

# The Effect of Customer Service Communication Strategy and Service Quality on Customer Satisfaction

**Rhoni Ilham Tampubolon**

Study Program Sharia Banking ,STAI Al-Hikmah Medan, Indonesia

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## ABSTRACT

The purpose of this study was to partially and simultaneously influence customer service and service quality communication strategies on customer satisfaction at the Harapan Indah Jaya Medan Muslim Clothing Store. The population in this study were all customers of the Harapan Indah Jaya Medan Muslim Clothing Store using a sample of 54 people. To obtain data in the preparation of this thesis, the authors use the instrument; documentation studies and interviews (interviews), as well as a questionnaire (questionnaire). In analyzing the data using multiple linear regression, t test, F test and test of determination. Based on the results of the F test results for the variables Communication strategy and Service quality, it can be concluded that the variables Communication strategy and Service quality together have a significant effect on customer satisfaction. Based on the results of the t test, it can be concluded that the communication strategy and service quality variables partially have a significant influence on customer satisfaction. The Adjusted R-Square value obtained is 0.358 indicating about 35.8% of the customer satisfaction variable can be explained by the Communication strategy variable (X1) and Service quality variable (X2). The rest (100% - 35.8% = 64.8%) is influenced by other variables such as facilities, prices, promotions and others which are not examined in this study.

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## Corresponding Author:

**Rhoni Ilham Tampubolon,**

Study Program Sharia Banking  
STAI Al-Hikmah Medan

Jl. Perguruan Tinggi Swadaya, Binjai, Kec. Medan Denai, Kota Medan, Sumatera Utara 20228.

Email: roniboloni85@gmail.com

## 1. INTRODUCTION

Service companies try to achieve increased maximum profits and this goal can be achieved by means of, among other things, oriented towards store customer satisfaction. For customer-centered companies, customer satisfaction is both a goal and a marketing tool. Today, companies must pay more attention to the level of customer satisfaction. The development of the Muslim Fashion Store business which is increasingly widespread cannot be separated from competition in the business world itself. It aims to find as many customers as possible in addition to expanding the market. As a result, there are positive and negative tendencies. Each Muslim Clothing Store wants to compete in providing good service and facilities for its consumers. This is expected to obtain consumer satisfaction with the store. Likewise, what the Muslim fashion business wants is a Muslim fashion store that is just growing and developing in the city of Medan. The rapid growth of the Muslim Clothing Store business has forced the Store management to develop an effective strategy to compete in it.

Consumer satisfaction is a very important factor and determines the success of a company because consumers are consumers of the products it produces. Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing their perceptions/impressions of the performance (results) of a product and their expectations. The level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, consumers will be disappointed. Satisfied customers will be loyal longer, less sensitive to price and give good comments about the company.

Stores that are oriented towards satisfaction focus more on meeting the needs and desires of their customers. However, in achieving these goals, sometimes the shop often ignores the rights of its customers who have given their obligations to what the company produces. In the case of Muslim Clothing Stores, it is not uncommon for customers to complain due to the slow service provided by the company. This is what underlies the importance of a good communication strategy to create good Satisfaction. Shop customer satisfaction can also be created from excellent service quality. Service is an activity or a series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other matters caused by service-providing companies that are intended to solve consumer problems. Service quality can be measured through several dimensions that describe service aspects. These dimensions are Reliability (accuracy), Responsiveness (responsiveness), Assurance (guarantee or security), Empathy (attention) and Tangibles (physical condition). Store Public Relations also provides services by picking up shop customers at the airport for free, this is one way for stores to increase their customer satisfaction. Improving the quality of human resources and improving service facilities is a top priority in attracting customers.

The phenomenon of the problem seen at the Harapan Indah Jaya Medan Muslim Clothing Store is that there are several customers who complain about existing services such as orders not meeting customer expectations, delays in providing services and facilities that are not in accordance with the price. Public Relations relations with customers through customer service communication strategies and service quality in an effort to increase customer satisfaction, is interesting to study.

