



Small Micro Enterprises: A Review of Service Quality and Customer Satisfaction

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ABSTRACT

Walik Ahjib Tofu is one of the MSEs located at Manunggal Gombang Square. Walik Ahjib Tofu's strategic location and delicious variant flavors make it a popular dish, but its service leaves consumers feeling less satisfied due to the lengthy queues. This study aims to determine how satisfied MSEs Tahu Walik Ahjib Manunggal Gombang consumers are with the services provided. The study employed a descriptive quantitative method, utilizing a g.form questionnaire, which was completed by 98 respondents. The results showed that customer satisfaction was influenced by service quality factors (physical evidence variables): reliability, responsiveness, assurance, and empathy, which had a positive effect based on the f-square test and were significant based on statistical tests. The results of this study indicate that the five service quality variables have a significant impact on customer satisfaction with Walik Ahjib Manunggal Gombang Tofu MSEs. The most influential factor is responsiveness.

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INTRODUCTION

Micro Business Units (MSEs) are businesses that require great attention to survive and develop. The large number of MSEs is a big task for the development of MSMEs by the government, banks, and related agencies. One of the weaknesses of MSMEs is that the products lack quality, are not standardized and the continuity of the products is not guaranteed. According to statistical data in 2019-2023, there were 54 MSEs that became small business units in the Kebumen district.



Figure 1. MSE Data in Kebumen

The data above shows that MSEs have problems with MSE management that still need to be improved so that MSEs can become MSMEs. According to research conducted by Risnawati (2019), the increase in MSMEs contributes greatly to the rate of economic growth in a region. However, there are still many weaknesses in the management of small and medium enterprises. Therefore, strengthening SMEs requires a more comprehensive and systematic plan to help them solve their problems. For this sector to survive and thrive, it needs to play a bigger role in the local economy.

One of the problems that MSEs have is the lack of mature marketing strategies, product quality that needs to be improved, lack of product innovation and not being able to read market opportunities. In this aspect, we will deepen the conversation about aspects of service quality to support customer satisfaction in an MSE in the Kebumen area.

The more intense competition in business, the more products available to customers, and there are variations in price and quality. Therefore, customers are always looking for products that are considered the most valuable among the various choices available (Kotler, 2005). Service quality has a close relationship with customer satisfaction. Service quality is the driving force for customers to form a strong relationship with the company. Through this relationship in the long run, the company can better understand customer expectations and needs. Thus, the company can increase the level of customer satisfaction and maximise positive customer experiences while minimising negative customer experiences (Tjiptono, 2012). If the quality of service provided to customers meets or even exceeds the expected expectations, the customer will feel satisfied and tend to return to using the company's services. Conversely, if the quality of service is less than satisfactory, customers may be reluctant to try again. (Alma, 2007 in Sasongko, 2013).

Service quality reflects valuable elements and sources that can provide satisfaction to customers, which are connected to the results of interactions such as word of mouth communication, such as complaints, suggestions, and exchange or transfer experiences (Yaves, (2007) in Made et al., (2015)). Meanwhile, customer satisfaction is an integral part of the marketing field and has an important role in the market. Customer-focused marketing strategies require the industry to understand customer behaviour and meet customer needs to achieve customer satisfaction. Efforts to improve service quality aim to create comfort for customers so that they feel they are getting value that exceeds their expectations. Customer expectations are also a valuable element, where service quality that is closer to customer satisfaction will provide higher expectations, and vice versa (Ayse, 2007: 53 in Made et al., 2015).

Customer satisfaction is the result of post-purchase evaluation, and if achieved, will encourage loyalty from customers. Therefore, customer satisfaction is a crucial aspect for a company's success. When customers are satisfied with a brand's product, they are more likely to continue buying and using the product. In addition, there is the potential for customers to share their experiences about the quality of the products they use with others. Improving the quality of services provided by the company is one way to achieve customer satisfaction. Service quality

and customer satisfaction are important elements that must be handled responsibly to achieve better company goals (Ismail and Haron, 2006 in Made et al., 2015).

