

CUSTOMER SATISFACTION ANALYSIS REVIEWED FROM THE PERSPECTIVE OF SERVICES IN TAILORING FUND GEDE TEMBILAHAN

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Abstract

Fund Gede Tembilahan Tailor is an individual company engaged in selling ready-made clothing manufacturing services with a business address at Parit 6 Jalan Pesantren Tembilahan Hulu, Indragiri Hilir Regency. The aim of the research is to find out and study the extent to which customer satisfaction influences the service perspective at Fund Gede Tailor. The research used qualitative and quantitative data analysis, with secondary data and primary data through interviews and questionnaires with 100 consumers. Based on the research results, it is known that the results of the analysis show that the customer satisfaction variable (Y) concludes that Tangible (X1) consists of physical conditions/facilities, room comfort and how employees dress, Empathy (X2) consists of available toilets, waiting areas, brochures needed by consumers, parking space is proven to simultaneously influence consumer satisfaction at Fund Gede Tailor, Reliability (X3) consists of the service system, speed of serving consumers, consumer handling procedures, complaint handling procedures, Responsiveness (X4) consists of the skills of the waiter/officer in responding to consumer needs, employee ability/responsiveness in serving consumers, employee willingness to handle complaints quickly, ease of contacting employees, Assurance (X5) consists of employee attitude (friendly, polite and smiling), guaranteed security and calm, employee knowledge in dealing with consumers, the trustworthy nature of employees, from the results of the test analysis it is known that the variable that has a relatively dominant and significant influence on consumer satisfaction at Fund Gede Tailor is the assurance variable (X5) where the regression coefficient is 50.2% and the Sig t value is $0.000 < \alpha = 0.05$, which is the highest value of the other four variables. Thus, the second hypothesis proposed in this research is declared accepted or proven to be true, in other words accepting the H1 hypothesis and rejecting the Ho hypothesis.

1. INTRODUCTION

Background problem

Competition that occurs in the business world is a normal thing that must be taken into consideration by company management so that they are ready to compete with other companies that carry out similar business activities. Customer satisfaction is not a new concept in the world of marketing, many business practitioners throughout the world understand that customer attitude is important. Companies that want to develop or at least survive must be able to provide quality products, which are aimed at providing satisfaction to their customers. Consumers tend to be increasingly sensitive to the value offered by each product. Only customer-focused companies succeed in attracting customers and not just paying attention to their products. And for companies that focus on customers, customer satisfaction is both a goal and a marketing tool.

Tembilahan is the capital of Indragiri Hilir Regency, which is one of the cities that is developing rapidly. This can be seen from the increasingly widespread growth in the business world. A company that is involved in the business world can usually be guaranteed to have competitors in similar businesses as well. Companies facing pressure from competitors should adopt policies and consider the following factors, namely: providing optimal service, trust in competitively priced products and strategic location.

Customer or consumer satisfaction problems (*Customer Satisfaction*) is one strategy to win the hearts of consumers. Customer satisfaction must be a special rationale for company management in determining the policies to be taken when determining strategic steps to increase sales volume.

In this writing the author focuses on research in the field of customer satisfaction with tailoring services Fund Big Tembilahan. Where businesses in this field see high and exciting growth in Tembilahan. With the proliferation of businesses in the field of providing services, this will certainly lead to increasingly tight competition in fighting for market share among companies providing similar services. SeamstressFund Gede is a private company engaged in apparel manufacturing services with its business address at Parit 6 Jalan Pesantren Tembilahan Hulu.

Considering the increasingly tight competition that occurs, it will certainly affect the level of users of sewing services in Tembilahan, where tailor businesses Fund Every year Gede experiences fluctuations or ups and downs in the number of sewing service users. In terms of prices, the applicable prices vary from PDH, suits, Teluk Belanga clothes and so on.

This encourages management to make improvements to increase customer satisfaction so that it can compete with other companies that offer various service facilities without forgetting the mission of providing services that satisfy their customers.

Service quality can be determined by comparing customers' perceptions of the services they receive and obtain with the services they expect/want. If they receive more than expected then the service can be said to be quality. Meanwhile, if reality matches expectations, it can be said that the service is satisfactory, so that service quality is an assessment of how far the reality and customer expectations differ from the service they receive or obtain. The following is data about dissatisfaction that occurs in tailorsFund Big since 2019-2023.

