

**THE IMPACT OF SERVICE QUALITY AND TRUST ON CUSTOMER
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*Keywords:**Service, Trust, Satisfaction,
customers.***Abstract**

Nowadays business competition cannot be avoided, whether in the form of products or services, so the business always has its own strategy to win. In this condition, service is the most important factor that must be built and provided to customers. Therefore, service must be quality. With quality service, customers will also be satisfied and then they will not leave the company. Quality service is characterized by the number of consumers who are satisfied with the service. PT. TIKI Pakis Surabaya Branch is the object of research because service quality is very important. Theoretically, there are five dimensions of service quality such as tangibles, reliability, responsiveness, assurance, empathy which can influence customer satisfaction. This research aims to determine the effect of service quality on customer satisfaction. Structural equation modeling (SEM) is used to analyze primary and secondary data. With a probability level of ≥ 0.10 , it was found that the assurance dimension can build unidimensionality of service quality, while the tangibles, reliability, responsiveness and empathy dimensions cannot. Therefore, it can be concluded that quality assurance is the dominant factor that causes customer satisfaction.

Indonesian Title (Capitalize Each Words)

Abstrak

Persaingan bisnis saat ini tidak dapat dihindari, apakah dalam bentuk produk atau jasa, maka bisnis tersebut selalu memiliki strategi tersendiri untuk menang. Dalam kondisi ini, pelayanan adalah factor yang paling penting yang harus dibangun dan diberikan kepada pelanggan. Oleh sebab itu, layanan harus berkualitas. Dengan layanan yang berkualitas, pelanggan juga akan puas dan kemudian mereka tidak akan meninggalkan perusahaan tersebut. Layanan berkualitas ditandai dengan jumlah konsumen yang puas dengan layanan. PT. TIKI Cabang Pakis Surabaya adalah objek penelitian karena kualitas pelayanan sangat penting. Secara teoritis, ada lima dimensi kualitas pelayanan seperti *tangibles*, *reliability*, *responsiveness*, *assurance*, *emphaty* yang dapat mempengaruhi kepuasan pelanggan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan. Model persamaan structural (SEM) digunakan untuk menganalisis data primer dan sekunder. Dengan tingkat probabilitas $\geq 0,10$, ditemukan bahwa dimensi *assurance* bisa membangun unidimensionality kualitas pelayanan, sedangkan dimensi *tangibles*, *realibility*, *responsiveness*, dan *emphaty* tidak. Oleh karena itu, dapat disimpulkan bahwa penjamina mutu adalah factor dominan yang menyebabkan kepuasan pelanggan.

INTRODUCTION

Background

In the current era of globalization, competition in the business world is increasing rapidly as customer demand for products and services increases to meet their daily needs. These changes arise as a result of increasing human needs. This spurs entrepreneurs to maximize company performance so they can compete with other companies. One of the right strategies so that your business can survive competition is to maintain customer trust and provide consistent service quality. Therefore, companies must be able to increase their respective competitive advantages through creative, innovative and efficient efforts.

Customer trust is a strong commitment from customers, so that they are willing to repurchase products or services they like consistently in the long term, without being influenced by the situation and marketing efforts of other products that try to make them switch to buying other products (Griffin). Customer trust has a very important role in a company. Obtaining customers cannot be done all at once, but there are

several stages that need to be carried out, including looking for potential customers to obtaining partners to increase trust. Companies must increase the satisfaction of each customer and maintain the level of satisfaction. that is in the long term. The increasingly widespread influence of social relationships are several factors that enable changes in consumer behavior. The success or failure of a business in selling goods or services depends on serious efforts in marketing and management.

Service quality is the most important thing in achieving customer satisfaction. Service quality can be defined as the overall characteristics and properties of a product or service that influence its ability to satisfy implicitly stated needs (Kotler). Service quality itself can be interpreted as the expected level of excellence and control in fulfilling customer desires. Good service quality is very important to gain customer trust. Customer trust is not only determined by service quality and customer satisfaction, but is also determined by the company's image. (Sutanto) found that to achieve customer trust and satisfaction, service industry managers must pay attention to the company's

image. Customers are sometimes dissatisfied with the results of the service they receive. So the company must be able to improve its services.

PT. TIKI is included in the category of companies in the service sector which consists of goods (products) and services (services). Services at PT. TIKI is a form of service business that involves physical evidence (tangibles), reliability, responsiveness, assurance and empathy. The thing that needs to be considered in providing services is listening to consumers' voices, with this the company must interact with consumers directly with the aim of obtaining feedback in the form of consumer responses regarding facilities and infrastructure related to the services provided as a control and measure of success. to achieve customer satisfaction.

PT. TIKI is a company in the field of goods delivery services which was founded in 1970 in Jakarta, with founders and shareholders Soeprapto and Mrs. Nuraini Soeprapto. At the beginning of the establishment of PT. TIKI still has a small transport fleet so many cities cannot be reached. It was only the following year that PT. TIKI is trying to add personnel and fleet so that it can reach the cities of Pangkal Pinang, Semarang and Surabaya. Currently, goods delivery services are developing very rapidly. In recent years, a number of companies have emerged that operate in the same field, namely goods delivery services. This increase was triggered by increasing goods delivery

activities and the rapid development of business using online media. Competition between similar businesses is increasingly developing, marked by the high level of public desire for the delivery of goods and services, which is something that companies must pay attention to. In an effort to maintain the business and its customers, the level of service quality must be considered and consistent. In other words, the better the quality of service, the more loyal customers will be and the higher the results obtained during the activities of the established business.

