

THE INFLUENCE OF SERVICE QUALITY ON ATTITUDINAL LOYALTY IN LEARNING BUSINESS DIVISION PT. IBM INDONESIA

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ABSTRAK

Tujuan penelitian ini adalah untuk menganalisa dan menguji pengaruh kualitas pelayanan terhadap sikap setia atau loyalitas para pelanggan terhadap kelas-kelas IBM. Yang berlokasi di IBM Indonesia. Adapun perumusan masalahnya adalah apakah ada hubungan antara kualitas pelayanan secara keseluruhan yang menentukan kepuasan pelanggan (laten) dan sikap setia/loyalitas? dan dimensi kualitas mana yang mempengaruhi secara signifikan?

Menggunakan analisa variabel kualitas pelayanan atau SERVQUAL dimensi, dan sikap setia pelanggan. Hasil penelitian menunjukkan bahwa variabel jaminan/assurance, kehandalan/reliability dan empati/emphaty dari dimensi kualitas pelayanan menentukan kepuasan pelanggan (latent) lebih daripada variabel nyata/tangibles, dan respon/responsiveness. Skor SERVQUAL dianalisis dengan menggunakan regresi berganda. Persamaan hasil regresi berganda adalah: $Y1 = -0,003 + 0.067X1a + 0.332X1b + 0,065 X1c + 0.334X1d + 0.201X1e$.

Secara keseluruhan persepsi kualitas pelayanan mempengaruhi sikap kesetiaan pelanggan, melalui kepuasan pelanggan (laten). Hubungan ini diuji dengan menggunakan analisis korelasi dan bivariat. Persamaan hasil regresi bivariat adalah $Y2 = 0.833+0,788 X2$. Peningkatan kualitas pelayanan kelas IBM dapat memenuhi keinginan pelanggan dan dapat menimbulkan sikap setia para pelanggan, yang pada akhirnya dapat mempertahankan

Key Word : Service Quality, Perceived service quality, Customer Satisfaction, Attitudinal Loyalty, Servqual.

ABSTRACT

The objective of this research is to analyze and test the influence of service quality on attitudinal loyalty in IBM learning business where located at Indonesia. The statement of problem; are there relationship between overall service quality which determine customer satisfaction (latent) and attitudinal loyalty? and which the dimensions of perceived service quality that significantly affecting the most?

Refer to SERVQUAL dimension of service quality and attitudinal loyalty variables analyze. The results suggest that assurance, reliability and empathy variables of service quality dimensions determine customer satisfaction (latent) more than tangible and responsiveness variables. SERVQUAL score analyzed using multiple regressions. The equation of multiple regression result is $Y1 = -0.003 + 0.067X1a + 0.332X1b + 0.065X1c + 0.334X1d + 0.201X1e$.

Overall perceived service quality foster customer's attitudinal loyalty through latent customer satisfaction, tested using correlation analysis and bivariate analysis. The equation of bivariate regression result is $Y2 = 0.833 + 0.788X2$. Increase in service quality of the IBM classes can be satisfy and develop attitudinal loyalty which ultimately retains value customers.

Key Word : Service Quality, Perceived service quality, Customer Satisfaction, Attitudinal Loyalty, Servqual.

A. INTRODUCTION

Globalization of IT Company accelerate, competition among IT Company in offering products and services become more intense. The demand for high quality product and services expands with increase in customer "buying power". The quality of delivery class as one of customer consideration..

One of the marketing strategies that have to be executed by the company is to increase the existing services quality facilities and the company's image. The image of one's company depends on its customers. Basically, there are two types of customers, the one that satisfied and the one who are not. Both types of the customers will spread their experience with the company to others, only the impact is different. Satisfied customer will strengthen the company's image and yet the most effective. Satisfied customer will strengthen the company's image and yet the most effective advertising for company, while unsatisfied customer will do the opposite.

Referring to the above background, researcher could conclude that the best strategy is increasing service quality level which fosters customer satisfaction and loyalty to the company through improved service quality. Base on that, the writer would like to do research about service quality in IBM Indonesia Learning Division.

B. PROBLEM IDENTIFICATION

Problem identification of this research are; 1. Are there relationship between overall service quality which determine (latent) and attitudinal loyalty?; 2. If it is a relationship, which the dimensions of perceived service quality that significantly affecting the most?

C. THE OBJECTIVED OF THIS RESEARCH

The objectives of this research are;1.To understand students profile of IBM Indonesia technical classes;2.To find out the relationship between overall service quality which determine customer satisfaction (latent) and attitudinal loyalty; 3.To identify the key dimensions of perceived service quality as well as to investigate prevailing service quality level in the IBM classes' consumers.