Table 1. Consumer Complaints about TailorsFund Big

No	Consumer Complaints	Number of Dissatisfied Consumers				
		2019	2020	2021	2022	2023
1	Incorrect Size	20	22	33	35	33
2	Late	11	15	34	22	41

Source: Pondo Gede Tailor, 2023

As a service business unit, the quality of service in a service business is very important. Because with this quality service, the company can build customer trust. Therefore, the essence of service marketing is the quality of the services provided, because what is marketed is performance and this performance is what customers buy.

Service quality can be determined by comparing customers' perceptions of the services they receive and obtain with the services they want. If they receive better than expected, then the service can be said to be quality, while if the reality is in line with what was expected then it can be said that the service is satisfactory.

Based on the descriptions above, the author is interested in conducting research and discussing a thesis with the title: **CUSTOMER SATISFACTION ANALYSIS REVIEWED FROM THE PERSPECTIVE OF SERVICES IN TAILORING FUND GEDE TEMBILAHAN.**

Problem Formulation

Based on the background described above, the author can formulate the problem as follows: "To what extent does customer satisfaction influence the service perspective of tailors? Fund Big Tembilahan?"

Research purposes

The aim of the research is to find out and study the extent to which customer satisfaction influences the service perspective of tailors Fund Gede and the factors that most dominantly influence the quality of service at tailors Fund Big.

2. LITERATURE REVIEW

Definition of Promotion

Service is a form of service provided by an organization or individual. The marketing of services carried out by companies to the market usually includes several types. This component can be a small part or the main/main part of the entire offer. An offer can vary from two poles extreme, namely in the form of finished goods on one side and pure services on the other side.

To be clearer about the definition of services, here are several expert opinions regarding the meaning of services:

1. A service is something that can be defined separately as intangible, offered to satisfy a need. Services can be produced using tangible or intangible objects (Stanton, 2008: 529)
2. Services are any deed or action that can be offered by a party to another party, which is basically intangible and has no consequences ownership of whatever production can be linked or not linked to a physical product (Kotler, 2007:602).

Service or service is an appearance performance, intangible and quickly lost, more can be felt from owned, and customers are more able to participate actively in the process of consuming these services. The conditions and speed of service growth will depend greatly on customer assessments of the performance (appearance) offered by service providers.

The service marketing program design has 4 (four) main characteristics, namely (Kotler, 2007:84)

- a. Intangible (*intangible*)
Services cannot be felt and enjoyed before they are purchased, and services are not tangible like physical products
- b. Can not be separated (*inseparability*)

Services are produced and used simultaneously. If someone performs a service, then the provider is part of the service.

c. *Varies (variability)*

Services vary because they depend on who provides the service, when the service is provided and where the service is performed.

d. *Non-durable (perishability)*

The durability of a service depends on the situation created by various factors.

Service Quality

Service quality is centered on efforts to fulfill customer needs and desires as well as accuracy of delivery to match customer expectations. Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires (Lovelock, 2008:78). In other words, whether service quality is good or not depends on the service provider's ability to consistently meet customer expectations. There are 5 (five) dimensions main points related to service quality, namely: (Parasuraman, 2009:30)

- a. Direct evidence (tangibles), namely the ability of a company to demonstrate its existence to external parties in the form of the physical appearance of the service. Examples: buildings, equipment, supplies
- b. Empathy (Empathy), namely providing sincere attention and nature given individual or personality to customers with ability understand consumer desires (willingness and desire to serve in a friendly, warm and friendly manner)
- c. Reliability (*Reliability*), namely the company's ability to provide services. Something that is promised accurately and reliably. Performance must be in accordance with customer expectations, which means punctuality.
- d. Responsiveness (Responsiveness), namely the company's ability to help and provide fast and accurate service to customers by conveying clear information. (employee willingness and readiness to provide services).

It is. Guarantee and Certainty (Assurance), namely the knowledge and courtesy and ability of company employees to inspire customer trust in the company. (trustworthy, trustworthy, honest and attractive to consumers).

Service quality

The company's main strategy in explaining competition is how to apply quality as a characteristic of product appearance or performance. For this reason, service providers must pay greater attention to the quality of the services they will provide, so that they can provide satisfaction to customers.

American Society for Quality Control provides a definition of quality as the overall characteristics and properties of a product or service that influence its ability to satisfy stated or implied needs (Kotler, 2007:49).

