
ANALYSIS OF THE EFFECT OF SERVICE QUALITY ON WORD OF MOUTH COMMUNICATION SHOPPING

Salamatun Asakdiyah

Faculty of Economics and Business, Universitas Ahmad Dahlan, Yogyakarta, Indonesia
salamatun_2009@yahoo.com

Abstract

This research aimed to analyze influence service quality are physical aspects, reliability, personal interaction, problem solving and policy toward the word of mouth communication of Pamella Supermarket in Jl. Kusumanegara Yogyakarta. The analysis used was multiple regression analysis. Hypothesis was test by using T test and F test. T test used to test the partial regression coefficients. The result of partially regression coefficient test with T test shows that physical aspects, reliability, personal interaction, and problem solving influence significantly toward the word of mouth communication and policy not significantly toward the word of mouth communication. This result of simultaneously regression coefficient test with F test shows that physical aspects, reliability, personal interaction, problem solving and policy influence significantly toward the word of mouth communication. In the other side coefficient regression test's result shows that variables of physical aspects, reliability, personal interaction, problem solving and policy are able to explain word of mouth communication up to 61,5% and the rest is 39,5% caused by another variable that is not included in the research model.

Key words : Service Quality, Word of Mouth Communication

INTRODUCTION

Globalization and liberalization of world trade have resulted in rapid changes in the business environment. Adaptation to existing changes is a company's main need to be able to compete in the global market. Competition can be won if the company has a competitive advantage. Competitive advantage can be achieved through long-term relationships between companies and customers by building word of mouth communication. This shows that word of mouth communication plays an important role and can be used as the basis for the development of a sustainable competitive advantage, namely an advantage that can be realized through marketing efforts.

Word of mouth communication can be built through improving service quality. Service quality is one of the main factors in the selection of goods and services for customers. Meanwhile, the company's goal is to produce goods and services to satisfy and improve service quality. This means that customer satisfaction will be achieved if the quality of service provided by the company can meet customer needs and achieve customer trust. The achievement of service quality will improve word of mouth communication. Improving service quality will improve word of mouth communication so that it will create customer loyalty. Thus, the long-term relationship between the company and its customers will be built through the antecedents of word of mouth communication.

The retail business in national development has an important role not only as the spearhead of product marketing, but also as a source of state income and can absorb a large enough workforce. Berman and Evans (2001) suggest that there are several things that make the retail business important to study, namely : (1) the implications of retail in the global economy which include strengthening retail and labor absorption are key in the global economy, (2) the function of retail in the global economy. distribution chain, achieving the retail function as a liaison between the final consumer with the manufacturer and the wholesaler, (3) the relationship between the retailer and the supplier, including control over the distribution chain, profit allocation, number of competitor retailers, location, display and promotion issues.

In this increasingly fierce competition, the retail business faces a major challenge, namely managing word of mouth communication so that it will create customer loyalty. Efforts to get loyal customers is not an easy job, so it requires more serious attention, especially marketers. Thus, loyal customers are important assets for companies, even customer loyalty has a positive relationship with profitability (Rowley and Dawes, 1999).

Given the importance of word of mouth communication in achieving company goals, this paper attempts to analyze the effect of service quality on word of mouth communication. This research was conducted at Pamella Supermarket which is located on Jl. Kusumanegara Yogyakarta. Pamella Swalayan was chosen as the object of research because it is one of the supermarkets that has become a trend in Muslim supermarkets in the Special Region of Yogyakarta.

LITERATURE REVIEW

Service Quality

Service Quality is a way to compare the perceived service received by the customer with the service actually expected by the customer (Fitzsimmons & Fitzsimmons, 1994; Parasuraman, Zeithaml and Berry, 1988).

If the service expected by the customer is greater than the service actually received by the customer, it can be said that the service is of poor quality. Meanwhile, if the service expected by the customer is lower than the service actually received by the customer, it can be said that the service is of quality, and if the service received is the same as expected, the service is said to be satisfactory (Fitzsimmons & Fitzsimmons, 1994). Thus, Service Quality is a way to find out how far the difference between reality and customer expectations for the service received (Parasuraman, Zeithaml and Berry, 1988).

SERVQUAL analysis has been empirically tested on bank services, telephone services and so on. However, SERVQUAL analysis is not always successfully applied to retail businesses. In reality very little research has been done in the retail business. In the research conducted by Dabholkar, Thorpe and Rentz (1996) proposed several dimensions of retail service quality. These three researchers combined reviews and literature on retail and SERVQUAL, so that 5 dimensions of retail service quality were successfully proposed.

These five dimensions of retail service quality include: (1) Physical Aspects, which is a dimension that includes the attractiveness of the physical aspect and the ease with which customers find the goods they need, (2) Reliability, is a dimension that includes the accuracy of fulfilling promises to customers, (3) Personal Interaction, is a dimension that includes personal interaction between customers and employees, (4) Problem Solving, is a dimension related to providing solutions to problems faced by customers while shopping or solutions to complaints submitted by customers for the services received, such as returning and exchanging goods purchased by customers, and (5) Policy, which is a dimension related to store policies to respond to customer demands or needs, such as providing quality goods, accepting credit card payments and providing adequate parking spaces.

