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Evaluating Of Customer Satisfaction On Occupational Health And Safety Equipment Repair By The Service Quality Method (Case Study: PT. Destini Marine Safety)

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ABSTRACT

Assessing service quality is one effective strategy for staying ahead of competitors in the field of service, especially customer satisfaction. Consumers who are pleased with the services provided by a business are more inclined to return and use the services of other companies. In this study, the service quality technique is used to examine the goals or gaps that exist between consumer expectations and customer satisfaction. This service quality analysis may be used to assess the value of interest or the gap between expectations and customer satisfaction for each feature. This survey comprised 100 people who used company services between January and November of 2022. According to the study results, all attributes on each dimension have a positive gap value, suggesting that the company's services are satisfactory. According to the dimensions, responsiveness with a gap value of 0.5475, reliability with a gap value of 0.5220, tangibles with a gap value of 0.4960, assurance with a gap value of 0.4920, and empathy with a gap value of 0.4833 have the best gap to the initial rejection. The responsiveness dimension of characteristic C4, which is the availability of people necessary to execute repairs, is the most impacting part of service quality at PT. Destini Maritime Safety.

Keywords: *Service quality, Customer satisfaction, Customer Expectations*

Introduction

Every sector requires high-quality service. In order to compete against other comparable business players, every service provider must be able to deliver the finest possible service in order to please clients [1]. Nowadays, it is regarded that providing great service that creates customer happiness is the most important factor in winning commercial rivalry [2]. It is hoped that customers would remain loyal to the company and recommend its products or services to others [3].

In the service industry, customer satisfaction is a critical factor in the success of a company. If the outcome does not meet or exceed the expectations, the participants will be disappointed [4]. Consumen yang puas akan membuat konsumen dan perusahaan baik, konsumen akan membentuk citra perusahaan dari mulut ke mulut [5]. To maximize customer satisfaction, businesses must prioritize the quality of their services. The quality of customer service is the most important factor in the success of a business in the field of law [6].

The level of client satisfaction with a service provides insight into how well the service delivers on promised outcomes [7]. Similarly, PT. Destini Maritime Safety is a firm that provides repair and maintenance services for sailing safety equipment. Once a year, this organization assesses client satisfaction. PT. Destini Maritime Safety's client statistics for 2022 is as follows.

Table 1 Number of Customers in 2022

Month	Number of customer in 2022
January	10
February	11
March	15
April	12
May	11
June	10
July	12
August	18
September	15

October	13
November	6
Total	**133**

According to table 1, the most clients in 2022 from January to November were in August, with a total of 18 customers, while the fewest were in November, with just 6 customers. In this data, a total of 133 customers were interviewed between January and November to determine the patterns that occur in PT. Destini Maritime Safety, and figure 1 is a graph of the monthly answer.

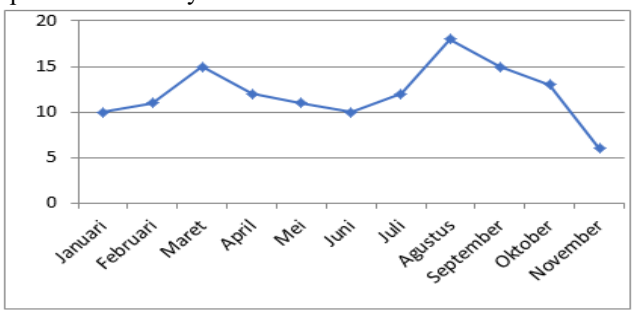

Figure 1 Graph of Number of Subscribers in 2022

According to Figure 1, there is a changing pattern and a tendency to decline in the number of subscribers in 2022 from January to November. PT. Destini Maritime Safety assesses customer satisfaction quality once a year, at the end of the year, using ten statement indicators established by the firm without categorizing the dimensions in service quality. Together with Antonius (2020) There are five components of service quality: Reliability, tangibles, responsiveness, assurance, and empathy. [8]. Therefore, in order to maximize the evaluation action in assessing service quality, it is necessary to improve the statement indicators so that they are in accordance with the five dimensions of service quality so that the output of this evaluation can identify gaps or gaps in each dimension of service quality and can be objective in making improvements [9].