Customer satisfaction can be simplified as achieving customer needs, wants, and expectations through the products they consume Veloutsou (2005: 46) in (Sulistiyawati, 2015). that service quality, which consists of tangibility, reliability, responsiveness, assurance, and empathy, simultaneously and partially has a significant effect on customer satisfaction (T. Andi Roza, 2023). This means that the higher the quality of service felt by customers, the higher the level of satisfaction with their recommendations which is also supported by other research by Zahara et al. (2021), Carolina (2019), Fatwa et al. (2019) and Agustinawati (2016).

Meanwhile, other studies that review the same thing but have different results were conducted by Waifa Nuraprilia et al. (2023) which produces conflicting findings between product quality has a positive effect and service quality has no positive effect on customer satisfaction with the same research field for culinary support contra these results also exist in research conducted by Santoso et al. (2023) which states that the assurance (X4) and tangible (X5) variables have no partial effect on customer satisfaction, while other research by Jelanu & Ayu (2023) states that service quality has no significant effect on customer satisfaction.

Post-purchase evaluations that result in customer satisfaction contribute to the creation of customer loyalty, which makes customer satisfaction a crucial factor for a company. One way to achieve customer satisfaction is to improve the quality of service provided by the company itself. Service quality and customer satisfaction are two aspects that are very meaningful and must be taken seriously in an effort to achieve better company goals (Ismail and Haron, 2006 in Made et al., 2015).

The phenomenon of differences in the results of previous research, both pros and cons, is used as a reference and guideline for conducting further research which aims to explore information and strengthen the theory of service quality with the same dimensions of tangibility, reliability, responsiveness, assurance, and empathy, but with differences in the objects studied at Walik Tofu MSEs.

LITERATURE REVIEW

The Relationship between the Dimensions of Physical Evidence (Tangible) and Customer Satisfaction

Lupiyoadi (2013) in Setianto et al. 2017, tangible or physical evidence is defined as the company's ability to demonstrate its existence to external parties. This means that the appearance and physical condition of the company's facilities and infrastructure, as well as the surrounding environment, are tangible evidence of the services provided. Physical evidence is a form of physical actualisation that can be seen or used by employees in accordance with their use and benefits, which assist in the services received by customers. This causes satisfaction with the perceived service and at the same time shows success in providing services (Parasuraman, A., Zeithaml, V.A. and Berry, 1998).

Customer satisfaction can be assessed using measuring instruments such as servqual, one of which is physical evidence. Physical evidence refers to various facilities that can be seen and

used by companies in an effort to fulfil customer satisfaction. Based on this explanation, these findings are supported by the results of research conducted by Setianto et al. 2017 proves that the better and higher the physical evidence and empathy, the more customer satisfaction increases which in turn can have an impact on consumer brand loyalty.

Relationship between Reliability Dimension and Customer Satisfaction

Wilkie in Tjiptono (2004, p. 349) in Programme, Management, and Economics 2017, consumer satisfaction is an emotional response to the evaluation of experiences in using products or services. According to Kotler (2004, p. 561) in Programme et al. 2017, reliability refers to the ability to implement the promised services precisely and reliably. Reliability refers to the company's ability to provide services in accordance with the promises that have been made, with high accuracy and trust. For example, employees have the ability to produce food that has been ordered quickly, without requiring a long time. In addition, they are also able to create delicious and satisfying food in accordance with the promises made by the restaurant. When customers can feel good service in accordance with their expectations and desires, then they will feel satisfied. There is a positive relationship between reliability and customer satisfaction, where the higher the level of reliability, the higher the customer satisfaction. Conversely, if consumer perceptions of reliability are poor, then consumer satisfaction will decrease.

Based on this explanation, these findings are supported by the results of research conducted by Programme et al. 2017 that overall and individually, service quality variables such as physical evidence, reliability, responsiveness, assurance, and empathy have a positive and significant effect on customer satisfaction. The results also found that the reliability variable has the most dominant influence on customer satisfaction at PT Garuda Indonesia Airlines.

