

Exploration of Service Quality's Impact on Customer Satisfaction

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Abstract

In the age of globalization, both state-owned and privately-owned public transportation companies face increasing competition. Because loyal consumers will continue to use services that they are secure with and satisfied with, as well as establish positive relationships with the company's employees, public transportation service providers must be able to acquire more loyal customers than new ones. New consumers use the service only once and have no desire to utilize the company's services again. The service quality dimensions for measuring client satisfaction are physical evidence, dependability, responsiveness, assurance, and empathy. These five aspects of service quality have a positive effect on customer satisfaction. The subject of this study is the Damri City Bus in Makassar. The research procedure involves the distribution of 65 questionnaires to Damri Bus passengers. After the results of the reliability and validity tests were obtained, they were analyzed using Multiple Linear Regression with the SPSS 17.0 for Windows program, which included classical assumption tests, multicollinearity tests, heteroscedasticity tests, normality tests, t-tests, f-tests, and R2 tests. Based on the analysis, it was determined that service quality (SERVQUAL) influences the level of customer satisfaction both individually and simultaneously, and that this relationship has been empirically demonstrated. Damri Bus Makassar City's consumer satisfaction is significantly influenced by physical evidence.

Keywords: *Service Quality; Reliability; Guarantee; Physical Evidence; Empathy; Responsiveness; Customer Satisfaction.*

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INTRODUCTION

In this rapidly developing era, transportation is very much needed in a person's life in carrying out their activities, especially when a person is traveling long distances. About human life, transportation has a significant role in various aspects of a person's life, both social, economic, environmental, and political aspects, and how significant the role of transportation is in human life. Urban transportation has become a big problem in several big cities in Indonesia. The demand for transportation facilities that can reduce traffic jams in cities and transportation fares that all levels of society can reach is the trigger and encounters many obstacles, especially funding. One of the efforts to provide a high level of mobility is to use the Regional Car (Moda) for Damri Bus Transportation.

DAMRI is an extension of the Indonesian Republic of Indonesia Motor Transport Department. It was formed based on Makloemat of the Indonesian Ministry

of Perhoeboengan No.01/DAMRI/46 dated 25 November 1946, with its primary task of organizing the transportation of people and goods on roads using motorized vehicles. In its further development as a Public Company (Perum), the name DAMRI is still enshrined as the brand mark of this State-Owned Enterprise (BUMN), which until now has consistently carried out its duties as a service provider for the transportation of people and goods using buses and trucks. Until now, DAMRI has a service network spread throughout almost the entire territory of the Republic of Indonesia. In its business activities, DAMRI provides urban, inter-city, particular airports, travel, package (logistic), pioneering, and cross-border transportation. In 1981 Perum DAMRI Makassar Branch Office was established, and until now, it still exists to provide the best service to the people in South Sulawesi. The Government has made several attempts to meet the needs and awareness of the public to use public transportation services. An important factor is the problem of service to customers. In the last year, the number of bus passengers has decreased every month because there has been no increase in the services provided by city buses to their passengers. The Government is also starting to improve the services provided to the community because this factor will determine the attractiveness of the public to choose to use the Makassar City Damri Bus instead of using private vehicles.

There are 15 units of the Makassar City Damri Bus fleet operating in the city. This Hino brand bus has a speed of 6,000 ccs which can accommodate 82 passengers consisting of 30 seated passengers and 52 standing passengers. This bus serves people who want transportation. Namely, Corridor 2 serves from mall to mall; corridor 3 serves from the Pallangga Gowa terminal to the Mandai market stop; corridor four serves from the Daya terminal to the Maros terminal, with a cost of only IDR 5,000 one way. This city bus serves the public from 07:00 WITA to 19:00 WITA; the number of passengers per day is 750 passengers on weekdays, while on holidays, there are as many as 1500 passengers, most of the passengers are students and university students whose percentage is 70% of the number of passengers per day (Office Data Perum DAMRI Makassar City branch, 2016).

Seeing the small number of City Bus units, many problems arise because the long waiting time for the bus to arrive makes passengers switch to other transportation services. The Damri Bus transportation service industry is also inseparable from the possibility that consumers will switch from one service provider to another for specific reasons. These reasons need to be understood by marketers in order to determine the right marketing strategy. The key for a company to exist is its ability to retain its customers. If the customer leaves, the company's existence is no longer needed, and vice versa. Therefore, the company needs to detect the attitude of its customers. According to Zeithaml (1996), a customer's attitude towards a company is often formed from the customer's direct contact with the attitude object. The decreasing number of passengers using the Damri City Bus service, which continues to decrease monthly in Makassar City, proves the deterioration of public awareness of using city transportation bus services. Regardless of the many competitors for other transportation services in the city of Makassar, Bus Damri must increase the level of service to the public to outperform the competition with other transportation services to create customer satisfaction in the city of Makassar.

