



SERVICE QUALITY ANALYSIS BASED ON CUSTOMER SATISFACTION AND CUSTOMER TRUST DAARUL HUDA SANTRI SHOP (UMKM ASSISTED BY DAARUL HUDA ISLAMIC BOARDING SCHOOL MALANG)

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Abstract

The research objective is to describe service quality, customer satisfaction and trust; analyze the effect of service quality on customer satisfaction; analyze the effect of service quality on customer trust; analyze the effect of satisfaction on customer trust; analyze the effect of trust on customer satisfaction; analyze the effect of service quality on trust through customer satisfaction and analyze the effect of service quality on satisfaction through customer trust at Daarul Huda Santri Shop at Daarul Huda Islamic Boarding School Malang. This research uses explanatory research. The research population is all customers of the Santri Daarul Huda Store. This study used a Likert scale questionnaire which was distributed to 100 respondents. Random sampling technique is used to determine the respondents. This research concludes that in between trust and satisfaction, satisfaction factors include the suitability of expectations, interest in revisiting, willingness to recommend prioritizing related to service aspects at the Daarul Huda Santri Shop.

Abstrak

Tujuan penelitian adalah untuk mendeskripsikan kualitas pelayanan, kepuasan dan kepercayaan pelanggan; menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan; menganalisis pengaruh kualitas pelayanan terhadap kepercayaan pelanggan; menganalisis pengaruh kepuasan terhadap kepercayaan pelanggan; menganalisis pengaruh kepercayaan terhadap kepuasan pelanggan; menganalisis pengaruh kualitas pelayanan terhadap kepercayaan melalui kepuasan pelanggan dan menganalisis pengaruh kualitas pelayanan terhadap kepuasan melalui kepercayaan pelanggan pada Toko Santri Daarul Huda Pondok Pesantren Daarul Huda Malang. Penelitian ini menggunakan penelitian eksplanatori. Populasi penelitian adalah seluruh pelanggan Toko Santri Daarul Huda. Penelitian ini menggunakan kuesioner skala likert yang disebarkan kepada 100 responden. Teknik random sampling digunakan untuk menentukan responden. Penelitian ini menyimpulkan bahwa diantara kepercayaan dan kepuasan, faktor kepuasan meliputi kesesuaian harapan, minat berkunjung kembali, kesediaan merekomendasikan mengutamakan aspek pelayanan di Toko Santri Daarul Huda.

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INTRODUCTION

The development of science and technology is currently growing very rapidly and varies. This is really felt in the world of trading of all kinds. The need for a fulfillment of daily needs is also felt by customers in choosing trading services that are considered to be able to meet their needs, both clothing and food. In trade there are also services provided to customers and when we talk about services, we cannot be separated from discussing the services provided. Because services are closely related to services, in other words, in trade, it is very important. These things are a form of consideration that even requires MSMEs to provide solutions to market demands that are increasingly demanding to meet the needs of their customers.

MSMEs should try to improve the quality of services and facilities to meet customer needs. Various kinds of strategic steps were taken by both parties in order to gain the trust and full satisfaction of customers who do have daily needs and other needs. As many people use similar trade services, it is now demanding that MSME entrepreneurs improve their performance. Service quality is a central point for MSMEs because it will affect customer satisfaction. Customer satisfaction will arise if the service quality is good. Parasuraman *et al.* (1988), Kotler *et al.* (2021) divides good service quality into five SERVQUAL dimensions, namely: tangibles (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee) and empathy (attention individual).

An MSME will win the competition if it can create value and provide satisfaction to customers through the delivery of quality goods or services. The fulfillment of needs and desires as well as the value of service quality expected by customers is largely determined by service quality. According to Zeithaml (1988) unsatisfactory service will lead to reduced customers or even lost because customers switch to other services, so there is not the slightest doubt about the importance of quality service as the ultimate goal of service providers around the world. Another factor that can affect the level of customer satisfaction is Customer trust.

