowono Gucialit Tea Garden Agrotourism in Lumajang Regency has a pattern that fluctuates every month when compared between 2018 and 2020. However, there are several months where the number of visitors has increased during that period, namely in 2019 in December as many as 1,438 people. This incident becomes a job for management to continue to strive to combine their advantages to continue to attract consumers' interest, while retaining their customers. This can be done by improving the quality of services provided because this is one of the factors that can create satisfaction for consumers
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II. LITERATURE REVIEW

Modernity with technological advances will result in very tight competition to acquire and retain customers. The quality of service is a must that must be done by the company in order to be able to survive and still win the trust of customers. Consumption patterns and lifestyles of customers require companies to be able to provide quality services. The company's success in providing quality services can be determined by the service quality approach that has been developed by Parasuraman, Berry and Zenthaml (in Lupiyoadi and Hamdani 2006).

According to Wyckof (in Wisnalmawati 2005) service quality is the expected quality and control over service quality to meet customer desires. If the service received is the expected axis, then the service quality is perceived as good and satisfactory. If the service received exceeds customer expectations, then the quality of service is perceived as the ideal axis. Conversely, if the service received is lower than expected, then the quality of service is considered poor (Tjiptono and Chandra 2005).

Service quality refers to customer judgments about the core of service, namely the service provider itself or the entire service organization, most people are now starting to show demands for excellent service, they are no longer just in need of quality products but they prefer to enjoy the convenience of service. (Roesanto, 2000) in Tasunar, (2006:44). There are five dimensions of service quality according to Parasuraman in Lupiyoadi and Hamdani (2006:182), those are.

a. Tangibles or physical evidence, is the company's ability to show its existence to external parties. What is meant is that the appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment are tangible evidence of the services provided. According to Zeithaml, et.al. 1985 (A v i l i a n i   a n d   W i l f r i d u s ,   1 9 9 7 : 1 0), Tangibles are customer needs that focus on physical facilities such as buildings and rooms, availability of parking spaces, cleanliness, neatness and comfort of the room, completeness of equipment, communication facilities and employee appearance.

b. Reliability is the company's ability to provide services as promised accurately and reliably.

c. Responsiveness, or responsiveness, is a willingness to help and provide fast and appropriate service to customers, with clear information delivery.

d. Assurance, or assurance and certainty, is the knowledge, courtesy, and ability of company employees to foster customer trust in the company. Consists of several components including communication, credibility, security, competence and courtesy.

e. Empathy, which is to give sincere and individual or personal attention given to customers by trying to understand customer desires. For example, companies must know the specific customer wants from the physical form of the product or service to the proper distribution. Empathy is a willingness to care, give personal attention to customers. In (Lupiyoadi and Hamdani, 2006:182), giving sincere and personal attention, including trying to understand consumer desires, is included in empathy.

In a study conducted by Bernadine (2005), in his journal entitled "Analysis of the Effect of Service Quality on Customer Satisfaction Case Study at Pondok Laras Restaurant in Kelapa Dua, Depok" it was found that the service quality of Pondok Laras restaurant had a significant effect on customer satisfaction.

Research conducted by Hasan (2006) in his journal entitled "The Influence of Islamic Bank Service Quality on Customer Satisfaction at Bank Muamalat Indonesia Semarang Branch" with research variables are compliance, assurance, tangibles, reliability, empathy, responsiveness, and customer satisfaction. The results show that the variables of compliance, assurance, tangibles, reliability, empathy, responsiveness have a positive and significant effect on customer satisfaction.

Research conducted by Widyasari (2006) with the title "The Influence of Facilities and Services on Consumer Satisfaction at Hotel Graha Santika Semarang" with research variables are facilities, service and customer satisfaction, the results show that there is a significant and positive influence between facilities (X1) and service (X2) on customer satisfaction (Y).

Research on factors that influence consumer satisfaction has been widely studied before. This study develops ideas about factors that influence customer satisfaction with service quality using service quality dimensions according to Parasuraman in Lupiyoadi and Hamdani (2006:182). These

dimensions include tangible, reliability, responsiveness, assurance, and empathy.