One method that may be used to improve the quality of services is servqual. Servqual may be defined as the difference between reality and the expectations of the customer about the service that is provided [10]. The benefits of using this method stem from its ability to capture subjectivity that occurs during data collection via a kuesioner, as well as its ability to identify variables that must be considered in order to maintain a constant level of potential customer satisfaction, allowing businesses to understand which features are important and have a negative impact on customer satisfaction [11]. Therefore, in this research, the title is formulated "Evaluating Of Customer Satisfaction On Occupational Health And Safety Equibment Repair By The Service Quality Method"

Research Methods

Respondents in this research were PT. Destini Maritime Safety clients who had utilized K3 repair services, particularly on shipping items scattered throughout Indonesia, with a population of 133 consumers. Many study samples were drawn from a large population, the number of which could be calculated using the slovin formula; the slovin formula was utilized since the population size was previously known. If N > N', the data may be judged adequate. The slovin formula for finding the minimal number of study samples is as follows [12].

$$N' = \frac{N}{1+N.e^2} \quad (1)$$

Explanation :

N' = Minimum number of observations
N = Total population
e = *allowance* (5%)

The following is a minimum data calculation in this study :

$$N' = \frac{133}{1+(133.(0.05^2))}$$

= 99.81 ~ 100

Based on data adequacy test calculations with the slovin formula [13], To get a minimum of 99.81 100, data from 100 respondents were utilized in this investigation. For servqual data purposes, each responder was requested to fill out a form comprising a questionnaire rating their degree of satisfaction and significance [14]. Respondents were asked to submit a scale of values for service aspects based on their feelings in order to complete the questionnaire. The scale utilized was 1 to 5, and the scale level for completing out the questionnaire is shown in table 2 [15].

Table 2 Scale of likert

Scale	Skor
Very Important/Satisfied (SP)	5
Important/Satisfied (P)	4
Enough (C)	3
Not Important/Satisfied (TP)	2
Very Unimportant/Satisfied (STP)	1

Source : Nurmalasari (2014) [15].

After removing the questioner, data should be collected for data processing and analysis using the validitas dan reliabilitas testing. This step is necessary to determine the quality of data that has been reduced [16]. The degree of compatibility between the data obtained and the actual data in the data source is referred to as the validity test. If the instrument gathering data is correct, the valid data acquired may be used to continue data processing [17]. This validity test is performed by connecting the score of each item's replies with the overall score of all items. According to specific statistical criteria, the findings and correlations must be significant. The Pearson Product Moment Correlation technique was used to do the validity test, which was aided by the SPSS software, with a confidence level of 95% and an accuracy level of 5%..

After the validity test, the reliability test was performed. The reliability test is a metric that measures the consistency and stability of data received via data collecting [18]. This dependability or reliability test is often used to assess the instrument's stability and consistency. Cronbach's Alpha is the approach employed in this study's reliability test. If the data is in the form of a range or scale that has been standardized using a Likert scale, the Cronbach's Alpha technique may be used to determine the degree of reliability of the data. The variable is deemed to be dependable if the Cronbach Alpha value is more than 0.60; the higher the Cronbach Alpha number, the more reliable the data [19]. In this study reliability testing was assisted by the SPSS program.

A servqual technique is used to prepare service quality based on client demands and wishes. This servicequal contains five measurement dimensions: tangible, responsiveness, reliability, empathy, and assurance, with varied question indications according on the breadth of each component [20]. The tangibles dimension refers to the physical evidence that customers can perceive, such as the facilities that are available and the working conditions of company employees. The reliability dimension refers to the company's performance capabilities that can be relied upon. The responsiveness dimension refers to the willingness to assist participants and give appropriate attention.[21].

The goal of this study is to determine customer or client satisfaction from PT. Destini Maritime Safety by using five characteristics of service quality in 25 statements, each gathered from a different source. Harto's study (2015) yielded the tactile dimension [22], Handayani (2021) performed research that yielded the reliability dimension [23], Purwaningdiah et al. (2020) carried out research that resulted in the responsiveness component [24], Syihabuddin's (2018) study provided the assurance component [25] and empathy characteristics discovered via Yunus' study (2016) [26]. This is accomplished via the efforts of business leaders. Tabel 3 is a research assistant.

Table 3 Research Questionnaire

No.	Code	Dimensi	Servqual Statement Attribute	Source
1.	A1	*Tangible*	Adequate machining facilities	[22]
2.	A2		Dress politely and neatly	
3.	A3		Can serve anywhere	
4.	A4		Has a strategic service office	
5.	A5		Neat and clean office environment	
6.	B1	*Reliability*	Accuracy in fulfilling promises	[23]
7.	B2		Service standards are fast and timely	
8.	B3		Employees are responsive in helping customers	
9.	B4		Employees are experts in repair	
10.	B5		The company has accurate records	

