

# The Role of Quality of Clothing Services on Customer Satisfaction in Convection CV. Surya Permata Surabaya

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**Keywords:** service quality, manufacturing, and customer satisfaction.

**Abstract:** In general, companies engaged in industry, aim to do business professionally so that the desired goals can be achieved. Customer satisfaction depends on many factors, including the consideration of service quality. How far is customer satisfaction with CV. Surya Permata Surabaya? This study aims to determine the effect of service quality (X1) on customer satisfaction (Y), using a survey method that involves a sample of 40 customers. Data retrieval techniques are carried out by questionnaires and interviews, while data analysis techniques are carried out using product-moment correlation. The study found that quality of service has a positive and significant effect on customer satisfaction.

## 1 INTRODUCTION

In general, companies engaged in industry, aim to do business professionally so that the desired goals can be achieved. Customer satisfaction depends on many factors, including the consideration of service quality. The level of satisfaction is a function of the difference between perceived performance and expectations, given how important service to customer satisfaction is that it is appropriate for the company to produce fashion clothing CV. Surya Permata Surabaya is making efforts to improve customer-focused services by paying attention to various quality services. Improving the quality of services, the company's goal is to achieve the production target according to the order date with quality products to cover as many customers as possible. So that this research is taken the title "the

role of the quality of fashion making services to customer satisfaction at convection Cv. Surya Permata Surabaya "based on the description of the background above

## 2 RESEARCH METHOD

Research design. In this study using a quantitative descriptive design. This design is used to describe, record, analyse and interpret data from variables that play a role in the quality of fashion manufacturing services to customer satisfaction at CV. Surya Permata Surabaya. The relationship between variables is described below:

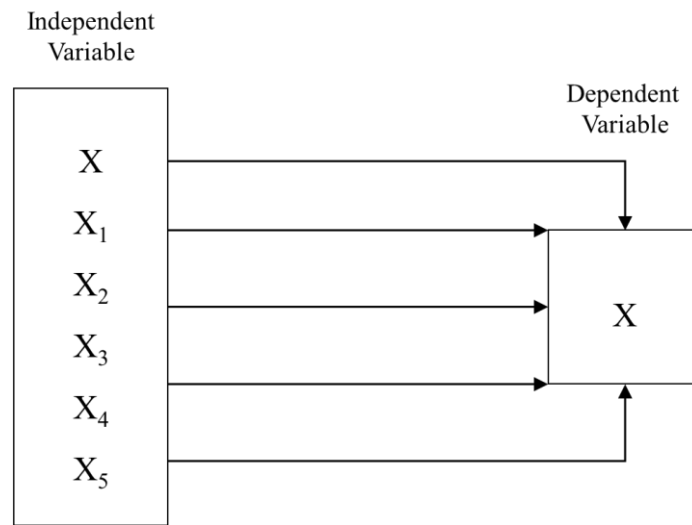


Figure 1. The relationship between the study variables

Keterangan:

- X<sub>1</sub> : Direct evidence
- X<sub>2</sub> : Reliability
- X<sub>3</sub> : Guarantee
- X<sub>4</sub> : Empathy
- X<sub>5</sub> : Responsiveness

- the role of variable X on Y partially
- the role of variable X on Y simultaneously

## 2.1 Variables and Variable Operational Definition

(1). Independent variable. Free variables are variables that affect other variables. In this study, the independent variable is the quality of fashion making services. (2). Dependent variable. Dependent variables are variables that are influenced by other variables. In this study, what is bound to be customer satisfaction. (3). Control variables in this study include: direct evidence, reliability, guarantee, empathy, responsiveness.

## 2.2 Data Collection Methods

In this study there are several methods used in data collection, these methods will be explained as follows. First, observation, observation in terms of psychology, namely, observation or what is also

called inspection, includes the activity of loading attention to an object by using all sensory devices. So observing can be done by sight, smell, hearing, touch, and taste. What this says is observation. In the sense of observation, research can be done by tests, questionnaires, image recordings, sound recordings. Suharsimi Arikunto (2003: 133).