In the TQM (Total Quality Management) perspective, quality is viewed more broadly, not only the results aspect is emphasized, but also...covers processes, environment and people. Quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. (Goest and David, 2005:15)

Quality is something that the customer decides based on the customer's real experience with the product or service which is then measured based on the customer's requirements. (Figenaun, 2006:6). Service quality is defined as the characteristics or attributes of all subjective customer assessments (Soewarso, 2006:57). Perceptions of quality must start from customer needs and end with customer perceptions (Kotler, 2007: 144)

From the definition above, it can be seen that the definition of quality is customer-centered. Therefore, it can be said that a company is said to have provided quality if its products or services are able to meet or exceed customer expectations.

The quality of a service product is the extent to which the product and service meets its specifications. (Rambat, 2008:144). Service is an economic activity that produces time and place, form and psychological needs needed by a person (Sulastiyono, 2009:14). To attract customers and retain old customers, a company must provide good and regular service. This is necessary done by a company because customers' attitudes are dynamic and like goods or services from a company and have the right to make choices that are suitable for them. (Bonar, 2006:63)

The application of services greatly influences business competition in any field, so this determines special and professional skills and handling (Sumarni, 2008: 250). Services can specifically be divided into 3 (three) categories, namely: (Munir, 2007:2)

1. Oral service
2. Service in writing
3. Deed service

Concept of Customer Satisfaction

The company's ability to recognize, meet and satisfy customer needs well is a strategy to be superior to other competitors. Loyal consumers will be more difficult to maintain, but can be achieved if the company is able to focus on the high satisfaction felt by its customers.

Customer satisfaction is a function of performance impressions and expectations. The definition of customer satisfaction is:

Someone's feelings of joy or disappointment originate from a comparison between his impression of the performance (results) of a product and his expectations. (Kotler, 2007:36)

Customer satisfaction is the result of a customer's assessment of what they expect by purchasing and consuming a product. This expectation is compared with his perception of the performance he receives by consuming the product. If his expectations are higher than the product's performance, he will feel dissatisfied. Conversely, if expectations are equal to or lower than product performance he will feel satisfied. (Aritonang, 2005:2)

If the perceived performance is below expectations, the customer will feel let down, if the performance meets the customer's expectations, the customer will feel satisfied, whereas if performance exceeds expectations, then the customer will feel very satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product.

In general, customer satisfaction programs have a combination of 7 main elements, namely: (Tjiptono, 2008:35)

1. Quality goods and services
Companies must have good quality products and excellent service in their efforts to implement customer satisfaction programs
2. Relationship marketing
The main key in every loyalty promotion program is the effort to establish long-term relationships with customers
3. Loyalty promotion program
Usually this program provides some kind of special reward to big-name customers or regular customers so that they remain loyal to the company's products in question.
4. Focus on the best customers
The best customers are not just those who are high users, but there are other criteria regarding payments that are smooth and on time, do not require too many additional services and are relatively inexpensive.sensitive to price

5. Handling Complaints effectively

Some aspects in system Effective complaint handling, namely:

- a. Apologies to customers for the inconvenience
- b. Empathy for friendly customers
- c. Speed in handling complaints
- d. Fairness or justice in solving problems or complaints

It is. Ease for consumers to contact the company (via channels telephone toll-free, letter, e-mail, or face to face) in order to submit comments, questions or complaints.

6. Unconditional guarantees

A guarantee is an explicit promise made to customers regarding the expected level of performance they will receive.

7. Program pay performance

A customer satisfaction program cannot be implemented without the support of the organization's human resources.

Measurement of Customer Satisfaction

There is no single best measure of customer satisfaction that is universally agreed upon. There are several ways to measure customer satisfaction, there are at least similarities in the following 6 (six) concepts:

1. Overall customer satisfaction

The simplest way to measure customer satisfaction is directly asking customers how satisfied they are with a specific product or service

2. Dimensions of customer satisfaction

3. Confirm expectations

Customer satisfaction is not measured directly, but inferred based on conformity/mismatch between customer expectations and performance of actual company products.