Relationship between Responsiveness Dimension and Customer Satisfaction

According to Kotler 2009 in Veronica (2017a), satisfaction is a feeling of pleasure or disappointment that a person feels when comparing the product performance (or results) they perceive with their expectations. If performance does not meet expectations, customers will feel dissatisfied. If the performance matches expectations, the customer will feel satisfied. If performance exceeds expectations, customers will feel very satisfied or happy.

Lupiyoadi and Hamdani (2006) in Veronica (2017), responsiveness refers to the response and speed in helping customers, handling transactions, and handling complaints. Providing good responsiveness by service providers will increase customer satisfaction.

Several studies, such as those conducted by Yulianingsih & Novitaningtyas (2021), Cita (2016), Sugiyanto & Kurniasari (2020) the company's ability is shown directly by its employees, namely providing fast and timely service. Responsiveness encourages positive perceptions of the quality of service provided. This dimension emphasises the attention and speed of employees in responding to customer requests, questions and complaints. Based on this explanation, the following hypothesis can be proposed: H3 = responsiveness has a positive and significant effect on customer satisfaction (Veronica, 2017b).

Relationship between the Assurance Dimension and Customer Satisfaction

Kotler (2001: 617) in Veronica (2017), assurance can be defined as accurate knowledge of products, courtesy of employees in providing services, expertise in providing information, the ability to provide security, and the ability to instil customer trust and confidence in the company. The relationship between confirmation and client fulfillment is that affirmation features a positive impact on client fulfillment. The way better the consumer's discernment of the ensure given by the company, the higher the client fulfillment.

According to the results of research conducted by Putro (2014), Sugiyanto & Kurniasari (2020) and Afan Zaini (2022) Employee knowledge and behaviour to build trust among customers when utilising the services provided. If a company guarantees the safety of its customers, customers can use the company's products and services with peace of mind. However, without security guarantees, customers feel unsafe. Customer demand for guarantees that can be fulfilled by the company creates satisfaction with the formulation of the hypothesis having a positive and significant influence on customer satisfaction. Based on this explanation, the following hypothesis can be proposed: H4 = Assurance has a positive and significant influence on customer satisfaction (Veronica, 2017b)..

Relationship between Empathy Dimension and Customer Satisfaction

Research by Lupiyoadi and Hamdani (2006) in Veronica (2017), empathy refers to the sincere attention and individual or personal attitude given by service providers to customers, including the ability of employees to communicate with customers.

Some studies that support the hypothesis that there is a positive effect of empathy on customer satisfaction include research conducted by Leksono & Putra (2022), Anindita Kuriasari (2015), Hamid et al. (2020) which says that in a culinary business, interest in repeat visits will be created if employees are able to provide empathy.

METHOD

Causal study design aimed at identifying and collecting evidence that can show the cause-and-effect relationship between variables (Malhotra, 2004 in Sasongko 2013). Causal study design can be interpreted as one type of conclusive study that focuses on revealing the cause-and-effect relationship between these variables. The sample used was 105 respondents but 98 respondents were used because there was missing data as many as 7 respondents, so they were excluded from valid data. The criteria for respondents are visitors from Walik Tofu SMEs in the Gombong Kebumen area, via google.form with a Likert scale (Sugiono, 2014: 134). Data analysis method with descriptive qualitative approach data processing with the help of SMART PLS.

ANALYSIS AND DISCUSSION

Respodent Description

In this study there were 105 samples, where the initial target was 100 respondents. However, only 98 samples were used because there were extreme data respondents. In the

following, there are statistical data on respondents based on age and gender presented in the figure below:

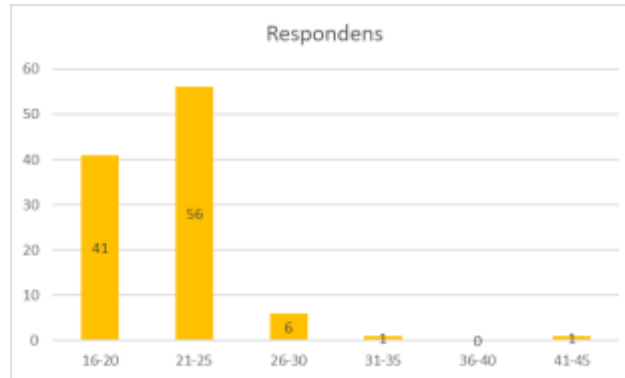


Figure 2. Respondens Age

Based on the picture above, it can be concluded that the majority of respondents aged 16-20 years were 41 people, respondents aged 21-25 years were 56 people, respondents aged 26-30 years were 6 people, respondents aged 31-35 were 1 person, respondents aged 36-40 years were 0 people, and respondents aged 41-45 years were 1 person.

