

BAB V

PENUTUPAN

Bab ini menjelaskan dari seluruh hasil penelitian yang telah dilakukan yaitu mengenai perbandingan antara kinerja dan harapan sehingga mengetahui tingkat kepuasan konsumen di tempat *gym* dengan metode *servqual* melalui dimensi – dimensinya.

5.1. Kesimpulan

5.1.1. Kesimpulan Uji *Independent Sample T Test*

Kesimpulan akhir yang dihasilkan dari penelitian ini adalah, sebagai berikut :

1. Hasil dari perbandingan kinerja dan harapan dalam dimensi *tangibles* ini, menunjukkan ada perbedaan antara kinerja dan juga harapan.
2. Hasil dari perbandingan kinerja dan harapan dalam dimensi *Reliability* ini, menunjukkan ada perbedaan antara kinerja dan juga harapan.
3. Hasil dari perbandingan kinerja dan harapan dalam dimensi *responsiveness* ini, menunjukkan ada perbedaan antara kinerja dan juga harapan.
4. Hasil dari perbandingan kinerja dan harapan dalam dimensi *assurance* ini, menunjukkan ada perbedaan antara kinerja dan juga harapan.
5. Hasil dari perbandingan kinerja dan harapan dalam dimensi *empathy* ini, menunjukkan ada perbedaan antara kinerja dan juga harapan.

6. Hasil dari perbandingan kinerja dan harapan dengan keseluruhan dimensi ini, menunjukkan ada perbedaan antara kinerja dan juga harapan.

5.1.2. Implikasi Manajerial

Berdasarkan penelitian yang telah saya lakukan mengenai kepuasan konsumen terhadap kualitas layanan di *gym Excel Fitness Centre* di Purwokerto, maka dapat disimpulkan dimensi yang di butuhkan dan juga dapat memberikan perubahan dalam mencapai kepuasan pelanggannya adalah dimensi *tangibles, reliability, responsiveness, assurance, empathy*. Seperti yang kita ketahui dalam dimensi – dimensi atau variabel di metode *servqual* perusahaan harus memberikan perhatian yang baik terhadap dimensi atau variabel yang ada di dalamnya, yaitu :

Tangibles :

1. *Gym Excel Fitness Centre* harus memiliki peralatan dan teknologi terbaru / moderen, karena dengan hal ini direalisasikan para konsumen akan lebih dapat merasa puas dengan alat – alatnya yang lebih canggih dan lebih mudah untuk di gunakan oleh mereka.
2. Kemenarikan fasilitas *gym Excel Fitness Centre* juga harus di jaga agar konsumen tetap merasa nyaman untuk berolahraga di *gym Excel Fitness*

Centre. Semisal merawat alat – alat *fitness* agar tidak berkarat yang mayoritas terbuat dari besi.

3. Karyawan *gym Excel Fitness Centre* harus berpakaian dan berpenampilan rapi, agar para konsumen dapat menilai *gym Excel Fitness Centre* merupakan tempat *gym* yang nyaman untuk para konsumennya.
4. *Gym Excel Fitness Centre* harus memiliki fasilitas layanan yang bagus dan menarik untuk diberikan kepada konsumennya. Seperti ruang tunggu yang di *disgn* dan di berikan material – material yang dapat membuat konsumen nyaman.

Reliability :

1. Perusahaan berjanji untuk melakukan sesuatu pada waktu yang disepakati dan mereka harus merealisasikan sesuai dengan apa yang di sepakati di awal. Konsumen sebelum memutuskan untuk memilih tempat *gym* yang akan dia percayakan, maka konsumen lebih baik melakukan survei pada beberapa tempat *gym*. Konsumen akan memilih tempat *gym* yang memiliki kualitas yang baik serta dapat memberikan keuntungan yang baik untuknya, agar konsumen mendapatkan kepuasannya terhadap tempat *gym* tersebut. Untuk menciptakan kepuasan konsumen, tempat *gym* haruslah menjalankan atau memberikan pelayanan yang terbaik sesuai dengan perjanjian awal dengan konsumennya tersebut.

