

The Effect Of Quality And Service Features On Customer Satisfaction Of The AT-TAUSIL Application (Study On Customers Of Barru District)

Syahrul Safar¹, Andi Muhammad Rivai², Didin Halim³, Fatimah Akbal⁴

Program Studi Administrasi Bisnis Fakultas Ilmu Sosial dan Hukum Universitas Negeri
Makassar^{1,2,,4}

Program Studi Ilmu Administrasi Negara Fakultas Ilmu Sosial dan Hukum Universitas Negeri
Makassar³

E-mail: syahrullsafarr187@gmail.com¹

ABSTRACT

The Effect of Quality and Service Features on Customer Satisfaction of the At-Tausil Application (Study on Barru District Customers). Thesis. Business Administration Study Program. Department of Administrative Sciences. Faculty of Social Sciences and Law. Makassar State University. (Guided by Muhammad Guntur and Didin Halim). This study aims to find out how the effect of service quality and service features on customer satisfaction of the At-Tausil Application simultaneously and partially where at-Tausil Application users who are domiciled in Barru district are the object of their research. This research uses a quantitative type of research. The data collection techniques used are through primary data collection (observations and questionnaires) and secondary data collection (literature and documentation review). The sample used was the sample formulated by Slovin, which was 97 respondents. The results of this study show that partially, service quality variables affect customer satisfaction, and service features have no effect on customer satisfaction of the At-Tausil Application. Meanwhile, simultaneously the quality and features of the service affect the customer satisfaction of the At-Tausil Application.

Keywords : Quality of Service, Service Features, Customer Satisfaction.

INTRODUCTION

Nowadays, the development of the times, especially in the era of the industrial revolution 4.0, there are many business innovations offered. In the era of the industrial

revolution 4.0, almost all of them use technology both in helping daily life, households, even in the scope of work.

Lee *et al.* (2013) states that, industry 4.0 is characterized by an increase in the digitization of manufacturing driven by four factors, namely 1) an increase in data volume, power, computing, and connectivity; 2) the emergence of business analytics, capabilities and intelligence; 3) the occurrence of new forms of interaction between humans and machines; 4) improvement of digital transfer instructions to the physical world, such as robotics and 3D printing. Then in accordance with the current developments of the times that all use the internet and mobile devices, all buying and selling activities can be done easily. Technological devices that are often used in marketing communication activities and building brands online are applications (Aritonang & Juhana, 2020: 26). (*apps*). Currently, some companies at least have applications for their brands and products, both enterprise applications and *e-commerce*.

Today's technological advances have turned out to have a great impact on various aspects. One of them is the economic aspect that is now leading to the digital economy. The technological innovations that continue to emerge make access to information, and solving problems easier and faster than they were decades ago. The proliferation of technology-based startups or *startups* is also one of the results of the influence of these technological advances. Not only in developed countries, startup growth has also experienced very rapid growth in Indonesia.

In the era of globalization, there is *digital marketing* that supports trade in the digital world. (Kusnanto, *et al.*, 2020) suggest that *digital marketing* is a modern marketing concept that uses online media and the internet to market products and services. The purpose of *digital marketing* itself is to attract the attention of consumers so that the desire of consumers is motivated to buy the products or services offered.

In a business, customer satisfaction is a top priority to retain customers with the aim of increasing the company's revenue. Consumer satisfaction is a feeling that describes the joy or disappointment of consumers which comes from a comparison between expectations and the performance or results of the product /service used. Gonius (2013), the purpose of a business is to make its customers feel satisfied, because maintaining customer satisfaction is a very important thing aimed at increasing customer revenue. Dewantara (2020:5), (Inten *et al.*, 2015)

The aspect that affects customer satisfaction is the quality of service. Adhiyanto (2012), good quality of service in a company will be able to provide a sense of satisfaction to customers. Service quality is the difference between customer expectations and the service provided by the company. Furthermore, Chaniotakis and

Lymperopoulos (2009), the quality of service as a consumer attitude that has to do with the result of the comparison between the expectations of the service and its perception of actual performance (Inten et al., 2015:1985)(Inten et al., 2015:1985).

