

Analyzing the Impact of Service Quality on Customer Satisfaction: A Study From Indonesia

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Article History	Abstract
Original Research Article	<i>The purpose of this study is to analyse the influence of service quality on customer satisfaction in the transportation company CV. Andra Wisata Travel. The research applies the five dimensions of service quality, namely tangibility, reliability, responsiveness, assurance, and empathy. This study adopts a quantitative approach, with a total of 100 respondents selected using an accidental sampling technique. Data were collected through a Likert-scale questionnaire and analysed using SPSS version 27, involving validity, reliability, and classical assumption tests, multiple linear regression, t-test, f-test, and coefficient of determination (R^2). The results show that tangibility, reliability, responsiveness, and empathy have a significant influence on customer satisfaction, while assurance has no significant effect. However, simultaneously, all service quality variables significantly affect customer satisfaction. Therefore, it can be concluded that improvements in reliability, responsiveness, physical evidence, and empathy will enhance customer satisfaction, while assurance needs to be strengthened to contribute more effectively to customer satisfaction at CV. Andra Wisata Travel.</i> Keywords: Quality Service, Satisfaction Customers, Services Transportation.
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Copyright © 2025 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited. Citation: Debi Yulanda, Gustina, Novadilastri, Afania Shaumi. (2025). Analyzing the Impact of Service Quality on Customer Satisfaction: A Study From Indonesia. UKR Journal of Economics, Business and Management (UKRJEBM), Volume 1(9), 53-61.	

I. INTRODUCTION

The transportation industry in Indonesia has developed rapidly in line with increasing public mobility. This condition has led to intense competition among transportation service providers, including in Padang City, Indonesia. One of the companies operating in this field is CV. Andra Wisata Travel, which provides intercity land transportation services along the South Coast. The high

level of business competition forces each company to improve its service quality to maintain customer loyalty and ensure long-term satisfaction.

CV. Andra Wisata Travel faces competition from several other travel companies offering various services and facilities (see Table 1).

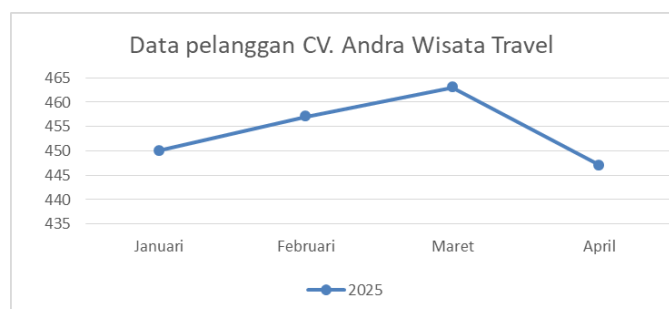
Table 1. List of destination travel services South Coast of Padang City, Indonesia

No	Travel Services	Address
1	CV. New JM Travel	Jl. Padang – Muko-Muko, South Lunang, Lunang Regency South Coast 25674
2	Travel PT. WWE	Jl. Padang – Bengkulu, Surantih, Sutera, Regency South Coast 25662
3	Mia Travel	The adjacent door goes out Grand Zuri Hotel parking lot, Jl. MH Thamrin No. 8, Alang Lawas, Padang
4	CV. Patra Travel (Padang – Lunang – Mukomuko)	Jl. Binuang Realm No. 2, Ranah Parak Rumbio, South Padang, Padang City

5	Travel Padang Bengkulu Tapan Lunang Coast Silaut Bangka Curup Linggau Lampung Medan Jambi Pekanbaru Lahat Jakarta Aceh MWEE	Jl. By Pass Jl. Ketaping No.K.7, Ps. Ambacang, District. Kuranji, Padang City, West Sumatra 25176
6	Win Travel South Coast	Jl. Raya Padang – Painan No. 122, Nanggalo , Koto XI Tarusan , Regency South Coast, West Sumatra 25654.
7	Patra Travel (Padang – Lunang – Mukomuko route)	Jl. Binuang Realm No. 2 (Ranah Parak Rumbio), South Padang, Padang City, West Sumatra 25213.
8	iDola Travel (Padang– Lunang)	Head office is located at Jl. By pass SP 4 Ketaping, Padang.
9	Vividi Transtourism (Minangkabau Airport → Tapan/ Lunang)	Shuttle from Minangkabau International Airport to Tapan/ Lunang.
10	Sakire Group Travel Counter	Muaro Sakai, Inderapura, District Pancung Soal, Pesisir Selatan Regency, West Sumatra 25673