The increasing competition in the transportation service industry in Makassar City forces service industry marketers or service companies to increase customer satisfaction. The leading reason service companies increase customer satisfaction is to

build customer loyalty and retain customers so they do not move to competitors and keep using their services. Heskett said that customer satisfaction is related to customer satisfaction, and results are related to profitability.

Service quality or service quality is a measure of how well the level of service provided is capable or by consumer expectations. Based on the statement above, if Bus Damri wants to satisfy its customers, then the level of service provided should equal or even exceed its expectations in satisfying its customers. High service quality is a means for Damri Bus transportation service companies to gain a competitive advantage. The benefits of good service quality are related to the satisfaction of Damri Bus passengers, attracting new passengers, commitment and satisfaction of all employees of the Damri Bus fleet, raising the image of the Damri Bus in the eyes of the public so that the community feels comfortable with the facilities and services provided by the Damri Bus. and the public was impressed with the performance of the Damri Bus service. Applying service quality as a performance characteristic is a significant part of the company's profit strategy. Initially identified the ten critical dimensions of service quality, but at that time, they refined and summarized the ten dimensions of service quality. Competence, decency, credibility, and security are rolled into a guarantee. Meanwhile, access, communication, and the ability to understand customers are categorized as empathy. Thus, there are five main dimensions of service quality: physical appearance, reliability, responsiveness, assurance, and empathy. In order to produce a quality service to passengers or customers, the Damri Bus company is expected to be able to measure the service it has provided to its customers. Expectations and customer perceptions of a desired service can produce service levels.

Marketing is one of the main activities that companies, both goods companies and service companies, need to be carried out to maintain the viability of their business because the company's activities are directly related to consumers and the market (Nugroho & Irena, 2017). Ndofirepi et al. (2020) define marketing as a social managerial process in which individuals or groups get what they need and want through creating, coloring, and exchanging everything of value with other people or groups. Marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging value products with others (Othman et al., 2020). This definition of marketing relies on core concepts which include needs, wants, and demands. Marketing is also defined as individual and organizational activities that facilitate mutually satisfying exchange relationships in a dynamic environment through the development, distribution, promotion, and provision of goods, services, and ideas (HR & Aithal, 2020). Marketing management is the process of planning and executing the conception of pricing, promotion, and distribution of ideas for goods and services to generate exchanges that meet individual and organizational goals (Asdi & Putra, 2020). This definition is a process that includes planning analysis, implementation, and control of ideas for goods and services. Marketing management is based on the idea of exchange, and its goal is to produce satisfaction for the various parties involved (Nugroho & Irena, 2017). High service quality is a means for Damri Bus transportation service companies to gain a competitive advantage. The benefits of good service quality are related to the satisfaction of Damri Bus passengers, attracting new passengers, commitment and satisfaction of all employees of the Damri Bus fleet, raising the image of the Damri Bus in the eyes of the public so that the community feels comfortable with the facilities and

services provided by the Damri Bus. and the public was impressed with the performance of the Damri Bus service.

Applying service quality as a performance characteristic is a significant part of the company's profit strategy. Initially identified the ten critical dimensions of service quality, but at that time, they refined and summarized the ten dimensions of service quality. Competence, decency, credibility, and security are rolled into a guarantee. Meanwhile, access, communication, and the ability to understand customers are categorized as empathy. Thus, there are five main dimensions of service quality: physical appearance, reliability, responsiveness, assurance, and empathy. In order to produce a quality service to passengers or customers, the Damri Bus company is expected to be able to measure the service it has provided to its customers. Expectations and customer perceptions of a desired service can produce service levels. Service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. These services may or may not be related to a physical product (Yunianti et al., 2019). Services or services are any activities or benefits offered by one party to another, are intangible and do not result in ownership of anything (Wirapraja et al., 2021). A service company can provide services to individual consumers directly or to the owners of these consumers (Priporas et al., 2017). In principle, the definition of service quality focuses on efforts to fulfill customer needs and desires and the accuracy of their delivery to match customer expectations. According to Wyckoff, service quality is the level of excellence expected and control over that advantage to fulfill customer desires (M. Ali & Raza, 2017). In other words, two main factors affect service quality: expected and perceived service. 1985). Service quality's good and bad implications depend on the service provider's ability to meet customer expectations consistently (Hapsari et al., 2017).

