Industrial Marketing

Servicecape Analysis To Customer Satisfaction In Delivery Service Company With Customer Trust As Intervening Variable

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ARTICLE INFORMATION

ABSTRACT

The development of internet technology has a great contribution to the community need for goods delivery services. This research was conducted using sampling technique namely convenience sampling with consideration of convenience, such as respondents who are easier to find by researchers. Respondents in this study were Costumer s who use delivery service companies with the following criteria, have used delivery services in the last six months. The number of respondents used was as many as 120 respondents with 22 types of attributes in the questionnaire. The results of the study showed that there was a positive and significant relationship between the servqual variable and Costumer trust; there was no positive and significant effect between servicecape variables on Costumer trust; service quality on Costumer loyalty did not have a significant and positive effect; there was no effect of servicecape on Costumer loyalty; there was a positive and significant effect of the Costumer trust variable on Costumer loyalty.

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INTRODUCTION

Along with the development and competition in free market era of globalization today, the industry is competing to improve the quality of the services to Costumer s. It is not only from the goods industry, but also some companies that provide services are aware that the quality they have becomes very important thing. It is not only limited to the product produced but how the product can be used or Costumer s can feel satisfied with the services provided. It is what makes the development of shipping service companies that is not only a company but also one of the important elements related to Costumer satisfaction [1].

Entering the globalization era and with the increase public need for connectivity from one place to another, both people and goods, society needs parties who can carry out the activities according to the Costumer s desire and need [2]. One of them is in the delivery service industry that is experiencing very rapid development along with the community need for various types of services in various fields of life. The development of the service industry is getting bigger due to the great advances in communication and information technology. Freight delivery service is one of the supporting service industries needed by Costumer s today [3].

Many people send goods to each other makes delivery services very important. The development of internet technology has a very large contribution to the need of goods delivery services. For the buying and selling goods, it is not only done face-to-face, but can be done through online media. To attract Costumer s to the service industry, the right thing to do is to provide services. Bitner uses "servicescape" to

describe the physical environment in which a service delivered. Physical evidence of a service can be seen through the building, interior furnishings, fixtures, uniforms of employees, signs, printed materials and visible instructions, along with the use of color, smell, and sound. All of these produce tangible evidence of a company image and service quality [4]. To create this experience, it sa must for every service industry to organize the servicescape through unique, interesting, and fun physical evidence so that it can provide satisfaction to Costumers [5].

This study aimed to examine the effect of servicecape and service quality (SERVQUAL) and to find the effect of each variable on Costumer loyalty in service companies in the corporate industry. As a fast-growing shipping service industry and industrial developments followed by increasing global innovation have positively affected the logistics companies. However, in this case there are several variables that need to be considered in order to be able to improve operations at shipping service companies so that they can be more satisfying both to the company's internal and of course to Costumers [6]. With the company growth and Costumer loyalty, there is a need to make changes or improvements continuously by looking at the quality of service and servicecape. In increasing the productivity, businesses must pay attention to these developments to win the competition with other businesses [7]. It is done to test the pattern and provide a feasible solution to overcome the pattern. The solution that helps delivery service companies is in a different way. If the ideas are combined, it will increase the positive value to validate the concept. Basically, the idea is to improve the company efficiency and effectiveness and Costumer satisfaction, streamline courier services, win

the competition, and improve the company responsiveness to changes and development [8].

Servqual

The definition of service is an activity (benefit) or satisfaction offered for sale. Service can be defined as any action that can be offered by one party to another that is essentially intangible and does not result in the ownership of anything. The definition of service quality is centered on efforts to meet Costumer needs and desires and the provision of delivery to balance Costumer expectations. According to Wyekof [9], service quality is the level of excellence to meet Costumer desires. In other words, there are two main factors that affect service quality, namely expected service and perceived service. In this case, the service more broadly is a useful activity or a thing to meet Costumer satisfaction. The services offered for sale are also theoretically an action or there is an action that can be offered by a company that is physically intangible (intangible). While the service quality is on the efforts made to fulfill Costumer satisfaction where there are wants and needs of each Costumer dynamically and flexibly so that there are provisions and the delivery must be able to match the expectations and Costumers.