Customer trust will arise because there is a belief that the parties involved in the exchange will provide consistent, honest and responsible quality. This belief will lead to good relations between the parties involved in the exchange. Trust is a belief that someone will get what is expected of others. Trust concerns a person's willingness to behave in a certain way because of the belief that his partner will give him what he expects and an expectation that is generally held someone that other people's words, promises or statements can be trusted, Barnes (2003).

Daarul Huda Islamic Boarding School is a foundation institution engaged in education and teaching, with superior programs of tahfidhul Qur'an and fiqh deepening, for formal education, namely MI, SMP/IP, and MA and for non-formal education namely Madin, Kitab kuning. This cottage has existed since 1969 by the late Hasan (2002). The total number of students in this boarding school is 250 students and female students. Of the total number of students, the Daarul Huda foundation established a shop made for the daily needs of students.

In general, students buy daily necessities at the Daarul Huda store because the store is built near the location of the cottage, this is to make it easier for students to shop. Not only that, the foundation wants the shop to be known by the local community. This santri shop was opened to serve the needs of students and the community. However, what happens is that this shop is still only known among themselves, namely santri / santri guardians while the public lacks interest in purchasing at this santri shop even though this shop is located in front of the highway which is easily accessible by the public. The creation of customer satisfaction can provide several benefits, including a harmonious relationship between the company and its customers. The existence of good service quality in a company will create satisfaction for its customers.



After the customer is satisfied with the product or service he receives, the customer will compare the services provided. If the customer is really satisfied, they will make a repeat purchase and provide recommendations to others to buy at the same place. In this study, customer satisfaction will be described, how satisfaction is built and grows when it is associated with SERVQUAL and how SERVQUAL can influence trust and satisfaction. Current technological developments, the large number of students with special needs for daily needs and stationery have a good impact on the Daarul Huda Santri store, including obtaining or obtaining very large profits. Apart from increasing the number of customers, this has an impact on the purchasing power of customers and the ability to sell Santri Daarul Huda store. Deviations in buying and selling services at the Santri Daarul Huda store usually occur when customers cannot meet their needs and the store atmosphere is less accommodating. This can be one of the benchmarks for the performance of an MSME, whether in providing services to customers or not.

LITERATURE REVIEW

Service Quality

According to Lewis (1993); Mara & Hutabarat (2022), revealed that high service quality will lead to better customer satisfaction which in turn has an impact on future income levels. For this reason, many companies are trying to have superior service quality in order to be a leader in an increasingly fierce market competition (Lovelock & Wirtz, 2011). There are several opinions regarding the dimensions of service quality, among others, according to Parasuraman *et al.* (1988), namely:

1. Physical evidence (tangible), is the appearance of physical facilities, equipment, personnel and operational equipment of a company in showing their existence to external parties.
2. Reliability, is the ability to carry out the proper service exactly as promised, accurately and reliably.
3. Responsiveness is the desire given by the company to help customers and provide fast service with clear information delivery.
4. Assurance is the knowledge and friendliness of employees and their ability to give the impression of being trustworthy and full of Trust to foster trust in customers towards the company. This includes several components, including:
 - a. Communication, namely continuously providing information to customers in clear language and using words so that customers can easily understand what employees are informed of and quickly and responsively respond to complaints and complaints from customers.
 - b. Credibility, the need for guarantees for a trust given to customers, believability or honesty, instilling trust, providing good credibility for the company in the future.
 - c. Security, the existence of a high trust from customers for the services received. Of course, the services provided are able to provide a guarantee of trust.
 - d. Competence, namely the skills possessed and needed so that in providing services to customers can be carried out optimally.
 - e. Politeness (courtesy), in service there is a moral value that is owned by the company in providing services to customers. Guarantees of courtesy offered to customers according to existing conditions and situations.
5. Caring (emphathy) is a sense of having a sense of caring for and caring for each customer or customer. And also give sincere attention that is individual or personal given to customers by trying to understand customer desires, where a company is



expected to have understanding and knowledge about customers, understand customer needs specifically, and have a comfortable operation for customers.