LITERATURE REVIEW

Theoretical basis

Understanding Marketing

Marketing is an important factor in a cycle that begins and ends with needs. Marketers must be able to interpret, identify consumer needs and desires, develop products, set prices, promote products effectively, distribute products and combine them with market data such as consumer location, number and total consumers. Marketing has been defined in many ways and put forward by several marketing experts.

According to Kottler (2002: 9), marketing is defined as follows:

"A social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products of value with others."

From the definition above, the social process shows the role of marketing in society to find out and understand consumers' needs and desires for a

product, both goods and services. Ultimately, the role of marketing seeks to offer products to satisfy people's needs and desires.

According to Swastha and Handoko (2000: 4), namely:

"An overall system of business activities aimed at planning, determining prices, promoting and distributing goods and services that can satisfy the needs of both existing and potential buyers."

Based on this definition, marketing includes company efforts that begin with identifying consumer needs that need to be satisfied, determining the products to be produced, determining appropriate product prices, determining ways to promote and distribute the products.

From the explanation above, marketing can be concluded as a social activity carried out by individuals or groups to fulfill needs, namely by creating, offering and exchanging the value of the product with other parties.

Services Marketing

Marketing is a link between an organization and its consumers. This liaison role will be successful if all marketing efforts are oriented towards consumers. According to (Lovelock.1991) marketing should include the formulation of strategic efforts carried out by top management and is also a means for efforts to make all parts of the organization consumer-oriented.

So the definition of service marketing according to Manullang (2016: 3 - 4) is the marketing of services that are intangible and cannot be returned or

sold at a later date. Services also cannot be stored like goods, because the services produced must coincide with time. In marketing this service, it is very important to distribute services appropriately, because these services cannot be seen, smelled, or have weight and size.

Service Concept

Services are activities, benefits or satisfaction offered for sale. A service is an action or deed that can be offered by one party to another party which is basically intangible (not physically tangible) and does not result in ownership (Kotler; 1994)

Service products have different characteristics from goods (physical products) due to the following characteristics of service products:

1. Intangible (Intangibility)
2. Inseparable (Inseparability)
3. Various (Variability)
4. Cannot be stored (Perishability)

Lovelock, Patersson and Walker (2005) in Tjiptono and Chandra (2005) group service processes based on two main dimensions, namely the service recipient and the nature of the service action. There are four types of services based on these criteria, namely:

1. *People Processing Service*
2. *Possession-Processing Services*
3. *Mental-Stimulus Processing Services*
4. *Information Processing Services*

Consumer behavior

There are many definitions of consumer behavior put forward by experts, one of which Engel (Umar, 1999) says that consumer behavior is a direct action, in obtaining, consuming and consuming products and services, including decisions that precede these actions or can also be interpreted as those carried out by individuals or groups in obtaining, spending goods and services to meet their needs.

Service quality

For companies operating in any field, service is very important and every manager needs to be aware of it. According to Assauri (1999: 149) defines service as a form of provision provided by producers, both for services for goods produced and for services offered with the aim of gaining consumer interest, thus service influences consumer interest in a good or service from the company offering the product. or services.

According to Daengs (2012:425 – 426) states that service quality in the definition is not always appropriate to be used by various companies that define quality based on objectives, facts and there are many companies that combine best aspects of existing definitions and then formulate their own definitions.

In discussing service quality, consumers cannot be guided by just one opinion because judgments about quality are influenced by the environment and the consumer's past experience, where consumers often judge a product to be

quality if it is expensive and not easily damaged.

The unique characteristics of services make it more difficult for consumers to assess whether a service is quality or not, so that in controlling the quality of services or services, there are two main things that can be done by business entities as service providers, namely:

1. Selecting and training employees to be more skilled and understand their duties better.
2. Always follow developments in consumer satisfaction levels through a suggestion and complaint system, market surveys and comparing services produced with competitors so that bad service can be avoided and improved.

Service Quality Indicators

The dimensions of service quality consist of five dimensions, namely:

1. Physical Appearance (Tangibles)
2. Reliability
3. Responsiveness
(Responsiveness)
4. Guarantee (Assurance)
5. Concern (Empathy)

Quality service according to Valerie A. Zeithaml (in Rajawali View, 2003) is the ability of a company to present or fulfill what it promises to customers. Thomson, De Souza, and Gale (1998) stated that one strategy related to success in the service business is the delivery of high service quality. According to Anderson and Lehman (1994), high performance service is service that is able to satisfy customer needs, or in other words is able to

exceed customer expectations. Good service quality is often said to be an important factor in the success of a business. Research conducted by Dabholkar, et. al. (2000) in Tjiptono (2005) stated that service quality has a significant influence on customer satisfaction. So, a company is required to maximize the quality of its services in order to create satisfaction for its customers.

Trust

Several experts consider customer trust to be an important factor that can determine the success of relationship marketing (Berry, 1995; Morgan and Hunt, 1994; Garbarino and Johnson, 1999). Understanding of the concept of trust began with Parasuraman, Zeithaml and Berry (1998) who saw that customers must have trust in the company, customers will feel safe in making transactions with the company and the transactions carried out will be guaranteed with certainty. Experts define trust as behavior towards the reliability and integrity of a company to meet customer expectations in the future (Moorman et.al, 1992; Morgan and Hunt, 1994). Lau and Lee (1999) define trust as a person's willingness to depend on another party at a certain risk. Likewise, Moorman, Deshpande and Zaltman (1993) understand trust as a person's willingness to depend on another party involved in an exchange because he or she has confidence in that other party, and trust will exist if one

party has confidence in another party involved in the exchange. which has reliability and integrity (Morgan and Hunt, 1994).