III. HYPOTHESIS

Simply put, this study analyzes the effect of service quality on customer satisfaction. Service quality uses five dimensions based on Parasuraman in Lupiyoadi and Hamdani (2006:182) and pays attention to relevant previous studies, thus, the hypothesis formulated by the researcher is as follows.

H 1 Tangible or physical evidence has a positive effect on consumer satisfaction

H 2 Reliability has a positive effect on consumer satisfaction

H 3 Responsiveness has a positive effect on consumer satisfaction

H 4 Assurance has a positive effect on customer satisfaction

H 5 Empathy has a positive effect on consumer satisfaction

IV. DATA

This study uses primary data as the main data. Primary data in the form of questionnaires distributed to guests staying at the Ketowono Gucialit Garden Agrotourism Inn, Lumajang regency. There are 100 data from samples taken in this study.

V. METHODOLOGY

The data analysis used in this research is qualitative and quantitative analysis. Qualitative analysis is an analysis based on the data stated in the form of a description. In this study, researchers used quantitative research methods by distributing questionnaires to respondents and observing respondents and analyzing numbers. Quantitative studies is a method of locating understanding that makes use of information withinside the shape of numbers as a device to investigate statistics approximately what you need to know. (Kasiram, 2008:149).

A variable is an attribute or nature or value of a person, object, or activity that has a certain variation set by researchers to study and draw conclusions (Sugiyono, 2007:2). This study uses two variables, namely the independent variable and the dependent variable. The dependent variable in this study are the five dimensions of service quality; tangible, reliability,

responsiveness, assurance, and empathy. While the dependent variable is customer satisfaction.

The questionnaire in this research is made up of questions with answers in the form of scoring to change qualitative statements into quantitative data. Scores use numbers 1 to 5 to represent answers from strongly disagree to strongly agree (Sugiyono, 2007:87).

The first data analysis method is instrument test which includes validity and reliability tests. Followed by the Classical Assumption test which includes the Normality Test, Multicollinearity Test, and Heteroscedasticity Test. Data analysis using Multiple Linear Regression Test, with hypothesis testing through Simultaneous Significance Test (F test) and Partial Effect Significance Test (t test).

VI. RESULT AND DISCUSSION

The description of the respondents sampled in this study is classified by gender, age, level of employment, income, and frequency of visits. Based on gender, the majority of respondents were male, with amount 74%, while female respondents were 26%. This is because men are often more active than women. Based on age, most respondents are 41-60 years old and 20-40 years old, this is because at that age usually someone has a desire to spend their time on vacation. Based on the type of work, most of the respondents are entrepreneurs 60%, this shows that those who work in the self-employed sector are potential consumers of lodging service products. Based on their income, most of the respondents have an income of more than Rp. 200.000, a person's ability is more likely to allow someone to seek fulfillment satisfaction from traveling. And finally, based on the frequency of visits, most of the respondents have visited 2 – 3 times, this shows that the respondents are consumers who have visited before.

The data instrument test in this study showed that all the data had been tested for validity and reliability. Likewise with the classical assumption test, the data in this study have shown that all data have been tested for normality. as well as the variables in it, none of them showed symptoms of multicollinearity and did not show symptoms of heteroscedasticity in the regression model.

Table 1 Result of Multiple Linear Regressions Analysis

	Unstandardized Coefficient		Standardized Coefficients			Collinearity Statistic
Model	B	Std. Error	Beta	t	Sig.	Tolerance
1 (Constant)	5.789	2.022		2.863	.005	
Tangible	.278	.123	.202	2.266	.026	.762
Reliability	.393	.120	.335	3.270	.002	.576
Responsiveness	.212	.140	.157	1.518	.32	.569
Assurance	.209	.164	.124	1.274	.006	.646
Empathy	.582	.119	.477	4.874	.000	.633

Based on table 1 can be explained as follows.

a. Tangible variable regression coefficient has a positive direction in its influence on consumer satisfaction.

b. Regression coefficient of reliability has a positive direction in its effect on consumer satisfaction.

c. Responsiveness regression coefficient has a positive direction in its influence on consumer satisfaction.

d. Assurance regression coefficient has a positive direction in its effect on customer satisfaction.

e. Empathy regression coefficient has a positive direction in its influence on consumer satisfaction.