Source: Self-Processed, 2025

Apart from the factor's competition, the number amount customers also becomes a challenge alone for CV. Andra Wisata Travel. The number of customers continues to increase demand company to always guard quality service to satisfy customers still awake. The development amount of 2025 customers in January - April can be seen in the graph following:



Source: Self-Processed, 2025

Figure 1. Graph Amount of Customers January - April 2025

This study aims to analyse the influence of quality services consisting of the five dimensions of SERVQUAL to satisfaction customers of CV. Andra Wisata Travel, as well as identify the dimensions that are most dominant in influencing customer satisfaction.

Quality service is a factor in industry services, including transportation. According to Kotler (in Maidana, 2019), service is an activity or benefit that is not tangible and intangible, resulting in ownership. Tjiptono (in Indrasari, 2019) emphasized that quality service is a dynamic condition which includes products, services, resources, Power humans, processes, and the environment, which aims to fulfill or beyond hope customer.

The SERVQUAL model introduced by Parasuraman et al. (in Tjiptono & Chandra, 2016) becomes the main reference

in evaluating quality services, which consist of five dimensions: tangible, reliability, responsiveness, assurance, and empathy. Each dimension contributes to customer satisfaction in a comprehensive way. In addition, the principal quality service according to Tjiptono & Chandra (2016) includes leadership, education, planning, strategic review, communication, and award to employees.

Customer satisfaction is the result comparison between expectations and with performance of services received. Kotler & Keller (in Mulyapradana et al., 2020) define satisfaction as feeling like or disappointed after comparing hope with actual performance. Factors that influence satisfaction include quality product, quality service, price, emotional factors, and cost (Kotler & Keller, 2012). According to Tjiptono (in Indrasari, 2019), customer satisfaction indicators can be seen from suitability hope, interest in using back, and willingness to recommend the service to other parties.

A number of studies have previously shown that quality service is positively influential in positive to satisfaction. Sumual et al. (2021) found that existence influences the significant quality of service to satisfy customers at PT Otomotif Mantos. Widiartara & Trianasari (2021) also proved that quality products and services in a way, simultaneously influence the satisfaction of Toyota Avanza customers in Singaraja.

Mulyapradana et al. (2020) tested the influence SERVQUAL dimensions against customer satisfaction at PT Tempo Tegal and found that, in a way simultaneous all dimensions are influential, although not everything is influential in a partial way. While that, research Mumtaza & Millanyani (2023) in Urban Travel shows the fifth SERVQUAL dimensions have a significant influence on customer satisfaction.

Findings similar put forward by Akbar (2023), who found that greater dimensions of reliability and assurance dominate in influencing customer satisfaction, whereas other dimensions are not always significant.

II. RESEARCH METHODS

Study this use approach quantitatively, namely research that aims to now relationships and influences between variables (Sugiyono, 2023). Object study is the customers of CV. Andra Wisata Travel as a user service transportation intercity land. A population study is all among customers, with amount sample as many as 100 respondents were determined use technique accidental sampling (Sugiyono, 2023).

Primary data was obtained through a questionnaire-based five-point Likert scale, while secondary data was sourced from document companies and literature related. Instrument study tested with validity and reliability tests (Ghozali, 2021), to ensure data reliability and consistency. Furthermore, assumption testing was carried out using classic tests, which include normality, multicollinearity, and heteroscedasticity tests.

Data analysis was performed with multiple linear regression using the SPSS version 27 program. The t-test is used to test the influence of each variable independently, f test to test the influence simultaneously, as well as coefficient determination (R^2) is used to see the size contribution of variables independent to variables dependent (Ghozali, 2021).

III. RESULTS AND DISCUSSION

1. Results

This section loads results data analysis, testing hypotheses, answering questions, research findings, and interpreting findings.

Profile Respondents

The amount statement contained in the study consists of 30 statements of 23 statements for independent variables and 7 statements for dependent variables. The following profiles respondents in the study:

Gender.