2. Bila pelanggan mendapatkan masalah perusahaan harus menunjukkan sikap simpatik untuk menyelesaikannya. Bahwa perusahaan harus menepati apa yang sudah dijanjikan, setiap konsumen pasti ingin mendapatkan pelayanan terbaik saat memiliki masalah dengan perusahaan. Jika konsumen menyampaikan aduan atas permasalahannya, perusahaan harus dapat memberikan pemecahan masalah dengan cepat dan baik. Tidak hanya memberikan pemecahan masalah dengan cepat dan baik, perusahaanpun harus menghadapi konsumennya dengan sikap simpatik, ramah, dan juga sopan.
3. Perusahaan harus dapat diandalkan untuk memberikan layanannya dengan tepat. Dalam hal ini perusahaan benar-benar dituntut untuk dapat memberikan sebuah pelayanan kepada konsumennya dengan tepat. Yang artinya perusahaan harus memberikan layanan yang sesuai dengan perjanjian di awal kepada konsumennya, dengan di satu sisi cara untuk penyampainnya ramah, dan dapat di terima juga di mengerti oleh konsumennya secara baik.
4. Perusahaan harus menyampaikan jasanya sesuai dengan waktu yang dijanjikan Durasi atau jangka waktu atas pelayanan yang didapatkan oleh konsumen, harus sesuai dengan perjanjian di awal, seperti saat sebelum melakukan registrasi di tempat gym tersebut. Seperti misalnya ada sebuah kesalah pahaman dalam hal jadwal dengan *PT (Personal Trainer)* maka konsumen berhak mengajukan aduan permasalahannya dan mendapatkan penyelesaian atas masalahnya tersebut.

5. Perusahaan harus memiliki pencatatan yang akurat (pembayaran konsumen, biodata konsumen, riwayat konsumen). Sebuah tempat gym harus memiliki data internal perusahaan maupun data konsumen yang akurat dan juga terstruktur. Seperti misalnya kita harus memiliki data mengenai pembayaran konsumen, karena penghambatan pembayaran dari konsumen akan berdampak buruk pada divisi operasional di tempat gym tersebut. Selanjutnya tempat gym harus memiliki catatan yang akurat berkaitan biodata konsumennya. Yang dapat digunakan untuk menjadi sarana menciptakannya hubungan bisnis jangka Panjang (*Business Partnership*), seperti misalnya tempat gym dapat mengirimkan *merchandise* untuk hari special si konsumen (saat ulang taun, pernikahan, ataupun saat berduka). Tempat gym tersebut juga harus secara rutin mengadakan sebuah *give away program* dalam social media tempat gym tersebut. Untuk mengirimkan *give* untuk konsumennya, sebuah perusahaan harus mengetahui secara pasti mengenai biodata dari si konsumen. Tempat gym harus memiliki data riwayat kesehatan konsumen yang akurat, sehingga lewat dari data tersebut dapat memberikan jenis pelatihan dan asupan vitamin dengan disesuaikan dengan riwayat kesehatan konsumennya.

Responsiveness :

1. Karyawan *gym Excel Fitness Centre* harus memberitahu pelanggan kapan pastinya layanan akan di berikan, misalnya memberitahu adanya *event* promo di sertakan penjelasan kapan *event* promo itu di mulai dan kapan berakhirnya.
2. Karyawan perusahaan harus memberikan layanan kepada konsumen dengan cepat. Dengan *gym Excel Fitness Centre* melakukan hal ini konsumen akan merasa puas dan menilai bahwa karyawan *gym Excel Fitness Centre* memang benar – benar memperhatikan kualitas layanan yang di berikan kepada para konsumennya.
3. Karyawan perusahaan harus selalu bersedia membantu para konsumen. *Gym Excel Fitness Centre* haruslah memberikan layanan ini dengan baik karena dalam point ini merupakan suatu kewajiban dari *gym Excel Fitness Centre* terhadap konsumennya.
4. Karyawan merespon dengan cepat terhadap permintaan konsumen. *Gym Excel Fitness Centre* haruslah melakukan hal ini, agar para konsumennya dapat menilai bahwa para karyawan *gym Excel Fitness Centre* benar – benar peduli dengan permintaan dari para konsumennya.

Assurance :

1. Karyawan *gym Excel Fitness Centre* harus memiliki perilaku yang baik sehingga dapat membuat para konsumen mempercayanya.
2. Konsumen *gym Excel Fitness Centre* harus dapat merasa aman dalam melakukan transaksi dengan perusahaan. Seperti saat konsumen melakukan pembayaran dan *gym Excel Fitness Centre* harus memberikan bukti pembayaran yang sudah dibayarkan oleh para konsumennya.
3. Karyawan *gym Excel Fitness Centre* harus selalu bersikap sopan terhadap seluruh konsumennya, agar para konsumen dapat merasa nyaman dan merasa benar – benar diberikan layanan yang baik di *gym Excel Fitness Centre*.
4. Karyawan *gym Excel Fitness Centre* harus memiliki pengetahuan yang baik untuk dapat menjawab pertanyaan yang ditanyakan oleh para konsumennya. Seperti seorang *PT (Personal Trainer)* harus memiliki kemampuan dan juga pengetahuan yang baik mengenai olahraga *fitness*, senam *aerobic*, *sumba* dan lain – lain di sesuaikan dengan layanan jasa yang disediakan di masing – masing tempat *gym*.