4. Repeat purchase interest

Customer satisfaction is measured by asking whether the customer will use the company's services again

5. Willingness to recommend

Customers' willingness to recommend products to their friends or family is an important measure to analyze and follow up on

6. Customer dissatisfaction

There are several aspects that are commonly researched to determine customer dissatisfaction, namely: complaints, recalls, negative word of mouth

There are 4 (four) methods for measuring customer satisfaction, namely as follows: (Kotler, 2007:34)

1. Complaint and Suggestion System

2. Ghost Shopping

3. Lost Customer Analysis

4. Customer satisfaction survey

Through surveys, companies will obtain responses and feedback (*feedback*) directly from the customer and also provide a sign (*signal*) is positive that the company pays attention to its customers.

Benefits of Measuring Customer Satisfaction

The main benefit of a customer satisfaction measurement program is the provision of immediate, meaningful and objective feedback. With measurement results, people can see how people do their work,

compare it with performance standards and decide what needs to be done in order to improve based on these measurements.

There are 5 (five) benefits of measuring quality and customer satisfaction, namely: (Gerson, 2007:33)

1. Measurement causes people to have a sense of success and achievement, which then translates into excellent service to customers.
2. Measurement can be used as a basic measure to determine performance standards and achievement standards that must be achieved, which will direct them towards better quality and increased customer satisfaction.
3. Measurement provides immediate feedback to implementers, especially when customers themselves measure implementer or company performanceWhich give service.
4. Measurement tells what must be done to improve quality and customer satisfaction and how to do it.
5. Measurement motivates people to implement and achieve high levels of productivity.

3. RESEARCH METHODS

Time and Time of Research

Research conducted on TailorsFund Gede Tembilahan is located at Parit 6 Jalan Pesantren Tembilahan Hulu and the research will be carried out in 2023.

Data Types and Sources

The type of data is qualitative data, namely information data regarding customer satisfaction. Quantitative data is data in the form of numbers, including regarding the number of consumers and so on. The data source is primary data, namely data obtained directly from the data source. And secondary data is data available on the tailoring business.

Population and Sample

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher and then conclusions are drawn (Sugiyono, 2010:217). The population in this research is the population used by the author in collecting data, namely consumers using tailor servicesFund Gede Tembilahan in 2023.

The population and sample in this research are tailor consumersFund Big with a population of 100 people. To determine the sample size of a population, the Slovin formula approach is used.

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = Sample Size

N = Population Size

AND = Percent Relaxation inaccuracy due to fault sampling that is tolerable or desirable, respectively.

In this research :

N = 4,200 people

It is = 10%

So the sample size is minimalWhich taken in this research are:

$$n = \frac{4.200}{1 + 4.200(0,1)^2}$$

$$n = 99$$

So based on the results above, in this study the author took a sample of 100 people.

Data Collection Method

The data collection method was obtained from direct interviews with company managers who were directly involved in this research (Interview). The data collection method is carried out by asking written questions in the form of a list of questions submitted to company managers and consumers which is related to the variables studied by the author (Questionnaire).

Data analysis

In this research, the data analysis method is used to see the extent to which customer satisfaction influences the service perspective of tailorsFund Gede Tembilahan using the SPSS program (*Statistical Product and Service Solution*) version 19.0 which is a computer application for analyzing statistical data. The data analysis includes:

a. Uji Instrument

- 1) Validity test
- 2) Reliability Test

b. Multiple Linear Regression Analysis

To analyze the data the author used multiple linear regression analysis with the help of the SPSS program. For this reason, the author uses a multiple linear regression formula with the regression equation as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + \varepsilon$$

Where

- a = Constant
b = Regression Coefficient
X₁ = Direct Evidence (*tangible*)
X₂ = Empathy (*empathy*)
X₃ = Reliability (*reliability*)
X₄ = Responsiveness (*responsiveness*)
X₅ = Assurance and certainty (*assurance*)
AND= Customer Satisfaction

ε = Interrupter Error

c. Hypothesis testing

Hypothesis testing aims to test the hypothesis stated above and to determine whether the influence of variables is significantly independent to variables dependent. To prove the truth include the Determination Test, Partial Test (t) and F Test.

4. RESULTS AND DISCUSSION

Validity and Reliability Test

Validity test

From the results of the validity test we can find out about the Direct Evidence variable (*tangible*), Empathy (*empathy*), Reliability (*reliability*), Responsiveness (*responsiveness*), Guarantee and certainty (*assurance*) and Customer Satisfaction proposed by researchers are declared valid, we can see that the coefficient value for each question item is below 5% or 0.05.