Satisfaction

Customer satisfaction is the feeling of satisfaction felt by customers after using a product that is in accordance with what customers expect (Rangkuti, 2018). Service quality in a company is a factor that greatly influences customer satisfaction according to Siddiqi (2011). Satisfaction is very important to maintain to establish good relations with customers. This study reviews Siddiqi (2011) which states that satisfaction is a feeling that arises when what a customer wants is comparable to the product or service that customers expect. Kotler *et al.* (2021), states that customer satisfaction is a person's feelings of pleasure after comparing the performance or results that are felt according to his expectations.

If performance is below expectations, the customer is dissatisfied. If performance meets expectations, customers will be satisfied. If performance exceeds expectations, the customer is very satisfied (Lupiyoadi & Hamdani, 2013). Customers who very satisfied will stay loyal longer, buy more when the company introduces new products and updates existing products, talks well about the company and its products, pays less attention to competitors' brands and advertisements and is less sensitive to price, offers company ideas about services or products, and costs money services that are smaller than the cost of new services because the transactions are routine, Kotler *et al.* (2021). Kotler *et al.* (2021), there are four methods that can be used to measure customer satisfaction, namely:

1. Complaint and suggestion system; Companies that provide full opportunities for customers to express opinions or even complaints are customer-oriented companies.
2. Customer satisfaction survei; Occasionally a company needs to conduct a customer satisfaction survey on the quality of the company's services or products. This survey can be done by distributing questionnaires by company employees to customers, through the survey, the company can find out the advantages and disadvantages of the company's products or services, so that the company can make improvements to things that are considered lacking by customers.
3. Ghost Shopping; This method is carried out by employing several companies (ghost shoppers) to act as customers in competing companies, with the aim that these ghost shoppers can find out the service quality of competing companies so that they can be used as corrections to the service quality of the company itself.
4. Analysis of lost customers This method is carried out by the company by contacting customers who have not visited for a long time or make purchases at the company because they have moved to competing companies.

In addition, the company can ask the reasons for switching customers to competing companies. According to Engel *et al.* (1995) Satisfaction is an evaluation of the chosen alternative that is at least equal to or exceeds customer expectations. Kotler (2012) defines customer satisfaction as follows “The extend to wich product perceived performance matches a buyers expectation. If the product performance falls short expectation, the buyer is dissatisfied. If performance matches or exceeds expectation, the buyer is satisfied or delighted”. This means that satisfaction is an emotional feeling/assessment from customers on the use of a product/service where their expectations and needs are met.

Trust

Srinivasan (2004) trust is very important to deal with an uncertain environment and trust is an element of success towards business continuity. Trust is synonymous with a high level of satisfaction (Jones & Sasser, 1995). Trust is the belief that one will find what one wants in an exchange partner (Morgan & Hunt, 1994). Trust involves a person's willingness to behave in a certain way because of the belief that his partner will



give him what he expects and an expectation that is generally held by a person that the words, promises or statements of others can be trusted (Barnes, 2003). According to Ba & Pavlou (2002) defines trust as an assessment of one's relationship with other people who will carry out certain transactions in accordance with expectations in an environment full of uncertainty.

Service quality affects customer trust through satisfaction customer

Offering a service of a higher quality than its rivals is one strategy for distinguishing the company from its rivals. Daarul Huda Santri Shops must focus on customer interests when developing strategies and service programs by considering service quality components such as physical evidence, dependability, responsiveness, assurance, and empathy because the level of service quality cannot be evaluated from the company's perspective. According to Andreassen & Lindestad (1998), Cronin & Taylor (1992), after contrasting his perceptions of a product's performance with his expectations, a person experiences pleasure or disappointment. As a result, the degree to which he is content is influenced by the gap between how he perceives his performance and expectations. Customers can comprehend a single general level of satisfaction: if the performance falls short of expectations, they will be disappointed; if the performance meets expectations, they will be pleased; and if the performance rises above expectations, they will be extremely pleased.

H1: Service quality affects customer trust through satisfaction customer

Service quality influences customer satisfaction through Trust customer.

