The Effect of Service Quality and Customer Satisfaction Toward Word of Mouth Intention

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Abstract

In this article we have developed the effect of service quality and customer satisfaction toward word of mouth intention. From the existing theories and research that has been done by several researchers about the relationship between these variables, we argue that service quality has a significant effect on customer satisfaction. Customer satisfaction is the consumer's response to the service by comparing it with what is expected. Therefore, the company ensures that their customers have a memorable and enjoyable experience when using services. In addition, the quality of service also has a significant effect toward word of mouth intention. And customer satisfaction also has a significant toward word of mouth intention. Word of mouth is communication carried out by recipients of services to other people related to the services they receive, both positive and negative. In order to maintain the company's image, companies need to optimize customer satisfaction through the quality of services provided.

Keywords: service quality, customer satisfaction, word of mouth

Introduction

Transportation is a very important tool in supporting activities or human mobility every day so it must be well and safely prepared because it is very influential in activities such as the economy, shipping goods or services, passenger transportation and so on. Broadly speaking, the function and usefulness of transportation can be used to help someone either individually or in groups to achieve their goals and objectives.

Of the various types of transportation equipment in Indonesia such as land, sea and air, land transportation is one that is given special attention by the government and users of transportation services. It is because besides being cheap until now land transportation is still the main choice for most Indonesian people. To meet the community's need for transportation facilities, companies offer various alternatives to the use of land transportation facilities such as buses, travel, taxis or trains. As one of the means of transportation that is widely used by the people of Indonesia, travel offers a variety of different majors and destinations.

Increasingly intense competition and consumers who are more selective and knowledgeable require travel as one of the providers of transportation services to always improve the quality of its services. To be able to improve the quality of service, it must first be known whether the services that have been provided to consumers have been in accordance with the expectations of consumers or not. This is important to be done as a reference in improving services in order to provide optimal satisfaction. With the high level of customer satisfaction, loyalty will be created. So that customers are reluctant to move to other service providers.

According to Tjiptono (2004: 6) customer satisfaction is the response of consumers to the conformity of evaluations that are felt in previous expectations. In order to be able to win the competition, companies are required to always maintain customer trust and satisfaction by improving the quality of service so that customer satisfaction increases. Companies need to carefully determine consumer needs, as an effort to meet expectations and increase customer satisfaction for the services provided. The creation of quality services will certainly create

satisfaction with service users. The quality of service itself must begin with the customer's needs and end in the customer's perception or assessment. This means that good quality is not seen from the perception of the transportation service provider, but based on customer perception.

Customer perception of service quality is a thorough assessment of the superiority of a product or service. Service quality itself is shaped by the comparison between ideal and perception of performance. Service quality itself is solely determined by the customer so that customer satisfaction can be achieved by providing good quality. A transportation service unit will have a good value if the price paid for the services provided is appropriate, meaning that the cost has been compensated for by the enjoyment of the services provided, the suitability between sacrifice and enjoyment that shows this value will cause consumers to feel satisfied, on the contrary, nonconformities will have an impact on consumer dissatisfaction.

Consumers who feel satisfied or not for a service tend to share their experiences with others so that WOM is created. Word of Mouth relates to positive and negative evaluations of service meetings, and is proven to influence the buying behavior of others (Kim et al., 2009). WOM occurs when consumers talk about their opinions about a particular brand, product, service or company to others. According to Wang (2011), satisfied consumers may and may not produce positive WOM about services, while dissatisfied consumers have a strong tendency to tell others about their anger and even exaggerate their bad experiences. Horrison-Walker (2001) in his study stated that satisfied consumers will tell 4 or 5 other people about their experience, while dissatisfied consumers will tell 9 to 10 people. This condition shows that consumers more often tell their dissatisfaction with goods or services than their satisfaction, so that marketers need to pay attention so that there will be no negative WOM from the company which will ultimately affect the company's image. In order to maintain the company's image, companies need to optimize customer satisfaction through the quality of services provided.

Word of Mouth Intention

Naik et al (2010) stated that WOM's behavioral intentions and intentions are two similar and related concepts. That happens because in behavioral intentions, WOM's intention plays a role as a dimension (Jiewanto et al., 2012). WOM is generally defined as all informal communication directed at other consumers about ownership, use, or characteristics of certain goods and services (Hennig-Thurau and Walsh, 2004). WOM communication directly influences consumer decisions on purchasing and loyalty (Jung and Seock, 2017).