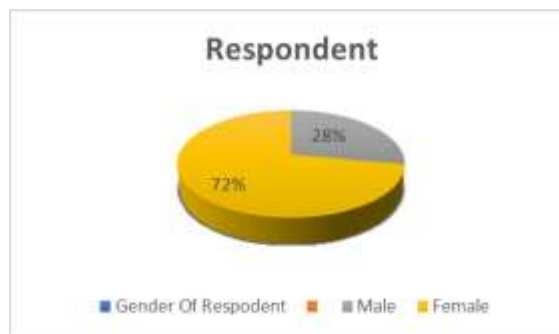


Figure 3. Gender of Respondents

The majority of female respondents were 76 people (72%) and 29 people (28%) were male. To obtain a data model with appropriate convergent validity (> 0.7), data processing is carried out until the following results are obtained:

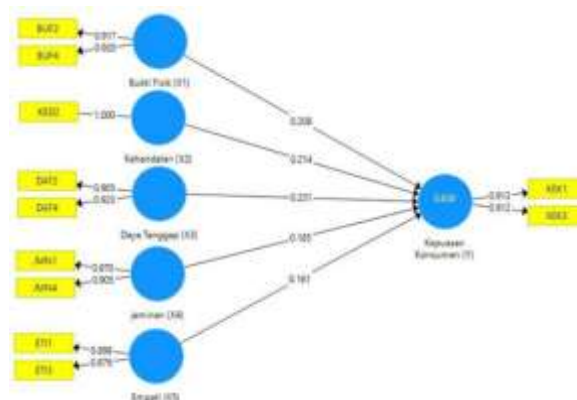


Figure 4. Measurement Model Output

Through stage two data processing, the appropriate convergent validity of the measurement model has been obtained (>0.7). Based on stage two data processing, the Service Quality and Customer Satisfaction variables are all valid. The following is the contribution of the largest loading factor:

Table 1. Factor Loading Stage 2

Variable	Indicator	loading Vactor	Rule Of Tumb	Conclusion
Physical Evidence (X1)	BUF2	0.917	0.7	Valid
	BUF4	0.920	0.7	Valid
Reliability (X2)	KED2	1.000	0.7	Valid
Responsiveness (X3)	DAT2	0.907	0.7	Valid
	DAT4	0.923	0.7	Valid
Assurance (X4)	JMN1	0.870	0.7	Valid
	JMN4	0.905	0.7	Valid
Empathy (X5)	ETI1	0.898	0.7	Valid
	ETI3	0.876	0.7	Valid
Consumer Satisfaction (Y)	KEK1	0.913	0.7	Valid
	KEK3	0.912	0.7	Valid

Source: Processed Data, 2023

Through stage two data processing, convergent validity has been obtained which is in accordance with the measurement model of (>0.7). Based on the second stage of data processing, the variables service quality and customer satisfaction are all valid. The following is the contribution of the largest factor loading with its value and indicators:

Table 2. Loading Factor Value and its Indicators

No	Variable	Loading Vactor	Indicator
1	Physical Evidence	0.92	“The look of a good selling point design”
2	Reliability	1	“Assistance is friendly and consistently ready to help”.
3	Responsiveness	0.923	“Employee readiness in serving customers”.
4	Assurance	0.905	“Responsible for safety and prioritised customer service”.
5	Empathy	0.898	”Employees can understand client or customer needs”.
6	Consumer Satisfaction	0.913	“Provide satisfactory and expected services”.