The partial test or t test in this study showed the results that the tangible variable showed t value = 3.270 with a significance value of 0.026 < 0.05. The t value for the reliability variable shows a value of 2.318 with a significance value of 0.002 < 0.05. The t value for the responsiveness variable shows the t value = 1.518 with a significance value of 0.032 < 0.05. The t value for the assurance variable shows the t value = 1,274 with a significance value of 0.006 < 0.05. And the t value for the empathy variable shows the t value = 4.874 with a significance value of 0.000 < 0.05. Thus, it shows that the tangible, reliability, responsiveness, assurance, and empathy variables partially have a significant positive effect on consumer satisfaction.

Table 2 Result of Regression Anlysis Simultaneously

Model		Sum of Squares	df	Mean Square	F	Sig.
1	regression	45.128	5	9.026	14.173	.000^a
	residual	59.862	94	.637		
	Total	104.990	99			

a. Predictors: (Constant), emphaty, reliability, tangible, assurance, responsiveness
b. Dependent Variable: consumer satisfaction

Testing the effect of the independent variables together on the dependent variable was carried out using the F test. The results of statistical calculations showed the calculated F value = 14,173 with a significance of 0.000 < 0.05. with a significance value below 0.05 indicates that together all independent variables have a positive and significant effect on consumer satisfaction.

VII. CONCLUSION

Based on the results of the multiple linear regression analysis that has been carried out in this study, the regression equation is obtained as follows:

$$Y = 0{,}202\ X_1 + 0{,}335\ X_2 + 0{,}157\ X_3 + 0{,}124\ X_4 + 0{,}477\ X_5$$

From the regression equation, it can be seen that the coefficient of the regression equation is positive. Then the following conclusions can be drawn.

1. The results of the analysis show that the tangible variable (X1) has a regression coefficient of 0.202 (positive sign) on consumer satisfaction (Y) and a t-value of 2.266 with a significance level of 0.026 (<0.05). This means that tangible (X1) has a positive effect on consumer satisfaction (Y). Thus, Hypothesis 1 which states that tangible (X1) has a positive effect on consumer satisfaction (Y) can be accepted.

2. The results of the analysis show that the reliability variable (X2) has a regression coefficient of 0.335 (positive sign) on consumer satisfaction (Y) and a t-value of 3.270 with a significance level of 0.002 (<0.05). This means that reliability (X2) has a positive effect on customer satisfaction (Y). Thus, Hypothesis 2 which states that reliability (X2) has a positive effect on consumer satisfaction (Y) can be accepted.

3. The results of the analysis show that the responsiveness variable (X3) has a regression coefficient of 0.157 (positive sign) on consumer satisfaction (Y) and a t-value of 1.518 with a significance level of 0.032 (<0.05). This means that responsiveness (X3) has a positive effect on consumer satisfaction (Y). Thus, Hypothesis 3 which states that responsiveness (X3) has a positive effect on consumer satisfaction (Y) can be accepted.

4. The results of the analysis show that the guarantee variable (X4) has a regression coefficient of 0.124 (positive sign) on consumer satisfaction (Y) and a tcount of 1.274 with a significance level of 0.006 (< 0.05). This means that the guarantee (X4) has a positive effect on consumer satisfaction (Y). Thus, Hypothesis 4 which states that the guarantee (X4) has a positive effect on consumer satisfaction (Y) can be accepted.

5. The results of the analysis show that the concern variable (X5) has a regression coefficient of 0.477 (positive sign) on consumer satisfaction (Y) and a t-value of 4.874 with a significance level of 0.000 (<0.05). This means that caring (X5) has a positive effect on consumer satisfaction (Y). Thus, Hypothesis 5 which states that caring (X5) has a positive effect on consumer satisfaction (Y) can be accepted.

6. The value of Adjusted R square is obtained at 0.400. This means that 40% of customer satisfaction (Y) can be explained by the variables of physical evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), and concern (X5). While 60% can be explained by other reasons not examined in this study

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