



Analysis of the Effect of Service Quality Using the SERVQUAL Method on Customer Satisfaction at Jendela Wisata Travel

Zidan Novandy Ramadhani^{1*}, Listanto Tri Utomo²

^{1,2} Universitas Merdeka Malang, Malang, Indonesia
ramdhani.zidan@unmer.ac.id^{1*}, listanto.utomo@unmer.ac.id²

Abstract

This study analyzes the influence of service quality on customer satisfaction at Jendela Wisata Travel in Malang City using the SERVQUAL method. The research evaluates five quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy. A quantitative approach was employed, collecting data via a questionnaire distributed to 87 respondents. Data was analyzed using multiple linear regression and SERVQUAL gap analysis. Results indicate that reliability, responsiveness, and empathy have a significant positive effect on customer satisfaction, with responsiveness being the most dominant factor. Conversely, the tangibles and assurance dimensions showed a significant but negative influence. The gap analysis revealed service performance in four dimensions has not met customer expectations, with responsiveness having the largest negative gap (-0.218). The tangible dimension was the only one with a positive gap (+0.017). Simultaneously, all five dimensions significantly affect customer satisfaction, explaining 27.5% of the variance in customer satisfaction. This research offers managerial insights for Jendela Wisata to improve service quality, particularly in responsiveness.

Keywords: *Customer Satisfaction, Jendela Wisata Travel, SERVQUAL, Service Quality, Tourism*

1. Introduction

The tourism industry is a vital component of the national economy in many countries, including Indonesia, where it serves as a significant source of national income [1]. It is considered a driver of the global economy, offering substantial foreign exchange earnings, creating employment opportunities, and showcasing local culture. Long-term development in this sector can be achieved by enhancing production factors, such as improving service quality and adding new tourist destinations [2]. Service quality is a dynamic condition that encompasses aspects like services and human resources, which collectively meet or exceed customer expectations. It is measured by the gap between customer expectations and their perceptions of the service received; a smaller gap indicates higher perceived service quality [3]. Customer satisfaction, defined as the feeling of pleasure or disappointment resulting from comparing a product's perceived performance to expectations, is a primary goal for customer-centric companies and a crucial marketing tool. Achieving customer satisfaction is essential for gaining their trust and loyalty [4].

Jendela Wisata Travel is a company in the transportation and tourism sector in Malang, East Java, providing inter-city travel, airport shuttles, and tour packages. As a service provider with direct customer interaction, its service quality plays a critical role in shaping the customer experience. Previous research has highlighted the strong influence of service quality on customer satisfaction in the travel industry [5]. However, these studies often have limitations in scope and methodology, creating a need for research focused on a tourist city like Malang. This study is important because service quality is a key factor for maintaining customer satisfaction and loyalty amid intense competition among travel agencies, especially in a tourist hub like Malang.

Preliminary observations at Jendela Wisata Travel revealed service issues, such as delays in departure and pickup schedules, indicating a need for data-driven evaluation. By applying the SERVQUAL method, which assesses service quality across five dimensions (tangibles, reliability, responsiveness, assurance, and empathy), this study aims to identify which service aspects need improvement. The main objectives are to assess the extent to which each quality dimension affects customer satisfaction and to determine the gap between customer perceptions and expectations. The findings are expected to provide an objective overview of which service areas contribute most to customer satisfaction, offering valuable information for the company's internal evaluation and managerial decision-making.

2. Literature Review

2.1. Service Quality

Exceptional service quality is a key determinant of a service company's ability to maintain a strategic market position and enhance its competitive advantage. Offering superior service is a primary strategy for service businesses to thrive and compete. Service quality is defined as the expected level of excellence and the control over that level to meet customer desires [6]. It is crucial for Jendela Wisata Travel to understand how well its offerings meet client demands. Service quality significantly impacts customer loyalty, as emotionally satisfied customers develop a positive view of the business. A pleasant service experience not only meets expectations but also fosters a sense of being valued, which builds emotional attachment and long-term loyalty [7].

2.2. Customer Satisfaction

Customer satisfaction is a customer's subjective evaluation of a company's performance in meeting their needs and expectations, which in turn influences their loyalty and retention. From the customer's perspective, satisfaction is determined by comparing the quality of service received against their expectations [8]. This is shaped not only by technical standards but also by perceptions of value, convenience, empathy, and reliability experienced during the service interaction. It is a psychological state that arises when customers feel their expectations and desires are optimally fulfilled by a service, reflected in the perceived alignment between initial expectations and the actual experience [9].

2.3. SERVQUAL

SERVQUAL is a widely used method for evaluating a company's service quality by comparing customer expectations before a service with their opinions after receiving it. Customer satisfaction is achieved when the perceived service reality meets or exceeds expectations; the smaller the gap, the higher the perceived quality [10]. The five core dimensions of the SERVQUAL model are tangibles, reliability, responsiveness, assurance, and empathy. These dimensions serve as operational guidelines for service management, helping organizations like Jendela Wisata Travel evaluate and optimize their services to remain competitive [11].