Reliability Test

Table 2. Reliability Test

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

X1	,813	,816	3
X2	,736	,749	4
X3	,778	,776	4
X5	,646	,647	3
X5	,911	,915	4
AND	,796	,797	4

Sumber : Output SPSS 19.0 for Windows

The reliability test results are declared reliable with the calculation results having a reliability coefficient (*reliability*) above 0.60 ie.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Test

No	Independent Variable	Regression Coefficients	Sig. t
1	<i>Tangible</i> (X ₁)	,497	,000
2	<i>Empathy</i> (X ₂)	,207	,004
3	<i>Reliability</i> (X ₃)	,348	,001
4	<i>Responsiveness</i> (X ₄)	,159	,047
5	<i>Assurance</i> (X ₅)	,502	,000
Constant (Beta)		= ,849	Say. F = 0.000
Multiple-R		= ,940	α = 0,05
Adjusted R Square		= ,878	
Durbin-Watson		= 1,875	

Sumber: Output SPSS 19.0 for Windows

From the results of the multiple linear regression analysis as in the table above, it is then entered into the multiple regression equation model as follows: $Y = 0.849 + 0.497_1 + 0,207 X_2 + 0,348 X_3 + 0,159 X_4 + 0,502 X_5 + e$. The equation shows the independent variable being analyzed (X₁, X₂, X₃, X₄ and X₅) has a positive effect on consumer satisfaction scores for tailorsFund Big.

First Hypothesis Test

The overall influence of the independent variables is shown by the Adjusted R coefficient valueSquare namely 0.878. This value can be interpreted as meaning that changes in the five independent variables have an influence of 87.8% on the variation in changes in consumer satisfaction scores for tailors.Fund Big. Meanwhile, the remaining 12.2% is influenced by other variables not included in model (e). Meanwhile, the correlation coefficient (Multiple-R) value obtained is 0.940, this can be interpreted

as the relationship (correlation) of the independent variable (X_1 , X_2 , X_3 , X_4 and X_5) on the dependent variable (Y) is 94%.

The first hypothesis in this research is that the service quality variables (reliability, responsiveness, guarantee, empathy, physical evidence) simultaneously have a significant effect on consumer satisfaction with tailors.Fund Big. To test whether the first hypothesis is accepted or rejected, the F test is used.

From the test results obtained $\text{Sig F } 0.000 < \alpha = 0.05$, this means that the five variables studied viz *tangible* (X_1), *empathy* (X_2), *reliability* (X_3), *responsiveness* (X_4), *assurance* (X_5) and simultaneously have a significant effect on consumer satisfaction with tailorsFund Big. Thus, the first hypothesis proposed is declared accepted or proven to be true, in other words accepting the hypothesis (H_1) and rejecting the hypothesis (H_0).

Second Hypothesis Test

The second hypothesis in this research is a suspected variable assurance (guarantee) has a relatively more dominant influence on consumer satisfaction with tailors Fund Big. The results of the t test to determine the partial significance of each independent variable are successively described as follows:

Tangible (X_1)

Based on the test results, the regression coefficient values obtained by the variables can be seen as tangible (X_1) of 0.497. This can be interpreted as changing variables tangible (X_1) has an influence of 49.7% on variations in changes in consumer satisfaction scores for tailors Fund Big. The test results also

show that the sig t obtained for the variable tangible of $0.000 < \alpha = 0.05$. This means variable tangible (X_1) has a significant effect on consumer satisfaction with tailorsFund Big. In this research the instrument is for measuring variables tangible consisting of physical conditions/facilities, room comfort and how employees dress. Refers to the contribution of influence contributed by the variable tangible on consumer satisfaction with tailors Fund It can be said that the measurement instrument (observation variable) is considered significant by the respondents.

This significant influence is because customers think that the tailor Fund Being big in serving consumers as one of the efforts to make their consumers loyal is quite satisfying, this is not only because it is considered a fairly strategic location in the middle of the city and is easily accessible by public transportation, but also because the availability of facilities and equipment is sufficient to support pampering its consumers.

Another thing that consumers consider to influence them positively is the appearance of employees who are considered polite. Polite appearance in the sense of being neat, friendly in serving and what is no less important is the comfort of the waiting room.