There is a quote says that we don't have a second chance to change in terms of the original impression, and due to this reason, it is said that space services should be seen as an antecedent to the perception of service quality [10]. There is a difference to the traditional service quality theory, namely that the facility is a real thing as an installed component of overall service quality and it is not an antecedent of service quality (service

Quality (SERVQUAL) consists of 5 components: Tangible, Reliability, Empathy, Responsiveness and assurance, with 22 variable observations). However, in the context of a delivery service company, there is a role for servicescape that should be considered as an independent factor that has a direct impact on the overall service quality. [11] [12].

Servicecape

The term of servicescape is rarely used in everyday life, but this word is very easy to explain with examples of words such as floor plans, environmental conditions, air temperature, air quality, noise, music, decoration style and many more. The servicescape is illustrated by combining cognitive, emotional and physiological feelings. It means that some of the human senses can be used as a response tool and provide information about the room or the surrounding environment that is felt by humans. The setting of the physical environment can affect the productivity and motivation of workers [13]. Since a service is intangible, many clients only pay attention to other symbols that are more concrete in nature to be evaluated during the process and after the use process occurs [14]. Servicescape is generally used to describe the overall physical facilities in a company engaged in the service sector [15].

According to [4], "*servicescape* is impressions on the senses by the disruption of the physical environment that the service is rendered". Based on several expert definitions of servicescape, the authors conclude that servicescape is a physical environment that exists when services delivered to Costumer s and has certain elements related to the service concept.

Costumer Trust

In the business and marketing world, Costumer trust becomes considerable attention from business people. Trust is not something that exists and disappears by itself, but trust is one of the knots of several interrelated ropes. Furthermore, building trust is necessary as the key to the long-term survival of the brand. According to [16], trust is a person willingness to entrust a company or a brand to perform or carry out a function.

Servqual on Costumer Trust

The results of previous research conducted by Pin-Fenn Chou (2014) showed that there was a positive relationship between service quality and Costumer trust. The trust in the company will not depend on itself because there is no guarantee of good service quality. [14]

H1: The more positive the service quality, the more positive Costumer confidence in using delivery services.

Servicecape on Costumer trust

According to [17], the physical environment of the company in which services are created and where the service providers and costumers interact with any tangible elements used to communicate or support the role of the service. Based on the explanation above, it can be concluded that the servicescape is a place where services provided or the physical environment that affects Costumer s both the level of satisfaction and behavior related to purchases and provides a memorable experience to Costumers [12].

H2. The more positive the servicescape, the more positive Costumer confidence in the company

Costumer trust to client loyalty

According [18], trust is a key driver to get Costumer loyalty. Meanwhile, according to [13] defines that Costumer trust increases Costumer loyalty and mediates value creation

H3. The more positive Costumer trust, the more positive Costumer loyalty to the delivery service company

RESEARCH METHODS

Based on literature review, it can be stated the theoretical framework below in figure 1.
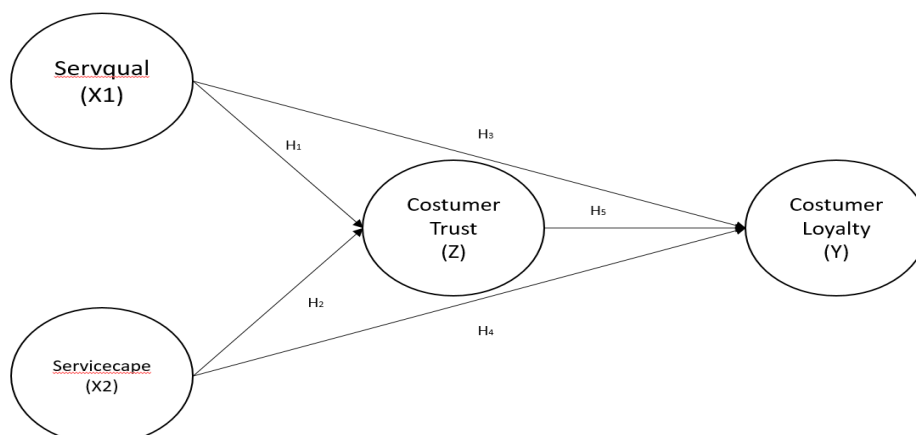

Figure 1. Conceptual Framework

Sample

The population and sample of this research were costumers/users of delivery service companies as many as 120 people. The sampling technique used was convenience sampling with consideration of convenience such as respondents who were easier to find by researchers [19]. Respondents in this study were costumers who used delivery service companies with the following criteria: (1) Have used delivery services in the last six months. The number of respondents used was 120 respondents with 22 types of attributes in the questionnaire.