Source: Processed Data, 2023

In this study, a reliability test was conducted to measure the reliability and stability of the indicators in the matrix. The reliability test uses two criteria, namely Cronbach's alpha with a criterion value of 0.7 and composite reliability with a criterion value of 0.6. Ghozali (2018), a design is said to be reliable if its composite reliability score is greater than 0.6. According to Hare et al. in Ghozali (2018), the composite reliability coefficient must be greater than 0.7, but a value of 0.6 is still acceptable. The reliability test results are shown in the following table:

Table 3. Construct Reliability and Validity

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Physical Evidence (X1)	0.815	0.915	0.844
Reliability (X2)	1.000	1.000	1.000
Responsiveness (X3)	0.806	0.912	0.838
Empathy (X5)	0.731	0.881	0.788
Assurance (X4)	0.732	0.881	0.788

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Consumer Satisfaction (Y)	0.799	0.909	0.833

Source: Processed Data, 2023

From the results of data processing that can be seen all variables have a Cronbach's alpha value > 0.7 and all variables have a composite reliability value > 0.6. The value of all composite validity is also higher than the Cronbach's alpha value, thus strengthening the reliability test conducted in this study.

Goodness of fit model testing stage

Table 4. Goodness of fit model

	SSO	SSE	Q ² (=1-SSE/SSO)
Physical Evidence (X1)	196.000	196.000	
Reliability (X2)	98.000	98.000	
Responsiveness (X3)	196.000	196.000	
Assurance (X4)	196.000	196.000	
Empathy (X5)	196.000	196.000	
Consumer Satisfaction (Y)	196.000	96.381	0.508

Source: Processed Data, 2023

Judging from the Q2 calculation table above, it is known that the customer satisfaction variable has a Q2 value of 0.508 (Q2 > 0), meaning that the customer satisfaction variable is able to predict the model well.

Model Fit Testing Stage

Model fit is used to determine whether or not the model and data to test the effect of service quality variables on customer satisfaction must be < 0.10. From the output of data measurement, it can be seen that SRMR < 0.10, which means that the model in the research is feasible to use.

Table 5. Nilai SRMR Output PLS Model Fit

	Model Saturated	Model Estimasi
SRMR	0.070	0.070

Source: Processed Data, 2023

Inner Model Testing Stage

Internal model evaluation is carried out by testing the R2 of the dependent latent construct (dependent variable) using the Stone-Geisser Q-squared test and testing the percentage of variance explained by observing the structural path coefficients. The stability of the estimates was tested using t statistics with a bootstrap procedure.

Inner model testing is used to test the significance of the influence of exogenous / independent / free variables on endogenous / dependent / dependent variables. Significance testing is considered influential if the p-value < 0.05 or if the T statistical value > 1.96 in Smart PLS bootstrapping output.

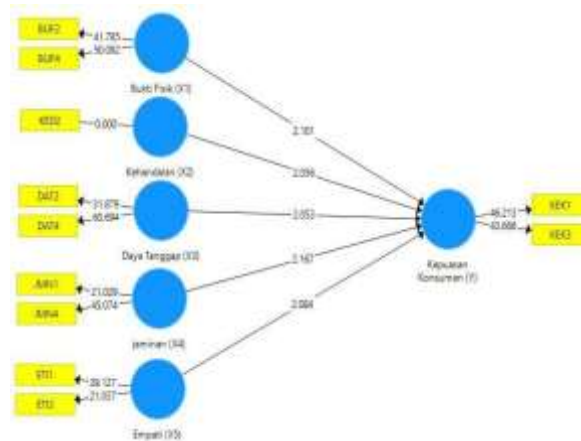


Figure 3. Inner Model Testing Picture

Source: Processed Data, 2023

The result of PLS R-Square describes the amount of variance of the constructs explained by the model. The following are the results of the R-Square calculation presented.

Table 6. Uji R-Square

	R Square	Adjusted R Square
Consumer Satisfaction (Y)	0.651	0.632

Source: Processed Data, 2023

From the results of the table above, it can be seen that this study uses one variable that is influenced by other variables, namely Customer Satisfaction (Y) which is influenced by the Service Quality Variable. The R-Square value for the Consumer Satisfaction variable (Y) is 0.651, which means that Consumer Satisfaction (Y) is influenced by the Service Quality Variable (X) by 65.1%. While the rest, amounting to 34.9%, is influenced by other variables not explained in this study.