Table 2. Gender

No	Gender	Amount Respondents
1	Man	60 Respondents
2	Woman	40 Respondents
Total		100 Respondents

Source: Processed by author, 2025

In Table 2, one can see that respondents who filled out the questionnaire as many as 100, consisting of 60 men with a percentage of 60% and 40 women with a percentage of 40%.

Age Respondents

Table 3. Age Respondents

No	Age	Amount Respondents
1	< 20 years	3 Respondents
2	21 – 25 years old	40 Respondents
3	26 – 30 years old	31 Respondents
4	> 30 years	26 Respondents
Total		100 Respondents

Source: Processed by author, 2025

Based on the data, users most service CV. Andra Wisata Travel's transportation is in the range aged 21–25 years (40%) and 26–30 years (31%). Both groups are in this is in phase of productivity, where mobility is enough tall for needs college, work, internships, and personal journey.

Work Respondents

Table 4. Occupation Respondents

No	Work Respondents	Amount of Respondents
1	Students	53 Respondents
2	Government employees	9 Respondents
3	Employee Private	11 Respondents
4	Businessman	24 Respondents
5	Etc	3 Respondents
Total		100 Respondents

Source: Processed by author, 2025

Partial data from big respondents who use this travel service are students. This is very much in line with findings that the age 21–25 years is range age the most.

Frequency Use of CV. Andra Wisata Travel's Transportation Services

Table 5. Frequency Service Usage in the Last 3 Months

No	Frequency	Amount Respondents
1	1 time	12 Respondents
2	2 – 3 times	52 Respondents
3	More from 3 Times	36 Respondents
Total		100 Respondents

Source: Processed by author, 2025

The results above show that a big part of respondents use the service CV. Andra Wisata Travel transportation 2–3 times in a three-month period.

2. Data Analysis

In this section, this will explain results quality of data processing services at CV. Andra Wisata Travel.

a) Validity Test

Table 6. Validity Test

Variables	r table	r count	Information
Quality Service (X)			
Physical Evidence (<i>Tangible</i>) (X1)			
X1.1	0.1966	0.818	Valid
X1.2	0.1966	0.810	Valid
X1.3	0.1966	0.794	Valid
X1.4	0.1966	0.825	Valid
Reliability (X2)			
X2.1	0.1966	0.788	Valid
X2.2	0.1966	0.760	Valid
X2.3	0.1966	0.796	Valid
X2.4	0.1966	0.787	Valid
Responsiveness (X3)			
X3.1	0.1966	0.764	Valid
X3.2	0.1966	0.813	Valid
X3.3	0.1966	0.748	Valid
X3.4	0.1966	0.760	Valid
X3.5	0.1966	0.801	Valid
Assurance (X4)			
X4.1	0.1966	0.651	Valid
X4.2	0.1966	0.478	Valid
X4.3	0.1966	0.608	Valid
X4.4	0.1966	0.792	Valid
X4.5	0.1966	0.683	Valid
Empathy (X5)			
X5.1	0.1966	0.826	Valid
X5.2	0.1966	0.746	Valid
X5.3	0.1966	0.791	Valid
X5.4	0.1966	0.798	Valid
X5.5	0.1966	0.726	Valid
Satisfaction Customer (Y)			
Interest in Reusing			
Y.1	0.1966	0.692	Valid
Y.2	0.1966	0.729	Valid
Conformity to Expectations			

Y.3	0.1966	0.754	Valid
Y.4	0.1966	0.809	Valid
Y.5	0.1966	0.705	Valid
Willingness Recommend			
Y.6	0.1966	0.787	Valid
Y.7	0.1966	0.726	Valid

Source: SPSS Data Processing Results, 2025

In conclusion, the 30 statements in the questionnaire can be categorized as a valid instrument in measuring research data.

a. Reliability Test

Table 7. Reliability Test

Variables	N of Items	Cronbach's Alpha	Information
Tangible s (X1)	4	0.827	Reliable
Reliability (X2)	4	0.789	Reliable
Responsiveness (X3)	5	0.836	Reliable
Assurance (X4)	5	0.652	Reliable
Empathy (X5)	5	0.837	Reliable
Satisfaction Customer (Y)	7	0.865	Reliable

Source: SPSS Data Processing Results, 2025

b. Assumption Test Classic

Assumption test classic in study, this is the data normality test and multicollinearity test.