RESULTS AND DISCUSSION

The measurement model test is to test the relationship between indicators and latent variables. The combination of structural model testing and measurement allows researchers to test measurement error as an integral part of SEM and perform factor analysis along with hypothesis testing. (Bollen, 1989). The following are the steps carried out in the SEM analysis: First, the feasibility test of the model using the basic criteria from SEM such as the significance level of the chi-square full model with a value of 1751.241, the figure above used chi-square table with 521 degrees of freedom. at 5% significant level of 138.8113. Probability value = 0.000 RMSEA = 0.14, GFI = 0.521, AGFI = 0.453, TLI = 0.794 CMIN/DF = 3.361 and CFI = 0.809 It can be said that these results indicate that the feasibility test of this model met the criteria of model fit (Goodness of-Fit Indices). The figure 2 showed the structural model of the proposed theoretical framework. This model is in accordance with the criteria that is the p value was 0.000, the CMIN/DF value was 3.361, the CFI value was 0.809 and the RMSEA value was 0.140.
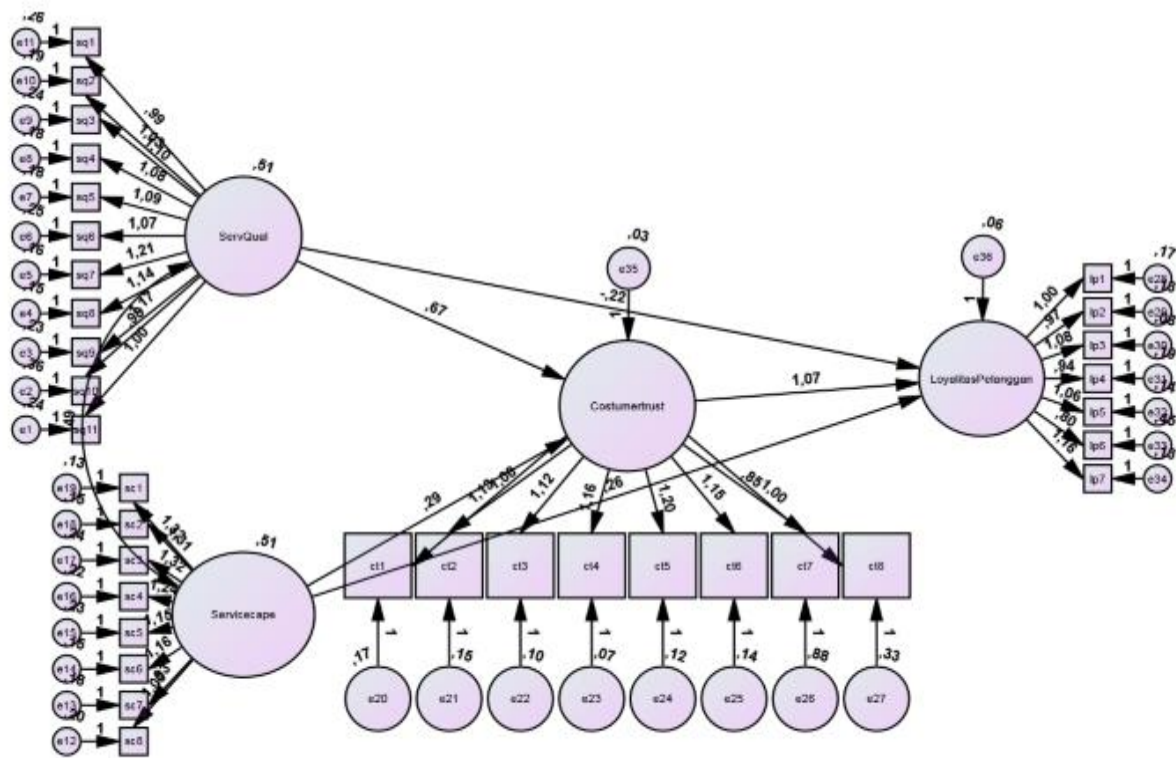

Figure 2. Results of the Full Model Test

Second, hypothesis testing for the relationship between variables using the CR criteria. The results of data analysis showed hypothesis testing that there are five hypotheses judged. However, there were two accepted hypotheses, namely H1 and H5 with CR values of 4.067 and respectively. Meanwhile, there were three rejected hypotheses, namely H2, H3 and H4 with CR values of 1.920, -0.798 and 1.270. These three hypotheses were rejected because their CR value was less than 2.00 show in table 1.