Empathy :

1. *Gym Excel Fitness Centre* harus memberikan perhatian terhadap setiap individu kepada semua konsumennya, sehingga konsumen dapat benar – benar merasa jika kebutuhannya sungguh di perhatikan dengan baik oleh *gym Excel Fitness Centre*.
2. *Gym Excel Fitness Centre* harus memiliki waktu operasional yang sesuai dan nyaman untuk para konsumennya. Seperti jam buka dan tutup operasinal dari *gym Excel Fitness Centre* ini, dibuka mulai pukul 06.00 WIB – 21.00 WIB. Melalui jam buka dan tutup operasional *gym Excel Fitness Centre* semua kalangan konsumen dapat melakukan olahraga *fitness* disesuaikan dengan waktu dari para konsumennya.
3. *Gym Excel Fitness Centre* harus selalu memperhatikan kepentingan dari para konsumennya. *Gym Excel Fitness Centre* harus menyediakan fasilitas fisik yang baik sperti alat – alat *fitness* yang baik, *sound system* yang baik, tempat *fitness* serta senam yang baik, dan lain – lain sehingga dapat membuat kepentingan konsumennya terpenuhi.
4. Karyawan *gym Excel Fitness Centre* harus dapat memahami kebutuhan khusus para konsumennya. Seperti di kelas *fitness* kebutuhan konsumen berbeda – beda ada yang ingin membentuk otot lengan, bahu, kaki, dan paha, seorang *PT (Personal Trainer)* harus dapat memenuhi dari kebutuhan konsumennya tersebut dengan memberikan pelatihan sesuai dengan kebutuhannya.

5.1.3. Keterbatasan Penelitian

Penelitian ini tidak terlepas dari keterbatasan maupun kelemahan yang mungkin bisa diperbaiki di penelitian selanjutnya, yaitu sebagai berikut :

Dalam penelitian ini, peneliti tidak mengkreterikan konsumen berdasarkan *gender* (laki – laki dan perempuan) , yang dimana bahwa tempat *gym* saat ini menyediakan *gym* berdasarkan *gender* (laki – laki dan perempuan).

5.1.4. Saran

Penelitian selanjutnya disarankan dapat melakukan sebuah penelitian di perusahaan jasa lainnya tidak hanya di perusahaan *gym* saja. Beberapa contoh bidang perusahaan jasa yang dapat dievaluasi seperti penelitian adalah transportasi, pendidikan, kesehatan dan lain – lain.

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LAMPIRAN

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Abstract

Tourism and Hospitality Industry 2014, CONGRESS PROCEEDINGS

Trends in Tourism and Hospitality Industry

CASINO SERVICE QUALITY: CONCEPT AND MEASUREMENT

Purpose – In contemporary service economies, consumers have increasingly demanded better services in the service exchange. Gaming destinations have made great efforts to improve their casino services. The purpose of the study is to identify levels of casino customer expectations, perceptions, satisfaction and loyalty, as well as to determine the nature of socio-demographic variables.

Design/methodology/approach – The empirical research was conducted using primary data. Data were collected from customers in three casinos. A total of 142 respondents completed the questionnaire. To achieve the survey's goals, descriptive statistical analysis was performed. The CASERV scale was created primarily in response to the needs of service evaluation in casino settings but could easily be adopted in other hospitality sectors.

Findings – Successful casino operations depend on many service factors, such as game service, customer service, physical service environment and food service. A particular area that practitioners use to gauge success is how well each service offered meets the needs of the customers. There is considerable evidence in recent literature that the service environment plays a crucial role in linking customer satisfaction and loyalty in the casino setting. This research has demonstrated that better casino services would lead to higher customer satisfaction.

Originality of the research – Casino service measurement is a new field in the recent literature and there are few researches, most of them in Asian countries, that investigate casino service quality. This paper provides insights into the level of customer satisfaction with services provided at Croatian coastal casinos combining the SERVQUAL and CASERV scales. **Keywords** service quality, customer satisfaction, SERVQUAL, CASERV, statistical analysis

INTRODUCTION

In the past two decades the casino industry has seen phenomenal growth especially in the Asian countries which have become leaders in the casino industry. It is surprising that despite a growing number of studies focusing on the performance analysis of the accommodation industry, research on the casino industry has been limited.¹ That was the main reason for conducting this research.