The five dimensions of SERVQUAL are:

- Tangibles:** Physical elements such as facilities, equipment, operational vehicles, and employee appearance that shape a customer's initial perception of the company's professionalism and service quality.
- Reliability:** The company's ability to consistently and accurately deliver on its promised services, including punctuality and accuracy.
- Responsiveness:** The willingness and readiness of employees to provide prompt service to clients, including quick replies to inquiries and swift handling of consumer issues.
- Assurance:** The knowledge, courtesy, and ability of employees to instill confidence and trust in customers, encompassing communication, expertise, security, credibility, and friendliness.
- Empathy:** Providing individualized attention and understanding the specific needs of customers through a personal approach, focusing on emotional engagement in every service interaction.

3. Research Methodology

3.1. Research Design

This study utilized a quantitative methodology to examine the impact of service quality attributes on customer satisfaction at Jendela Wisata Travel. Data was collected via a survey using a questionnaire based on the SERVQUAL model, which was then analyzed using multiple linear regression, SERVQUAL gap analysis, and other statistical tests to determine the relationship between variables.

3.2. Location, Population, and Sample

The research was conducted at Jendela Wisata Travel, located in Malang, a popular tourist destination in East Java. The population for this study comprised 468 customers who had used the company's services in the last six months. The sample size was determined using the Slovin formula with a 10% margin of error:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{468}{1 + 468(0,1)^2}$$

$$n = 82,394$$
(1)

Definition: Slovin formula

Based on the calculation, a sample of 83 respondents was selected for this study. A non-probability purposive sampling technique was used, where the researcher selected the sample based on predetermined criteria, specifically customers who had used the service within the last six months.

3.3. Data Collection and Analysis

Data was collected primarily through questionnaires and interviews. Interviews were conducted with the management of Jendela Wisata Travel to understand their perspective on service quality. The questionnaire, based on the five SERVQUAL dimensions, was distributed to customers to measure their expectations and perceptions of the service [12]. A Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) was used to score the responses.

The collected data was analyzed using SPSS software. The analysis techniques included:

- Validity and Reliability Tests: A validity test was performed using Pearson Product Moment correlation to ensure the questionnaire accurately measured the intended constructs. An item was considered valid if its calculated r-value exceeded the r-table value (0.210 for $df=85$). A reliability test using Cronbach's Alpha was conducted to check for internal consistency, with a value ≥ 0.6 considered reliable.
- SERVQUAL Gap Analysis: This analysis was used to measure the discrepancy between customer expectations and their perceptions of the service provided. The gap score was calculated as:
Gap = Perception Score – Expectation Score. A negative gap indicates that service fell short of expectations, while a positive gap suggests service exceeded expectations.
- Classical Assumption Tests: Tests for normality, multicollinearity, and heteroscedasticity were conducted to ensure the regression model was robust and reliable.
- Multiple Linear Regression Analysis: This was used to model the effect of the five independent SERVQUAL dimensions on the dependent variable, customer satisfaction.
- Hypothesis Testing: An F-test was used to evaluate the simultaneous effect of all independent variables on the dependent variable. A t-test was used to measure the partial effect of each independent variable on the dependent variable.
- Coefficient of Determination (R^2): This was calculated to determine the proportion of variance in the dependent variable that is predictable from the independent variables.

4. Results and Discussion

4.1. Respondent Characteristics

The study involved 87 respondents who had used Jendela Wisata Travel's services in the last six months. The majority of respondents were male (57.5%). The dominant age group was 20-30 years, indicating that the company's primary market consists of a young, active, and highly mobile segment.

4.2. Validity and Reliability

The validity test showed that all questionnaire items had a calculated r-value greater than the r-table value of 0.210, confirming that all items were valid. The reliability test resulted in Cronbach's Alpha values above the 0.60 standard for all variables, indicating that the research instrument was reliable and internally consistent.

4.3. SERVQUAL Gap Analysis

The gap analysis revealed discrepancies between customer expectations and perceptions across the five SERVQUAL dimensions.

Table 1: SERVQUAL Gap Analysis Results

Variable	Perception	Expectation	Gap
Tangibles (X1)	3.851	3.833	0.017
Reliability (X2)	3.908	3.920	-0.011
Responsiveness (X3)	3.718	3.937	-0.218
Assurance (X4)	3.810	3.885	-0.075
Empathy (X5)	3.799	3.828	-0.029

The results show that only the Tangibles dimension had a positive gap (+0.017), indicating that the physical aspects of the service slightly exceeded customer expectations. The other four dimensions had negative gaps, with Responsiveness showing the largest negative gap (-0.218), making it the most critical area for improvement. This was followed by Assurance (-0.075), Empathy (-0.029), and Reliability (-0.011).

4.4. Classical Assumption Tests

The normality test, confirmed via histogram and P-P plots, showed that the data residuals were normally distributed. The multicollinearity test revealed that all independent variables had a Tolerance value > 0.10 and a VIF value < 10.00 , indicating no multicollinearity issues in the regression model. The heteroscedasticity test, based on a scatterplot analysis, showed no clear pattern, confirming the absence of heteroscedasticity.