Second, interviews, interviews are to find out what is in the mind of the person interviewed, what is thought and what is felt. Sigit (2001: 191). The interview was intended to explore additional information from company respondents and other parties involved in this study. Third questionnaire or questionnaire. Suharsimi Arikunto (2003: 128) questionnaire or also called a questionnaire is some written questions that are used to obtain information from the response and in the sense of reports about the person or things he knows.

This questionnaire is used to determine the role of the quality of fashion making services to customer satisfaction. (a) Indicator item questionnaire The independent variable of this study is the quality of service which consists of direct evidence, reliability, responsiveness, assurance, and empathy. While the dependent variable is customer satisfaction to make it easier, then the questionnaire outlined as follows:

Table 1. Questionnaire grid

| <b>Variables</b>                  | <b>Sub Research Variables</b> | <b>Indicator</b>  | <b>No. Question</b> |
|-----------------------------------|-------------------------------|---|---------------------|
| Quality service                   | direct evidence               | a. Cleanliness, tidiness, and comfort of space  | 1                   |
|                                   |                               | b. Office exterior and interior arrangement   | 2                   |
|                                   |                               | c. Complete readiness of production equipment.  | 3                   |
|                                   |                               | d. Fast and appropriate customer / consumer procedure.                                  | 4                   |
|                                   |                               | e. Date transactions are fast and appropriate.  | 5                   |
|                                   |                               | f. The dressmaking schedule is well run.  | 6                   |
|                                   | Reliability                   | a. Uniforms or clothing worn by owners and employees                                    | 7                   |
|                                   |                               | a. Service procedures that are not complicated  | 8                   |
|                                   | Guarantee                     | a. Knowledge and ability of leaders and employees in work                               | 9                   |
|                                   |                               | b. Skills of leaders and employees at work  | 10                  |
|                                   |                               | c. Guaranteed service quality security and trust in service                             | 11                  |
|                                   | Empathy                       | a. Providing service services specifically for each customer or consumer                | 12                  |
|                                   |                               | b. Paying attention to the customer or consumer complaints                              | 13                  |
|                                   |                               | c. 'service to all customers or consumers regardless of social status                   | 14                  |
|                                   | Responsiveness                | a. The ability of employees to respond quickly to the customer or consumer complaints   | 15                  |
|                                   |                               | b. Employees according to their duties provide clear and easy to understand information | 16                  |
|                                   |                               | c. Fast action when customers or consumers need   | 17                  |
| customer satisfaction or consumer |                               | a. Repurchase product services  | 18                  |
|                                   |                               | b. Recommend to others  | 19                  |
|                                   |                               | c. Loyal to the company   | 20                  |
|                                   |                               | d. Conformity between services and expectations of customers or consumers               | 21                  |
|                                   |                               | e. Satisfaction with service.   | 22                  |

**2.3 Measurement Scale**

The scale used in this study is the Likert scale, with this scale respondents are asked to give each question by choosing one of the three alternative answers available for quantitative treatment, then one to three, with details: (1). For answer A given a value of 3. (2) For answer B given a value of 2. (3) For answers C given a value of 1.

**2.4 Data Analysis Technique**

Data collected are collected and then analysed using t-test. This test is used to find the role of five variables ( $X_1$  = direct evidence,  $X_2$  = reliability,  $X_3$  = guarantee,  $X_4$  = empathy, and  $X_5$  = responsiveness) individually to customer satisfaction which is assumed to be Y and used to find the connection of each independent variable towards the dependent variable so that it can be known the variable, and the quality of service services which most play a role in customer satisfaction convoked CV. Surya Permata Surabaya. While descriptive statistics are used in the form of a percentage to obtain an overview of the conditions that exist in the subject of research, to analyse data Formulation The t-test used is as follows:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Where

r = correlation coefficient

n = number of data

(Sumber: Nugroho, 2005:72)

**3 RESULTS AND DISCUSSIONS**

**3.1 Results**

Data presentation is a stage to describe the data obtained from the process of data collection and assessment in this study conducted by 40 respondents According to Tjjiptono (2000: 159) in measuring customer satisfaction can use measurement techniques directly, where the researcher gives questions according to the circumstances of the object under study with several alternative answers.