## **2. RESEARCH METHOD**

This type of research is associative research. The research location is at the May Indah Jaya Medan Muslim Clothing Store which is located at JL. Pasar Center floor II no 334 Medan This research was planned from January 2023 to April 2023. The population in this study were all customers of the Harapan Indah Jaya Muslim Fashion Store Medan. Determination of the sample was based on coincidence (exidental sampling), that is, the researcher deliberately chose the sample to anyone met by researchers or by accident at the place, time and method that has been determined by specifying 54 customers.

This study uses two independent variables and one dependent variable. The independent variables in this study are customer service communication strategies and service quality. The dependent variable in this study is Satisfaction. The operational definition of variables can be seen as follows:

### **Customer service communication strategy (X1)**

Communication strategy, is the ability to choose the use of communication to build similarities between people - people in the organization. In this study using interpersonal communication using the relationship escalation model from Knapp (Relationship Escalation).

One way that can be done by Customer Service in achieving and increasing customer satisfaction is to develop transactional relationships (relationship marketing) in the form of forming a customer database, namely a list of customer names that need to be fostered by long-term relationships. This database does not only contain customer names, but also includes other important things, such as the frequency and amount of purchases. To satisfy customers and maintain good relations, a company must set itself apart from its competitors and add value to every service it provides. Factors that trigger customer satisfaction include value-added services, product or service displays, and certain aspects of the business concerned (Suharto, 2009: 54).

The indicators that determine the success of a customer service communication strategy are (Cutlip, 2007:62): Fact-finding, Planning and programming, Taking action and communicating, Evaluation

### Service quality (X1)

Service quality is the expected level of excellence and control over that level of excellence to fulfill customer desires.

In connection with the role of the contact person which is very important in determining service quality, every company requires service excellence. According to Fandy Tjiptono (2002: 70) what is meant by service excellence is serving customers satisfactorily, broadly speaking there are five dimensions in determining superior service quality, namely: Reliability, Responsiveness, Assurance, Empathy, Tangibles

### Satisfaction (Y)

A person's feelings of pleasure or disappointment that arise after comparing perceptions/impressions of the performance (or results) of a product and their expectations.

Measuring customer satisfaction can use attributes that contain how customers evaluate a product or service from a customer's point of view. Suharto (2009: 64) suggests several methods that can be used to measure customer satisfaction, these methods include: Complaint and suggestion systems, Customer Satisfaction Surveys, Customer Panels

The type of data used in this study is a type of qualitative data which is quantified, namely in the form of data on respondents' answers from questionnaires which will be tabulated into numbers which will be processed using the SPSS program. The data analysis techniques in this study are: Descriptive Analysis Method, Validity and Reliability Test. Classical Assumption Test, Multiple Regression Analysis, Hypothesis Testing and Determinant Testing (R2)

## 3. RESULTS AND DISCUSSIONS

### Analysis and Evaluation

The total number of questions is 34 questions, each independent variable is 24 questions and the dependent variable (y) is 10 questions. To analyze in depth regarding data analysis techniques and data interpretation that the authors do quantitatively which is used to test the relationship between variables using statistical calculations. The supporting table can be seen in the attached SPSS calculation results.

### Validity Testing

Minimum requirements to qualify whether each question is valid or not, by comparing with r-Table (Sugiyono, 2009:114). So if the correlation between items with a total score  $<$  r-Table then the items in the question are declared invalid. Conversely, if rxy is greater than r-Table, it is declared valid. The r-Table value can be seen at df 54 - 3 with a significance level of 0.05 which is 0.271. The results of item analysis from SPSS (attachment) are shown in the following table:

**Table 1 Results of Analysis of Question Items Variable X1 (communication strategy)**

No Question Items	r-Table (r- critical )	Correlation Coefficient (r-hitung)	Information
r1-X	0,271	0.483	Valid
r2-X	0,271	0.470	Valid
r3-X	0,271	0.398	Valid
r4-X	0,271	0.567	Valid
r5-X	0,271	0.475	Valid
r6-X	0,271	0.515	Valid

From the table above it is known that the correlation between each question's score and the total score is stated to be valid, because the r-count is greater than the r-critical (0.271). Based on the validity value, it is known that the results of the questionnaire can be used in further calculations because all of them are declared valid.