According to Ballestar et al (2001), the dimensions of trust are divided into 2 parts, namely:

1. Fiability
2. Intentionality

Dimensions that reflect a feeling of security. Dimensions that make individuals feel there is a guarantee that the brand will be responsible and pay attention to consumers. Thus, based on the definitions mentioned above, companies can meet customer needs if the concept of trust includes trust, reliability and integrity. Therefore, trust plays an important role in long-term relationships between customers and companies, especially which includes customer trust regarding the quality, reliability and integrity of the services delivered by the company.

Trust Indicator

Customer trust is built based on company reputation, company predictability, and company competence. According to Lau and Lee (in, 1999: 345) there are 3 (three) aspects of trust indicators as follows:

- a. Company Reputation
- b. Company Predictability
- c. Company Competency

Customer satisfaction

As is known, the goal of a business is to create satisfied customers. The creation

of satisfaction can provide several benefits, including the relationship between the company and its customers becoming harmonious (Tjiptono, 2000: 105). Building customer satisfaction is at the heart of long-term profitability.

According to Kotler (2009) satisfaction is a person's feeling of joy or disappointment that arises from comparing the perceived performance of a product or result against their expectations. If performance fails to meet expectations, customers will be dissatisfied, conversely, if performance exceeds expectations, customers will be very satisfied or happy.

Engel et al. (1990), quoted by Ross (2004: 104) revealed that customer satisfaction is a buyer's evaluation where the alternative chosen at least provides the same results or exceeds customer expectations, while dissatisfaction arises when the results obtained do not meet customer expectations.

Kotler (2000) states that satisfaction is a person's feeling of happiness or disappointment which comes from comparing his impression of the performance or results of a product and his expectations. If performance falls below expectations, customers are dissatisfied. This can have a negative impact on the company, namely it can reduce the number of customers and cause customers to no longer be interested in using the company's services, which will reduce the company's profits.

According to Schanaar (1991), basically the goal of a business is to create satisfied customers. Creating customer satisfaction can provide several benefits, including a harmonious relationship between the company and its consumers, providing a good basis for repeat purchases and creating customer loyalty and forming a word-of-mouth recommendation that is profitable for the company (Tjiptono, 1994).

Many experts define customer satisfaction. Wikie (1990) in Tjiptono (1999) defines customer satisfaction or dissatisfaction as an emotional response to the evaluation of the customer's experience of a product or service. Customer satisfaction is a post-purchase evaluation where the alternative chosen is at least the same as or exceeds the customer's expectations, while dissatisfaction arises if the results do not meet expectations (Engel, 1990).

Customer satisfaction assessment has three different forms, namely:

- *Positive disconfirmation*, where performance is better than expectations
- *Simple confirmat/ion*, where performance equals expectations
- *Negative disconfirmation*, where performance is worse than expectations.

According to Fandy Tjiptono (1999) there are 2 models of customer satisfaction, namely:

1. Cognitive Model

Based on this model, customer satisfaction can be achieved in 2 main ways, namely

a. Change the company's offering so that it matches the ideal.

b. Convincing customers that the ideal does not correspond to actual reality.

2. Affective Model

The Affective Model states that an individual customer's assessment of a product is not solely based on rational calculations but also based on the level of aspiration, learning behavior, specific emotions (satisfaction, aversion), mood and so on. .

Customer satisfaction can be measured using various methods and techniques. According to Kotler, et. al. (1996) there are 4 methods for measuring customer satisfaction, namely:

1. Complaint and Suggestion System
2. *Ghost Shopping*
3. *Lost Customer Analysis*
4. Customer satisfaction survey

In general, research on customer satisfaction is carried out by conducting surveys through various media, whether by telephone, post or direct interviews. By conducting a customer survey by the company, the company will obtain responses and feedback directly from customers and will also provide a sign that the company pays great attention to its customers.

Day (in Tse and Wilton, 1988 in Tjiptono, 1999) states that customer satisfaction or dissatisfaction is the customer's response to evaluating perceived discrepancies between previous expectations. Quality products and services have an important role in shaping customer satisfaction (Kotler

and Armstrong, 1996). So, the higher the quality of the products and services provided, the higher the satisfaction felt by customers.

Customer Satisfaction Indicators

According to Tjiptono (2005:101), the customer satisfaction indicators measured are:

1. Matching expectations
2. Ease of obtaining products or services offered by the company.
3. Willingness to recommend.
4. Customers' willingness to recommend products to their friends or family is an important measure to analyze and follow up on.

Hypothesis

1. Service quality and trust simultaneously influence the level of customer satisfaction at PT. TIKI Surabaya Branch.
2. Service quality and trust partially influence the level of customer satisfaction at PT. TIKI Surabaya Branch;
3. The service quality variable has a dominant influence on customer satisfaction at PT. TIKI Surabaya Branch.

Companies that have competence in the fields of marketing, manufacturing and innovation can use it as a resource to achieve competitive advantage (Daengs GS, et al. 2020:1419).

The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).

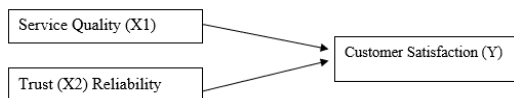
Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).