According to Berry et al. (1988), service quality is the most powerful competitive weapon for many organizations in terms of service (Hindarsah, 2021). Organizational managers work hard to maintain service quality to create customer satisfaction. Huang et al. (2019). Therefore, companies that want to be successful in the long term and achieve market share are determined by their ability to expand and maintain customer satisfaction. Customer satisfaction is essential for business survival. The relationship between customer satisfaction and service quality has yet to develop. From some of the results of the understanding above regarding the influence of the dimensions of service quality, all of them found that the dimensions of service quality affected the company. Service quality is generally not seen in a separate construct but in the aggregate, where individual dimensions are included to obtain overall service quality (Nunkoo et al., 2020). The definition of service quality is comprehensive (or even non-existent, depending on the type of industry in which a company operates, and consumers in each industry have different criteria or standards in assessing the quality of service. Therefore, whether it is good or not, the quality of services depends on the service provider's ability to consistently meet its customers' expectations (Yunianti et al., 2019).

Customer satisfaction is a reflection of repeated purchases or repeatedly using a company's services because their needs for goods and services are met (Tzeng et al., 2021). According to Dash et al. (2021), repurchasing behavior can be broken down into two possibilities: satisfaction and inertia. The differentiating factor is brand sensitivity which is defined as "the extent to which the brand name plays a key role in the process of selecting alternatives in a particular product or service category." Brand sensitivity

is influenced by perceptions of differences between brands and the level of consumer involvement in product or service brand categories (Islam et al., 2021). Repurchase behavior in assertive brand sensitivity behavior is categorized as satisfaction, where consumers tend to buy or reuse the same brand and consider brand choice very important (Prasetyo et al., 2021). Conversely, repurchasing in situations of weak brand sensitivity is categorized as inertia, i.e., the consumer tends to repurchase the same brand, but he does not consider the brand name vital because he cannot distinguish between the various existing brands and is involved incentively in selecting product categories.

Customer satisfaction is a behavioral incentive to make purchases repeatedly and to build customer loyalty to a product/service produced by a business entity that takes a long time to go through repeated purchases (Budur & Poturak, 2021). Customers (Customers) are different from consumers (Consumers); a person can be said to be a customer if that person starts to get used to buying products or services offered by business entities. This habit can be built through repeated purchases within a certain period; if, within a certain period, they do not repurchase, then that person cannot be said to be a customer but a buyer or consumer (Eren, 2021). Furthermore, Griffin argues that a customer is said to be loyal or loyal if the customer shows normal buying behavior or there is a condition where the customer is required to buy at least twice within a specific time interval. Efforts to provide customer satisfaction are carried out to influence customer attitudes, while customer satisfaction has more to do with customer behavior than customer attitudes (B. J. Ali et al., 2021).

Based on the subjective and objective considerations and the formulation of the problems that have been put forward, the authors propose the following hypothesis.

- H₁:** Reliability positively affects customer satisfaction for Damri Bus Makassar city.
- H₂:** Guarantee positively affects customer satisfaction for Damri Bus Makassar city.
- H₃:** Physical evidence positively affects customer satisfaction for Damri Bus Makassar city.
- H₄:** Empathy positively affects customer satisfaction of Damri Bus Makassar city.
- H₅:** Responsiveness has a positive effect on bus customer satisfaction

METHODOLOGY

This research is a type of quantitative research. This study involved 65 passengers of Perum DAMRI Makassar City. The data source used in this research is primary data. Primary data is a data source obtained directly from respondents by distributing questionnaires (research questionnaires) to the objects to be studied. The statements in the questionnaire for each variable in this study were measured using an ordinal scale. This scale is designed to see how strongly the subject agrees or disagrees with the statements on a 5-point scale, where score 5 (SS = Strongly Agree), score 4 (S = Agree), score 3 (KS = Less Agree), score 2 (TS = Disagree) and score 1 (STS = Strongly Disagree). The data that has been collected will be analyzed through several stages of testing. The first stage is to conduct a descriptive statistical test. The second stage is the data quality test which consists of (validity test, reliability test). The third

stage is to test all hypotheses proposed in this study and will be proven through partial tests (t tests), simultaneous tests and coefficient of determination tests.