Word of mouth communication, related to positive and negative evaluations of service meetings, and proven to influence the buying behavior of others (Kim et al., 2009). Positive communication from word of mouth arises from satisfying service meetings, while negative communication generally follows unsatisfactory meetings (Susskind, 2002). According to Kitapci et al (2014) if a customer recommends to others about services, this is a positive WOM. However, if a customer complains to someone else about the service, it is a negative WOM.

Word of mouth (WOM) is formed among others from satisfaction or dissatisfaction and handling customer complaints (Yasri and Engraini, 2018). According to Wang (2011), satisfied consumers may or may not produce positive WOM about service, while dissatisfied consumers have a strong tendency to tell others about their anger and even exaggerate bad experiences. So it can be concluded that word of mouth is communication carried out by recipients of services to other people related to the services they receive, both positive and negative.

According to Kitapci et al (2014) word of mouth is influenced by customer satisfaction. Jiewanto et al (2012) also shows that word of mouth is influenced by service quality, customer

satisfaction, and company image. Naik et al (2010) concluded that the antecedents of WOM's intention were service quality, and mediated by customer satisfaction.

Customer Satisfaction

The concept of customer satisfaction is generally based on the idea that a business must satisfy its customers in order to survive and benefit (Farooq et al., 2018). According to Kotler and Keller (2013: 187) customer satisfaction is a feeling of pleasure that arises from comparing the perceived product performance. According to Huang (2009) customer satisfaction can be defined as an assessment made by a customer related to a service.

According to Zhu and Chen (2012) customer satisfaction is a cognitive and affective reaction to a long-term service / relationship so that satisfaction and dissatisfaction result from experience in the interaction of service quality and compare it with what is expected. Kitapci et al (2014) say customer satisfaction is a special form of consumer attitude, this is a post-purchase phenomenon that reflects how much consumers like or dislike service after experiencing it. According to Saleem and Raja (2014) customer satisfaction is the feeling of each individual in the form of satisfaction or dissatisfaction resulting from the assessment of services provided to individuals by the organization.

Kuo et al (2009) define customer satisfaction by using a transaction-specific perspective or cumulative perspective. Customer satisfaction from a transaction-specific perspective is an evaluation based on the customer's recent purchasing experience. While the cumulative perspective emphasizes overall evaluation, which shows that evaluation of customer satisfaction must be based on all purchasing experiences, regardless of specific purchasing experience. According to Yoususf (2017) customer satisfaction depends on the customer experience when using services. Therefore, the company ensures that their customers have a memorable and enjoyable experience when using services. So it can be concluded that customer satisfaction is the consumer's response to the service received by comparing it with what is expected.

According to Zeithaml (2009: 105), customer satisfaction is influenced by product or service features, perceived quality of products, services and prices, besides personal factors such as emotional states and situational factor factors such as the opinions of family members will also affect satisfaction. Customer satisfaction is influenced by the quality of service (Al-Azzam, 2015; Arsanam and Yousapronpaiboon, 2014; Arslan et al., 2015; Kashif et al., 2015; Khan and Fasih, 2014; Loke et al., 2011) and the value of services (Huang, 2009; Kuo et al., 2009).

Service Quality

According to Tsoukatos and Mastrojianni (2010) customers compare actual services with their own expectations, which are shaped by prior experience, memories and / or word of mouth. Tjiptono and Chandra (2012: 180) define service quality as a measure of how well the level of service provided is in line with customer expectations. According to Wijaya (2011) the quality of service is a measure of how well the level of service provided is able to meet customer expectations, with the maximum level of service provided to provide customer satisfaction.

According to Huang (2009) service quality can be defined as the overall impression of consumers on a service. Zeithaml, Bitner & Gramler (2009: 130) states that service quality is a customer's perception of the service component of a product, and is also an important determinant in achieving customer satisfaction. Service quality is considered as an evaluation of the expected service and what is actually received (Saleem and Raja, 2014). Service quality is considered an important tool by companies to develop and maintain an ongoing relationship with customers (Yousuf, 2017).

According to Malik et al (2012) service quality is an opinion about what consumers feel about the whole given by the company to customers. Services in this case are defined as services delivered by service providers in the form of convenience, speed, relationship, ability and hospitality that are shown through attitudes and traits in providing services for customer satisfaction. So it can be concluded that the quality of service is the consumer's impression of the overall service provided by the company.