METHOD

Research Approach

The type of research used in this research uses explanatory research with a quantitative approach. According to Singarimbun and Effendi (2005: 5) explanatory research is a causal relationship between variables through hypothesis testing, so this research is no longer called descriptive research but rather hypothesis testing research. This research intends to explain the position of the variables studied and the relationship between one variable and another variable, or in other words, look at the relationship between the independent variable consumer attitude and commitment to the dependent variable repurchase interest.

Research Conceptual Framework



Variable Identification

The variables used in this research are the independent variable and the dependent variable.

1. Independent Variable
 - a. Service quality
 - b. Trust
2. Dependent Variable

Customer satisfaction

Kotler and Keller (2008) state that customer satisfaction is a person's

feeling of happiness or disappointment after comparing the perceived performance or results compared to their expectations.

Operational Definition of Variables

The operational definition of the variables analyzed in this research is:

Service quality

This is the service score received by customers. The higher the score obtained indicates that the company has served customers well, conversely the lower the score obtained indicates that the company has not served customers well. To reveal service quality variables, use indicators: as follows:

- a. Physical Appearance (Tangibles)
- b. Reliability
- c. Responsiveness
(Responsiveness)
- d. Guarantee (Assurance)
- e. Concern (Empathy)

Trust

This is a score of customer confidence in the company regarding the company's existence in carrying out its business activities related to the field of goods delivery. The higher the score obtained indicates that the company's credibility can be trusted by customers, conversely the lower the score obtained indicates that the company's credibility is less trustworthy. To express the trust variable, use the following indicators:

- a. Company Reputation
- b. Company Predictability
- c. Company Competency

Customer satisfaction

Measuring the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations (Tjiptono, 2005: 101), while the customer satisfaction indicators measured are:

- a. Matching expectations
- b. Ease of obtaining products or services offered by the company.
- c. Willingness to recommend.
- d. Customers' willingness to recommend products to their friends or family is an important measure to analyze and follow up on.

Population and Sample

Population is a group of individuals or elements that have the same properties or characteristics and objects or goals. In this research, customers at PT. TIKI Surabaya Branch. Population is a combination of all elements in the form of events, things or people who have similar characteristics which are the center of attention of a researcher (Ferdinand, 2006). The population in this research is all customers from PT. TIKI Surabaya Branch.

The sample is a subset of the population, consisting of several population members (Ferdinand, 2006). Sampling was carried out with the consideration that the existing population was very large, so it was not possible to examine the entire existing population, so a representative population was formed. The sampling method used was the Accidental Sampling Method, namely random sampling (Kartini Kartono, 1990). The sampling procedure used to obtain respondents is non-probability sampling

with a type of purposive sampling, where the sample is determined based on consideration of certain criteria or characteristics that will be used as a sample, namely:

1. All customers of PT. TIKI Surabaya Branch is available as long as sampling is carried out by researchers.
2. Customers who are considered adults and understand what the researchers mean are with an age limit of 17-55 years.

Sampling according to Ibnu Widiyanto (2008) can use the following formula:

$$n = \frac{Z^2}{4(moe)^2}$$

$$n = 1.9624 \\ (10\%)^2$$

$$n = 96.04 \approx 97 \text{ or rounded to } 100$$

Where :

n = Number of Samples

Z = 1.96 with a confidence level of 95%

Moe = Margin of Error, or maximum error rate is 10%.

So the sample that will be used is 100 PT customers. TIKI Surabaya Branch.

Data collection technique

1. Interview
2. Literature review
3. Questionnaire

The Likert scale generally uses 5 research numbers, namely: (1) strongly agree, (2) agree, (3) neutral, (4) disagree and (5) strongly disagree. The order of agreeing or disagreeing can be reversed from strongly disagree to strongly agree (Indriantoro and Supomo, 1999).

Data Quality Test

1. Validity test

The validity test is used to measure the validity or invalidity of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure.

2. Reliability

Reliability testing is used to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answers to the questionnaire are stable over time.

Data analysis technique

The data analysis and processing that will be carried out is descriptive analysis and inferential analysis. To statistically test the research hypothesis, multiple linear regression analysis was used because the research aims to reveal the influence of the independent variable on the dependent variable.

Descriptive Analysis

Descriptive analysis is statistical analysis that describes a set of observational data to simplify, summarize and present information that is more interesting, useful and easy to understand (Singarimbun and Effendi, 2005). This descriptive analysis is to determine respondents' responses to the variables of service quality, trust and customer satisfaction. This analysis was carried out using average values, to describe the respondents' perceptions of the question items asked. This analysis was used to determine the profile of their responses to the research variables proposed through the research instrument (questionnaire).

Inferential Analysis

Inferential analysis is statistical analysis with a quantitative approach where observational data is used to estimate parameters and test hypotheses, and then draw conclusions. In this study, statistical tests were used to determine the effect of the independent variable and the dependent variable using multiple linear regression analysis. The model of multiple linear regression is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y = Customer Satisfaction

a = Constant

b₁, b₂ = Regression coefficients

X₁ = Service Quality

X₂ = Trust

e = Confounding factors

F test

F test to determine the effect of variables Service quality and trust simultaneously have a significant effect on the customer satisfaction variable of PT Tiki Surabaya Branch. with the formula, as follows.

$$F \text{ test} = \frac{SSR/k}{SSE/(n-k)}$$

Information :

SSE : Error Sum of squares

SSR : Regression sum of squares

n : Number of samples

k : Number of variables analyzed

The criteria for accepting and rejecting the hypothesis are as follows:

Sig F > α(0.05) or F_{count} < F_{table}: H₀ is accepted

Sig $F \leq \alpha(0.05)$ or $F_{\text{count}} > F_{\text{table}}$: H_0 is rejected

t test

T test (Partial Test) to determine the effect of service quality variables on customer satisfaction variables and trust variables on customer satisfaction. The partial test is used to test the significance of the partial regression coefficient between the dependent variable and the independent variable (Ghozali, 2011). Calculating the size of the research t number using SPSS with a significance level of 0.05 and degrees of freedom or $dk = n - 2 - 1$ Sugiyono (2009: 251). The steps in partial testing use the following formula

$t =$

$$\frac{b_i}{S_{b_i}}$$

Information:

S_{b_i} : Standard deviation b_i

The criteria for accepting and rejecting the hypothesis are as follows:

Sig $t > \alpha(0.05)$ or $t_{\text{count}} < t_{\text{table}}$: H_0 is accepted

Sig $t < \alpha(0.05)$ or $t_{\text{count}} > t_{\text{table}}$: H_0 is rejected

Determining Hypothesis

H_0 : $b_1 = 0$. This means that all independent variables are not significant explanations for the dependent variable.

H_1 : $b_1 \neq 0$. This means that all independent variables are significant explanations of the dependent variable.

Coefficient of Determination

The Coefficient of Determination (R^2) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one. A small R^2 value means that the ability of the independent variables to explain variations in the dependent

variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict dependent variations (Kuncoro, 2001).

Flow of Thought

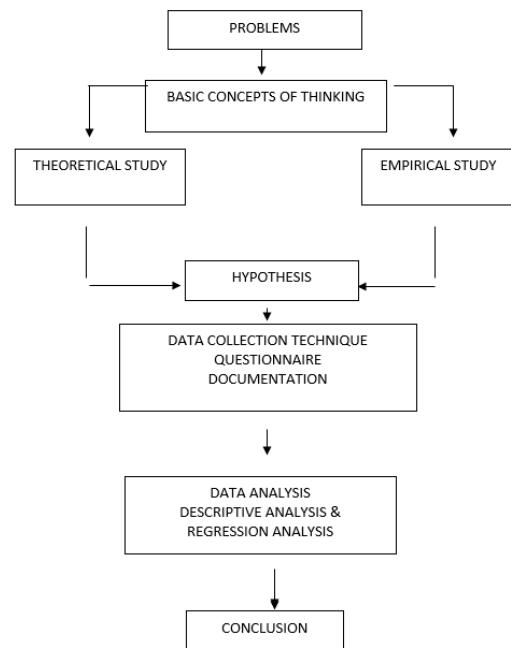


Figure 4.1: Flow Chart of Flow of Thought

RESULT AND DISCUSSION

Research result

Validity and Reliability Test

Validity test

Validity is to determine the extent of accuracy and accuracy of the measuring scale in carrying out its measuring function (Azwar, 2003). That is, the extent to which the measuring instrument is able to measure the questionnaire they are designed to measure. Validity testing is carried out on measuring instruments (scales) using comparison criteria derived from the measuring instrument itself. If the positive factor correlation is ≥ 0.30 , it can be considered to have good validity. Vice versa, if the negative factor correlation is < 0.3 , it can be said to have poor validity (Sugiyono, 2014). For more details, the results of the validity test are presented.

Service Quality Validity Test Results

| Product Quality Questionnaire | Coef. Correlation (r) | Correlation coefficient (rNormative) | Information |
|-------------------------------|-----------------------|--------------------------------------|-------------|
| X1 | 0.323 | 0.300 | Valid |
| X2 | 0.648 | | Valid |
| X3 | 0.399 | | Valid |
| X4 | 0.682 | | Valid |
| X5 | 0.526 | | Valid |
| X6 | 0.473 | | Valid |
| X7 | 0.613 | | Valid |

Source: Processed Results, 2019

Based on the results of data processing, the number of questionnaires for the youth service quality variable is 7 items. After testing its internal validity, with product moment correlation, it was found that all the questionnaire items were valid because the calculated r value > rnormative. This shows that the questionnaire is able to reveal something that is being measured. Next, a trust validity test is presented, in this case seen in the following table.

Trust Validity Test Results

| Product Quality Questionnaire | Coef. Correlation (r) | Correlation coefficient (rNormative) | Information |
|-------------------------------|-----------------------|--------------------------------------|-------------|
| X1 | 0.528 | 0.300 | Valid |
| X2 | 0.681 | | Valid |
| X3 | 0.622 | | Valid |
| X4 | 0.626 | | Valid |
| X5 | 0.344 | | Valid |
| X6 | 0.549 | | Valid |
| X7 | 0.411 | | Valid |

Source: Processed Results, 2019

Based on the results of data processing, the number of questionnaire items on the trust variable is 7 items. After testing its internal validity, using product moment correlation, it was found that all the questionnaire items were valid because the calculated r value > rnormative. This shows that the questionnaire is able to reveal something that is being measured. Next, a customer satisfaction validity test is presented, in this case seen in the following table.