Researcher gains more knowledge in Service Quality and Attitudinal Loyalty, and this research is worth to be observed in order to give contributions to company/manager and customer.

D. THEORITICAL BASE

Literature Review

Service Quality

Schiffman and Kanuk (2004, p.188) wrote, Perceived quality of services, it is more difficult for consumer to evaluate the quality of services than the quality of products. This is true because of certain distinctive characteristics of services: They are intangible, they are variable, they are

perishable, and they are simultaneously produced and consumed. The most widely accepted framework for researching service quality stems from the premise that a customer's evaluation of service quality is a function of the magnitude and direction of the gap between the customer's expectation of service and the customer's assessment (perception) of the service quality delivered.

Schiffman and Kanuk (2004, p. 190) wrote, The SERVQUAL scale was designed to measure the gap between customers' expectation of services and their perceptions of the actual service delivered, base on the following five dimensions: reliability, responsiveness, assurance, empathy, and tangibility. These dimension are divided into two groups: the outcome dimension (which focuses on the reliable delivery of the core services), and the process dimension (which focuses on how the core service is delivered), that is, the employees' responsiveness, assurance, and empathy in handling customers and the service's tangible aspects).

According to Zeithaml and Bitner (2003, p. 93), the scale has been develop for service sector. It has five generic dimensions or factors, which are: Reliability; Responsiveness; Assurance, Empathy, Tangibles .

Study by Kumar et al. (2010) summarizes the measurement of perceptions versus expectations has been a disputable issue in the literature. ned in order to close these gaps.

Attitudinal

According to Schiffman and Kanuk (2004, p.252), "Attitudes is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object"

McDaniel and Gates (2010, p.332) wrote, An attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of person's environment, in marketing research, it is learned predisposition to respond in a consistently favorable or unfavorable manner toward and object or concept. Attitudes tend to be long lasting and consist of cluster of interrelated beliefs. They encompass a person's value system, which represents her or his standards of good and bad, right or wrong, and so forth.

Customer Satisfaction

There are many definitions of customer satisfaction according to researchers. Kotler and Kevin (2008, p.124), "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to their expectations", and Gronroos (2007, p. 22) define satisfaction as "customers' cognitive and affective evaluation based on the personal experience across all service episodes within the relationship".

Attitudinal Loyalty

Lovelock and Wirtz (2007, p.371) wrote, The foundation for true loyalty lies in customer satisfaction, for which service quality is a key input. Highly satisfied or even delighted customers are more likely to become loyal apostles of a firm, consolidate their buying with one supplier, and spread positive word of mouth. Dissatisfaction, in contrast, drives customers away and is a key factor in switching behavior.

HYPOTHESES

Hypotheses 1st Step:

H0: The dimensions of the service quality have no positive effect on customer overall service quality

H1: The dimensions of the service quality have a positive effect on customer overall service quality

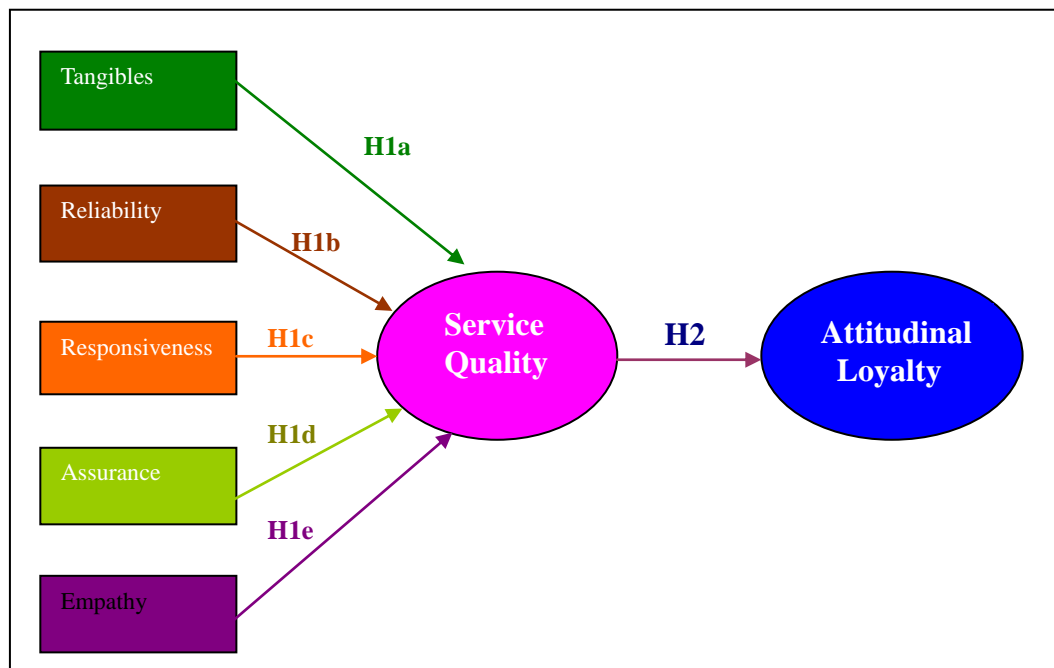
Hypotheses 2nd Step:

H2: Overall perceived service quality has a positive effect on customer overall attitudinal loyalty.