F Square Test

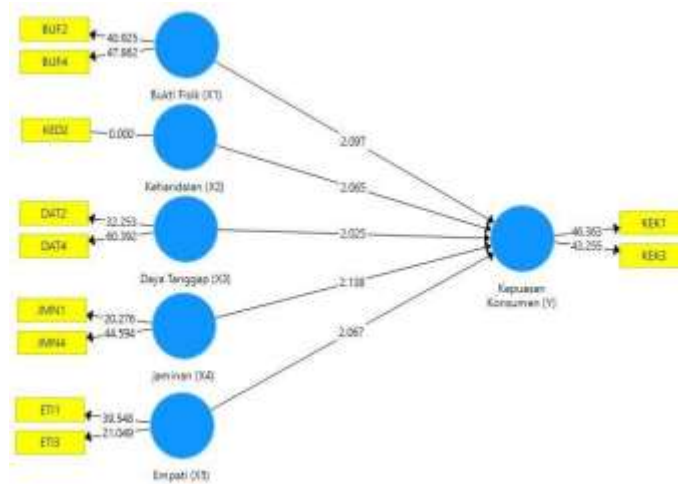
Table 7. Uji F-Square

	Consumer Satisfaction (Y)
Physical Evidence (X1)	0.056
Reliability (X2)	0.062
Responsiveness (X3)	0.072
Assurance (X4)	0.056
Empathy (X5)	0.043
Consumer Satisfaction (Y)	0.056

The variables of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) have little effect on the Consumer Satisfaction variable (Y), because the F Square value is (>0.015). The variables of Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Empathy (X5) have little effect on the Consumer Satisfaction variable (Y), because the F Square value is (>0.015).

Hypothesis Test of Direct Effect

In the figure below are the results of hypothesis testing after the elimination stage so as to get the output results in the following figure:



Figur 4. Picture Of Hypothesis Testing Results
Source: Data Processed, 2023

This hypothesis testing was carried out based on the results of Partial Least Square (PLS) analysis using the bootstrapping test using a significance level of 5% (alpha) and T-statistics with a critical value of T-table (1.96). Hypothesis testing in this study is presented from the results of the inner weight output, with the following estimation results:

Table 8. Results Output Result For Inner Weights

	Sampel Asli (O)	Rata-rata Sampe l (M)	Standar Deviasi (STDEV)	T Statistik (O/STDEV)	P Values
Physical Evidence (X1) -> Consumer Satisfaction (Y)	0.204	0.202	0.096	2.119	0.034
Reliability (X2)-> Consumer Satisfaction (Y)	0.215	0.214	0.105	2.041	0.041
Responsiveness (X3)-> Consumer Satisfaction (Y)	0.235	0.236	0.115	2.044	0.041
Assurance (X4) -> Consumer Satisfaction (Y)	0.185	0.187	0.086	2.145	0.032
Empathy (X5)-> Consumer Satisfaction (Y)	0.161	0.163	0.078	2.067	0.039

Source: Processed Data, 2023

The results of hypothesis testing data processing are based on bootstrapping output by looking at the path coefficient which is a test of direct influence (Indirect Eiffel) with the following conclusions:

The Physical Evidence dimension has a positive effect on Customer Satisfaction

The Bootstrapping test shows that the Physical Evidence variable (X1) has a positive effect on the Consumer Satisfaction variable (Y) with a value of 0.204, the T Statistics column value is 2.119 or greater than 1.96, and the P Value value of 0.034 is below 0.05, indicating that the Physical Evidence variable (X1) has a significant effect on the Consumer Satisfaction variable (Y). Based on the test results above, it can be concluded that the Physical Evidence Dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu MSMEs, meaning that H₁ is accepted.