Customer Satisfaction Validity Test Results

| Product Quality Questionnaire | Coef. Correlation (r) | Correlation coefficient (rNormative) | Inf |
|-------------------------------|-----------------------|--------------------------------------|-----|
| Y1 | 0.621 | 0.300 | |
| Y2 | 0.614 | | |
| Y3 | 0.583 | | |
| Y4 | 0.449 | | |
| Y5 | 0.414 | | |
| Y6 | 0.612 | | |
| Y7 | 0.586 | | |

Source: Processed Results, 2018

Based on the results of data processing, the number of questionnaire items in the customer

satisfaction variable is 7 items. After testing its internal validity, using product moment correlation, it was found that all the questionnaire items were valid because the calculated r value > rnormative. This shows that the questionnaire is able to reveal something that is being measured. Next, a reliability test is presented, in this case seen in the following table.

Reliability Test

Reliability basically shows the extent to which a measurement can provide relatively no different results if it is measured again on the same subject or measured more than once (Azwar, 2002). Measuring the reliability of measuring instruments was carried out using the Cronbach's alpha technique. Cronbach's alpha value is said to be realistic or reliable if the value is ≥ 0.60 . If it is smaller than 0.60 it is said to be unreliable. For more details, data from the reliability test results are presented.

Reliability Test Results

| No. | Variable | Alpha |
|-----|-----------------------|-------|
| 1 | Service quality | 0.713 |
| 2 | Trust | 0.720 |
| 3 | Customer satisfaction | 0.713 |

Source: Processed Results, 2018

Based on the results of data processing for reliability testing of service quality variables, it can be seen that the alpha value (α) = 0.713. This shows that the alpha value for the service quality variable is > 0.60. This means that the tools used are reliable or reliable. Furthermore, the results of the reliability test of the trust variable show that the alpha value (α) = 0.720. This shows that the alpha value for the trust variable is > 0.60. This means that the tools used are reliable or reliable. Furthermore, the results of the reliability test of the customer satisfaction variable show that the alpha value (α) = 0.713. This shows that the alpha value for the customer satisfaction variable is > 0.60. This means that the tools used are reliable or reliable. In this way, the measurement items for each research variable are declared reliable and can be used in other research.

Hypothesis testing

Multiple Regression Equation Test

Test the simple linear regression equation to determine the linear relationship between the

interest variables of the younger generation and the use of batik products. For greater clarity, the results of a simple regression equation test are presented, in this case they can be seen below.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$= 3.020 + 0.435 X_1 + 0.455 X_2 + 1.08235$$

Based on the results of the multiple linear regression equation above, it can be interpreted as follows:

$a = 3.020$, this shows that the constant value means that the Surabaya Branch of the Tiki company does not pay attention to service quality and trust mathematically (X_1 and $X_2 = 0$) so that customer satisfaction has a value of 3.020.

$\beta_1 = 0.435$, which means that the service quality variable (X) increases by one unit, which will be followed by an increase in the customer satisfaction variable (Y) of 0.435.

$\beta_2 = 0.455$, which means that if the trust variable (X) increases by one unit, this will be followed by an increase in the customer satisfaction variable (Y) of 0.435.

e = Standard Error of Estimate value is 1.08235, while the standard deviation of customer satisfaction is 2.48071. This means that the standard Error of Estimate value is smaller than the standard deviation of customer satisfaction, so it can be said that the regression model is considered good and suitable for use.

F Test (Simultaneous)

F test to determine service quality variables and trust variables simultaneously have a significant effect on customer satisfaction. To determine the high or low influence between variables, it is necessary to compare F_{count} with F_{table} , using degrees of freedom (df) = $n-2-1 = 100-2-1 = 97$, so that the F_{table} value = 3.09. For more details, the results of the F test are presented, in this case they can be seen below.

F Test Results

| ANOVA ^a | | | | |
|--------------------|----------------|----|-------------|---------|
| Model | Sum of Squares | df | Mean Square | F |
| 1 Regression | 495,605 | 2 | 247,803 | 211,528 |
| Residual | 113,635 | 97 | 1,171 | |
| Total | 609,240 | 99 | | |

a. Dependent Variable: KEP. CUSTOMER

b. Predictors: (Constant), TRUST, QUALITY. SERVICE

Based on the data above, it can be seen that the value of $F = 211.528$ at $sig. = 0.00$, or $F_{table} =$

3.09. This means $F_{count} > F_{table}$. This shows that the service quality variable and the trust variable simultaneously have a significant effect on PT customer satisfaction. Tiki Surabaya Branch. This means that the higher the service quality variable and trust variable, the higher customer satisfaction and vice versa. This means that service quality variables and trust variables can be used as a basis for predicting PT customer satisfaction. TIKI Surabaya Branch. The results of this research are in accordance with the proposed hypothesis, namely: service quality and trust simultaneously have a significant effect on customer satisfaction of PT customers. TIKI Surabaya Branch, proven and supported by data.

t Test (Partially)

T test to determine the variable of interest of the younger generation towards using batik products. To determine the high or low influence between variables, it is necessary to compare t_{count} with t_{table} , using degrees of freedom (df) = $n-1-1 = 100-2-1 = 97$, so the value of $t_{table} = 1.984$. For more details, the results of the t test are presented, in this case they can be seen below.

t Test Results

| Model | Unstandardized Coefficients ^a | | Standardized Coefficients | t | Sig. |
|--------------------|--|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 3,020 | ,942 | | 3,206 | ,002 |
| 1 QUALITY. SERVICE | ,435 | ,063 | ,480 | 6,870 | ,000 |
| TRUST | ,455 | ,067 | ,477 | 6,832 | ,000 |

a. Dependent Variable: KEP. CUSTOMER

Based on the service quality data on customer satisfaction above, it can be seen that the value of $t = 6.870$ at $sig. = 0.00$, or $t_{table} = 1.984$. This means $t_{count} > t_{table}$. This shows that the service quality variable has a significant effect on customer satisfaction at the Tiki Surabaya Branch. This means that the higher the service quality variable, the higher customer satisfaction and vice versa. This means that the service quality variable can be used as a basis for predicting PT customer satisfaction. TIKI Surabaya Branch. The results of this research are in accordance with the proposed hypothesis, namely: service quality has a significant effect on customer satisfaction of PT customers. TIKI

Surabaya Branch, proven and supported by data.