¹ Assaf, A. G., Knezevic Cvelbar, Lj., Pahor, M., "Performance drivers in the casino industry: Evidence from Slovenia", *International Journal of Hospitality Management*, 2012, <http://dx.doi.org/10.1016/j.ijhm.2012.05.006>

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Most research in the casino context is focused on Chinese gambler behaviours.² An adjusted SERVQUAL³ questionnaire with CASERV⁴ dimensions was adopted to investigate the difference between customer perceptions and expectations of consumed services at three casinos in Croatian coastal cities of the North Adriatic, as well as the level of customer satisfaction with the dimensions of casino service quality.

As an internationally focused industry, competition in the Croatian casino industry comes mainly from neighbouring countries such as Slovenia and Italy. However, the visitors to Croatian casinos are mostly tourists from those countries, as confirmed by this study. Successful casino operations depend on many service factors, such as game service, customer service, physical service environment, and food service.⁵ This study reveals not only the key factors of quality that are important to the customers of the above mentioned casinos, but also the level of satisfaction with service dimensions and therefore the level of loyalty to a particular casino.

1. LITERATURE REVIEW

The first discussion on the topic of service quality in the domain of service operations management was written by Sasser, Olsen and Wyckoffs in the late seventies of the twentieth century.⁶ In the early eighties, more and more authors began to take on this subject and, in this context, different definitions of service quality appeared.

Grönross defines service quality as “general judgement or attitude toward service that results from the comparison of expectations with perceptions of clients about actual service performance”.⁷ In his works he observes two types of service quality: technical quality, which involves what the consumer is actually receiving from the service, and functional quality, which involves the manner in which the service is delivered.⁸ Similarly, Swartz and Brown define service quality through two dimensions: the “how” dimension (service evaluation during the service process) and the “what” dimension (service evaluation after receiving the service).⁹ Perceived quality is a form of attitude, indicating the customer's judgement about a firm's overall excellence or superiority.¹⁰

² Lam, D., “Slot or table? A Chinese perspective“, UNLV Gaming Research & Review Journal, Vol. 9, No. 2, 2012, 67-72; Tao, V. Y. K., Wu, A. M. S., Cheung, S. F., Tong, K. K., “Development of an indigenous inventory GMAB (gambling motives, attitudes and behaviors) for Chinese gambler: an exploratory study“, Journal of Gambling Studies, Vol. 27, No. 1, 29-42; Vong, F., “The psychology of risk-taking in gambling among Chinese visitors in Macau“, International Gambling Studies, Vol. 7, No. 1, 29-42

³ Parasuraman, A., “SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality“, Journal of Retailing, Vol. 64, No. 1, 1988, 14-40

⁴ Wong, I. A., Fong, V., “Development and validation of the casino service quality scale: CASERV“, *International Journal of Hospitality Management*, Vol. 31, No. 1, 2012, 209-217

⁵ Ibid.

⁶ Sasser, W. E., Olsen, R. P., Wyckoff, D. D., *Management of Service Operations: Text and Cases*, Boston: Allyn & Bacon, 1978

⁷ Grönross, C., *Strategic Management and Marketing in the Service Sector*, Swedish School of Economics and Business Administration, Helsingfors, 1982

⁸ Ibid.

⁹ Schwartz, T. A., Brown, S. W., “Consumer and provider expectations and experiences evaluating professional service quality“, *Journal of the Academy of Marketing Science*, Vol. 17, No. 2, 1989, 9-34

Rust and Oliver¹¹ added another dimension to the service quality model. This is service environment, which plays a key role in the hospitality industry and is frequently evaluated by many authors. Unlike Grönross, Brady and Cronin suggest three service quality dimensions: interaction quality, physical environment and outcome quality.¹²

According to some authors, perceived service quality has been accepted as an antecedent of customer satisfaction.¹³ On the other hand, some researchers argue that satisfaction is an antecedent to service quality.¹⁴ There are also some authors who suggest that neither satisfaction nor service quality may be antecedent to the one another.¹⁵ In sum, it is evident that the relationship between these two concepts is complex and that they have a causal ordering.

The most cited definition of service quality is the one given by Parasuraman, Zeithaml and Berry (1988) in their model for service quality measurement named SERVQUAL. They define service quality as "the difference, or gap, between service expectations and actual service performance".¹⁶ It assesses five dimensions of service quality: *assurance, reliability, responsiveness, tangibles* and *empathy*, using a discrepancy measure between the performance perception (P) on each item and the expectation (E) for that item. Thus, the gap paradigm implies that service quality is deemed sufficient when consumer perceptions of service performance are equal to or greater than the expected level of service.