**Table 2. Results of Analysis of Question Items Variable I X<sub>2</sub> (Service quality )**

No. Question Items	r-Table (r <sub>-critical</sub> )	Correlation Coefficient (r <sub>-hitung</sub> )	Information
r <sub>1-X</sub>	0,271	0.520	Valid
r <sub>2-X</sub>	0,271	0.672	Valid
r <sub>3-X</sub>	0,271	0.403	Valid
r <sub>4-X</sub>	0,271	0.510	Valid
r <sub>5-X</sub>	0,271	0.472	Valid
r <sub>6-X</sub>	0,271	0.406	Valid
r <sub>7-X</sub>	0,271	0.434	Valid
r <sub>8-X</sub>	0,271	0.324	Valid

From the table above it is known that the correlation between each question's score and the total score is stated to be valid, because the r-count is greater than the r-critical (0.271). Based on the validity value, it is known that the results of the questionnaire can be used in further calculations because all of them are declared valid.

**Table 3. Results of Analysis of Question Items Variable I Y (Satisfaction )**

No. Question Items	r-Table (r <sub>-kritis</sub> )	Correlation Coefficient (r <sub>-hitung</sub> )	Information
r <sub>1-Y</sub>	0,271	0.593	Valid
r <sub>2-Y</sub>	0,271	0.532	Valid
r <sub>3-Y</sub>	0,271	0.545	Valid
r <sub>4-Y</sub>	0,271	0.450	Valid
r <sub>5-Y</sub>	0,271	0.530	Valid
r <sub>6-Y</sub>	0,271	0.513	Valid
r <sub>7-Y</sub>	0,271	0.618	Valid
r <sub>8-Y</sub>	0,271	0.499	Valid
r <sub>9-Y</sub>	0,271	0.401	Valid
r <sub>10-Y</sub>	0,271	0.494	Valid

From the table above it is known that the correlation between each question's score and the total score is stated to be valid, because the r-count is greater than the r-critical (0.271). Based on the validity value, it is known that the results of the questionnaire can be used in further calculations because all of them are declared valid.

### Reliabilitas Instrumen

**Table.4.. Reliabilitas Instrumen**

Instrumen	Koefisien alpha (a) dari Cronbach
Communication strategy	0.743
Service quality	0.765
Satisfaction	0.827

The reliability test standard is 0.60 where if the Cronbach alpha value is greater than 0.60 then the variable is said to be reliable. Based on the reliability test, it is known that the Cronbach alpha value of the communication strategy variable is 0.788, which is greater than 0.60, meaning that the data is said to be reliable. The Cronbach alpha value of the Service quality variable is 0.862, greater than 0.60, meaning that the data is said to be reliable. The Cronbach alpha value of the customer satisfaction variable is 0.827, which is greater than 0.60, meaning that the data is said to be reliable. In conclusion, it is known that the coefficient alpha (a) of Cronbach is all above 0.60 and is considered reliable. This means that even though the odd and even questions have been separated, they still have a reliable value.