Communication Word of Mouth

Word of mouth communication is an important factor for service marketer communication. Most consumers will recommend word of mouth from their consumption activities. Word of mouth activity can be negative, neutral or positive (Day and Landon, 1977; Richins, 1983; Singh, 1988). The results of the study of Harline and Jones (1996) show that the quality of service received by customers and the value received by customers will increase word of mouth intentions. A positive relationship between service quality and word of mouth was also found by the results of a study by Zeithaml, Berry and Parasuraman (1996). In addition, the results of the study of Swanson and Davis (2003) show that there is a positive relationship between service quality and favorable word of mouth intentions when employee contact is the main locus of attribution.

Dick and Basu (1994) suggest that customer commitment is an antecedent of word of mouth communication. Mayer and Schoorman (1992) in their study found that if they have a high affective commitment, they will be motivated to achieve organizational goals. Word of mouth communication is a form of consumer behavior that has an impact on the company's health strategy (Boulding et.al., 1993). Harrison and Walker (2001) study results show that service quality and customer commitment are potential antecedents for word of mouth communication.

Hypothesis

The tentative conclusions that will be verified in this study are as follows :

1. H1: Quality of service which includes physical aspect, reliability, personal interaction, problem solving and policy has a partial effect on word of mouth communication.
2. H2: Service quality which includes physical aspects, reliability, personal interaction, problem solving, and policy simultaneously affects word of mouth communication.

RESEARCH METHODS

Population and Sample

The population is the total number of units of analysis whose characteristics will be estimated. (Mantra and Kastro, 1989). The population in this study were customers at Pamella Supermarkets located on Jl. Kusumanegara Yogyakarta.

The sample was determined by convenience sampling method and purposive sampling method. Convenience sampling is a non-probability sample that is not limited (Cooper and Emory, 1995). Convenience sampling is a method for selecting members of the population that are easiest to find and ask for information (Hadi, 1987). While purposive sampling is a method of selecting samples based on certain considerations (Cooper and Emory, 1995; Babbie, 1995). The criteria are as follows :

1. The sampled customers are customers who often shop at Pamella Swalayan. From the various community groups who become customers, the selected respondents are the student group and the housewife group. This customer group was chosen because it is a group of people who often shop in order to fulfill their daily needs.
2. Respondents are customers at Pamella Supermarkets located on Jl. Kusumanegara Yogyakarta. Pamella Swalayan was chosen because it is a supermarket owned by a local entrepreneur in Yogyakarta.

In this study the population is not limited, so the number of samples is determined by 100 respondents. Determination of the number of samples is based on the opinion of Rescoe in Sekaran (1992) which states that the number of samples is greater than 30 and less than 500, in most studies it is representative.

Data Collection Technique

The data used in this study consisted of primary data and secondary data. Primary data is used as material to calculate the research variables. Primary data collection is done by providing a list of questions to respondents which contains about the quality of service, and word of mouth communication. Meanwhile, secondary data was collected through literature study which was extracted from books, scientific journals, and publications of research results. This secondary data is used to formulate problem formulations, hypotheses, literature reviews, and use analytical tools.

Research Instruments and Measurement Scale

Research variables were measured using an instrument in the form of a questionnaire, which contained a number of written questions in order to obtain data from respondents. Instruments about service quality are used from the instruments compiled by Dabholkar, Thorpe and Rentz (1996) who propose five dimensions of service quality in the retail business, namely: (1) Physical Aspects, (2) Reliability, (3) Personal Interaction, (4) Problem Solving, (5) Policy. These five dimensions consist of 28 items, and each is measured using a 7-point Likert scale. The number one represents the answer strongly disagrees, the number two represents the answer disagrees, the number three represents the answer is neutral, the number four represents the answer somewhat agrees, the number five represents the answer agrees, and the number seven represents the answer strongly agrees.

Word of mouth communication in this study is positive word of mouth which is measured using an instrument developed by Harrison and Walker (2001). Word of mouth communication consists of 10 items measured using a 7-point scale. The number one represents the answer strongly disagrees, the number two represents the answer disagrees, the number three represents the answer is neutral, the number four represents the answer somewhat agrees, the number five represents the answer agrees and the number seven represents the answer strongly agrees.

To obtain quality data, the research instrument must be tested for validity and reliability (Huck and Cormier, 1996). Validity test is done to measure what you want to measure (Ancok, 1989). To test the validity of this research instrument, the Pearson Product Moment Test was used. While the reliability test is carried out to determine the extent to which the results of a measurement can be trusted (Azwar, 1997). To test the reliability of this research instrument used Cronbach Alpha.

Analysis Method

To prove the hypothesis, this study uses statistical analysis methods. Statistical analysis was used to prove the relationship between service quality and word of mouth communication. The model in this study uses Multiple Linear Regression Analysis. The model used in this study can be formulated as follows :

$$Y = + 1 X_1 + 2 X_2 + 3 X_3 + 4 X_4 + 5 X_5$$

Where :

Y = Dependent variable (word of mouth communication) = Constant

1, 2, 3 = Regression Coefficient

X₁ = Variable Physical Aspects

X₂ = Variable Reliability

X₃ = Personal Variable

X₄ = Variable Problem Solving

X₅ = Policy Variable.

