The Influence of Service Quality of Service Provider Consultant Planning Construction Planning on Service User Satisfaction

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Abstract. This study aims to describe service quality and user satisfaction, and customer satisfaction helps to identify hypotheses about service quality. Relationship between perceived service quality and service user satisfaction. This research method uses a simple random sampling method. This sample uses up to 30 respondents who are service users CV. AK, consisting of two variables with 54 questions. The data analysis technique used Statistical Product for Service Solutions (SPSS) 25 for Windows computer software with a simple linear regression method. The results of this study give an overview of service quality and service user satisfaction at a very high level. Service quality has a positive and significant influence on the satisfaction level of service users.

Keywords: Service Quality · Service User Satisfaction · Construction Planning Consultant Services

1 Introduction

One of the successful strategies in the construction planning consulting service industry is to improve service quality as the foundation for success in the service industry. Service quality has a significant influence on customer satisfaction. In addition, expected service quality and overall service received affect customer satisfaction [1]. Service quality is an important indicator as a key business concept both in construction services and in other business organizations, from the customer's overall experience with products and services [2]. As pointed out in previous research by Oh and Kim [2], service quality is considered acceptable, and customers will rate service quality as very good if the service is received as expected by customers.

CV. Anima Karya (CV. AK) is a company engaged in consulting services for construction planners, interior design, and construction supervisors, which was established on October 7, 1993, located in the city of Bandung. CV. AK has been implementing the company's strategy, namely after-sales service, word-of-mouth promotion, and recommendations from customers who have used it, while the target market includes individuals, the private sector, BUMN, and the government. In the construction planning process, several problems arise, such as repeated design revisions, because service users

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generally have different needs and desires and must be accommodated [3]. There are several problems faced by construction planning consultants, including CV. AK quoted from research by Aluko, Olusola Ralph [1], namely technical indicators, such as less secure and economical designs, lack of flexibility in design, and untimely delivery. Management indicators, such as lack of attitude and trust, respect for service users and the law, and lack of coordination. For CV. AK needs to be studied considering the increasing competition and competition with similar competitors and the need for the company's sustainability in managing its business.

According to Dosumu and Aigbavboa [4], the service user's expectation is achieved if the service user's satisfaction is based on the service quality results of the construction consultant. Therefore, the quality of construction consulting services at every stage of the project construction becomes vital for the quality of overall project performance [5]. Some researchers have previously researched the concept of service quality and service user satisfaction in the construction industry, such as the study of service quality issues of companies. Consulting services in construction projects in Nigeria [6] using descriptive statistics and Pearson Moment-Product Correlation Analysis. The basis of this study is to analyze service quality and service user satisfaction by performing a case study of a construction planning consulting service company by reviewing the description and the influence of the relationship between service quality and satisfaction of service users using different analysis objects and methods. Every company certainly wants to generate a value proposition compared to its competitors or competitors, so the company must try to improve its capabilities that can generate profits for the company.

Service user satisfaction is an essential factor in business continuity, including in the field of construction planning consulting. Service user behavior in choosing a service provider is influenced by several factors, including repurchase intentions, reviews, and word of mouth, which can result in a positive or negative reaction and service users' willingness to pay for the service [7]. Indicators measuring user satisfaction with construction consulting services are classified as including technical indicators and management indicators to measure the satisfaction of service users with the services. Technical services are well documented and form the basis for the creation of the criteria [1]. Technical indicators include several key satisfaction indicators, such as safe and economical design, the accuracy of information conveyed on technical drawings, the flexibility of design and construction, timely instructions and drawings, complete scope of work with technical drawings and reports, delivery requirements, workable design and error-free, easy-to-understand reports [1]. Imagine the technical and contract documents created, the level of innovation, the functional design, the exact specifications, the schedule, and the documentation. At the same time, management indicators include attitude and trust, collaboration and coordination, regular field visits and communication with other team members, compliance with customer requirements and legislation, negotiation and conflict resolution skills, leadership skills, motivation, and listening [1].