¹¹ Rust, R. T., Oliver, R. L., "Service quality: insights and managerial implications from the frontier", 1994. ¹² Brady, M. K., Cronin, J. J., "Some new thoughts on conceptualizing perceived service quality: a hierarchical approach", *Journal of Marketing*, Vol. 65, No. 3, 2001, 34-49

¹³ Anderson, E. W., Sullivan, M., "The antecedents and consequences of customer satisfaction for firms", *Mark Sci*, December, 1993, 125-143; Anderson, E. W., Fornell, C., Lehmann, D. R., "Customer satisfaction, market share, and profitability: findings from Sweden, *J. Mark*, Vol. 85, 1994, 53-66; Cronin, J. J., Taylor, S. A., "Measuring service quality: a reexamination and extension", *Journal of Marketing*, Vol. 56, August, 1992, 55-68; Gotlieb, J. B., Grewal, D., Brown, S. W., "Consumer satisfaction and perceived quality: complementary or divergent constructs?", *Journal of Applied Psychology*, Vol. 79, No. 6, 1994, 875-885; Woodside, A. G., Frey, L. L., Daly, R. T., "Linking service quality, customer satisfaction, and behavioral intention: from general to applied frameworks of the service encounter", *Journal of Health Care Marketing*, Vol. 9, No. 4, 1989, 5-17; Rust, R. T., Oliver, R. L., "Service quality: insights and managerial implications from the frontier", 1994; Parasuraman, A., Zeithaml, V. A., Berry, L. L., "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*, Vol. 49, Fall, 1985, 41-50; Parasuraman, A., "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality", *Journal of Retailing*, Vol. 64, No. 1, 1988, 14-40

¹⁴ Bitner, M. J., "Evaluating service encounters: the effects of physical surroundings and employee responses", *Journal of Marketing*, Vol. 54, 1990, 69-82; Bitner, M. J., Hubbert, A. R., *Encounter satisfaction versus overall service satisfaction versus quality: Services Quality; New directions in theory and practice*, Thousand Oaks, CA: Sage Publications, 1994, 72-92; Bolton, R. N., Drew, J. H., "A longitudinal analysis of the impact of service changes on customer attitudes", *Journal of Marketing*, Vol. 55, No. 1, 1991a, 1-9; Bolton, R. N., Drew, J. H., "A multistage model of customers' assessment of service quality and value", *Journal of Consumer Research*, Vol. 17, No. 4, 1991b, 375-384

¹⁵ Dabholkar, P., "A contingency framework for predicting causality between customer satisfaction and service quality", *Advances in consumer research*, Vol. 22, 1995, 101-108; McAlexander, J. H., Kaldenberg, D. O., Koenig, H. F., "Service quality measurement", *Journal of Health Care Marketing*, Vol. 14, No. 3, 1994, 34-39

¹⁶ Parasuraman, A., "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality", *Journal of Retailing*, Vol. 64, No. 1, 1988, 14-40

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During the last few years a variety of service quality studies have been conducted.¹⁷ Service quality was measured in: accounting and audit firms¹⁸, banking¹⁹, health spas²⁰, higher education²¹, hotels²², information systems²³, library services²⁴, public transport²⁵, restaurants²⁶, travel agencies²⁷ and Web-sites²⁸. Despite its wide usage, the model has been criticized by a number of academics.²⁹

¹⁷ Ladhari, R., "Alternative measures of service quality: a review", *Managing Service Quality*, Vol. 18, No.1, 2008, 65-86

¹⁸ Ismail, I., "Service quality, client satisfaction and loyalty towards audit firms: Perceptions of Malaysian public listed companies", *Managerial Auditing Journal*, Vol. 21, No. 7, 2006, 738-756

¹⁹ Lam, T. K. P., "Making sense of SERVQUAL's dimensions to the Chinese customers in Macau", *Journal of Market-Focused Management*, Vol. 5, No. 10, 2002, 43-58; Zhou, L., Zhang, Y., Xu, J., *A Critical Assessment of SERVQUAL's Applicability in the Banking Context of China*, *Asia Pacific Advances in Consumer Research*, Association for Consumer Research, Valdosta, GA, Vol. 5, 2002, 14-21

