

# THE EFFECT OF SERVICE QUALITY ON CONSUMER SATISFACTION OF MOURA MUSLIM FASHION BOUTIQUE IN BANDUNG

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**Abstract.** The company is required to implement service quality standard for its products. This study aims to determine the effect of service quality on consumer satisfaction, moslem boutique Moura. This research was conducted using a quantitative approach and associative research design with a total sample of 127 respondents. The instrument used by researchers is questionnaire. Testing the quality of the instrument, namely the validity and reliability. Data analysis using descriptive analysis and correlation. Hypothesis testing using linear regression analysis. The results of this study explain that there is a service quality on customer satisfaction by 31.8%. This analysis is only carried out in one company and does not consider other variables or moderator variables that influence customer satisfaction.

**Keywords:** Service Quality, Customer Satisfaction

**Abstrak.** Suatu bisnis dituntut untuk menerapkan standar pelayanannya. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap kepuasan konsumen butik Moura sebagai salah satu produk busana muslim yang banyak diminati. Penelitian ini dilakukan dengan pendekatan kuantitatif dan desain penelitian asosiatif dengan jumlah sampel sebanyak 127 responden. Instrumen yang digunakan peneliti adalah kuesioner. Pengujian kualitas pada instrumen penelitian yaitu uji validitas dan reliabilitas. Analisis data menggunakan analisis deskriptif dan korelasi. Pengujian hipotesis menggunakan analisis regresi linier sederhana. Hasil penelitian ini menjelaskan bahwa terdapat pengaruh antara kualitas pelayanan terhadap kepuasan konsumen sebesar 31,8%. Analisis ini hanya dilakukan pada satu perusahaan saja dan tidak memperhitungkan variabel lain atau variabel moderator yang ikut mempengaruhi kepuasan konsumen.

**Kata Kunci:** Kualitas Pelayanan, Kepuasan Konsumen

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## INTRODUCTION

Over time, the lifestyle or appearance of women in Indonesia can change from time to time so that it can grow an individual identity, starting from presenting changes in the style of socializing and dressing. This lifestyle shift is also reinforced by the fact that this indication marks the existence of a thriving lifestyle, that is, those who care about how to look while styling as part of their existence. (Mulyana, 2014).

Currently the company is required to apply the quality standards of the products it produces. This happens because the quality of a product determines whether or not the product can penetrate the market (Widjoyo, 2014). The problem that then arises is if the products produced are the same as other companies, causing competition from several existing companies. And what is one of the problems that is quite disturbing is the many similar products circulating in the market. By facing fierce competition, companies need to compete to market the products produced by continuing to strive to develop creativity, maintain originality and create new innovations. Companies with each other compete with each other to cover the quality of their products so that the products produced have good quality and are superior to other companies.

For companies engaged in business, service quality is important. Quality service provides an encouragement to consumers to establish strong bonds with the company so that the company can increase consumer purchases (Novia et al., 2020). Service quality can be known by comparing consumers' perceptions of the actual service they receive/obtain with the service they actually expect/want for the service attributes of a company (Yola & Budianto, 2013). If the service received or perceived (perceived service) is as expected, then the quality of service is perceived as good and satisfying, if the service received exceeds consumer expectations, then the quality of service is perceived as very good and quality. Conversely, if the service received is lower than expected, then the quality of service is perceived as poor. Service considerations are related to appropriate quality so as to satisfy the purchasing decisions of visiting consumers and in accordance with other qualities, but do not cause harm to the company.

Companies that fail to improve the quality of their services and the quality of their products will face complex problems. Generally, dissatisfied customers will convey their bad experiences to others and you can imagine how big the losses are from failing to satisfy customers. Therefore, every goods or services company must plan, organize, implement, and control the service quality system in such a way, so that service can satisfy customers and have a positive impact, namely loyalty in using the services of the company. (Sopiah & Sangadji, 2016). With the quality of products and good service quality able to compete (competitive), of course, it will also affect consumer confidence. According to Morgan & Hunt (1994) definition of trust is, to the partners with whom one is in contact. Trust arises from a product that lasts until both parties trust each other. If trust has been established between customers and the company, the effort to build it is certainly easier. (Zahra et al., 2022).