A study by Aluko et al. [1] on exploring the relationship between service quality and user satisfaction. This study identifies technical and managerial indicators to measure service user satisfaction. In addition, it is also found that there is a significant relationship between service quality and service user satisfaction indicators. Roy, et al. [8] argue that the concept of service quality exists in terms of tangible and easily measurable, and

intangible quality, in which service quality is described as the customer's general view of service quality. Dosumu and Aigbavboa [5] note that project team members stated that improving service quality plays a vital role in increasing the success of construction projects and adding value for service users. Service quality indicators have a multidimensional impact, including five dimensions, which are reliability, tangibles, assurance, responsiveness, and empathy [8]. A service program is an approach to assessing the service quality of decision-making units [9]. The servqual model is used to measure service quality (Dosumu and Aigbavboa [5], and the measurement of service quality is the most widely used survey tool [10]). Just as emerging studies suggest, engineering quality or design quality should be included in measuring service user satisfaction in the service industry with respect to the use of servqual in service ratings [11].

The purpose of this study is to describe the effect of service quality and service user satisfaction that CV. KA has achieved as a construction planning consulting service provider on service user satisfaction and to identify hypotheses about the relationship between perceived service quality and user satisfaction to use the service, with the service specialist of a construction planning consulting service provider, and to determine the impact of service quality on service user satisfaction. Thus, it is hoped that the results of this study can contribute positively as well as document assessment of CV. AK in the future.

2 Methods

This study applies quantitative methods by collecting data using a specific population and sample, which aims to test the predetermined hypothesis. The population of data collection in this study was service users, namely Commitment Making Officers, Working Groups, Technical Teams, Contractors, and Individuals. The sample is part of the quantity and properties possessed by a population. The sample can also be called a part or representative of the population to be studied [12]. The template for this study is the resume of a construction planning consultant CV. AK. The method used for data collection uses a simple random sampling technique.

This study uses a Likert scale so that the measured variables are transformed into some measure of variability. The Likert scale indicators in this study have five levels of response preference with scores ranging from 1 to 5, with the endpoints, namely; (1) strongly disagree, the weight value is 1; (2) disagree, the weight value is 2; (3) neutral, the weight value is 3; (4) agree, the weight value is; (5) completely agree, the weight value is 5. The primary purpose of this study is to test the proposed hypothesis formulation whether it is accepted or rejected. The data analysis technique for this study used simple linear regression with the product for service solution statistics (SPSS) 25.0 for Windows desktop software, where the previous step checked for normality and linearity count.

3 Results and Discussion

Respondents in this study were 30 respondents who were users of services CV. AK, who once gave a job to CV. AK to carry out building planning work and building infrastructure. Based on the data obtained from the results of the distribution of the questionnaire, it was then processed and analyzed.

Table 1. Respondents' Responses to Service Quality Variables

No	Dimension	Total Score	Average Score	Percentage
1	Responsiveness	600	508	84.67
2	Guarantee (Assurance)	750	598	79.73
3	Empathy	750	615	82.00
4	Tangibles	1350	1090	80.74
5	Reliability (Reliability)	1350	1084	80,30
	Total number:	**4800**	**3895**	**81.49**

Source: 2022 Research Data Processing Results

Table 2. Respondents' Responses to Service User Satisfaction Variables

No	Dimension	Total Score	Average Score	Percentage
1	Technical Indicators	1650	1289	78.12
2	Management Indicator	1650	1362	82.55
	Total number:	**3300**	**2651**	**80.33**

Source: 2022 Research Data Processing Results

3.1 Respondents Response

The data findings based on Table 1 show that the dimension that gets the highest score is the responsiveness dimension, while the lowest dimension is the assurance dimension. The expected ideal score for service quality answers is 4800. The value obtained is 3895 or 81.49%. Thus the service quality variable is in the very high category.

The data findings in Table 2 show that the dimension that gets the highest score is the dimension of the management indicator, while the lowest dimension is the dimension of the technical indicator. The expected ideal score for service user satisfaction answers is 3300. The value obtained is 2651 or 80.33%. Thus the service user satisfaction variable is in the very high category.

3.2 Normality Test

The data from the research was carried out by normalization test to find out whether it was normally distributed or not, using the SPSS (Statistical Product and Service) 25.0 for windows program. The output of the normality test can be seen in Fig. 1.

The Fig. 1 shows the distribution of the data points around the diagonal and the spread of the data points in the same direction along the diagonal. It can be concluded that the data are normally distributed.

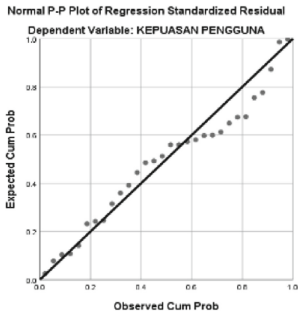

Fig. 1. The output of the Service Quality Normality Test on Service User Satisfaction

3.3 Linearity Test

Based on the test results according to Table 3 using the Ftest test, it is obtained that Fcount 2.513 is smaller than Ftable or 2.513 < 3.15, which means that the overall service quality variable of the model fits and there is a linear relationship between the service quality variables and service user satisfaction, so the regression can be used to predict service user satisfaction.