The very important thing for the business to continue to advance is to provide the best quality of service consistently in order to meet customer satisfaction. The tight competition in a business requires a company to survive and continue to provide satisfactory service in order to attract the attention of customers and retain its customers to be able to survive in the midst of intense competition.

In an application-based business, service features are one aspect that affects customer satisfaction. Tjiptono & Chandra (2012), features are product elements that are considered important by users and are used as the basis for decision making (Karina Widiani, 2021). In addition, Schmitt (2010), features are characteristics that add to the basic functions of a product.

In recent years, Indonesia has entered online businesses based on *mobile smartphone* applications such as Grab, Gojek, Maxim, and so on. The business offers passenger transportation services using cars or motorbikes that can be ordered using available applications and offers cheaper prices than conventional taxis (Setiawan, 2016).

The companies engaged in the online service business with the most downloads in Indonesia are Grab and Gojek. Currently, Grab and Gojek are becoming the attention of the public with the promised features in providing services in the culinary field, or other services such as online motorcycle taxis and couriers. One of the innovations carried out by Grab and Gojek is to provide convenience in the process of delivering and serving food to consumers of food delivery services, there is a solution called Grabfood. Likewise, the Gojek application has a similar service called Gofood.

Even with a large number of downloads on the *playstore*, in reality the three applications are not able to reach all cities in Indonesia for certain reasons. As a result, similar startup applications have sprung up in areas that are not reached by the above applications. As is the case in Barru Regency which has not been reached by applications such as Grab, Gojek, and Maxim. Therefore, a group / organization takes the initiative to create a startup or *startup* that is similar to the three applications above. The application is called At-Tausil which has several features in common with the Grab, Gojek, and Maxim applications.

At-Tausil is a transactional application engaged in the provision of services. This application provides several features for providing services, namely online motorcycle taxis, couriers, credit/ tokens, food delivery, and shopping for other daily needs. At-Tausil comes from Arabic which means to connect or connect. This application is

present in the midst of the people of Barru Regency to make it easier for people to order daily activities such as ordering food, ordering daily necessities, and so on.

Table 1. Number of At-Tausil App Downloads in the last 3 months

No.	Month	Number of Downloads
1	December	3869
2	January	3957
3	February	4001

(Source: CEO At-Tausil, 2022)

The existence of this application is certainly welcomed by the government, and of course the people of Barru Regency itself. The initial observation that I made in March 2022 found that people who use this application have proven to be helpful in carrying out daily activities such as ordering food without having to leave the house, delivering packages/goods using courier services that are guaranteed to be trusted, and shopping for basic necessities without having to leave the house.

However, the initial observation that I made on March 20, 2022, there was a sense of customer dissatisfaction with the services provided by the application, namely drivers that have not been spread throughout the area in Barru caused the order to be delayed, there was no place to provide suggestions and complaints in the application, the appearance of the application was fairly ordinary, and *the features of the e-wallet* service still had shortcomings.

Based on the statement of the problem, it will be studied in depth again in a study entitled **The Effect of Quality and Service Features on Customer Satisfaction of the At-Tausil Application (Study on Customers of Barru District)**.

RESEARCH METHODS

This research uses quantitative research methods. In short, this quantitative research was carried out by processing all the data from the research location. Quantitative proximity focuses more on the search for data from the field to which reality refers to the proof of concept and theory that has been used. This type of research is a descriptive study that aims to test predetermined hypotheses. In this study, the variables studied were service quality, service features and customer satisfaction. The measurement of variables in this study used a likert scale. The study population was 4,010 people who had downloaded At-Tausil on the Playstore. The number of samples used in this study was 97 people using the Slovin sample determination formula. Data collection techniques used through observation, questionnaires (questionnaires), and documentation, the data that has been obtained from the research results are processed

with SPSS 24 which consists of validity & reliability tests, descriptive analysis techniques and inferential statistical analysis.