Service Quality Dimensions

To measure service quality, Parasuraman et al. (1985) proposed a comprehensive model consisting of ten dimensions of service quality namely (1) physical evidence, (2) reliability, (3) responsiveness, (4) understanding customers, (5) access, (6) communication, (7) credibility , (8) security, (9) competence and (10) politeness. The same last model is simplified and named as SERVQUAL by Parasuraman et al. (1988) reduced it to five dimensions, namely (1) physical evidence, (2) reliability, (3) responsiveness, (4) assurance and (5) empathy. According to Cavana et al (2007: 24) there are 8 dimensions of service quality, namely (1) physical evidence, (2) reliability, (3) responsiveness, (4) assurance, (5) empathy, (6) comfort, (7) connections, and (8) convenience.

Physical evidence is physical facilities used in providing services (Cavana et al., 2007). According to Kashif et al (2015) physical evidence refers to facilities, personnel, and communication materials used by companies. Furthermore, according to Yousuf (2017) tangibility refers to things that have physical existence, which can be seen, felt and touched. Tangibles are physical objects that show the facilities of the service (Arsanam and Yousapronpaiboon, 2014). Physical evidence is something that appears, can be seen and felt that is used by companies to provide services.

From a consumer perspective, reliability refers to how efficiently a company deals with a customer's problem and how accurately they maintain a customer's record (Parasuraman & Zeithaml, 1988). According to Cavana et al (2007) reliability is the ability to carry out services in accordance with what has been promised in a timely manner. According to Kashif et al (2015) reliability refers to the company's ability to provide its services on time. Meanwhile, according to Arsanam and Yousapronpaiboon (2014) reliability is the company's ability to provide the promised services to clients. So it can be concluded that reliability is the company's ability to provide services that have been promised on time.

Responsiveness is the ability of employees to provide services quickly and responsively (Cavana et al., 2007). According to Kashif et al (2015) responsiveness is the accuracy of the company in handling customer complaints. According to Yousuf (2017) responsiveness shows how efficiently a company handles customer questions and provides solutions to their problems. Responsiveness is the readiness and willingness of the company to provide services at certain moments to customers (Arsanam and Yousapronpaiboon, 2014). Responsiveness is the company's ability to handle customer problems quickly and responsively.

Assurance is the knowledge and behavior of employees to build consumer confidence in consuming services offered (Cavana et al., 2007). According to Kashif et al (2015) guarantees refer to the company's ability to respond to customer questions. Furthermore, according to Arsanam and Yousapronpaiboon (2014) guarantees refer to customer trust in the company in providing the best service to them. When employees are polite when providing services, they indirectly guarantee customers that they will solve all customer problems (Khan and Fasih, 2014). Guarantee is the company's ability to build consumer confidence when using the services offered.

According to Cavana et al (2007) empathy is the ability of employees to pay attention to consumers individually, including sensitivity to consumer needs. According to Kashif et al (2015) empathy is a level of care that is extended to customers. Empathy refers to how

companies understand and solve customer problems (Parasuraman & Zeithaml, 1988). Empathy is the level of the company's concern in understanding and solving customer problems.

Customer Satisfaction on Word of Mouth Intention

Kitapci et al (2014) shows that the dimensions of empathy and assurance are positively related to customer satisfaction. Furthermore, customer satisfaction has a significant effect on the WOM and RI which are found to be highly related. Kim et al (2009) showed that all dimensions of Institutional DINESERV had a significant positive effect on overall customer satisfaction and intention to return. Increased customer satisfaction, resulting in increased intention to return and positive word of mouth support, which in turn will not only strengthen customer loyalty, but also improve the reputation of eating facilities and generate greater revenue.

Jung and Seock (2017) show that the level of customer post-recovery satisfaction positively influences the customer's WOM intention. Chaniotakis and Lymperopoulos (2009) show that in addition to satisfaction, the only dimension of service quality that directly affects WOM is empathy. In addition, empathy affects responsiveness, assurance and physical evidence which in turn only has an indirect effect on WOM through satisfaction. De Matos and Rossi (2008), stated that a cross-sectional study showed a stronger influence of satisfaction and loyalty on WOM activity than longitudinal studies. Yasri and Engraini (2018) show that WOM is influenced by dissatisfaction and complaint delivery. Dissatisfaction of customers does not affect to their complaints. But if there is dissatisfaction occur, then the customers tend to talk with friends, relatives or colleagues in the form of negative WOM.
Proposition 1: customer satisfaction has a significant effect toward word of mouth intention.

Service Quality on Word of Mouth Intention

Jiewanto et al (2012) showed that SERVQUAL has a positive impact on organizational satisfaction and image, and then has a positive impact on WOM's intention. WOM's intention is negatively influenced by SERVQUAL and student satisfaction. Liu and Lee (2016) show that service quality is related to increased perceptions of service prices as a result of increased passenger WOM, which also increases their return intentions. In addition, there is a positive relationship between service quality and WOM mediated by the perceived value of monetary prices.