In Table 4, column B shows the value of the constant and the value of the simple linear regression coefficient for the independent variable. So from these data, it can be determined that a simple linear regression model expressed in the form of an equation is as follows:

$$Y = a - bX$$
$$Y = 5.641 + 0.637X$$

The simple linear regression equation above obtained a constant value of 5.641. If service quality does not exist, then the amount of service user satisfaction is 5.641. The regression coefficient on the service quality variable is obtained at 0.637, which means that every time there is an increase in the value of service quality, there will be an increase

Table 3. ANOVA Table Output

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
USER SATISFACTION * QUALITY OF SERVICE	Between Groups	(Combined)	4451.133	21	211,959	15,439	.000
		linearity	3761,098	1	3761,098	273.949	.000
		Deviation from Linearity	690.035	20	34,502	2,513	.091
	Within Groups		109,833	8	13,729		
	Total		4560,967	29			

Table 4. Simple Linear Regression Model

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,641	7.275		.775	.445
	QUALITY OF SERVICE	.637	.056	.908	11.474	.000

Dependent Variable: USER SATISFACTION

in service user satisfaction of 0.637. If, on the other hand, there is a decrease in service quality of 0.637, there will be a decrease of 0.637. So it can be said that the quality of services built by providers CV. AK will affect the level of satisfaction of service users.

3.4 Hypothesis Test

The testing of the hypotheses in this study includes determining whether or not the influence of service quality variables on service user satisfaction is present:

In Table 5, the significance value of $0.000 < 0.005$, so we can conclude that the service quality variable affects the satisfaction of service users. Meanwhile, based on the t-test calculation, the tcount value of 11.474 is greater than the table of 2.048, so it can be concluded that the service quality variable has a positive influence on the satisfaction of service users. So the hypothesis can be concluded that H1 is accepted and H0 is rejected. The results of this study support the results of previous research conducted by Olusola Ralph Aluko, [6] which determined that there is a significant relationship between perceived service quality and customer satisfaction in engineering level, economical design, budget compliance, the ability to build, optimize and design for free. Errors and untimely deliveries are significantly correlated with perceived service quality, which can lead to customer satisfaction. Next, the results of research conducted by Olusola Ralph Aluko, [1] statistical analysis showed a significant positive relationship

Table 5. t test calculation results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,641	7.275		.775	.445
	QUALITY OF SERVICE	.637	.056	.908	11.474	.000

Dependent Variable: USER SATISFACTION

Table 6. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.908a	.825	.818	5.34479

between perceived service quality on all indicators of service satisfaction. The results of the study showed CV. AK has excellent service quality in the construction consulting business. This is in line with the theory that one of the strategies for success in the construction planner consulting service business is to improve service quality as the basis for success in the service industry. Other Findings showed there are still some weaknesses that need to be improved, such as the guarantee variable, namely the frequent changes in project implementation by construction consultants. This is due to the less-than-optimal construction planning product, so it needs to be improved by increasing the capabilities and expertise of the resources CV. AK.

3.5 Coefficient of Determination Analysis

To find out how much the ability of the service quality variable to the service user satisfaction variable is, it is necessary to analyze the coefficient of determination (R square).

Based on Table 6, the correlation value (R Square) is equal to 0.825. From the output obtained, the value of the coefficient of determination (R Square) has an effect on the service quality variable by 82.50%. While the remaining 17.50% is influenced by factors other than service quality variables. This shows that there is a positive and close correlation between technical and managerial factors for service quality variables to service user satisfaction. The results of this study are in accordance with what has been done by Olusola Ralph Aluko [1], namely that technical and management factors are positively and strongly correlated with overall service quality.

4 Conclusion

The study concludes that the description of service quality and service user satisfaction is applied by CV. AK is considered effective, and top class and service quality have a positive and significant effect on service user satisfaction. This shows the better the quality of service that provides CV. AK, the better the perceived satisfaction of service users. Proposals can be made for CV. AK aims to improve the service quality by providing profile data suitable to actual conditions, proficient in information technology, and qualified by experts assigned and arranged by the consultant, with little change in the implementation process to carry out the work of consultants as well as improve service quality in terms of technical indicators in a planned and directed manner.

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