

**THE INFLUENCE OF SERVICE QUALITY DIMENSION TOWARDS  
CUSTOMER SATISFACTION AT PT. ENERTIKA DWIPA CIPTA  
(PULOMAS GOLF COURSE) JAKARTA**

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**ABSTRACT**

This study identifies the influence of service quality dimension toward customer satisfaction at PT. Enertika Dwipa Cipta (Pulomas Golf Course), Jakarta. In service quality dimension, there are five variables, as follows: tangibility, reliability, responsiveness, assurance, and empathy. This study uses explanatory approach, as the research method. The data were collected by employing interview, observation, internet browsing, and questionnaire. The sampling technique used in this study is probability sampling and there are 60 respondents. The conclusion of this study is that the variable of service quality dimension simultaneously and partially has significant influence toward customer satisfaction at PT. Enertika Dwipa Cipta (Pulomas Golf Course), Jakarta. Based on the calculation of multiple linear regression, it is known that the responsiveness variable have the dominant influence toward the customer satisfaction at di PT. Enertika Dwipa Cipta (Pulomas Golf Course), Jakarta

Key Words: Service Quality, Customer Satisfaction, Service Quality Dimension.

**INTRODUCTION**

The development of the business world today is very fast. This development is seriously responded by producers to increase their business choices. For example they do not only provide commodities but also services. According to Alma (2011), service is separately identifiable, offered to fulfill the needs. according to Lovelock (2010), the quality of service is the expected level of high achievement and the controlling of the high achievement to fulfill the needs and wants of customer. A company may increase their customers' satisfaction through five dimensions of service quality. The five variables of service quality according to Parasuraman (2005) are as follows: tangibility, reliability, responsiveness, assurance, and empathy. In today's development, there are many companies

operating in selling various product of service, for example: entertainment service, transportation service, sport service, and many others. Today's lifestyle of living healthy by doing sport. Sport means all from of physical activity which, through casual or organised participant, aim at expressing or improving fitness and mental well-being, forming social relationship or obtaining results in competition at all levels Chris (2002). Excercising regularly will certainly provide an opportunity for the enterprenuer to provide service in sport facility. Playing golf is more than doing excercise, it also has another purpose for the golf player itself such as another place for meeting point for business purpose. Another benefit to playing golf, today lifestyle golf is a sport for executive people, so many people using playing gol as tool to make a deep connection with their business colleague ([www.studymode.com](http://www.studymode.com)). One of the companies providing golf course service in Indonesia is PT. Enertika Dwipa Cipta or known as the Pulomas Golf Course

### **THEORY/LITERATURE REVIEW**

The quality of service is the expected level of high achievement and the controlling of the high achievement to fulfill the needs and wants of customer. Basically, service quality focuses on the effort to fulfill the needs and wants of customer in line with the precise offering to balance customers. Hence, the service quality is very important for the company to create customer's satisfaction (Lovelock, 2010). Understanding how satisfaction is generated has importang implications for managemeny. According (Kotler,2009) sarisfaction is a major outcome of marketing activity and serves to link processes culminating in purchase and consumption with post purchase phenomena such as attitude chage, repeat purchase, and loyalty. According James (2008), there are five dominant factors or decisive factors for quality service shortened as TERRA as follows:

Tangibility	Tangibility is the appearance of physical facilities, equipment, personnel, and communication materials.
Reliability	Reliability is ability perform the promised service both dependably and accurately.
Responsiveness	Responsiveness is the willingness to help customers and provide prompt service.
Assurance	Assurance is the knowledge and courtesy of employees as

well as their ability to convey trust and confidence.

Empathy                      Empathy is the provision of caring, individualized attention to customers.

In dimension service quality there are 5 Gaps to analysis the service quality. In this study. Gap 1 from management's lack of full understanding about how customers formulate their expectation on the basis of a number of sources. Gap 2 : may result from a lack of management commitment to service quality or a perception of the unfeasibility of meeting customers' expectations. Gap 3 The difference between specified delivery standards and the service provider's actual performance (delivery gap). Gap 4 discrepancy between service delivery and external communication in the form of exaggerated promises and lack of information provided to contact personnel. Gap 5 The gap between the service being perceived and the expected service.

## **METHODOLOGY**

### **1. Population and Sampel**

The population in this study the entire members of Pulomas Golf Course. The total number of Pulomas Golf Course members until march 2014 are 104 person. The sampling technique in this study using probability sampling, the scale of the sample measurement using Systematic Defferensial Scale by using questionnaire instrument. This scale is used to measure the attitudes, but the form is not multiple choice or checklist but it is arranged in a continue line that answers "very positive" located on the right line, and answer " very negative" located on the left of the line, or vice versa

### **2. Data Collection**

Data Collection in this study using several techniques, as follows as Questionnaire, Interview, Observation, Browsing Internet

### **3. Instrument Test**

First in study using Validity Test and Realiability Test. Second classic assumption test including (normality test, collinearity test, and heterocedasticity test). The data analysis using multiple Regression Analysis

## DISCUSSION

**Standardized Coefficient Beta Table**

Model	Standardized Coefficient Beta
Tangibility	0,234
Reliability	0,296
Responsiveness	0,334
Assurance	0,259
Emphaty	0,224

Based on the results of the study, the problem of this study can be answered. For the first problem, service quality variables (Reliability, Responsiveness, Assurance, Empathy and Tangibility) have positive and significant influence on satisfaction of customer at Pulomas Golf Course. In this study, from F test the nominal of F calculate is 20,412 and F table is 2,479. If the nominal of F calculate more than F table means the variable service quality dimension have simultaneously influence to customer satisfaction. The second test is t-test, in this study the result is all variables of service quality dimensions is less than 0,05 which means that all variables having partial influence to customer satisfaction.

The second problem of the study can also be answered. The most dominant variable that is Responsiveness. This condition shows that Responsiveness is the main aspect to satisfy customer. In playing golf sport the responsiveness of employees and management of PT. Enertika Dwipa Cipta is very crucial to customer satisfaction.

Based on that result in this study, Pulomas Golf Course still having several lack in providing service to customer. In chapter II, service marketing consist of 7Ps (Product, Place, Price, Promotion, People, Physical Evidence, Process). The fact at Pulomas Golf Course the lack in this company about the employee like caddy and waiters still not fulfill customer expectations. In service

quality there's analysis gap, based on the Pulomas Golf Course problem, gap 2 the most close analysis to analyze this problem.

Gap 2 discuss about from a lack of management commitment to service quality or a perception of the unfeasibility of meeting customers' expectations; however setting goals and standardizing service delivery tasks can close this gap. from that theory the management may be able to understand exactly what the customer wants, but they do not formulate a clear standars of performance. This problem can happend because the untrained caddy and waiters.

In achieving customer satisfaction there are several strategies, but there's one strategy proper used in this study to get customers satisfaction at Pulomas Golf Course, the strategy is Effective complains handling system. This strategy is about Complaint handling is closely related to product quality. The company should ensure that the goods and services produced should work properly from the beginning. Afterwards, a problem many occur, then the company should try to fix it by the complaint handling system. Therefore, the quality assurance must precede complaint handling. The facts indicate that many customers experience various kind of problems, related to the consumption of the types of the product, the delivery period, or the customer service. Therefore, each company must have an effective complaint handling system. From that theory, Pulomas Golf Course using and applying this strategy to fix the employees and achieving customer satisfaction