1). Normality Test of the One-Sample Kolmogorov-Smirnov Method

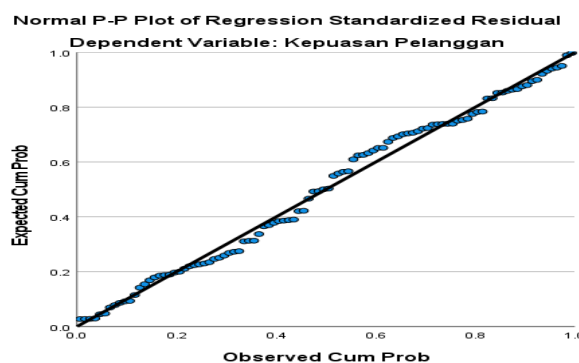
Table 8. Normality Test One Sample Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Standard Deviation		1.38226378
Most Extreme Differences	Absolute		.068
	Positive		.060
	Negative		-.068
Test Statistics			.068
Asymp. Sig. (2- tailed) ^c			.200 ^d
Monte Carlo Sig. (2- tailed) Sig.			.307
e	99% Confidence Interval	Lower Bound	.295
		Upper Bound	.319
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: SPSS Data Processing Results, 2025

Based on the table proves that values in the Sig column for all variables are $0.200 > 0.05$, thus it can be concluded that the data from all samples in the research this distribution.

2). Normality Test Using Graphical Method



SPSS Data Processing Results, 2025

Figure 2. Graph Testing P-Plot Data Normality

The Normal Probability Plot above shows that the data is spread around the diagonal line and follows the direction of the diagonal line, and shows pattern normal distribution, so that can be concluded that the assumption normality is Already fulfilled.

3). Multicollinearity Test

Table 9. Multicollinearity Test Results

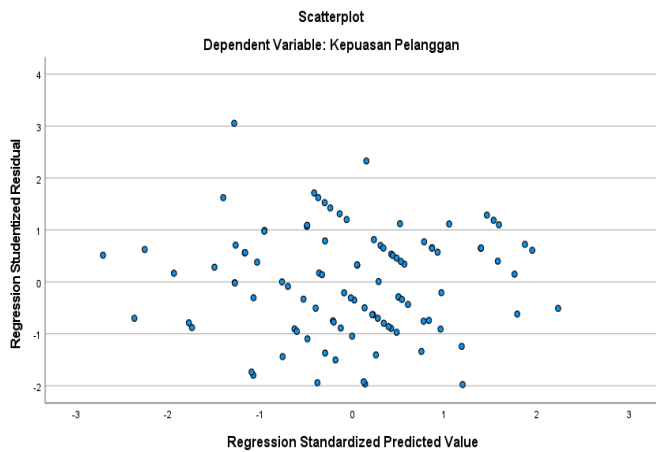
Coefficients ^a		
Model		Collinearity Statistics
		Tolerance VIF
1	(Constant)	
	Tangible	0.993 1,007
	Reliability	0.981 1,020
	Responsiveness	0.938 1,066
	Assurance	0.973 1,028
	Empathy	0.911 1,097

Source: SPSS Data Processing Results, 2025

Based on from table above, we can see that the obtained results testing multicollinearity show that calculated VIF value < 10 and the tolerance value > 0.1 . With all these variables, no disturbance or multicollinearity.

4). Heteroscedasticity Test

Heteroscedasticity Test Results



Source: SPSS Data Processing Results, 2025

3. Analysis Multiple Linear Regression

Analysis of multiple linear regression is used to determine the model's prediction of whether there is a strong relationship between variables free with variable. (Sudiyanto, 2020). Based on the results calculation of linear regression multiple regression between 5 variables with customer satisfaction, the results of the data obtained in the table are as follows