11.	C1	*Responsiveness*	Discipline of working hours	[24]
12.	C2		Detailed explanation regarding repairs, costs, estimated time	
13.	C3		Fulfill special requests from customers	
14.	C4		Availability of employees needed to carry out repairs	
15.	D1	*Assurance*	Guarantee availability	[25]
16.	D2		provide accurate information	
17.	D3		Employees master the specifications of the tool	
18.	D4		Employees are consistent in their attitude (friendly, polite, responsive)	
19.	D5		Ease of payment process	
20.	E1	*Emphathy*	Employees provide individual service to customers	[26]
21.	E2		Employees pay personal attention to customer expectations	
22.	E3		Employees provide input / understanding of the problems faced by customers.	
23.	E4		Employees understand the needs/desires of customers	
24.	E5		Employees put customer expectations first	
25.	E6		Fair service	

The Servqual approach is used to assess the gap between customer satisfaction and expectations. [27]. The average formula for determining servqual values is as follows [28]:

$$\bar{Y}\imath = \frac{(5*\sum SP)+(4*\sum P)+(3*\sum C)+(2*\sum TP)+(2*\sum STP)}{n} \quad (2)$$

Where:
$\bar{Y}\imath$ = the average answer variable to-i
$\sum ST$ = Number of respondents who answered Very Satisfied/Important
$\sum P$ = Number of respondents who answered Satisfied/Important
$\sum C$ = The number of respondents who answered Enough
$\sum TP$ = Number of respondents who answered Not Important/Satisfied
$\sum STP$ = Number of respondents who answered Very Not Important/Satisfied

After the average value of each variable is determined, the servqual gap calculation is carried out [27].

Gap Servqual = $\bar{Y}\imath_{kenyataan}(X1.1) - \bar{Y}\imath_{harapan}(X1.1)$ (3)

If the gap is positive (satisfaction > want), it is considered to be "surprising" or fulfilling. If the gap or gap is zero (satisfaction - want), the service is acceptable; nevertheless, if the gap or gap is negative (satisfaction - dwant), the service quality is unsatisfactory and of poor quality [27].

Results and Discussion

Data colection

The research qualities utilized in PT. Destini Maritime Safety are drawn from a variety of past studies collated by various sources. The study qualities were discussed in advance with the firm to ensure that they correspond to the actual field circumstances and may be used as a reference in creating questionnaires that will be given to consumers. The criteria believed to impact the quality of PT. Maritime Safety Destination are used to define the research characteristics. To collect data, questionnaires were issued to 100 respondents; the number of respondents was determined using the slovin formula and the data adequacy test. After the distribution of the data, the validity and reliability must be tested.

Validation Test

Research conducted by collecting data using a questionnaire based on a Likert scale, it is necessary to test the validity to measure the accuracy of the data. The validity test can be said to be valid if the results of the r-count test are greater than the standard value of the provisions [29]. Across Indonesia, 100 surveys were sent to customers. After the distribution of the questionnaires, the validity was evaluated by comparing rtable to r-count. The r-table value is produced with a 5% significance from the r product moment table. For 100 respondents, the value of the r-table may be calculated using df = 98 (df = n - 2) as 0.1966. [30]. If r-count exceeds r-table, it may be assumed that the questionnaire statement items are legitimate. Otherwise, the questionnaire must be sent again

until valid data is acquired. The validity test in this research was performed using SPSS software. The reality and expectation level validity test results are shown in Table 4.

Table 4 Validity Test Results Level of Reality and Expectations

Number Statement	r-count		r-table	Noted
	Satisfaction	want		
1	0.2067	0.2520	0.1966	Valid
2	0.3485	0.3337	0.1966	Valid
3	0.4589	0.3130	0.1966	Valid
4	0.3948	0.4196	0.1966	Valid
5	0.3281	0.3617	0.1966	Valid
6	0.3405	0.3798	0.1966	Valid
7	0.3129	0.5388	0.1966	Valid
8	0.4206	0.2734	0.1966	Valid
9	0.3384	0.2943	0.1966	Valid
10	0.2003	0.4888	0.1966	Valid
11	0.4138	0.3108	0.1966	Valid
12	0.4037	0.3957	0.1966	Valid
13	0.3280	0.3901	0.1966	Valid
14	0.4265	0.3856	0.1966	Valid
15	0.3009	0.4999	0.1966	Valid
16	0.2596	0.2589	0.1966	Valid
17	0.2218	0.3377	0.1966	Valid
18	0.2162	0.3957	0.1966	Valid
19	0.3197	0.3311	0.1966	Valid
20	0.4294	0.3116	0.1966	Valid
21	0.2293	0.2354	0.1966	Valid
22	0.3686	0.2225	0.1966	Valid
23	0.2881	0.3658	0.1966	Valid
24	0.2421	0.2686	0.1966	Valid
25	0.2312	0.3886	0.1966	Valid

Based on table 4 it explains that all r-count values in this study have a value of more than r-table so that it can be said that all data is declared valid and each statement can be used for further research.

Reliability test

The Cronbach Alpha formula is used in this research for reliability testing, which is performed using SPSS software; the results of the computations using SPSS may be seen in table 5.