Choudhury (2014) revealed four dimensions of service quality in retail banking, namely, attitude, competence, evidence and comfort and also showed that attitude is the most important service quality factor in influencing WOM. Furthermore, Ren and Lam (2014) found that reliability and assurance encouraged WOM's more positive intentions, while tangibles, responsiveness, and empathy did not have a significant effect on WOM's intentions. De Matos and Rossi (2008), who conducted antecedents and moderator meta-analyzes on word-of-mouth, found a positive effect on service quality on word-of-mouth activities. Alexandris et al (2002) examined the relationship between SERVQUAL dimensions and WOM behavior in the Greek hotel industry. All SERVQUAL dimensions except tangibles are significantly and positively influential on WOM.
Proposition 2: service quality has a significant effect toward word of mouth intention.

Service Quality on Customer Satisfaction

Farooq et al (2018) reveals that all dimensions (five) of the AIRQUAL scale are evidence of flight; terminal tangibles; service personnel; empathy and image have a positive, direct, and significant impact on Malaysia Airlines customer satisfaction. Khan and Fasih (2014) stated that customer satisfaction in banking is significantly dependent on real and intangible aspects. They show that service quality and all dimensions have a significant and positive

relationship with customer satisfaction and customer loyalty. Malik et al (2012) showed that service quality is positively and significantly related to customer satisfaction.

Al-Hashedi and Abkar (2017) show that four dimensions of service quality (network quality, empathy, reliability, and assurance) have a significant positive impact on customer satisfaction, while physical evidence and responsiveness have no impact on customer satisfaction. Network quality has the highest impact on customer satisfaction. Arslan et al (2015) shows that service reliability and service empathy influence customer satisfaction. Yousuf (2017) measures the effect of tangibility, reliability, responsiveness, empathy, assurance, and customer satisfaction in the banking sector of Karachi, Pakistan. The results show that the strongest predictor of customer satisfaction is response ($R2 = .53$) followed by reliability ($R2 = .51$), tangibility ($R2 = .48$), collateral ($R2 = .44$) and empathy ($R2 = .39$).

Al-Azzam (2015) shows that the higher the quality of service, the more customer satisfaction. Physical evidence, reliability, responsiveness, empathy, and security positively affect customer satisfaction. Kuo et al (2009) show that service quality positively influences perceived value and customer satisfaction. Among the dimensions of service quality, 'customer service and system reliability' are most influential on customer satisfaction. Arsanam and Yousapronpaiboon (2014) showed a significant relationship between the overall quality of pharmaceutical services in public hospitals and customer satisfaction. Guarantees have a positive impact on patient satisfaction, followed by empathy and reliability. On the other hand, responsiveness and physical evidence have a negative impact on customer satisfaction.

Kashif (2015) examines the impact of PAKSERV's actions on customer satisfaction and loyalty in the context of Malaysian Islamic banking. The results reveal a suitable model for the PAKSERV scale in the context of Malaysia's collective culture. All PAKSERV dimensions are validated except reliability. Loke et al (2011) shows that reliability, responsiveness, assurance and empathy have a significant positive effect on customer attitudes in terms of satisfaction and loyalty. Saleem and Raja (2014) show that high service quality increases customer satisfaction and then this satisfaction will strengthen customer loyalty. Cavana et al (2007) identify guarantees, responsiveness, and empathy as quality factors that have a significant influence on overall service quality. In addition, customers indicate that reliability and comfort are also very important factors.

Proposition 3: service quality has a significant effect on customer satisfaction.

Conclusion

In this article we have developed the effect of service quality and customer satisfaction toward word of mouth intention. From the existing theories and research that has been done by several researchers about the relationship between these variables, we argue that service quality has a significant effect on customer satisfaction. According to Yoususf (2017) customer satisfaction depends on the customer experience when using services. Therefore, the company ensures that their customers have a memorable and enjoyable experience when using services.

In addition, the quality of service also has a significant effect toward word of mouth intention. And customer satisfaction also has a significant effect toward word of mouth intention. Word of Mouth relates to positive and negative evaluations of service meetings, and is proven to influence the buying behavior of others (Kim et al., 2009). According to Wang (2011), satisfied consumers may and may not produce positive WOM about services, while dissatisfied consumers have a strong tendency to tell others about their anger and even exaggerate their bad experiences. In order to maintain the company's image, companies need to optimize customer satisfaction through the quality of services provided.

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