RESULT AND DISCUSSION

This research was conducted by distributing questionnaires to 65 passengers on the Damri Makassar bus with the respondent's characteristics based on age and gender. The following will describe each respondent's characteristics in this study.

Table 1: Respondents' characteristics

Variable	Measurement	n	%
Gender	Man	11	16,9%
	Woman	54	83,1%
Age	≥ 30 Years	41	63,1%
	< 30 Years	24	36,9%

From table 1 it can be identified that the respondents in this study totaled 65 respondents where based on the age group, dominated by the age group ≥30 years as many as 41 people (63.1%). The remaining 24 people (36.9%) were respondents in the age group <30 years. Respondents in this study amounted to 65 respondents where based on gender group, dominated by women as many as 54 people (83.1%). The remaining 11 people (16.9%) were male respondents.

Table 2: Validity Test Results

Variable	Indicator	r-calculated > r-estimated	Coefficient Alpha	Info
Reliability	X11	0,823 > 0,205	0,856 > 0,601	Valid & Reliable
	X12	0,870 > 0,205		Valid & Reliable
	X13	0,845 > 0,205		Valid & Reliable
	X14	0,894 > 0,205		Valid & Reliable
Guarantee	X21	0,802 > 0,205	0,891 > 0,601	Valid & Reliable
	X22	0,823 > 0,205		Valid & Reliable
	X23	0,818 > 0,205		Valid & Reliable
	X24	0,866 > 0,205		Valid & Reliable
Physical Evidence	X31	0,855 > 0,205	0,836 > 0,601	Valid & Reliable
	X32	0,883 > 0,205		Valid & Reliable
	X33	0,799 > 0,205		Valid & Reliable
	X34	0,859 > 0,205		Valid & Reliable
Empathy	X41	0,892 > 0,205	0,880 > 0,601	Valid & Reliable
	X42	0,800 > 0,205		Valid & Reliable
	X43	0,895 > 0,205		Valid & Reliable
	X44	0,783 > 0,205		Valid & Reliable
Responsiveness	X51	0,727 > 0,205	0,789 > 0,601	Valid & Reliable
	X52	0,651 > 0,205		Valid & Reliable
	X53	0,785 > 0,205		Valid & Reliable
	X54	0,754 > 0,205		Valid & Reliable
Customer satisfaction	Y1	0,835 > 0,205	0,853 > 0,601	Valid & Reliable
	Y2	0,832 > 0,205		Valid & Reliable
	Y3	0,766 > 0,205		Valid & Reliable
	Y4	0,837 > 0,205		Valid & Reliable

Validity testing shows the accuracy and accuracy of the questionnaires distributed to respondents. To determine the validity of each variable's questions, the r-count is compared with the r-table. R-table can be calculated with $df = N-2$. The number of respondents in this study was 65, so $df = 65-2 = 63$, $r_{(63)} = 0.205$. If $r\text{-count} > r\text{-table}$, then the question is said to be valid. Reliability testing shows how much an instrument can be trusted and used as a data collection tool. The higher the instrument reliability, the more reliable the measurement results obtained. The more reliable an instrument is, the more the device will get the same results when it is used several times to measure the same object. The reliability method often used is the Alpha Cronbach method to show how consistently the respondents answer the instrument being assessed. A research instrument is said to be reliable if the alpha value is > 0.601 . Determination of the reliability of a research instrument is a) If Cronbach's alpha < 0.6 , then the reliability is said to be poor. b) If Cronbach's alpha is $0.6-0.77$, the reliability is considered sufficient. c) if Cronbach's alpha > 0.8 , the reliability is said to be good.

The results of the validity test show that all the question items in the questionnaire are valid and can be used as a research measurement tool. This is evidenced by the value of Corrected Item-Total > 0.205 . Based on the results of reliability testing, it shows that all the variables used as instruments in the study are reliable and can be used as a data collection tool. So based on the reliability test results above, it shows that the instrument has a high level of reliability, this is evidenced by the alpha coefficient value > 0.601 , so the measurement results to be obtained can be trusted.

This analysis is intended to determine the magnitude of the influence of service quality on customer satisfaction of the DAMRI Makassar Bus. Therefore, in carrying out multiple regression analysis, the results of the SPSS data processing can be presented which can be seen in table 3.