Respondents' Assessment Results About Quality of Clothing Making Services. Based on the results of the study, it can be described the quality of fashion making services at CV. Surya Permata Surabaya, the whole will be shown in this section, the questions asked by the respondents are 23 questions and divided into five sub-variables.

**a). Direct evidence variable ( $X_1$ ).**

Table 2. Answer the questionnaire to direct evidence variable

| No. | Questions  | Answer         |                |                |
|-----|--|----------------|----------------|----------------|
|     |  | A<br>(score 3) | B<br>(score 2) | C<br>(score 1) |
| 1.  | What is the location of the CV. Surya Permata Surabaya is strategic and easy to reach?   | 14             | 24             | 2              |
| 2.  | How to arrange the exterior and interior of the CV. Surya Permata Surabaya?  | 15             | 19             | 6              |
| 3.  | What about the cleanliness and comfort of CV. Surya Permata Surabaya?  | 10             | 23             | 7              |
| 4.  | How is the equipment owned and the accuracy in use so that it can produce clothes on time?   | 9              | 25             | 6              |
| 5.  | How is the availability of a communication equipment CV. Surya Permata Surabaya making it easier for companies and consumers to communicate? | 6              | 29             | 5              |
| 6.  | What about the cost of making a CV. Surya Permata Surabaya?  | 8              | 29             | 3              |

In Table 2 the sub-proof variables are directly obtained data as follows. First, question 1 as many as 14 respondents got a score of 3 by saying the location of the CV. Surya Permata Surabaya is strategic and easily accessible, 24 respondents received a score of

Two by saying the location of CV. Surya Permata Surabaya is quite strategic and quite accessible, as many as two respondents got one score by saying that the location of CV. Surya Permata Surabaya was less strategic and less affordable.

Second, question 2 as many as 15 respondents got a score of 3 by saying the exterior and interior arrangement of the CV. Surya Permata Surabaya is good, as many as 19 respondents received score two by saying the exterior and interior arrangement of CV. Surya Permata Surabaya is quite good, as many as 6 respondents got a score of 1 by saying the exterior and interior arrangement of CV. Surya Permata Surabaya is not good.

Third, question 3 as many as 10 respondents got a score of 3 by saying the cleanliness and comfort of CV. Surya Permata Surabaya is good, as many as 23 respondents got a score of 2 by saying the cleanliness and comfort of CV. Surya Permata Surabaya is quite good, as many as 7 respondents got a score of 1 by saying the cleanliness and comfort of CV. Surya Permata Surabaya is not good enough.

Fourth, question 4 as many as 9 respondents got a score of 3 by saying the equipment owned and the accuracy in good use, as many as 25 respondents got a score of 2 by saying the equipment owned and the accuracy of use was good, as many as 6 respondents

got a score of 1 by saying the equipment was owned and accuracy in use is not good.

Fifth, question 5 as many as 6 respondents got a score of 3 by saying the communication tools provided by CV. Surya Permata Surabaya is good, as many as 29 respondents received a score of 2 by saying they were communication provided by CV. Surya Permata Surabaya is quite good, as many as 5 respondents got a score of 1 by saying the communication tools provided by CV. Surya Permata Surabaya is not good.

Sixth, question 6 as many as 8 respondents got a score of 3 by saying the fees charged to affordable consumers, as many as 29 respondents got a score of 2 by saying the fees charged to consumers were quite affordable, as many as 1 respondent got a score of 1 by saying the fees charged to consumers were less affordable .