Almost all consumers can be said to need the comfort of a waiting room, in order to wait their turn to be served in the sense that there is adequate seating available so that they feel comfortable, not stuffy, which can interfere with their activities. The management is very aware of this so they try to provide a comfortable waiting room for visitors. These things are considered by consumers to influence the level of consumer satisfaction with tailors Fund Big.

Empathy (X_2)

Based on the test results, the regression coefficient values obtained by the variables can be seen to have an empathy of 0.207. This can be interpreted as changing variables empathy amounting to 20.7% will change the level of consumer satisfaction with tailors Fund Big at 20.7%. Confirmation of the test

results also shows that sig t is obtained for the variable empathy of $0.004 < \alpha = 0.05$. This means variable empathy has a significant effect on consumer satisfaction with tailors Fund Big. *Empathy* is a sense of caring to provide individual attention to customers, understanding customer needs and making it easy to contact them.

Many companies are not aware of the smallest things in serving their customers, for example the unavailability of toilets, as a result many customers feel uncomfortable and disturbed, so before they make a transaction they are forced to return home. This of course is very detrimental to customers' time, in the long term it will make them think about looking for other alternatives in subscribing, including at places. However, in the view of consumers, toilets have been provided to make it easier for them to dispose of water.

This step was taken because of the awareness of the management who felt that customers should always be valued and respected regardless of their strata. This is reinforced by the results of interviews with the leadership, where it was said that customer orientation is the main goal, therefore even the smallest aspects of service will always be paid attention to without exception so that it is hoped that there will be a symbiotic, mutualistic relationship between consumers and service providers.

Another thing that also attracts consumers to tailors Fund Gede is a parking facility provided by the management. It can be said that almost all guests or visitors need a parking space, in order to park their vehicles without always having to worry about the safety of their vehicles which could interfere with their activities. The management is very aware of this so they try to provide parking facilities including security guards who are always ready to serve visitors.

Reliability (X₃)

Based on the test results, the regression coefficient values obtained by the variables can be seen as reliability of 0.348. This can be interpreted as changing variables reliability amounting to 34.8% will change the level of consumer satisfaction with tailors Fund Big at 34.8%. The test results also show that

the sig t obtained for the variable reliability of $0.001 < \alpha = 0.05$. This means variable reliability has a significant effect on consumer satisfaction with tailors Fund Big.

Reliability This is identical to the overall characteristics of the product or service attributes that influence its ability to satisfy stated or implied needs, therefore a company cannot claim to have provided the best quality through a product or service to customers, because that can draw conclusions about whether a product or service is good or not. products or services provided by tailors Fund Great at making clothes.

These results indicate that the tailor Fund Gede can fulfill its promises precisely and in accordance with what is promised to customers in the sense of providing the best quality. Sometimes sudden needs or activities make consumers rush and it doesn't take long to stay at the tailor Fund Big.

In such conditions, of course, fast service is needed from all service elements, including cashiers who sometimes take a long time to carry out transactions. However, for customer service at tailors Fund Gede is considered swift in carrying out transactions. The risk faced by the company if promises are not fulfilled will cause a negative perception of the quality of the company's services.

Another thing that is considered to influence customer loyalty is the complaint handling procedure. Where they consider the tailor Fund Gede is responsible for all consumer complaints as long as there is a report or claim. This step was taken by the management so that visitors do not always have to feel anxious about the risk of errors in the service they receive.

Responsiveness (X₄)

Based on the test results, the regression coefficient values obtained by the variables can be seen as responsiveness of 0.159. This can be interpreted as changing variables responsiveness This has an

influence of 15.9% on variations in changes in consumer satisfaction scores for tailors Fund Big. The test results also show that the sig t obtained for the variable responsiveness of $0.047 < \alpha = 0.05$. This means variable responsiveness influence on consumer satisfaction with tailors Fund Big.

Responsiveness is the ability of the service provider to help customers and the availability to serve customers well. In reality, the management of a company cannot always feel or understand exactly what its customers want. As a result, management does not know how service products are designed and what supporting (secondary) services are desired by consumers.

Sometimes management is able to understand exactly what customers want, but they do not set clear performance standards. This can occur due to three factors, namely the absence of total management commitment to service quality, lack of resources, or due to excess demand. However, this research proves that variables responsiveness has an effect on consumer satisfaction at Pondok Gede Tailors, although if we look at the significant value, the probability of the effect is very small, the result is 0.047 which is close to 0.05.