Tabel 3: Results of Processed Regression Data Using SPSS
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.133	.471		.282	.797		
Reliability	.398	.109	.454	3.651	.000	.398	2.552
Assurance	.248	.138	.250	1.797	.069	.319	3.156
Tangibles	.195	.087	.233	2.241	.022	.565	1.778
Empathy	.076	.072	0.080	1.056	.321	.883	1.139
Responsiveness	.079	.082	.075	.963	.348	.988	1.017

Multiple linear regression tests were carried out to determine the functional relationship between the independent variables on the dependent variable.

The results of multiple linear regression tests can be seen from the following equation:

$$Y = 0.133 + 0.398X_1 + 0.248X_2 + 0.195X_3 + 0.076X_4 + 0.079X_5.$$

A constant of 0.133, with a positive value. This means that if there is no change in the variable dimensions of service quality, then customer satisfaction is 0.133. The regression coefficient value for reliability is 0.398. In this study it can be stated that reliability has a positive effect on customer satisfaction of 0.398. The regression coefficient value for collateral is 0.248. In this study it can be stated that guarantees have a positive effect on customer satisfaction of 0.248. The regression coefficient value for physical evidence is 0.195. In this study it can be stated that physical evidence has a positive effect on customer satisfaction of 0.195. The regression coefficient value for empathy is 0.076. In this study it can be stated that empathy has a positive effect on customer satisfaction of 0.076. The regression coefficient value for responsiveness is 0.079. In this study it can be stated that responsiveness has a positive effect on customer satisfaction of 0.079.

Partial test is used to determine whether the independent variable (X) has a significant effect on the dependent variable (Y). The test was carried out with a significance level of 0.05.

Table 4: Partial test result

Variabel	Sig. < α	Info	Hypothesis
Reliability (X1)	0,000 < 0,05	Significant	Accepted
Guarantee (X2)	0,069 > 0,05	Not significant	Rejected
Physical Evidence (X3)	0,022 < 0,05	Significant	Accepted
Empathy (X4)	0,321 > 0,05	Not significant	Rejected
Responsiveness (X5)	0,338 > 0,05	Not significant	Rejected

Based on the results of partial tests that have been carried out between the dimensions of service quality and customer satisfaction, it is known that the reliability and guarantee variables have a significant influence on customer satisfaction. Meanwhile, the dimensions of service quality, empathy and responsiveness could not be proven to have a significant effect on passenger satisfaction of Damri buses in Makassar.

The F test is used to determine the simultaneous effect of all independent variables (X) on the dependent variable (Y). The test was carried out with a significance level of 0.05.

Table 5: Simultaneous test results

Dependen Variable	Sig. < α	Info	Hypothesis
customer satisfaction	0,000 < 0,05	Significant	Accepted

Based on the results of simultaneous tests that have been carried out between the dimensions of service quality consisting of reliability, assurance, tangibles, empathy and responsiveness simultaneously influence customer satisfaction. A Analysis of the coefficient of determination is used to determine the percentage of the independent variable's influence on the dependent variable.

Table 6: R-Square test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.780	.627	.40388

Based on the results of the coefficient of determination test above, it is known that the Damri bus passenger satisfaction variable in Makassar, in this study was able to be explained by the service quality dimension of 78%. The remaining 22% is explained by other variables not included in the study.

Reliability on Customer Satisfaction

Reliability is the company's ability to provide services by what was promised accurately and reliably. Performance must match customer expectations as reflected in timeliness, equal service for all customers without errors, sympathetic attitude, and high accuracy. In this study, the reliability dimension proved to have a positive and significant effect on customer satisfaction. This means that increasing reliability will have an impact on improving customer satisfaction. Reliability in this study is also proven to be a determining factor because it significantly influences customer satisfaction; this is because Damri Makassar employees can maintain comfort and safety for passengers. In addition, Damri Makassar can guarantee the accuracy of the travel time for passengers so that many passengers feel satisfied. Reliability has two main aspects, namely, performance consistency and reliability. This means the company can deliver its services immediately, fulfill promises accurately and reliably, store data correctly, and send accurate invoices. In other words, reliability is also related to the company's ability to provide proper services from the first time without making any mistakes and deliver services by the agreed time.

Guarantee on Customer Satisfaction

Guarantee is the company's employees' knowledge, courtesy, and ability to foster customer trust in the company. In this study, guarantees have been proven to have a positive and insignificant effect on customer satisfaction. The results of this study indicate that passengers still need to fully believe in what Damri Makassar guarantees through the bus transportation facility. Damri Makassar needs to be more optimal in providing safety guarantees and guarantees about the transport crew's professionalism. Customers in purchasing and consuming services interact directly with service provider employees, affecting customer satisfaction. If the team member shows an unpleasant attitude and the customer feels unappreciated, the customer is dissatisfied, so that he will look for another service provider.