Seventh, question 7 as many as 7 respondents got a score of 3 by saying that the clothes produced were good, as many as 27 respondents got a score of 2 by saying that the clothes produced were good enough, as many as 6 respondents got a score of 1 by saying that the clothes produced were not good.

In the future, question 8 as many as 13 respondents received a score of 3 by saying the timeliness of completion of the case after the agreed transaction date was good, 24 respondents received a score of 2 by saying the timeliness of completion of the transaction according to the agreed transaction date was 3. said the timeliness of the completion of clothing according to the agreed date is not good.

**b). Reliability variable (X<sub>2</sub>)**

Table 3. Questionnaire Answers to Reliability Variables

| No | Questions   | Answer |    |   |
|----|---|--------|----|---|
|    |   | A      | B  | C |
| 1. | How are uniforms or clothing worn by owners and employees of CV. Surya Permata Surabaya?<br>(covering clean, neat and polite) | 25     | 15 | 0 |
| 2. | How is the procedure for receiving customers CV. Surya Permata Surabaya?<br>(includes friendliness, speed, and accuracy)      | 27     | 13 | 0 |
| 3. | Are you satisfied with the services provided by CV. Surya Permata Surabaya?   | 23     | 14 | 3 |

In the reliability sub-variable, the following data are obtained. First, question 1 as many as 25

respondents got a score of 3 by saying uniforms or clothing worn by good owners and employees, as

many as 15 respondents received a score of 2 by saying uniforms or clothing worn by owners and employees were quite good. Second, question 2 as many as 27 respondents got a score of 3 by saying the procedure for receiving customers at CV. Surya Permata Surabaya is good, as many as 27 respondents got a score of 2 by saying the customer acceptance procedure at CV. Surya Permata Surabaya is quite good.

Third, question 3 as many as 23 respondents got a score of 3 by saying they were satisfied with the

services provided by CV. Surya Permata Surabaya, as many as 14 respondents, got a score of 2 by saying they were quite satisfied with the services provided by CV. Surya Permata Surabaya, as many as three respondents, received a score of 1 by saying they were not satisfied with the services provided by CV. Surya Permata Surabaya.

**c) Variables Guarantees (X<sub>3</sub>)**

Table 4. Questionnaire Answers to Variables Warranty

| No. | Questions   | Answer |    |   |
|-----|---|--------|----|---|
|     |   | A      | B  | C |
| 1.  | How is the leaders and employees to work on a CV. Surya Permata Surabaya?                     | 20     | 19 | 1 |
| 2.  | knowledge and skills possessed by the leadership and employees of CV. Surya Permata Surabaya? | 26     | 13 | 1 |
| 3.  | How is the guarantee of quality and the quality of making fashion CV. Surya Permata Surabaya? | 22     | 14 | 4 |

The data from the respondents' assessment obtained are presented in the following graph

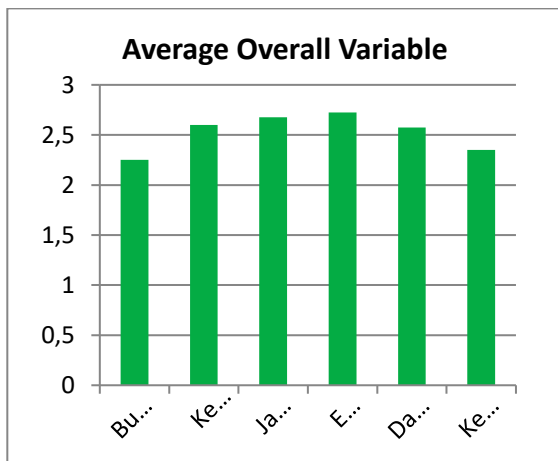


Figure 2. Bar chart for the overall average value of the variable.