This influence is due to the view of consumers who consider that management is very responsive to all consumer needs by trying to provide employees/officers who have service skills in responding to consumer needs in the sense of providing service personnel who are responsive in serving consumers, without neglecting the substantive value of the service or ignoring other consumer services. This of course also influences the level of employee ability to handle complaints quickly, where the Tailor Fund Gede responds as much as possible to every complaint with a positive attitude, meaning that if the complaint is related to the services they provide, they will look for the best solution to resolve it without harming their consumers.

Meanwhile, from the customer side, it will make it easier for them to contact employees, because they are more communicative. At the same time showing that the Tailor Fund Gede is not rigid in serving his customers, which is reflected in the consumers' opinion that even though the employees are busy with their duties, when contacted by other customers they still care about the request, the employees even try to serve consumer requests with full friendliness.

Assurance (X_5)

Based on the test results, the regression coefficient values obtained by the variables can be seen as assurance of 0.502. This can be interpreted as changing variables assurance amounting to 50.2% will change the level of consumer satisfaction with tailors Fund Big at 50.2%. Confirmation of the test results

also shows that sig t is obtained for the variable assurance of $0.000 < \alpha = 0.05$. This means variable assurance has a significant effect on consumer satisfaction with tailors Fund Big.

assurance includes the knowledge, politeness of officers and their trustworthy nature so that customers are free from risk. Poorly trained employees, workload that exceeds limits, inability to meet work standards, or even inability to meet established work standards will put the company in a difficult position.

But not so with the Tailor Fund Big thanks to the hard work of management and employees to make Tailor Fund This size will always be perceived positively by consumers. This is proven by the t value_{count} obtained for the variable assurance which has a significant and dominant influence on consumer satisfaction with tailors Fund Big.

This significant influence cannot be separated from the attitude of employees where they serve consumers with a friendly, polite and smiling face. A friendly, polite and smiling attitude, apart from being mandatory as a company policy, is also very important for customers, because not all customers can understand the difficulties and even problems faced by employees. Cases of rudeness in service will cause customers to be annoyed, especially if the customer really has a problem, it will provoke their reaction which will ultimately make them reluctant to visit again. There could even be a negative reaction that could be detrimental to the employee.

Apart from that, the ability of employees to maintain customer confidentiality and security is also an instrument that is considered to contribute to influencing consumer satisfaction with tailors Fund Big. Moreover, customers consider that employees' knowledge in dealing with consumers is sufficient so they can be more trustworthy.

Based on the results of the t test analysis above, it is known that the variable has a relatively dominant and significant influence on consumer satisfaction with tailors Fund Gede is a variable assurance (X_5) where the regression coefficient value obtained is 0.502 at Sig t of $0.000 < \alpha = 0.05$, thus the second hypothesis proposed in this research is declared accepted or proven to be correct, in other words accepting the H_1 hypothesis and rejecting the H_0 hypothesis.

5. CONCLUSION

Based on the research results and discussion that have been described, a conclusion can be drawn from the research as follows:

1. The results of hypothesis testing conclude that
 - a. Tangible (X_1) which consists of physical conditions/facilities, room comfort and how employees dress
 - b. Empathy (X_2) consisting of the availability of toilets, the availability of waiting places, the availability of brochures needed by consumers, the availability of parking spaces which have been proven to simultaneously influence consumer satisfaction with tailors Fund Big
 - c. Reliability (X_3) which consists of a service system, speed of serving consumers, consumer handling procedures, complaint handling procedures
 - d. Responsiveness (X_4) which consists of the skills of waiters/officers in responding to consumer needs, employee ability/responsiveness in serving consumers, employee willingness to handle complaints quickly, ease of contacting employeesIt is. Assurance (X_5) consists of the attitude of employees (friendly, polite and smiling), guarantee of security and calm, knowledge of employees in dealing with consumers, trustworthy nature of employees
2. From the results of the test analysis it is known that the variables are influential relatively dominant and significant in consumer satisfaction with tailors Fund Gede is a variable assurance (X_5) where is the variable regression coefficient assurance of 50.2% and a sig t value of $0.000 < \alpha = 0.05$, is the highest value of the other four variables. Thus, the second hypothesis proposed in this research is declared accepted or proven to be true, in other words accepting hypothesis H_1 and rejecting hypothesis H_0 .

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