Physical Evidence on Customer Satisfaction

Physical evidence is the ability of a company to show its existence to external parties. The reliable appearance and capability of the company's physical facilities and infrastructure, as well as the condition of the surrounding environment, is one way for service companies to provide quality service to customers. In this study, physical evidence can be proven to positively and significantly affect customer satisfaction. This is because, according to passengers, Damri pays attention to the cleanliness of the bus. In addition, Damri's party also pays attention to the novelty of its fleet. Physical evidence is the appearance of personnel, equipment, and technology used by service members. Physical facilities such as buildings, service rooms, and parking lots are one aspect of service quality because they will contribute to consumers or customers who need company services. The appearance of good personnel will give a sense of value and create comfort for the customers served. At the same time, the equipment and

technology used in providing services contribute to the speed and accuracy of service. Consumers in buying or using services are influenced by various factors related to the company, including environment, physicality, information availability, company brand, and service system design that affect customer satisfaction.

Empathy on Customer Satisfaction

Empathy is giving sincere and individual or personal attention given to customers by trying to understand consumer desires where a company is expected to have an understanding and knowledge of customers, understand customer needs specifically, and have a comfortable operating time for customers. In this study, empathy cannot be proven to have a significant effect on customer satisfaction. This is because passengers feel that the service from the bus crew is not very sincere, not serious in responding to passenger requests. Empathy is the ability of service providers to treat customers as special individuals. This means that the company understands the problems of its customers and acts in the interests of its customers, and gives personal attention to customers and has comfortable operating hours. Every customer-oriented company needs to provide easy and convenient opportunities and access for its customers to convey their suggestions, criticisms, opinions and complaints. In dealing with emotional and angry customers, customer service staff must be "level-headed" and empathetic. For this reason, it is necessary to take the time to listen to their complaints and try to understand the situation felt by these customers so that optimal solutions can be sought together.

Responsiveness on Customer Satisfaction

Responsiveness is the willingness to help customers and provide services quickly and precisely by conveying clear information. Ignoring and letting customers wait for no apparent reason leads to a negative perception of service quality. In this study, responsiveness cannot significantly affect customer satisfaction. This is because some passengers feel that Damri needs to optimally respond to their suggestions and complaints regarding reclining seat upholstery, air conditioning, automatic doors, entertainment facilities (audio, TV), and window curtains. Negative service failure responses cause consumers to seek new service brands. Employees sometimes need to be more responsive or respond positively to consumer complaints, resulting in increasingly disappointed consumers. This disappointment encourages consumers to look for other service providers. Consumers submit complaints if the services are received or feel consumers need to be more satisfied with team members' expectations. Customer satisfaction is closely related to the interaction of employees with their customers. Employees' attitudes and behavior in responding to customer complaints are easy to read; if the team member's response shows a positive response, the customer will make a repeat purchase. When interacting with employees, customer satisfaction influences perceptions of service quality and customer satisfaction, transfer of service marks, and word of mouth.

This study examines the partial and simultaneous effect of the dimensions of service quality consisting of reliability, assurance, physical evidence, empathy, and responsiveness on Damri bus passenger satisfaction in Makassar. This study also proved the simultaneous effect of all service quality dimensions on customer satisfaction. The results of this study support the results of previous research from

Richa (2010), Okky (2010), Andika (2009), and Farida (2008), which found the effect of service quality on customer satisfaction. The following will describe the partial product of each service quality dimension on customer satisfaction.

CONCLUSION

In this study, it was found that the reliability dimension has a positive and significant influence on customer satisfaction. When Damri Makassar is able to provide services as promised, with performance consistency, accuracy, and on time, this has a positive impact on increasing customer satisfaction. In addition, reliability is also proven to be a determining factor because it significantly affects customer satisfaction through the ability of Damri Makassar employees to maintain comfort and safety for passengers and guarantee the timeliness of travel. However, this study found that the guarantee dimension has a positive but insignificant effect on customer satisfaction. Customers still need to fully trust the guarantees provided by Damri Makassar regarding bus transportation facilities and the professionalism of the transportation crew to increase their satisfaction. In addition, the level of empathy is also not proven to have a significant influence on customer satisfaction. Customers feel that the service from the bus crew lacks sincerity and seriousness in responding to their requests, so there is a need for improvement in this aspect to increase customer satisfaction.

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