Opinion expressed by Parasuraman *et al.* (1988), the quality of the service will be viewed as satisfactory if it is received or perceived in accordance with expectations; on the other hand, the quality of the service will be viewed as poor or not satisfactory, so whether or not the quality of the service is good depends on the service provider's ability to consistently meet the user's expectations. The consequences of this study are as per research by Geyskens *et al.* (1999), Bigne & Blesa (2003). which expresses that the presence of good help quality and Trust from clients in an organization will make fulfillment for its clients. Figure 1 shows the relationship between variables.

H2: Service quality influences customer satisfaction through trust customer.

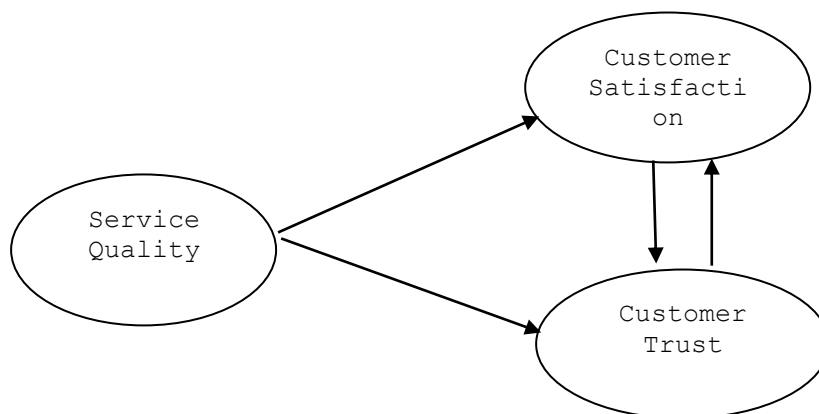


Figure 1. Conceptual Framework

METHODS

This research is included in the type of survey research, namely research that takes one population using a questionnaire as the main data collection tool, research that uses explanatory research, namely to find out whether a variable is related or not to other variables, or whether something is caused or influenced or not by a variable.



another, the analysis in this study uses path analysis, then the next step is to test the hypothesis. analysis tool using PLS path analysis. The population in this study were all customers of the Daarul Huda Santri Shop in Indonesia Daarul Huda Islamic boarding school in Malang , totaling 650 customers. The sample of this research is the customers of the Daarul Huda Santri Shop as many as 100 people (students and local community). The data collection technique used is a questionnaire or questionnaire. The answers to the questionnaire were presented according to a Likert scale with a choice of 5 points (Ghozali, 2016). The highest points stated that the perception strongly agreed to the lowest points stated that they strongly disagreed. The results of the data tabulation were tested for validity and reliability (Arikunto, 2010).

Exogenous variables of service quality are reflected by 5 indicators, namely physical evidence, reliability, responsiveness, assurance and empathy. endogenous variable satisfaction is reflected by 3 indicators, namely conformity of expectations, interest to review and willingness to recommend. and the endogenous variable trust is reflected by 3 indicators namely interaction ability, trustworthiness and open attitude. which in this study the measuring instrument has been proven valid and reliable and has gone through the prerequisite assumption test:

RESULT AND DISCUSSION

Result

Characteristic of Respondent

Gender Most of the respondents who filled out the questionnaire were male, at the age range of 12 to 40 years. b. Instrument testing. The test results of the questions on the measured variables were declared valid and reliable. Each calculated r value is greater than r table (0.195) as well as Chronbach's Alpha value is greater than r table (0.600). Measurement description is shown in table 1 below:

Table 1. Descriptive Research

Service Quality	Score Flat	Satisfaction	Score Flat	Trust	Score Flat
Physical evidence	3.94	Conformity of expectations	3.98	Ability to interact	4.53
Reliability	3.78	Interest to visit again	3.78	Can be trusted	4.24
Responsiveness	3.89	Recommend	3.85	Open attitude	3.92
Guarantee	3.90				
Emphaty	3.98				

Source: process data (2022)

The results of Table 1 show that each research indicator is able to reflect the measurable variables, this can be seen from the service quality indicators consisting of physical evidence, reliability, responsiveness, assurance and empathy. the empathy indicator contributes the most to the service quality variable while reliability provides the least contribution. The satisfaction variable can be reflected by indicators of conformity of expectations, intention to revisit, and willingness to make recommendations. The expectation conformity indicator gives the greatest contribution to the satisfaction variable, while intention to return makes the lowest contribution. The trust variable can be reflected by the indicators of the ability to interact, trustworthiness and open attitude.