Product quality is a characteristic of a product or service that provides the ability to meet customer needs. Quality can be interpreted as the ability of the product to carry out its functions which include durability, reliability or progress, strength, ease of packaging and product repair and product characteristics are defined as consumer perceptions described by producers through their production results Quality or product quality is influenced by factors that will determine that the quality of goods can meet its purpose, namely to increase sales volume. (Zahra et al., 2022).

**Table 1.** Sales 2018 - 2023

| <b>Year</b> | <b>Monthly Sales Average</b> |
|-------------|------------------------------|
| 2018        | 40.000.000                   |
| 2019        | 42.000.000                   |
| 2020        | 21.000.000                   |
| 2021        | 15.000.000                   |
| 2022        | 14.000.000                   |
| 2023        | 13.000.000                   |

Based on data provided by Moura, a Muslim boutique in Bandung as shown on Table 1 above, in 2020 to 2022 sales have decreased, even until Q1 2023 also still shows unsatisfactory results. Based on research (Handayani & Hidayat, 2022), product quality and service quality have a significant influence on customer satisfaction. Then research conducted by (Worodiyanti, 2016) service quality simultaneously has a significant effect on consumer satisfaction. However, in contrast to the research conducted (Mariansyah & Syarif, 2020) obtained results that service quality does not affect consumer satisfaction. Based on these studies, gaps were found that showed there were differences in final results between researchers. Therefore, researcher tried to examine how the influence of service quality on consumer satisfaction of Moura Muslim fashion boutique in Bandung. Based on the problems described above, researcher is interested in conducting research on "The Effect of Service Quality on Consumer Satisfaction".

## **METHOD**

The type of research used in this study is quantitative which involves calculating numbers as a tool to find results about what researchers want to know. Quantitative research essentially starts from the theoretical framework, the ideas of experts, and the knowledge and experience of researchers. According to Sugiyono (2009), quantitative research methods are research based on empirical philosophy by analyzing data statistically with the aim of explaining and testing hypotheses. Researchers chose this type of quantitative research because they wanted

to know and prove the effect of product quality and service quality on consumer satisfaction of Moura Muslim fashion boutique in Bandung.

This study uses an associative design which can be used to see the influence between two or more variables. The main reason for using associative design is to test whether one variable has an influence on other variables, as well as to find out how much the independent variable contributes relative to the existence of the dependent variable. The research was conducted for five months, namely in February - March 2023 at the Moura Muslim fashion boutique in Bandung. Research variables are the most important indicators of research success because they are the subject of research or become the focus of research. According to Sugiyono (2009) Research variables are everything that is set by the author to be studied to obtain information that will then be concluded. There are two types of variables in this study, namely independent (free) and dependent (bound) variables. The variable used in this study are independent variables of service quality (X) and the dependent variable is consumer satisfaction (Y)

The population of this study is consumers of Moura Muslim fashion boutique for the last 2 months as many as 200 people. The sampling technique in this study is probability sampling with systematic random sampling. According to Triyono (2003), systematic random sampling is a sampling method where only the first element of the sample is randomly selected while the next element is selected systematically according to a certain pattern. There is an opinion that sampling with this method is not random, because the first element is taken randomly, while the next elements are sorted based on certain and fixed intervals. Therefore, to be able to use this method, several conditions must be met, namely (1) the population must be large, (2) a sample frame list must be available, (3). The population must be homogeneous. The population criteria in this study are consumers of Muslim fashion products at Moura boutique located in Bandung. The determination of the number of samples used in this study was determined using the Isaac and Michael Table with an error rate of 5%. Based on the Isaac and Michael Table, with a population of 200 people, the sample that can be used in the study is 127 people.

## RESULTS

Moura is one of the Muslim clothing products that is quite famous in Bandung, where Bandung is one of the meccas of Muslim fashion in Indonesia. Established since 2014 which was founded by Dojas Dewi Intania. Moura stands for the names of Dojas' sons, which is part of a business group founded by Dojas and her husband located in Jakarta and Bandung, West Java. Moura was originated from the hobby of the founders who always wanted to look beautiful, charming but also Islamic, armed with this desire Moura has now become one of the

Muslim women's clothing brands that are favored by the public. Not only focusing on selling Muslim clothes, but Moura has also expanded to make shoes and jewelry. So that consumers feel comfortable enough to come to one place to choose products that feel suitable.