Next, based on the data on trust in customer satisfaction above, it can be seen that the value of $t = 6.832$ at $\text{sig} = 0.00$, or $t_{\text{table}} = 1.984$. This means $t_{\text{count}} > t_{\text{table}}$. This shows that the trust variable has a significant effect on PT customer satisfaction. Tiki Surabaya Branch. This means that the higher the trust variable, the higher customer satisfaction and vice versa. This means that the trust variable can be used as a basis for predicting PT customer satisfaction. TIKI Surabaya Branch. The results of this research are in accordance with the proposed hypothesis, namely: trust has a significant effect on customer satisfaction of PT customers. TIKI Surabaya Branch, proven and supported by data.

Meanwhile, the most dominant variable that influences customer satisfaction at PT. TIKI Surabaya Branch, is a variable of service quality, because of value *Standardized Coefficients* The beta is 480, while the Standardized Coefficients beta value of trust is 4.77. This means that the beta value of service quality is greater than the value of trust.

Determinant Test

Determinant test to find out how much the service quality variable and trust variable are able to explain the customer satisfaction variable. For more details, the determinant results are presented, in this case seen in the table below.

t Test Results

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | .902a | .813 | .810 | 1.08235 |

a. Predictors: (Constant), TRUST, QUALITY. SERVICE

From the data above, it can be seen that the R Square value = 0.813 (81.30%). This means that the service quality variable and the trust variable are able to explain variations in customer satisfaction of 81.30%, while the remaining 19.70% are factors that influence PT customer satisfaction. TIKI Surabaya Branch, is simply not included in this research model or these factors were not examined in this research. For example, attitude factors, customer value, customer image and so on.

Discussion

The Influence of Service Quality on Customer Satisfaction

Based on the results of the research on service quality on customer satisfaction above, it can be seen that the value of $t = 6.870$ at $\text{sig} = 0.00$, or $t_{\text{table}} = 1.984$. This means $t_{\text{count}} > t_{\text{table}}$. This shows that the service quality variable has a significant effect on PT customer satisfaction. Tiki Surabaya Branch. This means that the higher the service quality variable, the higher customer satisfaction and vice versa. This means that the service quality variable can be used as a basis for predicting PT customer satisfaction. TIKI Surabaya Branch.

The results of the research above, supported by the research results of Panjaitan and Yuliaty (2016), state that service quality (X), which consists of reliability, certainty, reality, empathy and responsiveness, has a significant influence on customer satisfaction with a value (p value) $0.003 < 0.05$.

Likewise, the research results of Arief Soffan and Prijati, 2013, state that the variables X1, X2, X3, (Y) at PT. Tiki Surabaya Branch.

This shows that high or low customer satisfaction is greatly influenced by customer quality. Kotler, P. and Keller, KL (2009), stated that service quality is a company's way of working that seeks to continuously improve the quality of the processes, products and services produced by the company.

Service quality provides an encouragement to customers or in this case visitors to establish strong relationships with institutions or agencies providing services. This good relationship will enable service providers to thoroughly understand customer/visitor expectations and their needs.

Service quality is the main aspect in the operation of PT. TIKI Surabaya Branch which must be maintained and improved so that customers do not turn to companies in the same field. So, the company's service quality must be able to satisfy the customer's desires or needs in using PT products and services. TIKI Surabaya Branch.

If the service received or felt is in accordance with customer expectations, then the quality received or felt is in accordance with customer expectations, then the service quality is perceived as ideal quality, but conversely if the

service received or felt is lower than expected then the service quality is perceived as low.

In this way, service providers can increase customer satisfaction by providing a service in accordance with customer desires and needs and minimizing unpleasant customer experiences. Customer satisfaction or dissatisfaction is a response to an evaluation of the discrepancy (disconfirmation) that is felt between previous expectations and the actual performance of the product that is felt after use (Tse and Wilson in Nasution, 2004).

According to Kotler, P. and Keller, KL (2009), customer satisfaction is the level of someone's feelings after comparing their perceived (performance or results) compared to their expectations. Customers can experience one of three general levels of satisfaction, namely if performance is below expectations, the customer will feel disappointed, but if performance meets expectations, the customer will feel satisfied and if performance exceeds expectations, the customer will feel very satisfied and happy. The characteristics of satisfied customers are as follows: loyal to the product or service, there is positive word of mouth communication, and the company is the main consideration when purchasing other products.

From the explanation above, it can be seen that service quality influences PT customer satisfaction. Tiki Surabaya Branch.

The Effect of Trust on Customer Satisfaction

Next, the results of the research on trust in customer satisfaction above show a value of $t = 6.832$ at $\text{sig} = 0.00$, or $t_{\text{table}} = 1.984$. This means $t_{\text{count}} > t_{\text{table}}$. This shows that the trust variable has a significant effect on PT customer satisfaction. Tiki Surabaya Branch. This means that the higher the trust variable, the higher customer satisfaction and vice versa. This means that the trust variable can be used as a basis for predicting PT customer satisfaction. TIKI Surabaya Branch.