²⁰ Snoj, B., Mumel, D., "The measurement of perceived differences in service quality: The case of health spas in Slovenia", *Journal of Vacation Marketing*, Vol. 8, No. 4, 2002, 362-379; Marković, S., Horvat, J., Raspor, S., "Service quality measurement in the health tourism sector: An exploratory study", *Ekonomski vjesnik*, Vol. 17, No. 1/2, 2004, 63-75

²¹ Russel, M., "Marketing education: A review of service quality perceptions among international students", *International Journal of Contemporary Hospitality Management*, Vol. 17, No. 1, 2005, 65-77; Marković, S., "Expected service quality measurement in tourism higher education", *Naše gospodarstvo*, Vol. 52, No. 1/2, 2006, 86-95

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Several researchers have adopted the original or modified SERVQUAL model to measure service quality in the context of casinos.³⁰

However, criticism of the SERVQUAL model has forced several authors to create a new model completely adjusted to the casino. Wong and Fong developed a 12-item scale to measure casino service quality (CASERV) on the basis of a unified service quality scale proposed by Rust and Oliver (1994) and Brady and Cronin (2001). CASERV is conceptualised as a second-order construct that assesses four facets of service offerings: employee service delivery, service environment, game service, and food service.³¹

Game service represents the technical aspect of a service encounter, which includes the core of actual services consumers receive.³² Game variety and availability are important quality attributes to game service quality perceptions.³³ According to Mayer et al., chance of winning plays a key role in determining the level of gaming customer satisfaction.³⁴ When gamblers believe that they have a greater chance of winning, they will be more satisfied and consequently loyal to the particular casino.

Service environment defines the tangible attributes of a service encounter.³⁵ The service environment plays a crucial role in linking customer satisfaction and loyalty in the casino setting. Many authors indicate the relationship between ambience and customer loyalty.³⁶ Franceour suggested that cleanliness, interior décor, and overall lighting levels are important attributes of a desirable physical environment.³⁷ Lucas argued that in the casino context, the ambient factors of layout navigation, cleanliness, interior

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³² Rust, R. T., Oliver, R. L., op.cit.

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décor, and seating comfort are the major components determining satisfaction with the servicescape.³⁸

Service delivery represents the interactions between the service provider, the front-line employees, and the customers.³⁹ Service delivery is analogous to the functional quality Grönroos defined. Customers usually evaluate service quality by evaluating employee behaviour and attitudes.

Food service represents a key facet of service quality evaluation of hospitality services.⁴⁰ Nowadays all casinos offer some sort of catering option because casino operators have long realized customers’ needs for food and beverages throughout the entire casino encounter. Food quality not only affects the customer satisfaction but helps reinforce a casino's brand image.

The CASERV scale was created primarily in response to the needs of service evaluation in the casino setting, but could easily be adopted in other hospitality sectors.⁴¹ Not only does it address some major issues in SERVQUAL, but it also provides a more comprehensive measure of service quality from different aspects of the service operation.⁴²

2. RESEARCH METHODOLOGY 2.1. The study goals

This empirical study reveals customer satisfaction with service quality in casinos. Therefore, the main objectives of this study are to: (a) examine the most important service quality dimensions, (b) measure customer perceptions and expectations, (c) close the gap between perceptions and expectations, (d) examine the degree of customer satisfaction with dimensions of casino service dimensions, and (e) examine the degree of loyalty to the visited casino.

2.2. The instrument

Customer expectations and perceptions of casino service quality were measured with a self-administered questionnaire. The questionnaire was developed on the basis of a literature review and adopted to suit the specific features of a casino setting. The

³⁸ Lucas, A. F., "The determinants and effects of slot servicescape satisfaction in a Las Vegas hotel casino", *UNLV Gaming Research and Review Journal*, Vol. 7, No. 1, 2003, 1-19

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SERVQUAL scale (Parasuraman et al., 1988) with CASERV dimensions (Wong and Fong, 2012) was adopted and reworded to suit the study context.

Table 2.1: **Dimensions and variables review**

<i>Prentice (2012)</i>		<i>This study (2013)</i>	
Customer perception measurement		Expectation and perception measurement	
DIMENSIONS	VARIABLES	DIMENSIONS	VARIABLES
Tangibles	1-4	<i>Tangibles</i>	1-4
Reliability	5-9	<i>Reliability</i>	5-9
Responsiveness	10-13	<i>Responsiveness</i>	

			10-13
Assurance	14-17	<i>Assurance</i>	14-17
Empathy	18-22	<i>Empathy</i>	18-22
Wong and Fong (2012)			
Customer perception measurement			
Game service	1-3	<i>Game service</i>	Satisfaction with casino service measured by CASERV dimensions
Service environment	4-6	<i>Service environment</i>	
Service delivery	7-9	<i>Service delivery</i>	
Food service	10-12	<i>F&B service</i>	
Overall satisfaction	13	<i>Overall satisfaction</i>	