### Descriptive Analysis

In this study, the author uses descriptive analysis to see the results of each respondent's answer regarding each variable, namely service quality and customer satisfaction. The results of descriptive analysis related to these variables, as follows:

**Tabel 2.** Descriptive analysis of service quality

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| X2_12                  | 127 | 2       | 4       | 3.57 | 0.513          |
| X2_13                  | 127 | 2       | 4       | 3.56 | 0.514          |
| X2_14                  | 127 | 2       | 4       | 3.58 | 0.511          |
| X2_15                  | 127 | 3       | 4       | 3.58 | 0.495          |
| X2_16                  | 127 | 2       | 4       | 3.54 | 0.516          |
| X2_17                  | 127 | 3       | 4       | 3.57 | 0.497          |
| X2_18                  | 127 | 2       | 4       | 3.50 | 0.547          |
| X2_19                  | 127 | 2       | 4       | 3.50 | 0.533          |
| X2_20                  | 127 | 2       | 4       | 3.54 | 0.531          |
| X2_21                  | 127 | 2       | 4       | 3.57 | 0.513          |
| Valid N (listwise)     | 127 |         |         |      |                |

Based on the results of data processing in table 3 above, it shows that the average mean of respondents in most Service Quality variables is 3, this means agreeing with the statement items in the Service Quality variable. The minimum value in the Service Quality variable is 2 which means disagree. There were respondents who disagreed on the variable item of Service Quality. The maximum value on the overall Service Quality variable is 4 which means that there are respondents who strongly agree with the Product Quality variable statement item.

**Tabel 3.** Descriptive analysis of consumer satisfaction

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| Y_23                   | 127 | 2       | 4       | 3.58 | 0.511          |
| Y_24                   | 127 | 2       | 4       | 3.61 | 0.506          |
| Y_25                   | 127 | 3       | 4       | 3.65 | 0.478          |
| Y_26                   | 127 | 3       | 4       | 3.70 | 0.460          |
| Y_27                   | 127 | 2       | 4       | 3.61 | 0.506          |

|                       |     |   |   |      |       |
|-----------------------|-----|---|---|------|-------|
| Y_28                  | 127 | 2 | 4 | 3.59 | 0.525 |
| Y_29                  | 127 | 3 | 4 | 3.57 | 0.496 |
| Y_30                  | 127 | 3 | 4 | 3.58 | 0.495 |
| Valid N<br>(listwise) | 127 |   |   |      |       |

Based on the results of data processing in table 4 above, it shows that the average mean of respondents in the majority Consumer Satisfaction variable is 3, this means agreeing with the statement items in the Consumer Satisfaction variable. The minimum value in the Consumer Satisfaction variable is 2 which means disagree. There were respondents who disagreed on the variable item Consumer Satisfaction. The maximum value of the overall Consumer Satisfaction variable is 4, which means that there are respondents who strongly agree with the Consumer Satisfaction variable statement item.

**Tabel 4.** Data normality test results table

| Asymp. Sig. (2-tailed) | Information |
|------------------------|-------------|
| 0.200                  | Normal      |

From table 4 above, the normality test results are normally distributed because of the significance values of  $0.200 > 0.05$ .

**Tabel 5.** Heteroscedasticity test results

| Variabel               | Sig.  | Sig value | Information           |
|------------------------|-------|-----------|-----------------------|
| Quality of Service (X) | 0.477 | 0.05      | No heteroscedasticity |

Based on table 5, the significance values of each variable X are 0.477, where the value is greater 0.05, which means that in variable X heteroscedasticity does not occur.

**Tabel 6.** Results of linear regression analysis

| Variablel          | Unstandardized Coefficients |
|--------------------|-----------------------------|
| Constant           | 19.185                      |
| Quality of Service | 0.209                       |

Based on the result data from table 6, a regression equation is obtained using the following formula:  $\hat{Y} = 19.185 + 0.209 X$ . The equation above shows a constant value of 19.185. This explains that if there is no increase in the value of the independent variable, then the value of Consumer Satisfaction (Y) is 19,185. The regression coefficient on the Service Quality variable is 0.209 and has a positive value so that it can be interpreted that if the independent variable whose value does not change or is constant, then Customer Satisfaction will increase by 0.209.