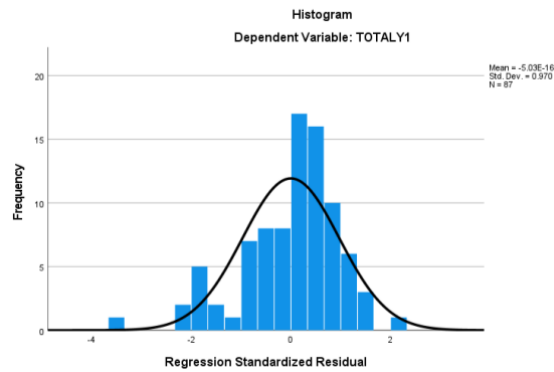


Fig. 1: Histogram

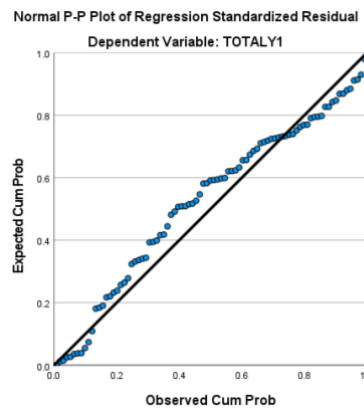


Fig. 2: P-P Plot

Table 2: Results of Multicollinearity Testing

Variable	Tolerance	VIF
Tangibles (X1)	0.968	1.034
Reliability (X2)	0.923	1.083
Responsiveness (X3)	0.969	1.032
Assurance (X4)	0.962	1.039
Empathy (X5)	0.950	1.052

4.5. Multiple Linear Regression and Hypothesis Testing

The multiple linear regression analysis yielded the following equation:

$$Y=14.274-0.173X_1+0.191X_2+0.185X_3-0.123X_4+0.133X_5+e \tag{2}$$

Definition : multiple linear regression analysis formula

The hypothesis testing results from the t-test (with a t-table value of 1.990) are summarized below:

Table 3: T-Test Result

Model	t	Sig.
(Constant)	6.103	<.001
Tangibles (X1)	-2.665	3.833
Reliability (X2)	2.878	3.920
Responsiveness (X3)	3.137	3.937
Assurance (X4)	-2.014	3.885
Empathy (X5)	2.191	3.828

The t-test results showed that:

- Reliability (H2), Responsiveness (H3), and Empathy (H5) had a significant and positive effect on customer satisfaction, with Responsiveness having the highest t-value (3.137).
- Tangibles (H1) and Assurance (H4) had a significant but negative effect on customer satisfaction. This counterintuitive finding suggests that while these aspects are important, customer perceptions of them may be negatively impacting overall satisfaction, warranting further investigation.

4.6. F-test

yielded an F-value of 7.513 with a significance of <.001, which is greater than the F-table value of 2.33. This confirms that all five service quality dimensions simultaneously have a significant influence on customer satisfaction.

Table 4: F-Test Result

Model	df	Mean Square	F	Sig.
Regression	5	37.906	7.513	<.001b
Residual	81	5.046		
Total	86			
F tabel				
	2.329			

4.7. Coefficient of Determination (Adjusted R²)

was 0.275, indicating that 27.5% of the variation in customer satisfaction can be explained by the five SERVQUAL dimensions, while the remaining 72.5% is influenced by other factors not included in this study.

Table 5: Results of the Coefficient of Determination R² Test

Model	R	R Square	Adjusted R Square
	.563 ^a	0.317	0.275

5. Conclusion

This study concludes that service quality, as measured by the five SERVQUAL dimensions, significantly influences customer satisfaction at Jendela Wisata Travel in Malang.

1. The dimensions of Responsiveness, Reliability, and Empathy have a positive and significant impact on customer satisfaction, with Responsiveness being the most dominant factor. This means that improvements in service speed, dependability, and personalized attention will directly lead to higher customer satisfaction.
2. The dimensions of Tangibles and Assurance were found to have a significant but negative influence, suggesting that customer perceptions of the physical facilities and staff's ability to provide assurance are currently detracting from satisfaction.
3. The SERVQUAL gap analysis confirmed that overall service quality has not yet met customer expectations. Responsiveness had the most significant negative gap, identifying it as the highest priority area for improvement. Tangibles was the only dimension where performance exceeded expectations.
4. Taken together, the five service quality dimensions significantly affect customer satisfaction, although they account for only 27.5% of its variance, implying that other factors also play a crucial role.

Based on these findings, it is recommended that Jendela Wisata Travel prioritize improving its responsiveness by training staff to be quicker and more helpful. The company should also investigate the negative perceptions associated with tangibles and assurance to understand the root cause and implement corrective actions. For future research, it is suggested to explore other factors influencing customer satisfaction, such as price and brand image, and to use mixed-methods approaches to gain deeper insights into customer perceptions.

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