FRAMEWORK OF THE RESEARCH

Influence of service Quality on Attitudinal Loyalty in IBM Learning Business

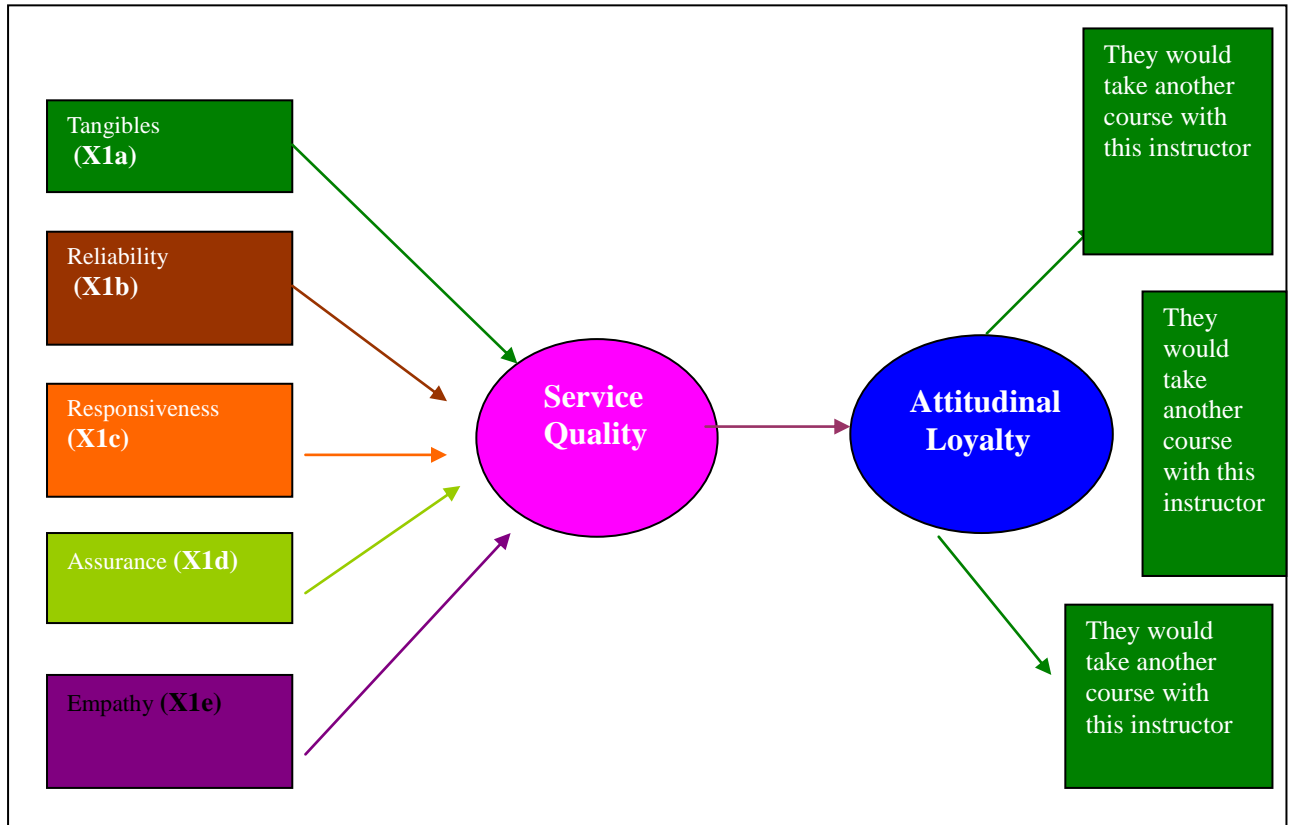
Figure 1 Developed Research Model



E. RESEARCH METHODOLOGY

Field survey is intended to provide the research with primary data, which is the first-hand information from IBM Technical classes. Questionnaires are distributed to 100 customers of IBM Technical classes. The primary data has been collected by using as structured questioner, SERVQUAL, and provide 18 questions which scale 1 to 5 (strongly disagree to strongly agree)

Figure 2: Research Model



F. RESEARCH FINDINGS

The students profile at IBM Indonesia are as following information; the gender proportion with male 77%, and the large group of students belong to age groups between 26 to 35 years (56%), the highest designation background come from IT staff (74%), the large company industry from Banking (51%), company location mostly at Jabotabek (95%), the students majority are IBM clients (81%) and only 19% are IBM employees.