**Tabel 7. t-Test Results**

| <b>Coefficients</b>    |          |             |
|------------------------|----------|-------------|
| <b>Model</b>           | <b>t</b> | <b>Sig.</b> |
| (Constant)             | 15.769   | 0.000       |
| Quality of Service (X) | 7.606    | 0.000       |

Based on the calculation results in table 8 above that the significance value possessed by the variable X2 is 0.000, meaning that the value of the significance is  $\leq 0.05$  and the value in tcalculate (7.606) > ttable (1.97928), then hereby it can be concluded that H0 is rejected. So, the Service Quality variable (X2) partially affects the variable Customer Satisfaction (Y) and H2 received.

**Tabel 8. F Test Results**

| <b>Information</b> | <b>Regression Coefficient</b> |
|--------------------|-------------------------------|
| F value            | 39.095                        |
| Sig.               | 0.000                         |

Based on table 9, F calculation of 39,095 with a significance of 0.000 is obtained. That is, f calculates (39,095) > F table (3.07) with significance levels of  $0.000 \leq 0.05$ . From these results, it can be concluded that Service Quality (X) affect Consumer Satisfaction (Y)

**Tabel 9. X and Y Correlation Table**

| <b>Correlations</b>      |   |                         | <b>Y</b> | <b>X</b> |
|--------------------------|---|-------------------------|----------|----------|
| <b>Control Variabies</b> |   |                         |          |          |
| X                        | Y | Correlation             | 1.000    | .564     |
|                          |   | Significance (2-tailed) | .        | .000     |
|                          |   | df                      | 0        | 124      |

From the results of the analysis in the table above, it is obtained (r) = 0.564 and p-value =  $0.000 < 0.05$  or H0 rejected and significant. The result of the determination coefficient analysis was  $KD = 0.5642 \times 100\% = 31.8\%$ . Thus, there is a large influence between Service Quality (X) on Consumer Satisfaction (Y) by by 31.8%.

## DISCUSSION

The hypothesis about Service Quality influencing customer satisfaction has been tested with the result of the tests carried out is influential. This is known from the results of the Correlation Test, linear regression analysis and T Test. The results of the partial correlation test (r) = 0.564 and p-value =  $0.000 < 0.05$  or H0 are rejected and significant. Thus, the correlation

coefficient between Service Quality (X) and Consumer Satisfaction (Y) by controlling the Product Quality variable (X1) is 31.8%. The results of a simple linear regression analysis also show a result on the Service Quality variable (X) which has a regression coefficient value of 0.209. This means that if there is an increase of 1 unit of X will increase Y by 0.209. Then the results of the simple linear regression analysis also showed the results of the T Test (sig. X1 of 0.000) which means that H2 (Quality of Service affects Customer Satisfaction) is accepted. The results of the study are in line with research conducted by (Worodiyanti, 2016) that Service Quality has a positive effect on Consumer Satisfaction.

### **Research and Practical Implications**

Based on the research that has been done, Service Quality, has a strong relationship with Consumer Satisfaction. The results in this study can be used by Moura to maintain Service Quality, because it has a positive impact on Consumer Satisfaction. So, with this Moura can maintain iys customers by improving Service Quality.

### **Research Limitations**

In this study there are limitations in place, where this research was conducted by focusing on one place only, namely Moura Boutique in Bandung. It is hoped that further researchers can expand the subject of research at a wider level. Furthermore, this research has limitations on the object of research, where this study only discusses Service Quality to Consumer Satisfaction

### **CONCLUSION**

This study was conducted with the aim of determining the influence of the independent variable of Service Quality on the dependent variable, namely Customer Satisfaction. This study involved 127 respondents who were consumers of Moura. The results of this study can be concluded as follows: Service Quality partially affects Moura Customer Satisfaction in Bandung with test results of 0.000, meaning that the value of the significance is  $\leq 0.05$  and the value in tcalculate (7.606) > ttable (1.97928), so hereby it can be concluded. This means that if Moura improves service quality, it can increase customer satisfaction.



## RECOMMENDATIONS

This study has a limitation, namely only using the independent variable of Service Quality to test the effect on dependent Customer Satisfaction. It is recommended for subsequent researchers to add or use other independent variables to test whether there is an influence on the dependent variable Consumer Satisfaction. And complete the respondent profile data. Based on the results that have been obtained in this study, it is recommended for Moura in running a business to be able to maintain and improve the Quality of Service so that consumers can feel satisfied with the use of their products

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