Figure 1 shows the acquisition of the mean value of each sub-variable role in the quality of fashion making on customer satisfaction at CV. Surya Permata Surabaya. The role of direct evidence on customer satisfaction is described as follows: a) Sub-

direct evidence variable influences customer satisfaction of 2.25. This means that the sub-variable evidence directly affects customer satisfaction by 22.5% infected by CV. Surya Permata Surabaya. b) Role of reliability on customer satisfaction Sub variable reliability influences customer satisfaction of 2.60. This means that the sub-variable of reliability affects customer satisfaction by 26% CV. Surya Permata Surabaya. c) Role of guarantee on customer satisfaction Sub variable guarantees has an influence on customer satisfaction amounting to 2.675. This means that the sub-variables guarantee affects customer satisfaction infected by 26.75% CV. Surya Pertama Surabaya. d) The role of empathy for customer satisfaction Sub variable empathy influences customer satisfaction of 2.725. This means that sub-

Variable empathy affects customer satisfaction by 27.25% infected CV. Surya Permata Surabaya. e) The role of responsiveness to customer satisfaction Sub responsiveness variables influence customer satisfaction of 2.575. This means that the sub-variable responsiveness affects customer satisfaction by 25.75% infected by CV. Surya Permata Surabaya.

### 3.2 Discussions

Based on the analysis data from the description of the quality of fashion making

services, the results of calculations using the t-test aim to determine the role of independent variables on individual dependent variables, obtained by the value of t of each sub-variable as follows. First, the role of direct evidence variables for 2,288 (has an average value of 22.5%) customers provide alternative answers quite well, which means the location of the building, exterior and interior arrangement, cleanliness and comfort, technology facilities, withdrawal of fees, and the results of the overall fashion in accordance with customer expectations. This is not in accordance with the opinion of Payne in Nirwana (2004: 29) which says to know customer satisfaction from the aspect of direct evidence, the company is able to show its existence, for example in this case the building, technological facilities, appearance of employees, and so on, more emphasis on physical evidence, or tangible existence.

Second, the role of the reliability variable on customer satisfaction with t count of 2.478 (having an average value of 26%) gives customers a good alternative answer, which means that there is an improvement in performance by customer expectations. This is by the opinion of Pyne in Nirwana (2004: 29) which says to find out customer satisfaction that is by what is promised to customers, can be in the form of performance improvements by customer expectations.

Third, the role of guarantee variables on customer satisfaction with t count of 0.968 (has an average value of 26.75%) customers provide good alternative answers, which means employees can foster customer confidence with the knowledge they have. This is in accordance with the opinion of Payne in Nirwana (2004: 29) which says to know customer satisfaction from the aspect of guarantee, employees have the knowledge and ability to foster a sense of customer confidence in the company, there are elements of employee ethics, employee credibility, security from customers, and ethical elements possessed by employees.

The four roles of empathy variables on customer satisfaction with t count of -2,513 (having an average value of 27,25%) give customers a good alternative answer, which means the company can give individual attention to customers and can understand more about their wants and needs customer.

Fifth, the role of the sub-variable responsiveness to customer satisfaction with t count of 1.310 (having an average value of 25.75%) gives customers an alternative answer that means the company can provide if the customer requires the service in question. Sixth, the variable that has the highest value is empathy with the value of t arithmetic -2,513 with a value of 27.25% which means that the empathy variable has a dominant role in customer satisfaction

## 4 CONCLUSIONS

Based on the research results described, the following conclusions can be drawn: (1) service quality fashion making services which consist of direct evidence, reliability, empathy, assurance, and responsiveness have a guarantee on customer satisfaction at CV. Surya Permata Surabaya is by the customer satisfaction assessment criteria, and a good enough role that is not by customer satisfaction assessment criteria found indirect evidence variable. (2) Of the five sub-variables of the quality of fashion-making services, namely direct evidence with a value of t count of 22.88%, reliability of 24.78%, guarantee of 9.68%, empathy -25.13%, responsiveness of 13.10 %. The five variables of the quality of fashion manufacturing services that have the most dominant role in customer satisfaction at CV. Surya Permata Surabaya is empathetic with a correlation coefficient of 40.1%.

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