Table 10. Multiple Linear Regression Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2,848	2.135		1,334	.185
<i>Tangible</i> (X_1)	.377	.053	.432	7,087	.001
<i>Reliability</i> (X_2)	.372	.058	.393	6,408	.001
<i>Responsiveness</i> (X_3)	.265	.050	.331	5,284	.001
<i>Assurance</i> (X_4)	.065	.058	.069	1,122	.265
<i>Empathy</i> (X_5)	.335	.052	.412	6,485	.001

a. Dependent Variable: Satisfaction Customer

Source: SPSS Data Processing Results, 2025

Based on SPSS test results, can seen in Table 10 above, the multiple linear regression test results obtained equality multiple linear regression as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$$

$$Y = 2,848 + 0,377 X_1 + 0,372 X_2 + 0,265 X_3 + 0,065 X_4 + 0,335 X_5 + e$$

From the explanation, one can know multiple linear equations as follows:

- Constant value from equality regression amounting to 2,848. That means, if all over variables *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy* are worth 0, then customer satisfaction is estimated at 2,848 points.

- Coefficient regression variables *Tangible* worth positive of 0.377. This means that if variable *Tangible* (X_1) is increased by 1 unit, then Customer Satisfaction (Y) will increase by 0.377 points. On the other hand, if *Tangible* (X_1) decreases by 1 unit, then Satisfaction Customers will also decrease by 0.377 points. This shows a connection one way between *Tangibles* and Customer Satisfaction.
- Coefficient regression variables. *Reliability* is a valuable positive of 0.372. This means that if variable *Reliability* (X_2) is increased by 1 unit, then Customer Satisfaction (Y) will increase by 0.372 points. On the other hand, if *Reliability* (X_2) decreases by 1 unit, then Customer Satisfaction will also decrease by 0.372 points. This shows a connection one way between *Reliability* and Customer Satisfaction.
- Coefficient regression variables: *Responsiveness* is a valuable positive of 0.265. This means that if variable *Responsiveness* (X_3) is increased by 1 unit, then Customer Satisfaction (Y) will increase by 0.265 points. On the other hand, if *Responsiveness* (X_3) decreases by 1 unit, then Customer Satisfaction will also decrease by 0.265 points. This shows a connection one way between *Responsiveness* and Customer Satisfaction.
- Coefficient regression variables *Assurance* worth positive of 0.065. This means that if variable *Assurance* (X_4) is increased by 1 unit, then Customer Satisfaction (Y) will increase by 0.065 points. On the other hand, if *Assurance* (X_4) decreases by 1 unit, then Customer Satisfaction will also decrease by 0.065 points. This shows a connection one way between *Assurance* and Customer Satisfaction.
- Coefficient regression variables *Empathy* worth positive of 0.335. This means that if the variables *Empathy* (X_5) is increased by 1 unit, then Customer Satisfaction (Y) will increase by 0.335 points. On the other hand, if *Empathy* (X_5) decreases by 1 unit, then Customer Satisfaction will also decrease by 0.335 points. This shows a connection one way between *Empathy* and Customer Satisfaction.

4. T-Test (Hypothesis Test)

t-test or coefficient regression in a way partial used to know whether in a way partial variables are independent, influential in a way significant or not to the dependent variables (Sudiyanto, 2020).

As for the hypothesis that was submitted in the study, this is as follows:

H1: Suspected there is an influence between *Tangible* to Satisfaction on services Transportation CV. Andra Wisata

Travel.

H2: Suspected that there is an influence between *Reliability* to Customer Satisfaction on the services of Transportation CV. Andra Wisata Travel.

H3: Suspected there is an influence between *Responsiveness* to customer Satisfaction on service Transportation CV. Andra Wisata Travel.

H4: Suspected there is an influence between *Assurance* to Satisfaction Customers on the services Transportation CV. Andra Wisata Travel.

H5: Suspected there is an influence between *Empathy* to Satisfaction Customers of the service Transportation CV. Andra Wisata Travel.