The results of the research above are supported by the research results of Mahendra and Indriyani (2018) which say that there is an influence of customer trust on customer satisfaction with oil products at CV Mitra Perkasa Utomo.

In line with the research above, Diza, Moniharapon, and Ogi (2016) found that trust has a positive and significant influence on customer satisfaction variables.

Likewise, the results of research by Supriyadi and Marlien (2015) state that trust has a significant effect on customer satisfaction for PD creditors. BKK Dempet Demak Regency City.

This shows that high or low customer satisfaction is greatly influenced by customer trust. Trust is the willingness or willingness to rely on a partner involved in a trusted exchange. Willingness is the result of a belief that the parties involved in the exchange will provide consistent quality, honesty, responsibility, kindness and good heart. This belief will create a close relationship between the parties involved in the exchange (Suhardi, 2006).

Sumarwan (2011:51) trust is the strength that a product has certain attributes. Trust is often called object-attribute linkage, namely consumer belief about the possibility of a relationship between an object and the relevant attribute.

Trust is generally seen as a fundamental element for the success of a company's relationship. Without trust or relationship, the company will not survive in the long term. Trust as a perception of reliability from a consumer's perspective is based on experience, or more on a sequence of transactions or interactions characterized by the fulfillment of expectations regarding product performance and customer satisfaction.

Trust is an awareness and feeling that customers have to trust a product, and is used by service providers as a tool to establish long-term relationships with customers (Diza, Moniharapon, & Ogi, 2016).

According to Ferrinadewi (2008: 150), "consumer trust in products and services can only be obtained if marketers can create and maintain positive emotional relationships with consumers". This positive emotional relationship must be built over a short period of time but must be done consistently.

Customer trust is a type of emotional reflection for the company. This depends on the level of fulfillment of the expected product/service or benefit service, as well as the level of consistency of expectations and actual results. If a customer expects service at a certain level, and

he feels the service received is higher than what he expected and continues to use the product/service, then the customer can be said to trust. Trust as a perception of reliability from a customer's perspective is based on experience, or more on a sequence of transactions or interactions characterized by the fulfillment of expectations for product performance and customer satisfaction.

According to Nasution (2005), customer satisfaction or dissatisfaction is the customer's response to the evaluation and actual performance of the product that is felt after using it which is also related to the quality of the provider. Customers will be satisfied with a product or service if the performance of the product or service meets their expectations, whereas if the performance of the product or service exceeds the customer's expectations then the customer will be very satisfied or happy, but if the performance is below the customer's expectations then the customer will be dissatisfied.

In general, customer expectations are the customer's estimates or beliefs about what he will receive if he buys or consumes a product. Meanwhile, perceived performance is the customer's perception of what he receives after consuming the purchased product. To create customer satisfaction, marketers must be able to create customer trust in a product or service,

so that in turn they will be able to increase customer satisfaction. Customers are faced with various specific products and services to meet their daily needs.

Therefore, to obtain customer satisfaction, company management must know the needs desired by customers. If this is not fulfilled, customers will feel dissatisfied and start comparing the services provided by that company with other companies.

From the explanation above, it can be seen that trust has an influence on PT customer satisfaction. Tiki Surabaya Branch.

Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14)

When collecting data sources, researchers collect data sources in the form of raw data. The survey method is a method of collecting primary data using written questions (Kumala Dewi, Indri et al, 2022: 29).

Data analysis in the study was carried out through descriptive analysis method, which is defined as an attempt to collect and compile data, then an analysis of the data is carried out, while the data collected is in the form of words. (Kasih Prihantoro, Budi Pramono et al, 2021 : 198).

CONCLUSION AND RECOMMENDATION

1. that the variables of service quality and trust simultaneously have a significant effect on customer satisfaction at PT. Tiki Surabaya Branch, this is proven by the value of $F = 211.528$ at $\text{sig.} = 0.00$, or $F_{\text{table}} = 3.09$. This means $F_{\text{count}} > F_{\text{table}}$. This means that the variables of service quality and trust can be used as a basis for predicting customer satisfaction at PT. Tiki Surabaya Branch.
2. The research results show that the service quality variable has a significant effect on customer satisfaction at PT. Tiki Surabaya Branch, this is proven by the value

of $t = \text{visible value of } t = 6.870$ at $\text{sig.} = 0.00$, or $t_{\text{table}} = 1.984$. This means $t_{\text{count}} > t_{\text{table}}$. This means that the service quality variable can be used as a basis for predicting customer satisfaction at PT. Tiki Surabaya Branch.

3. The research results show that the trust variable has a significant effect on customer satisfaction at PT. Tiki Surabaya Branch, this is proven by the value of $t = \text{visible value of } t = 6.832$ at $\text{sig.} = 0.00$, or $t_{\text{table}} = 1.984$. This means $t_{\text{count}} > t_{\text{table}}$. This means that the trust variable can be used as a basis for predicting customer satisfaction at PT. Tiki Surabaya Branch.

4. The most dominant variable that influences customer satisfaction at PT. TIKI Surabaya Branch, is a variable of service quality, because of value *Standardized Coefficients* The beta is 480, while the Standardized Coefficients beta value of trust is 4.77. This means that the beta standard value of service quality is greater than the beta standard value of trust.

A conclusion is the last part in the article body. The conclusion of a research paper needs to restate the thesis and summarize the main points of evidence for the reader.

It consists of the conclusion (clarity of new findings or new theories), practical and theoretical implication, limitation, and the possibility of future research development.

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