RESULTS RESULT

To find out whether or not a questionnaire is valid from each variable, this study uses *corrected analysis of total correlation items* in the SPSS application with a testing mechanism carried out, namely by testing each statement item for the variables of service quality (X1), service features (X2), and customer satisfaction (Y). Based on the calculations, for the service quality variable (X1) of the 19 items of the statement that have been tested get r the calculation greater than the r value of the table so that it can be concluded that all the statement items for the service quality variable are declared valid. As for the service feature variables of the entire statement item, the r count is greater than the r table so that it is concluded that the entire statement item is declared valid. Furthermore the service feature variable of the entire statement item is declared valid because r count is greater than r table. To find out the consistency of each questionnaire used, a reliability test is used. The questionnaire can be said to be reliable if the *cronbach alpha* value > 0.6 . In this study it can be declared reliable or consent because the whole statement shows the value of *cronbach alpha* > 0.6 .

To find out whether the regression model has a normal distribution, a normality test is carried out. Based on the perhiutngan, shows the significance value of Asymp. (2-tailed) indicates a significance value of 0.200 which means the data is normally distributed based on a comparison of the constant values in the test which is 0.05. If the sig value > 0.05 then it can be concluded that the residual value is distributed normally. Furthermore, to find out the presence or absence of independent variables that have similarities with other independent variables in one regression model, a multicholnearity test is carried out. The multicholnearity test was carried out by looking at the tolerance value and *the variance inflation factor* (VIF) value. Based on calculations, the tolerance value of the service quality variable is $0.520 > 0.10$ and the value of the service feature variable is $0.520 > 0.10$. furthermore the service quality variable VIF value is $1.923 < 10$ and the service feature VIF value is $1.923 < 10$. From this statement, it can be stated that there is no multicholnearity in this study.

The data on respondents' responses regarding the quality of service (X1) in the At-Tausil Application is in the good category. The percentage of each indicator is 86% for empathy indicators, 85% for physical evidence indicators, 84% for assurance and reliability indicators, and 82% for responsiveness indicators. Furthermore, in the service feature variable (X2), the data on respondent responses is in the good category. The percentage of each indicator scored 83% each for the Product innovation and service

feature variety indicator, 81% for the ease of access indicator, and 80.50% for the transaction feature diversity indicator. Furthermore, on the variable Customer satisfaction (Y) getting data on respondents' responses is in the good category. The percentage of each indicator is 88% for the indicator of creating a purchase decision in the same company, 84% for the Indicator of Re-Purchase and Creating a word of mouth, and 83% for the indicator of creating a brand image.

The results of the research collected were then processed using a multiple linear regression test to get a service quality coefficient of 0.210 which means that every increase in the service quality variable by 1% then customer satisfaction will also increase by 0.210 or about 21%. While the service feature coefficient is 0.084 which means that every increase in the service feature variable by 1% then customer satisfaction will also increase by 0.084 or around 8.4%. Furthermore, based on the determinate coefficient test r^2 , it obtained a coefficient value of 0.477 which contains the understanding that the influence of free variables (quality of service & service features) on the bound variable (customer satisfaction) was 47.7%, while the influence of 52.3% came from factors that were not studied from this study.

Furthermore, the t test or partial test is used to determine the amount of influence between variables partially. For the first hypothesis testing, a significance value of $0.000 < 0.05$ and a calculated t value of $06.214 > t$ table 1.661 which means that the service quality variable has a partial influence on the customer satisfaction variable. Furthermore, in the second hypothesis test, it obtained a significance value of $0.404 > 0.05$ and a table t value of $0.838 < t$ of table 1.661 which means that the service feature variable does not have a significant influence on customer satisfaction. Then the simultaneous test or f test is used to determine the magnitude of influence between variables simultaneously or together. In the third hypothesis tester, the calculated f value was $44.730 > f$ table 2.31 and the significance value was $0.000 < 0.05$ which means that simultaneously the variables of service quality and service features have a significant influence on customer satisfaction.

CONCLUSION

The quality of service on the At-Tausil application is in the good category, as well as the service features and customer satisfaction on the At-Tausil application are in the good category. Partially the quality of service has a significant influence on customer satisfaction, it is advisable to continue to innovate regarding good service quality. while service features do not have a significant influence on customer satisfaction, it is recommended to add an input feature that can be accessed in the

application. Meanwhile, simultaneously the quality and features of the service have a significant influence on customer satisfaction.