### Classical Assumption Testing Normality test

Normal P-P Plot of Regression Standardized Residual

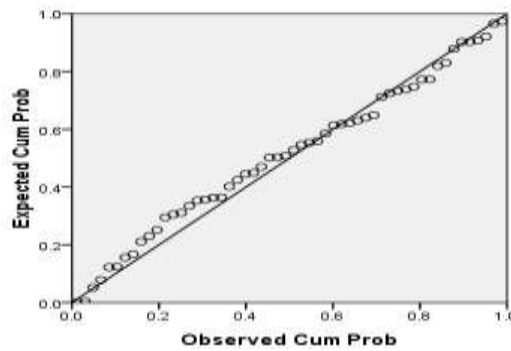


Figure 1. Histogram Graph

Based on Figure 1, it can be concluded that the data used shows normal. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, the regression model meets the assumption of normality and vice versa if the data spreads away from the diagonal line and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality. Analysis of the graph shows that the dots spread around the diagonal line, and their distribution follows the direction of the diagonal line so that it can be concluded that the data has a normal distribution which can also be seen from the One-Sample Kolmogorov-Smirnov Test statistic as follows:

Table 5. One-Sample Kolmogorov-Smirnov Test

		Strategy	Service quality	Satisfaction
N		54	54	54
Normal Parameters <sup>a</sup>	Mean	26.7407	33.5926	43.8889
	Std. Deviation	2.54903	3.01267	4.23225
Most Extreme Differences	Absolute	.182	.165	.180
	Positive	.101	.098	.095
	Negative	-.182	-.165	-.180
Kolmogorov-Smirnov Z		1.337	1.212	1.319
Asymp. Sig. (2-tailed)		.056	.106	.062

a. Test distribution is Normal.

Based on the results of the data normality test using the One-Sample Kolmogorov-Smirnov Test, it can be seen that all variables have a sig value > 0.05, so it can be concluded that the data is normally distributed.

**Multicollinearity Test**

Table 6. Multicollinearity Test Results

	Tolerance	VIF	Conclusion
Communication strategy(X1)	.961	1.041	There is no multicollinearity
Service quality (X2)	.961	1.041	There is no multicollinearity

Based on Table 6 above, it can be seen that the communication strategy variable has a Variance Inflation Factor (VIF) number of 1.041 less than 10, while the Tolerance value is 0.961 close to 1, thus it can be concluded that the regression model does not have multicollinearity.

3). Heteroscedasticity Test

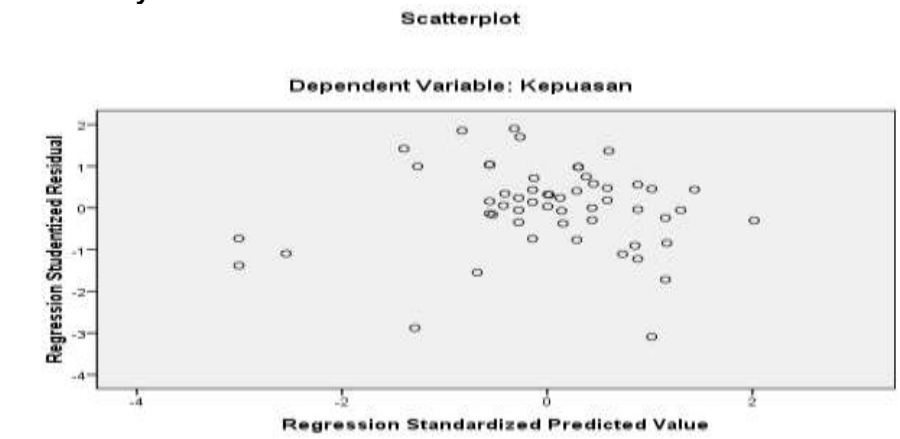


Figure 2. Heteroscedasticity Test Results

Based on Figure 2 can be seen that the points spread randomly and spread above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use. Symptoms of heteroscedasticity can be seen in a way that is, if there is a certain pattern, such as dots that form a regular pattern (wavy, widened then narrowed), then heteroscedasticity has occurred and if there is no clear pattern, the dots spread over and below the number 0 on the Y axis, there is no heteroscedasticity. This means that there is no heteroscedasticity in the regression model, so that the regression model is feasible to use to predict the decision to choose based on the input of the independent variable.