Table 1 Model Summary of Multivariate Regression

Multivariate Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.926 ^a	.858	.856	.15167	
2	.972 ^b	.945	.944	.09487	
3	.996 ^c	.992	.991	.03733	
4	.999 ^d	.997	.997	.02188	
5	1.000 ^e	1.000	1.000	.00237	1.708

Table 2, Coefficient Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.003	.003		-.968	.336
X1e_Empathy	.201	.001	.230	174.758	.000
X1b_Reliability	.333	.001	.372	359.603	.000
X1d_Assurance	.334	.001	.346	250.876	.000
X1a_Tangibles	.067	.001	.099	112.533	.000
X1c_Responsiveness	.065	.001	.085	89.597	.000

a. Dependent Variable: Overall Perceived Service Quality

Table 3., Bivariate Coefficient Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.833	.378		2.203	.030	.083	1.583
Overall Perceived Service Quality	.788	.086	.679	9.146	.000	.617	.959

a. Dependent Variable: Overall Attitudinal Loyalty

Table 4, Respondent Perception of 5 Dimension of service Quality

Variable	Total	Score	Level	Ranking
Tangible	421	4.2	High	5
Reliability	428	4.3	High	4
Responsiveness	452	4.5	High	1
Assurance	444	4.4	High	2
Empathy	441	4.4	High	3

Table 5, Hypotheses Analyses Result

	Hypotheses	P value	α	Result	Hypoteses result	
H1	The dimensions of the service quality (tangibles, reliability, responsiveness, assurance, and empathy) have a positive effect on customer overall service quality	0.0000	0.05	p value < α	Reject H0	Accept H1
H1a	Tangibles perceived variable of IBM classes has a positive effect on customer overall service quality	0.0000	0.05	p value < α	Reject H0	Accept H1a
H1b	Reliability perceived variable of IBM classes has a positive effect on customer overall service quality	0.0000	0.05	p value < α	Reject H0	Accept H1b
H1c	Responsiveness perceived variable of IBM classes has a positive effect on customer overall service quality	0.0000	0.05	p value < α	Reject H0	Accept H1c
H1d	Assurance perceived variable of IBM classes has a positive effect on customer overall service quality	0.0000	0.05	p value < α	Reject H0	Accept H1d
H1e	Empathy perceived variable of IBM classes has a positive effect on customer overall service quality	0.0000	0.05	p value < α	Reject H0	Accept H1e
H2	Overall perceived service quality of IBM classes has a positive effect on customer attitudinal loyalty	0.0000	0.05	p value < α	Reject H0	Accept H2

G. Summary Findings

Base on the data analysis researcher summaries several points as follows:100% of overall perceived service quality was influenced by 5 dimension of service quality variables. From the analysis result findings that all hypotheses accepted and have a positive effect to the variables observed.Currently all of the service qualities variables have a high level, the highest level of perceive service quality is responsiveness, and the lowest level is tangible variable. From the analysis result, found the multivariate regression model ; $Y1 = -0.003 + 0.067X1a + 0.333X1b + 0.065X1c + 0.334X1d + 0.201X1e$.

Assurance, reliability and empathy variables of service quality dimensions determine customer satisfaction (latent) more than tangible and responsiveness variables. This mean that company need more efforts in the assurance, reliability and empathy variables to increase the overall perceived service quality. we can conclude from previous analysis (Kumar et al. 2010) and current analysis, the significant variable in banking service business is responsiveness, and the significant variable in learning business is assurance variable. It was related to knowledge and ability of the instructor to deliver the excellent class. From the analysis result, we can concluded that 45.5% of overall attitudinal loyalty was influenced by overall perceived service quality, and the rest (54.5%) influenced by other variables which is not mention in this

research. This data concluded that to improved overall attitudinal loyalty is not enough to merely improving the overall perceived service quality, but it takes other variables that need to be researched in the future. Overall perceived service quality of IBM classes has a positive effect on customer overall attitudinal loyalty. Base on the analysis, found the bivariate regression model which explains the influence of overall perceived service quality to overall attitudinal loyalty. Herewith the model; $Y_2 = 0.833 + 0.788X_2$.

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