To test the proposed hypothesis, the t-test and F-test were used. The t-test was intended to determine the independent variables (independent variables) which significantly affected the dependent variable individually. While the F test is used to determine whether together the independent variables can explain the dependent variable.

RESEARCH RESULTS AND DISCUSSION

The results of the evaluation of the validity of the service quality variable items (28 items) produced a significant number because the r count of the service quality items was greater than the r table of 0.361. These results indicate that all items used as research instruments are declared valid.

While the results of the evaluation of the validity of the word of mouth communication variable items (10 items) showed that 9 items, namely items 1 to item 9 produced significant numbers because r count was greater than r table. However, the results of the evaluation of the validity of item 10 show that the r count is smaller than r table, so item 10 is declared invalid. Therefore item 10 was excluded or dropped from this study.

The results of improving the evaluation of the level of validity of the word of mouth communication variable (9 items) show a significant number because r count is greater than r table. These results indicate that 9 items of the word of mouth communication variable are declared valid.

The results of the evaluation of the reliability level of the service quality variables which include Physical Aspects, Reliability, Personal Interaction, Problem Solving, Policy, and the word of mouth communication variable show an alpha value greater than 0.50. This shows that the variables used in this study are stated to be reliable (reliable).

Test Results of The Effect of Service Quality on Word of Mouth Communication

The effect of service quality on word of mouth communication can be analyzed using multiple linear regression analysis. Based on data collected from respondents Pamella Swalayan which is located on Jl. Kusumanegara Yogyakarta with a total of 100 respondents gave the following results :

Tabel 1. Multiple Regression Analysis Results

Variable	Coefficient	Value t	Probability
Constant (intersep)	0,289	0,875	0,384
Physical Aspects	0,184	2,180	0,032
Reliability	0,214	2,031	0,045
Personal Interaction	0,213	2,025	0,046
Problem Solving	0,170	2,279	0,025
Policy	0,060	0,618	0,538
R = 0,784; R ² = 61,5%; F _{hitung} = 30,006; Sig. F = 0,000			

Source : Primary Data Processed

Based on the table above, it can be formulated multiple linear regression equation as follows :

$$Y = 0.289 + 0.184 X_1 + 0.214 X_2 + 0.231 X_3 + 0.170 X_4 + 0.060 X_5$$

Based on the regression equation above, it can be seen that the constant (intercept) shows the number 0.289. This means that the average word of mouth communication variable will increase by 0.289 if the variables of physical aspects, reliability, personal interaction, problem solving and policy are equal to zero (if these variables are not included in this regression equation).

The physical aspects variable regression coefficient of 0.184 indicates that if there is an increase in the physical aspects variable of 1 *ceteris paribus*, it will increase word of mouth communication by 0.184. The reliability variable regression coefficient of 0.214 indicates that if there is an increase in the reliability variable of 1 *ceteris paribus*, it will increase word of mouth communication by 0.214.

The personal interaction variable regression coefficient of 0.231 indicates that if there is an increase in the personal interaction variable of 0.231 *ceteris paribus*, it will increase word of mouth communication by 0.231. The problem solving variable regression coefficient of 0.170 indicates that if there is an increase in the problem solving variable of 1 *ceteris paribus*, it will increase word of mouth communication by 0.170. The policy variable regression coefficient of 0.060 indicates that if there is an increase in the policy variable of 1 *ceteris paribus*, it will increase word of mouth communication by 0.060.

CONCLUSIONS

1. The results of multiple linear regression analysis at Pamella Supermarket on Jl. Kusumanegara Yogyakarta shows that service quality which includes physical aspects, reliability, personal interaction, problem solving and policy has a significant effect on word of mouth communication.
2. The results of the partial regression coefficient test show that the variables of physical aspects, reliability, personal interaction, and problem solving have a significant effect on the word of mouth communication variable. While the policy variable has no significant effect on the word of mouth communication variable.
3. The results of the regression coefficient test simultaneously show that the variables of physical aspects, reliability, personal interaction, problem solving and policy together have a significant effect on the variable of word of mouth communication.
4. The coefficient of determination (R^2) of 61.5% indicates that the variables of physical aspects, reliability, personal interaction, problem solving and policy are able to explain word of mouth communication by 61.5% and the remaining 39.5% can be explained by other variables. which are not included in the research capital.

SUGGESTIONS

1. Pamella Supermarkets should always strive to improve service quality through various programs that emphasize the convenience of customers in shopping according to customer needs and improve facilities and physical aspects so as to support customer convenience in shopping.
2. Pamella Supermarkets should improve service quality in order to improve customer word of mouth communication. Improving service quality will have an impact on customer positive word of mouth

communication through providing customer recommendations to shop at Pamella Swalayan to other parties, whether relatives, friends, or neighbors.

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