<i>Tsai, Cheung, Lo (2010)</i>			
Customer-based casino brand equity and firm performance			
Brand loyalty	1-5	<i>Loyalty</i>	1-2
Perceived quality	6-26	Perceived quality	-
Brand image	27-36	Brand image	-

Brand awareness	37-40	Brand awareness	-

Source: authors

The questionnaire consisted of four parts. The first part measured customer expectations and perceptions of casino attributes using a modified SERVQUAL model. Service quality expectations and perceptions were measured on a 7-point Likert-type scale ranging from 1 'strongly disagree' to 7 'strongly agree'. The second part measured customer satisfaction with casino service quality using a modified CASERV model adopted from Wong and Fong⁴³. Level of satisfaction was measured on a 7-point Likert-type scale ranging from 1 'very dissatisfied' to 7 'very satisfied' for each CASERV dimension. The third part contained two variables of loyalty adopted from Tsai, Cheung and Lo⁴⁴. The fourth part was designed to capture a socio-demographic profile of respondents: country of residence, sex, age, education level, reasons to gamble, frequency of visiting casinos, duration of stay (hours per day). Frequency of visit was measured by the number of times that customers visited the casino, with the

⁴³ Ibid.

⁴⁴ Tsai, H., Cheung, C., Lo, A., "An exploratory study of the relationship between customer-based casino brand equity and firm performance", *International Journal of Hospitality Management*, Vol. 29, 2010, 754- 757

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question: How regularly do you visit this casino? Desire to stay was measured by the number of hours that gaming customers stayed at the casino, with the question: How long did you stay in the casino?

2.3. The sample and data collection

The target respondents of the survey were customers visiting casinos and those guests staying in hotels that have their own casino. Data were collected from clients of three casinos in Istria County and Primorsko-goranska County in the period from 29 December 2012 to 15 February 2013. For this research, 450 questionnaires were delivered to the casinos in the towns of Opatija, Poreč and Novigrad, of which 142 were returned, representing a 31.55% response rate. Descriptive statistical analysis was used to describe respondents' socio-demographic characteristics and to evaluate service quality expectations and perceptions of casino customers, as well as the level of customer satisfaction with casino service and customer loyalty.

3. RESULTS

To achieve the study's goals, descriptive statistical analysis was performed. The results are presented as follows. First, respondents' socio-demographic and gambling characteristics are provided. Next, the results of descriptive analysis of customers' expectations and perceptions, as well as the gap between them, are presented. Third, the results of descriptive analysis of customers' satisfaction with casino service and the level of loyalty are presented. The socio-demographic and gambling characteristics of the respondents are presented in Table 3.1.

Table 3.1: Respondents' profile (N=142)

Variables	Frequencies		Variables	Frequencies			
	Absolute	Relative		Absolute	Relative		
Sex	Male	100	70.4	Country of residence	Croatia	59	41.5
	Female	42	29.6		Italy	44	31.0
Age	20 – 25	41	28.9		Other	39	27.5
	26 – 35	32	22.5	Education	Primary	9	6.3
	36 – 45	30	21.1		Secondary	69	48.6
	46 – 55	18	12.7		Higher education	31	21.8
	56 – 65	17	12.0		University and above	33	23.2
	66 and above	4	2.8		Duration of staying at casino	< 1 hour	49
Frequency of visit (monthly)	< 1 ×	61	43.0	1 – 3 hours		51	35.9
	1 ×	23	16.2	3 – 5 hours		27	19.0
	2 – 5 ×	40	28.2	>5 hours		15	10.6
	>5 ×	18	12.7	Motivation – reasons to gamble		Reputation	4
Motivation – reasons to gamble	Entertainment	80	56.3		Relaxation	46	32.4
	Earning	40	28.2		Other	0	0.00
	Hanging out	33	23.2				

Source: authors

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The sample included domestic (41.5%) and international customers (58.5%) mostly from Italy. There were evidently more males (70.4%) than females (29.6%), and most of the respondents (72.5%) were younger than 46 years of age. The most common customers had a secondary education (48.6%), but there were also many with higher and high education (45%). Most of the respondents indicated that the main reason to gamble was entertainment (56.3%), but also relaxation (32.4%) and the possibility to earn money (28.2%). Most of respondents visited a casino less than once a month (43%) but there are a lot of domestic customers who regularly visit a casino more than twice a month (30.9%), especially Casino 1. Regarding hours spent in a casino, most of respondents stay for three hours or less (70.4%).