The Reliability dimension has a positive effect on Customer Satisfaction

The Bootstrapping test shows that the Reliability variable (X2) has a good or positive effect on the Consumer Satisfaction variable (Y) based on a value of 0.215 and in the T Statistics column of 2.041 or > 1.96 and a P Value of 0.041 (<0.05) which means that the Reliability variable (X2) has a significant effect on the Consumer satisfaction variable (Y). Based on the test results above, it can be concluded that the Reliability Dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu UMKM, meaning that H₂ is accepted.

The Responsiveness dimension has a positive effect on Customer Satisfaction

The Bootstrapping test shows that the Responsiveness variable (X3) has a good or positive effect on the Consumer Satisfaction variable (Y) based on a value of 0.235 and in the T Statistics column of 2.044 or > 1.96 and a P Value of 0.041 (<0.05) which means that the Reliability variable (X2) has a significant effect on the Consumer satisfaction variable (Y). Based on the test results above, it can be concluded that the Responsiveness Dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu MSMEs, meaning that H₃ is accepted.

The Assurance dimension of Service Quality has a positive effect on Customer Satisfaction

Based on the results of the Bootstrapping test, it shows that the Guarantee variable (X4) has a good or positive effect on the Consumer Satisfaction variable (Y) based on a value of 0.185 and in the T Statistics column of 2.145 or > 1.96 and a P Value of 0.032 (<0.05) which means that the Reliability variable (X2) has a significant effect on the Consumer satisfaction variable (Y). Based on the test results above, it can be concluded that the guarantee dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu UMKM, meaning that H₄ is accepted.

The Empathy dimension has a positive effect on customer satisfaction of Walik Ahjib Tofu MSMEs

The Bootstrapping test shows that the empathy variable (x5) has a positive effect on the customer satisfaction variable (y) based on a value of 0.161 and in the T Statistics column of

2.067 or > 1.96 and a P value of 0.039 (<0.05) which means that the reliability variable (x2) has a significant effect on the consumer satisfaction variable (Y). Based on the test results above, it can be concluded that the Reliability Dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu UMKM, meaning that H5 is accepted.

Physical Evidence variables that have a positive and most dominant effect on customer satisfaction

The Bootstrapping test shows that the variables of physical evidence, reliability, responsiveness, assurance, and empathy have a positive influence on customer satisfaction with a P value of Physical Evidence of 0.034, Reliability of 0.041, Responsiveness of 0.041, Assurance of 0.032, and Empathy of 0.039. Based on the test results above, it can be concluded that the Physical Evidence variable has a positive effect but is not the most dominant on customer satisfaction because the largest p value is in the Responsiveness variable, meaning that H6 is rejected.

Discussion

The influence of the Dimensions of Physical Evidence has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu MSEs

Based on the comes about of the consider, it appears that the Physical Prove variable (X1) features a positive impact on the Buyer Fulfillment variable (Y) based on a esteem of 0.204 and within the T Insights column of 2.119 or > 1.96 and a P Esteem of 0.034.

These results are in line with research from T. Andi Roza (2023), Zahara et al. (2021), (Carolina (2019), Fatwa et al. (2019) and Agustinawati (2016) that the quality of service through the physical dimension will affect customer satisfaction. For example, with a large parking lot, good appearance of employees and cleanliness and quality of food that can be visually assessed by consumers. And this study also partially weakens previous research (Waifa Nuraprilia et al., 2023) that service quality partially has no positive effect on customer satisfaction and Jelanu & Ayu (2023) states that facilities have no significant effect on customer satisfaction.

The Reliability dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu MSEs

Based on the comes about of the ponder, it appears that the Unwavering quality variable (X2) encompasses a positive impact on the Buyer Fulfillment variable (Y) based on a esteem of 0.215 and within the T Insights column of 2.041 or > 1.96 and a P Esteem of 0.041.