REFERENCES

- Arianty, N. (2015). The effect of service quality and product quality on customer satisfaction of Samsung Mobile phones. *Scientific Journal of Management and Business*, 16(2). <http://jurnal.umsu.ac.id>
- Aritonang, S., & Juhana, R. (2020). *Concept of Industry 4.0 Technology Analysis and Application in Industrial and Military Operations*.
- Bahar, A., & Sjharuddin, H. (2015). Influence of Product Quality And Service QualityIndependens Consumer Satisfaction And Repurchase Interest. *Journal of Organization And Management*, 3.
- Dewantara, A. H. (2020). *Analysis of the effect of service quality, product quality, and price perception on customer satisfaction of Maxim Online motorcycle taxi users*.
- Elrado, M., Srikandi, H., & Yulianto, K. E. (2014). The effect of service quality on satisfaction, trust, and loyalty (Survey on Customers Staying at Jambuluwuk Batu Resort Kota Batu). *Journal of Business Administration (JAB)*/ Vol, 15(2).
- Gunawan, I. (2017). *Introduction to Inferential Statistics* (2nd ed.). The Charisma of the Main Son of Offset.
- Inten, I. A., Utami, S., & Jatra, I. M. (2015). The effect of service quality on customer satisfaction of Baruna Sanur restaurant. *E-Journal of Management Unud*, 4(7).
- Widianingrum, Karina. (2021). *The effect of benefits, convenience and service features on customer interest in using Sharia Bank Mobile Banking and its impact on customer satisfaction*. Thesis. UIN Syarif Hidayatullah Jakarta.
- Kotler, & Philip. (2002). *marketing management analysis of planning, implementation and control* (2nd ed.). Pt. Prehanlindo.
- Meilany, Findy & Wijaksana, Indra. (2020). The influence of perceptions of benefits, perceptions of convenience, service features and trust on the level of satisfaction of Link customers in Indonesia. *Journal of Ecodomia*, 4(2).
- Nurvitasari, E., & Dwijayanti, R. (2021). The Effect of Perception of Convenience, Service Features, and Trust on Interest in Using the Grab Application (Study on Users of the Grabfood Feature Grab Application). *Journal of Commercial Administration Education (JPTN)*, 9 No. 3 of 2021.
- Ramadhania, Mayasari, H., & Proditus, E. (2022). Analysis of the Effect of Service Quality and Store AtmosphereBecome Customer Satisfaction Mbrio Billiard In Padang City. *Management Studies and Entrepreneurship Journal*, 3(1), 35–41. <http://journal.yrpioku.com/index.php/msej>
- Risma. (2021). *The Effect of Service Features and Ease of Interest in Using Mobile Banking (Study on the People of Rantau Rasau Village, Berbak District)*. UIN Sulthan Thaha Saifuddin.

- Sa'adah, L., & Munir, A. F. (2020). *Service quality, price, and brand image and their effect on customer satisfaction* (Dr. Zulfikar, Ed.). LPPM K.H.A.WahabHasbullah University.
https://play.google.com/books/reader?id=rZkwEAAAQBAJ&pg=GBS.PR2&hl=en_US
- Saidani, B., & Arifin, S. (2012). The effect of product quality and service quality on consumer satisfaction and buying interest in Ranch Market. *Indonesian Journal of Science Management Research (JRMSI) / Vol, 3*(1).
- Setyo, P. E. (2017). The effect of product quality and price on consumer satisfaction "Best Autoworks." *Journal of Business Management and Startups, 1*(6), 755–764.
www.dawaihati.com
- Sugiyono. (2013). *Quantitative, Qualitative, and R&D Research Methods* (19th ed.). Alfabet.
- Tjiptono, F., & Chandra, G. (2011). *Service quality & Satisfaction* (3rd edition). CV. Andi Offset.
- Widianingrum, W. (2021). *The Effect of Benefits, Convenience, and Service Features On Customer Interest In Using Sharia Bank Mobile Banking and Its Impact on Satisfaction*. UIN Syarif Hidayatullah Jakarta.
- Zamorrah, ramon. (2017). *Analysis of factors affecting service quality to customer satisfaction in the payment of B'Right PT electricity accounts. PLN Batam in batam center service unit*.