Hypothesis Testing

Simultaneous Hypothesis Testing (Test F)

Table 7 Testing (Test F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	340.230	2	170.115	14.244	.000 <sup>a</sup>
	Residual	609.104	51	11.943		
	Total	949.333	53			

Based on Table 7 it can be seen that the Fcount value above is 14,244 which is greater than the FTable of 2.55 with sig 0.000 <math>\alpha</math>0.05, showing that Ho is rejected and Ha is accepted, meaning that the communication strategy variable (X1) and service quality variable (X2) simultaneously has a positive and significant effect on Y (customer satisfaction). In conclusion, the first hypothesis (H1) was previously accepted.

Partial Hypothesis Testing (t-test)

Table 8. Coefecient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.696	6.660		1.456	.152
	Strategy	.377	.190	.227	1.984	.003
	Service quality	.718	.161	.511	4.466	.000

a. Dependent Variable: Satisfaction

From the partial test table above, it is obtained that the t value for the communication strategy variable is 1,984, which is greater than the t table, which is 1.675 with a probability t, which is sig 0.003, which is less than the significance limit of 0.05. This means that the communication

strategy variable (X1) partially has a positive and significant effect on customer satisfaction (Y). Thus the communication strategy factor influences customer satisfaction. In conclusion, the second hypothesis (H2.a) was previously accepted.

The t value of the variable Quality of service is 4,466 which is greater than the t table of 1.675 with a probability of t, namely sig 0.000, which is less than the significance limit of 0.05. This means that the service quality variable (X2) partially has a positive and significant influence on customer satisfaction (Y). Thus the service quality factor influences customer satisfaction. In conclusion, the second hypothesis (H2.b) was previously accepted.

### Multiple Linear Regression

Multiple linear regression analysis aims to determine the direction of influence of two or more independent variables on the dependent variable. Based on Table 4.19, the multiple regression equation in this study is:

$$Y = 9.696 + 0.377X_1 + 0.718X_2 + e$$

- From the regression equation above, it can be seen that the constant value is 9,696, which means that if the communication strategy variable and service quality are constant, then customer satisfaction is 9,696.
- The communication strategy variable produces  $\beta_1 = 0.377$ , which means that for every increase in the communication strategy variable by 1, customer satisfaction will increase by 37.7% assuming the other variables are constant.
- The variable of service quality produces  $\beta_2 = 0.718$ , which means that for every increase in the service quality variable by 1, customer satisfaction will increase by 71.8% assuming the other variables are constant.

### Coefficient of determination

**Table 9. The coefficient of determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599 <sup>a</sup>	.358	.333	3.45590

a. Predictors: (Constant), Service quality Strategy

b. Dependent Variable: Satisfaction

Based on the SPSS calculation results obtained  $r_{xy} = 0.599$ , it means that the magnitude of the influence of communication strategy and service quality on customer satisfaction is quite strong around the interval 0.50 - 0.699. The Adjusted R-Square value obtained is 0.358 indicating about 35.8% of the Y variable (customer satisfaction) can be explained by the communication strategy variable (X1) and the service quality variable (X2). The rest (100% - 35.8% = 64.2%) is influenced by other variables such as facilities, prices, promotions and others which are not examined in this study.

## 4. CONCLUSION

From the results of the presentation and discussion of the data above, the conclusions from the research results are: Based on the results of the F test for the communication strategy and service quality variables, it can be concluded that the communication strategy and service quality variables together have a significant effect on customer satisfaction, thus H0 is rejected H1 is accepted. Based on the results of the t test, it can be concluded that the communication strategy variable partially has a significant influence on customer satisfaction, thus H0 is rejected, H2 is accepted. Based on the results of the t test, it can be concluded that the variable service quality partially has a significant influence on customer satisfaction, thus H0 is rejected, H2 is accepted. The Adjusted R-Square value obtained is 0.358 indicating about 35.8% of the customer satisfaction variable can be explained by the communication strategy variable (X1) and the service quality variable (X2). The rest (100% - 35.8% = 64.8%) is influenced by other variables such as facilities, prices, promotions and others which are not examined in this study.

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