Following this T-test results using the SPSS application:

Table 11. Results of the T-Test (Hypothesis Test)

Variables	T count	T table	Sig.	Alpha	Information
H ₁ (<i>Tangible</i>) → Y	7,087	1,986	0.001	0.05	Accepted
H ₂ (<i>Reliability</i>) → Y	6,408	1,986	0.001	0.05	Accepted
H ₃ (<i>Responsiveness</i>) → Y	5,284	1,986	0.001	0.05	Accepted
H ₄ (<i>Assurance</i>) → Y	1,122	1,986	0.265	0.05	Rejected
H ₅ (<i>Empathy</i>) → Y	6,485	1,986	0.001	0.05	Accepted

Source: SPSS Data Processing Results, 2025

Based on the results from the t-test (hypothesis testing) above, the obtained information is as follows:

a. Influence the physical proof (*Tangible*) to satisfy the customer

Based on t- t-count results for variable *Tangible* (X₁) is 7.087. Meanwhile, mark from t table amounted to 1.986. It can be concluded that $7.087 > 1.986$ and the value is significant, $0.001 < 0.05$, meaning *Tangible* is influential to customer satisfaction with level trust by 95%. Thus, the hypothesis (H1) is accepted.

b. Influence the quality, reliability satisfaction of customers

Based on t-count results for variable *Reliability* (X₂) is 6.408. Meanwhile, mark from t table amounted to 1.986. It can be concluded that $6.408 > 1.986$ and the value is significant $0.001 < 0.05$, meaning *Reliability* influential to customer satisfaction with a level of trust by 95%. Thus, the hypothesis (H2) is accepted.

c. Influence quality, Power responsiveness to customer satisfaction

Based on t-count results for variables *Responsiveness* (X₃) is 5.284. Meanwhile, mark from t table amounted to 1.986. It can be concluded that $5.284 > 1.986$ and the value is significant $0.001 < 0.05$, meaning that *Responsiveness* is influential to customer satisfaction with a level of trust by 95%. With this, the hypothesis (H3) is accepted.

d. Influence quality guarantee (*Assurance*) against customer satisfaction

Based on t- count results for variables *Assurance* (X₄) is 1.122. Meanwhile, mark from t table amounted to 1.986. It can be concluded that $1.122 < 1.986$ and the value is significant $0.265 > 0.05$, meaning *Assurance* No influential significant to customer satisfaction with level trust by 95%. With thus, the hypothesis (H4) is rejected.

e. Influence quality empathy (*Empathy*) towards satisfaction customer

Based on t- count results for variables *Empathy* (X₅) is 6.485. Meanwhile mark from t table amounted to 1.986. It can be concluded that $6.485 > 1.986$ and the value significant $0.001 < 0.05$, meaning *Empathy* influential significant to satisfaction customer with level trust by 95%. With thus, the hypothesis (H5) is accepted.

5. F Test (Simultaneous Test)

F test or coefficient test regression is testing For know how much big influence variables independent in a way together (X) against variables dependent (Sudiyanto , 2020) .

After done f test (simultaneous) then obtained results like table under this:

Table 12. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	357,595	5	71,519	35,541	.001 ^b
	Residual	189,155	94	2.012		
	Total	546,750	99			
a. Dependent Variable: Satisfaction Customer						
b. Predictors: (Constant), <u>Empathy</u> , <u>Tangible</u> , <u>Reliability</u> , <u>Assurance</u> , <u>Responsiveness</u>						

Source: SPSS Data Processing Results, 2025

The results above show that in a way together (simultaneous), variables *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy* influential significant to Satisfaction Customers on services Transportation CV. Andra Wisata Travel.

Coefficient Test Determination (R²)

Coefficient test determination is the numbers that indicate or used for now given coefficient A variables free (X) against variables bound (Y) (Sudiyanto , 2020) . The following this is coefficient test results determination:

Table 13. Results of the Determination Coefficient Test (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.809 ^a	.654	.636	1,419
a. Predictors: (Constant), <i>Empathy</i> , <i>Tangible</i> , <i>Reliability</i> , <i>Assurance</i> , <i>Responsiveness</i>				
b. Dependent Variable: Satisfaction Customer				

Source: SPSS Data Processing Results, 2025

Based on coefficient test results determination in Table 13 above, shows that mark coefficient determination (Adjusted R Square) of 0.636. This show that satisfaction customer can explained by five variables independent that is *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy* by 63.6%. Whereas the rest 36.4 % (100% - 63.6%) is explained by other factors outside variables studied in the regression model this, like price, security, accuracy time, promotion, and factors external others who don't including in study this.