The indicator of the ability to interact gave the greatest contribution to the trust variable, while openness gave the lowest contribution.

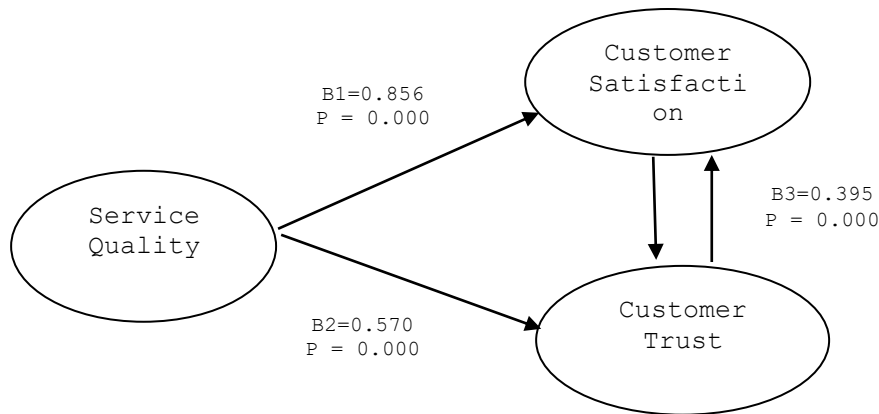


Figure 2. Result of Service Quality Path Analysis

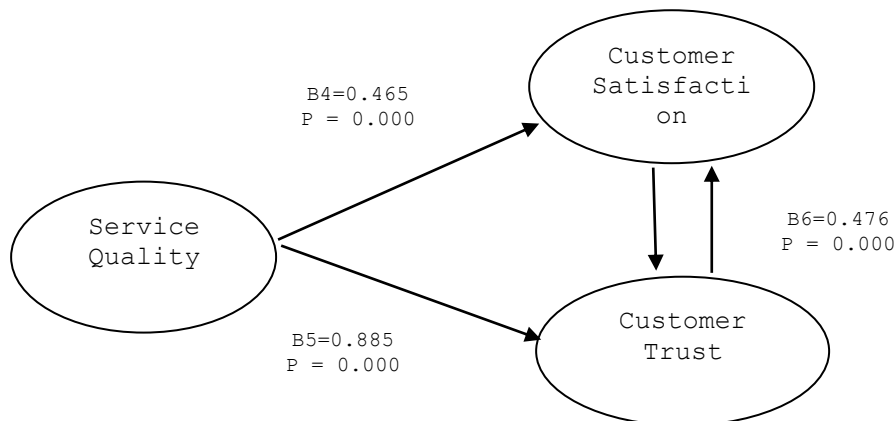


Figure 3. Result of Service Quality Path Analysis

The results of the study indicate that all the variables in the study have a significant influence on one another. The results of the hypothesis are shown in table 2 below.

Table 2. Direct Effect and Indirect Effect of Service Quality on Customer Trust Through Customer Satisfaction

Variable	Direct Effect	Indirect Effect	Influence
Service quality → customer satisfaction	0.856		0.856
Service quality → customer trust	0.570		0.570
Customer satisfaction → customer trust	0.395		0.395
Service quality → customer satisfaction → customer trust	0.570	0.338	0.908

Source: process data (2022)

Based on Table 2, it appears that the total influence of service quality variables on trust (0.908) is greater than the direct effect (0.570). These results indicate that customer satisfaction has the status of an intervening variable in the effect of service quality on trust, because the total value is greater than the direct effect. Thus the first hypothesis is statistically accepted or tested.



Based on Table 3, it appears that the total effect of service quality variables on customer satisfaction (0.886) is greater than the direct effect (0.465). These results indicate that customer Trust has the status as an intervening variable in the effect of service quality on customer satisfaction, because the total value is greater than the direct effect. Thus the second hypothesis is statistically accepted or tested.