Table 1. Hypothesis Testing Results

Hyothesis	Method			C.R.	P	Results
H$_1$	*ServQual*	→	*Costumer trust*	4,067	***	Accepted
H$_2$	*Servicecape*	→	*Costumer trust*	1,920	0,055	Rejected
H$_3$	*ServQual*	→	Costumer loyalty	-0,798	0,425	Rejected
H$_4$	*Servicecape*	→	Costumer loyalty	1,270	0,204	Rejected
H$_5$	*Costumer trust*	→	Costumer loyalty	4,258	***	Accepted

The first hypothesis predicted the effect of service quality on Costumer trust. The SEM calculation showed a CR value of 4.067 and the hypothesis was accepted. Quality of service (ServQual) in the shipping service industry may increase Costumer trust in shipping service companies. Service quality as the main determinant that ensures the increased Costumer confidence in the shipping service industry that is currently growing, shipping service companies should improve the quality of their services so that business actors can engage in the shipping service industry that should improve the quality of service to Costumer s to gain their trust. Service quality can be measured by the magnitude of the company response (to the courier) in dealing with Costumer s such as being friendly, not easily blaming the Costumers.

The second hypothesis in this study did not have a significant positive effect betweenthe service cape variable on Costumer trust evidenced by the results of the .CR 1.920 analysis. Service cape in the service company industry did not have a direct influence on increasing Costumer confidence. These results showed that Costumer trust in the shipping industry should be increased to create excellent service quality to Costumers.

The third hypothesis of this study had a negative effect between service quality variables on Costumer loyalty. It is evidenced by the results of the CR analysis of -0.798, it can be interpreted that the null hypothesis (H0) explained that there is no effect of service quality on Costumer loyalty.

The fourth hypothesis (partially the independent variable servicecape) had a positive and insignificant effect on Costumer loyalty in the shipping service industry. It is evidenced by the results of the analysis of the CR value of 1.270. The Servicecape factor had not been tested significantly on Costumer loyalty in the shipping service industry.

The fifth hypothesis of this study partially had a significant positive effect on Costumer trust on Costumer loyalty. It is proved by the results of the CR analysis of 4.258. The Costumer trust factor makes Costumer s more loyal to using shipping service companies to send packages or documents they have. It can be seen that Costumer confidence in the shipping service industry is related to the timeliness of delivery, the quality of goods or documents when they arrive at their destination and from receiving documents (packages) to documents (packages) arriving at their destinations [19].

The managerial implication of this research is a significant relationship to several variables in this study for the advancement of shipping service companies. The clear implication of the findings of this empirical study is that delivery service companies must recognize the tremendous benefits of servicescape and service quality (ServQual) variables in increasing Costumer loyalty. It is to provide a related explanation of the categories of organizational climate and organizational culture. It is because most of these elements are in the area of management control and can be manipulated to positively influence Costumer loyalty, management should actively promote the desired performance of service staff and involve more systematic approach as cues than rely on unfair selection and inappropriate placement.

CONCLUSIONS

Based on results and discussion, it can be concluded Service Quality that includes tangibles, reliability, responsiveness, assurance and empathy had positive and significant impact on Costumer trust of 4,067 so that it can be seen that service quality was increasingly making delivery service companies had a place among Costumer s. It is based on an analysis of the five dimensions of service quality described in this article. Based on the results of the study, it is found that there was no significant effect of servicecape to provide Costumer trust in shipping service companies. Based on the results of the hypothesis for the variable Costumer trust had a CR value of 4.258 with a P value of 0.000. So it can be concluded that Costumer trust had a significant effect on Costumer loyalty in shipping service companies. Thus, H5 states that there was a significant influence of Costumer trust on Costumer loyalty in shipping service companies that was accepted. In contrast to playfulness, service quality is an old thought so it is very important for Costumer satisfaction and trust. Achieving a Costumer loyalty in service quality requires a sense of satisfaction and trust in a product. Recommendations for further research can add other variables that can support to improve Service Quality, trust, and Servicecape to Costumer loyalty that are not discussed in this study. Research conducted in other areas so that a wider illustration can be obtained, and add the number of existing samples so that the results can be more generalized and can be used as a comparison in terms of the number of respondents selected.

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