6. Discussion

Based on the results of the multiple linear regression test, obtained findings as following:

a. Influence *Tangible* to Satisfaction Customer

From the test results it shows that *Tangible* influential significant to satisfaction customer with t - value of 7.087 and a significance of $0.001 < 0.05$. This means that the facilities physique like comfort vehicles, cleanliness room wait, appearance drivers and admins, as well as vehicle interior completeness assessed both by customers and influence satisfaction they. This result is linear with study Mumtaza & Millanyani (2023) stated that that *Tangible* is dimensions dominant in influence satisfaction customers on Urbans Travel services . Research (Sumual, Kalangi, & Mukuan, 2021)also shows that appearance physical and facilities provided company give impact significant to satisfaction customer.

b. The Influence of Reliability to Satisfaction Customer

The results of the tests carried out obtained that *Reliability* has an effect significant to satisfaction customer with t - value of 6.408 and a significance of $0.001 < 0.05$. The variable this covers Ability Company in give the right service time, according to schedule, and consistent. These results are linear with study Mumtaza & Millanyani (2023) and Akbar (2023) mention that reliability is one of the factor important to improve trust customer .

c. The Influence of Responsiveness on Satisfaction Customer

From the results of the tests carried out obtained that *Responsiveness* also has an effect significant to satisfaction customers, with the calculated t value is 5.284 and the significance is $0.001 < 0.05$. This means customer value

speed and responsiveness of admin or officer in respond needs and questions. Research This in line with Mulyapradana et al. (2020) stated that that *Responsiveness* is the only one influential dimensions significant in a way partial to satisfaction customers at PT Tempo Tegal Branch. Research Mumtaza & Millanyani (2023) also stated that *Responsiveness* influential significant to satisfaction.

d. Influence Assurance to Satisfaction Customer

The results of the tests carried out obtained findings that *Assurance* No influential significant to satisfaction customers, with t - value of 1.122 and a significance of $0.265 > 0.05$. Aspect this includes a sense of security, politeness polite and trustworthy to officer services. Research this is linear with Mulyapradana et al. (2020) who found that dimensions *Assurance* No influential significant to satisfaction customers. These results show that customer consider dimensions *Assurance* as mandatory minimum standards owned by a travel company. Because it has considered normal or should there is, then no become determinant main in satisfaction.

e. Influence Empathy to Satisfaction Customer

Based on the results of the t-test that have been done, obtained findings that variables *Empathy* influential significant to satisfaction customers, with the calculated t value is 6.485 and the significance is $0.001 < 0.05$. Customers feel satisfied when they treated with friendly, given attention special, and listened to his needs personally. These results in line with Mumtaza & Millanyani (2023) stated that that empathy influential positive to satisfaction customer where dimensions empathy is one of the most important dimension that creates connection term long between customers and companies.

f. Influence Simultaneous (F Test)

The results of the F test show that fifth dimensions quality service in a way simultaneous influential significant to satisfaction customers, with the calculated F value is 35.541 > 2.31 and the significance is < 0.001 . Research This supported by Mumtaza & Millanyani (2023) and Mulyapradana et al. (2020) who stated that quality service in a way together (simultaneously) provide influence real to satisfaction customer.

g. Coefficient Determination (Adjusted R Square)

The Adjusted R Square value of 0.636 indicates that 63.6%

of the variation satisfaction customer can explained by the five dimensions quality service, whereas the rest 36.4 % is influenced by other factors that are not investigated like price tickets, reputation brand, convenience system order, or experience personal customer previously.

CONCLUSION

Based on results research and discussion about title Influence Quality Service to Satisfaction Customers on services transportation CV. Andra Wisata Travel, then can take conclusion as following:

1. The results of the t-test conducted obtained findings that four dimensions quality service, namely *Tangible*, *Reliability*, *Responsiveness*, and *Empathy*, proven own influence positive and significant to satisfaction customers. Meanwhile that, dimension *Assurance* No show influence significant to satisfaction customer.
2. Based on F test results, fifth variables quality service in a way simultaneous or together influential significant to satisfaction customers. This indicates that quality service in a way overall still own role important in form satisfaction customer to service Transportation CV. Andra Wisata Travel.

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