Table 3. Direct Effect and Indirect Effect of Service Quality on Customer Satisfaction Through Customer Trust

Variable	Direct Effect	Indirect Effect	Influence
Service Quality → Customer Satisfaction	0.465		0.465
Service Quality → Customer Trust	0.885		0.885
Customer Satisfaction → Customer Trust	0.467		0.467
Service Quality → Customer Satisfaction → Customer Trust	0.465	0.421	0.886

Source: process data (2022)

Discussion

Service quality affects customer satisfaction, this shows that customer satisfaction will be created by the existence of good service quality which consists of five indicators, namely physical evidence, reliability, responsiveness, assurance, and empathy (Zeithaml *et al.*, 1993). If the service quality of the Daarul Huda Santri Shop Staff meet or exceed customer expectations, the customer will be satisfied. Vice versa, if the service quality of the Daarul Huda Santri Shop staff does not meet customer expectations, the customer will be disappointed and switch to another store. The results of this study also support research conducted by Chu *et al.* (2012) which states that service quality has a significant influence on customer satisfaction. With good service quality can create customer satisfaction who use these services so that customers are not disappointed (Ladhari *et al.*, 2011). This is in accordance with the opinion of Siddiqi (2011), Prasetyo *et al.* (2022), that the quality of service in a company is a factor that greatly influences customer satisfaction.

Service quality has an effect on customer Trust, which means that improving service quality can increase customer Trust. Service quality that can increase customer Trust is reflected by physical evidence, reliability, responsiveness, assurance and empathy. This is in accordance with the opinion of Lovelock & Wirtz (2011) which states that service quality is the expected level of excellence and control over these advantages to meet customer expectations. Defining service quality simply is a measure of how well the level of service provided meets customer expectations (Munusamy *et al.*, 2010). This means that the quality of service is determined by the ability of a particular company or institution to meet needs in accordance with what is expected or desired based on the needs of customers/visitors. In other words, the main factors that affect service quality are the services expected by customers/visitors and the public's perception of the service. The value of service quality depends on the ability of the company and its staff in consistently meet customer expectations. The results of this study are in accordance with the research of Shao Yeh & Li (2009), Chu *et al.* (2012), and Misbach *et al.* (2013), which states that service quality and Trust have a positive and significant effect on satisfaction.

Customer satisfaction affects customer Trust, which means that an increase in customer satisfaction can increase customer Trust. Customer satisfaction that can increase customer Trust is the suitability of expectations reflected from what is obtained by customers, Daarul Huda Santri Shop employees are always right when they promise to customers and the facilities provided by Daarul Huda Santri Stores satisfy customers. This is in accordance with the opinion of Tse & Wilton (1988) that customer



satisfaction or dissatisfaction is the customer's response to the evaluation of disconfirmation. Perceived between previous expectations and the actual performance of the product perceived after its use. The level of customer satisfaction is influenced by customer perceptions of service quality and will affect subsequent behavior patterns. If the customer is satisfied or very satisfied, then he will show the possibility of becoming a loyal customer to the company and form a word of mouth recommendation that is profitable for the company. This is in accordance with the opinion of Moorman *et al.* (1993) which states that Trust is a person's willingness to rely on others where we have Trust in him. Trust is a mental condition based on a person's situation and social context (Lau & Lee, 1999). When a person makes a decision, he will prefer decisions based on the choices of people he can Trust more than those who are less Trusted.

Customer Trust has an effect on customer satisfaction, which means that the higher the Trust that the customer has, the higher the customer satisfaction. Customer Trust is one of the factors that affect customer satisfaction, where the increasing Trust held by customers will make customers more satisfied with the Daarul Huda Santri Shop. This is in line with the opinion of Kotler & Armstrong (2018) which states that satisfied customers will repurchase, and they will tell others about the good experience about the product. Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs, and increasing employee efficiency and productivity (Crosby *et al.*, 1990; Doney & Cannon, 1997; Tjiptono & Chandra, 2016). Customer satisfaction and Trust is a comparison of what the customer expects with what the customer has received. If what is obtained by the customer exceeds his expectations, the customer can achieve satisfaction and will bring up an attitude of Trust, and conversely if the customer's expectations are higher than what is obtained, the customer has not been satisfied even an attitude of disTrust will be obtained. In this case the company must be able to increase the satisfaction so that customers do not switch to other stores to meet their needs.