Table 5 Result Reliability test

N	*Cronbach alpha*		Noted
	Satisfaction	**Want**	
25	0.638	0.700	Reliabel

The reliability test results show that the customer reality reliability coefficient value is 0.638 and the expectation level reliability value is 0.700, implying that all attributes have a reasonably large Cronbach Alpha coefficient that is greater than 0.600, implying that all measuring concepts for each question on the questionnaire are reliable, implying that the questionnaire used in this study can be trusted.

Data *Servqual*

Servquals are generated by weighing the value multiplied by the answer computed for each questionnaire characteristic that reflects the respondents' expectations and actuality. The servqual computation starts by computing the total value on the reality level questionnaire and the expectation level questionnaire, followed by calculating the average for each indication to produce the servqual gap value. The overall score on the questionnaire is shown in Table 6.

Table 6 Recapitulation of Total Questionnaire Values

No.	Code	Dimension	Score

			Satisfaction	Want
1	A1		443	394
2	A2		453	396
3	A3	*Tangible*	446	390
4	A4		441	399
5	A5		443	399
6	B1		450	394
7	B2		444	382
8	B3	*Reliability*	450	408
9	B4		446	395
10	B5		455	405
11	C1		444	389
12	C2	*Responsiveness*	444	389
13	C3		444	392
14	C4		451	394
15	D1		455	402
16	D2		449	402
17	D3	*Assurance*	442	390
18	D4		451	391
19	D5		449	415
20	E1		448	396
21	E2		454	397
22	E3	*Empathy*	443	406
23	E4		446	399
24	E5		442	399
25	E6		451	397

The gap calculation is performed after the total value on the reality level questionnaire and the expectation level questionnaire has been determined. The results of processing the questionnaire data provide an illustration of the gaps that arise on the part of the customer (customer gaps), specifically between the level of reality and the level of expectations. The average value of the amount of anticipation and actuality of each aspect of these demands is used to calculate this gap. Table 7 shows the servqual gap value.

Table 7 Gap Value Calculation

No.	**Code**	***Mean Value***		***Gap Servqual***
		Satisfaction	**Want**	
1	A1	4.43	3.94	0.49
2	A2	4.53	3.96	0.57
3	A3	4.46	3.90	0.56
4	A4	4.41	3.99	0.42
5	A5	4.43	3.99	0.44
6	B1	4.50	3.94	0.56
7	B2	4.44	3.82	0.62
8	B3	4.50	4.08	0.42
9	B4	4.46	3.95	0.51
10	B5	4.55	4.05	0.50
11	C1	4.44	3.89	0.55
12	C2	4.44	3.89	0.55
13	C3	4.44	3.92	0.52
14	C4	4.51	3.94	0.57
15	D1	4.55	4.02	0.53
16	D2	4.49	4.02	0.47
17	D3	4.42	3.90	0.52
18	D4	4.51	3.91	0.60
19	D5	4.49	4.15	0.34
20	E1	4.48	3.96	0.52
21	E2	4.54	3.97	0.57
22	E3	4.43	4.06	0.37
23	E4	4.46	3.99	0.47

24	E5	4.42	3.99	0.43
25	E6	4.51	3.97	0.54

Table 7 is the result of calculating the servqual gap in each sentence and then summarizing the findings by computing the average in each dimension. Table 8 shows the results of the servqual gap recapitulation per dimension.

Table 8 *Recapitulation gap per dimension*

Dimension	Gap	Rank
Tangible	0.4960	III
Reliability	0.5220	II
Responsiveness	0.5475	I
Assurance	0.4920	IV
Emphathy	0.4833	V

Table 8 shows that data processing produces a positive value gap in each dimension, with responsiveness ranking first with a gap value of 0.5475, reliability ranking second with a gap value of 0.5220, tangibles ranking third with a gap value of 0.4960, assurance ranking fourth with a gap value of 0.4920, and emphatic ranking fifth with a gap value of 0.4833.

Conclusion

Based on the calculations performed using the Servqual technique from 100 questionnaire data filled out by respondents from PT. Destini Maritime Safety, the largest Responsives dimension with a gap value of 0.57 is exhibited in attribute C4, namely the availability of staff required to carry out repairs. All 25 question qualities have a positive value, indicating that customer satisfaction surpasses expectations. According to the dimensions, the top rank gap from best to worst is responsiveness with a gap value of 0.5475, followed by dependability with a gap value of 0.5220, tangibles with a gap value of 0.4960, assurance with a gap value of 0.4920, and empathy with a gap value of 0.4833. The availability of staff required to perform repairs is the most significant element on service quality at PT. Destini Marine Safety, specifically on the Responsives dimension of characteristic C4.

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