These results are in line with research conducted by (T. Andi Roza, 2023), (Zahara et al., 2021), (Carolina, 2019), (Fatwa et al., 2019) and (Agustinawati, 2016) which state that reliability has a positive effect on the satisfaction of Tahu Walik culinary consumers, and weakens the results of (Waifa Nuraprilia et al., 2023) and (Jelanu & Ayu, 2023). The unwavering quality figure is the prevailing measurement in terms of invitingness and prepared to assist, this will be a deciding figure for the advancement of Tahu Walik Ahjib MSEs so that they are able to outlive and develop into superior MSMEs since they are curious about shoppers

The Responsiveness dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu MSEs

Based on the comes about of the think about, it appears that the Responsiveness variable (X3) includes a positive impact on the Customer Fulfillment variable (Y) based on a esteem of 0.235 and within the T Measurements column of 2.044 or > 1.96 and a P Esteem of 0.041.

This result is in line with research conducted by Yulianingsih & Novitaningtyas (2021), Cita (2016), Sugiyanto & Kurniasari (2020) which means that accuracy and speed are important factors in the dimensions of service quality desired by consumers of Tahu Walik culinary, weakening the research Waifa Nurapriila et al. (2023) which resulted in findings that service quality does not have a positive effect on customer satisfaction. In this responsiveness, Tahu Walik Ahjib UMK must proceed to be able to supply clear data such as service times, be able to reply to client demands and be willing and accommodating to clients.

The Assurance dimension of Service Quality has a positive effect on Consumer Satisfaction of Walik Ahjib Tofu MSEs

Based on the comes about of the consider, it appears that the Ensure variable (X4) encompasses a positive impact on the Customer Fulfillment variable (Y) based on a esteem of 0.185 and within the T Insights column of 2.145 or > 1.96 and a P Esteem of 0.032.

These results are in line with research conducted by Putro (2014), Sugiyanto & Kurniasari (2020) and Afan Zaini (2022) .Employee knowledge and behaviour to build trust among customers when utilising the services provided. If a company guarantees the safety of its customers, customers can use the company's products and services with peace of mind, but contrary to the results of (Santoso et al., 2023) which states that the assurance variable (X4) has no positive effect on customer satisfaction.

The Empathy dimension of service quality has a positive effect on customer satisfaction of Walik Ahjib Tofu MSEs.

Based on the investigate comes about, it appears that the Sympathy variable (X5) encompasses a positive impact on the Buyer Fulfillment variable (Y) based on a esteem of 0.161 and within the T Measurements column of 2.067 or > 1.96 and a P Esteem of 0.039

These results are in line with research conducted by Leksono & Putra (2022), Anindita Kuriasari (2015), Hamid et al. (2020) which says that in a culinary business, interest in repeat visits will be created if employees are able to provide empathy but contrary to other research Jelanu & Ayu (2023) states that service quality has no significant effect on consumer satisfaction.

Physical Evidence variables that have a positive and most dominant effect on customer satisfaction

Judging from the results of the study, it shows that the Tangible Factor, reliability, Responsiveness, assurance, and empathy have an effect on customer satisfaction with a P Value of Physical Evidence of 0.034, Reliability of 0.041, Responsiveness of 0.041, Assurance of

0.032, and Empathy of 0.039. and when viewed from the Original Sample Value, the most dominant variable is Responsiveness with a value of 0.235, meaning that H6 is rejected.

These results are in line with research conducted by Sasongko (2013) that the five factors forming customer satisfaction have a significant effect on consumer satisfaction at Ayam Penyet Ria Surabaya Restaurant in whole and in part. The element that has the most dominant effect on consumer loyalty in this cafe is Responsiveness, followed by Confirmation, Sympathy, Unmistakable, and Dependability. This is in line with this discussion that the element that has the most influence on consumer loyalty is responsiveness.

CONCLUSION

This study aims to determine how much influence the dimensions of service quality which include physical evidence, reliability, responsiveness, assurance, and empathy on customer satisfaction umkm tofu walik ahjib manunggal Gombong. The results showed that the service quality variable has a significant influence on the customer satisfaction variable, because the p-value is greater than the significance level of customer satisfaction. The most influential Service Quality variable when viewed from the Original Sample Value, the most dominant variable is responsiveness with a value of 0.235. Efforts made by Walik Ahjib Tofu MSEs during the observation have not been made because the limited number of employees is very influential in the speed of serving food. The author's solution for the UMK is to be able to add employees who have skills in speed in serving food so that customers do not have to queue long enough.

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