Customer satisfaction is able to mediate the effect of service quality on customer satisfaction, which means that the quality of customer service at the Daarul Huda Santri Shop can increase customer Trust, if the customer is satisfied with the Daarul Huda Santri Shop. This is in accordance with the opinion Parasuraman (2002); Parasuraman *et al.* (1993), if the service received or perceived is as expected, then the quality of the service is perceived as good and satisfying, conversely if the service received is lower than expected, then the quality of the service will be perceived as bad or not satisfactory, thus whether or not the quality of service depends on the ability of the service provider to consistently meet the expectations of the user. The results of this study are in accordance with research by Rajasulochana *et al.* (2022). which states that the existence of good service quality and Trust from customers in a company will create satisfaction for its customers.

Trust is a reinforcer (mediate) service quality on customer satisfaction, which means that the quality of customer service at the Daarul Huda Santri Shop can increase customer satisfaction, if customer Trust in the Daarul Huda Santri Shop also increases. One way to put the company ahead of competitors is to provide a higher quality service compared to its competitors. The level of service quality cannot be assessed from the company's point of view but must be viewed from the customer's point of view, therefore, in formulating strategies and service programs, Daarul Huda Santri Shops must be oriented to the interests of customers by paying attention to service quality components such as physical evidence, reliability, responsiveness, assurance, and empathy. As Andreassen & Lindestad (1998) states that: a person's feelings of pleasure or disappointment arise after comparing his perceptions/impressions of the performance of a product and his expectations. Thus, the level of satisfaction is a function of the difference between the performance he feels with expectations. Customers can understand one general level of satisfaction, that is, if the performance is below



expectations, the customer will be disappointed, the performance is as expected, the customer will be satisfied, then the performance exceeds expectations, then the customer will be very satisfied.

The findings of this study are service quality has an effect on customer satisfaction and Trust. Trust has an effect on satisfaction. Trust is a reinforcement for service quality to increase customer satisfaction at Daarul Huda Santri Shop. Customer satisfaction is a reinforcement for service quality to increase customer Trust at the Daarul Huda Santri Shop.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion, it can be concluded, Statistical descriptive results show that service quality is formed by physical evidence, reliability, responsiveness, assurance and empathy. The main thing that can improve the quality of service is empathy. Customer satisfaction is formed by the suitability of expectations, interest in revisiting and willingness to recommend. The main thing that can satisfy customers is the conformity of expectations. Trust is formed by the ability to interact, Trust and open attitude. The main thing that can increase customer Trust is the ability to interact. Service quality can increase customer satisfaction, which means that the better the quality of service provided by Daarul Huda Santri Stores can increase customer satisfaction. Quality of service can increase customer Trust, which means that the better the quality of service provided by Daarul Huda Santri Stores can increase customer Trust. Trust can increase customer satisfaction, which means that an increase in Customer Trust can increase customer satisfaction. Trust can increase customer satisfaction, which means that the higher the Trust the customer has, the higher the level of customer satisfaction. Quality of service through empathy efforts, namely attention to customers is more influential creating customer Trust from customer satisfaction. Between Trust and satisfaction, satisfaction factors include conformity of expectations, interest in revisiting, willingness to recommend priority related to aspects of service at the Daarul Huda Santri Store.

Implication this research are service quality and Trust need to be improved because they can affect customer satisfaction, by being more empathetic through employees paying attention to customers. For further research, it is necessary to develop customer satisfaction as a Trust enhancer, by adding variables that affect Trust. The Daarul Huda Santri Shop party should maintain the quality of service for customers when using the Daarul Huda Santri Shop services so that customers still feel comfortable in using the services, and improve service quality by means of the Daarul Huda Santri Shop willingness to help customer difficulties, resolve customer complaints appropriately, provide information clearly according to customer requirements. For further research, it is expected to be able to develop this research model by adding other variables that affect Trust in addition to service quality and customer satisfaction variables.

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