The results of descriptive statistical analysis of customers' expectations and perceptions in the casinos are shown in Table 3.2.

Table 3.2: Results of descriptive statistical analysis (SERVQUAL items and dimensions)

	<i>Dimensions and variables</i>	<i>Average scores</i>		<i>SERVQUAL gap (P – E)</i>
		<i>Expectations scale</i>	<i>Perceptions scale</i>	
	TANGIBLES			
1.	Modern-looking equipment	6.63	4.73	-1.90
2.	Visually appealing physical facilities	6.63	4.54	-2.09
3.	Neat appearing staff	6.56	5.17	-1.39
4.	Visually appealing promotive materials	6.19	4.37	-1.82
	<i>Dimension average</i>	6.50	4.70	-1.80
	RELIABILITY			
5.	Promises carried out on time	6.50	4.92	-1.58
6.	Complaint-solving	6.33	4.89	-1.44
7.	Services performed right the first time	6.37	4.64	-1.73
8.	Services without delays	6.42	4.64	-1.78
9.	Error-free service	6.49	4.92	-1.57
	<i>Dimension average</i>	6.42	4.80	-1.62
	RESPONSIVENESS			
10.	Exact time of performing services	6.42	4.73	-1.69
11.	Prompt service	6.51	4.68	-1.83
12.	Employees willing to help	6.54	4.85	-1.69
13.	Employees never too busy to answer	6.36	4.84	-1.52
	<i>Dimension average</i>	6.46	4.78	-1.68
	ASSURANCE			
14.	Confident staff	6.42	4.76	-1.66
15.	Safe transactions	6.79	5.10	-1.69
16.	Courteous staff	6.52	5.02	-1.50
17.	Employees have knowledge to answer the questions	6.44	4.73	-1.71
	<i>Dimension average</i>	6.54	4.90	-1.64
	EMPATHY			
18.	Individual attention	5.96	4.58	-1.38
19.	Convenient opening hours	6.15	4.99	-1.16
20.	Personal attention	5.77	4.52	-1.25
21.	Casino has best interest for guests	5.94	4.70	-1.24

<i>Dimensions and variables</i>	<i>Average scores</i>		<i>SERVQUAL gap (P – E)</i>
	<i>Expectations scale</i>	<i>Perceptions scale</i>	
22. Understand specific needs <i>Dimension average</i>	5.65 5.89	4.40 4.64	-1.25 -1.25
Total	6.36	4.76	-1.60

Source: authors

The range of service quality expectations and perceptions items was from 1 (very low) to 7 (very high). The mean scores of customers' expectations ranged from 5.65 to 6.79. The lowest expectation item was 'understanding specific needs', which indicates that customers do not expect the employees to fulfil all of their specific needs. On the other hand, the highest expectation item was 'safe transactions' which indicates that customers are willing to feel safe in their transactions with casino. Besides, customers had high expectations for the following casino attributes: 'modern-looking equipment', 'visually appealing physical facilities' and 'neat appearing staff'. These indicate that casino customers are sensitive to *tangibility* which is present as an ambience where the service is provided. The importance of service environment has been discussed across several researchers.⁴⁵

The mean scores of customers' perceptions ranged from 4.37 to 5.17. The lowest perception item was 'visually appealing promotive materials', which indicates that casinos do not provide enough attractive promotional activities that could enhance casino attendance. On the contrary, casino customers' highest perceptions were regarding 'staff appearance'. Furthermore, customers highly assessed the following casino attributes: 'safe transactions', 'courteous staff' and 'convenient opening hours', as well as 'promises carried out on time' and 'error-free service'. These indicate that a casino's staff plays a crucial role in performing high service quality. The overall mean score for service quality perceptions items was 4.76. This score indicates medium, but not sufficiently high, perceptions of casino customers regarding service quality.

The gap between customers' perceptions and expectations ranged from -2.09 to -1.16. The widest gap appeared in the item 'visually appealing physical facilities', whilst the narrowest appeared in the item 'convenient opening hours'. Besides, other wide gaps appeared in the following items: 'modern-looking equipment', 'prompt service' and 'visually appealing promotive materials'. These indicate that *tangibility* has the widest gap between perceptions and expectations (-1.80). On the other hand, the narrowest gaps also appeared in the following items: 'casino has best interest for guests', 'personal attention' and 'understanding specific needs'. These indicate that *empathy* has the narrowest gap between perceptions and expectations (-1,25).

According to the results of the descriptive statistical analysis of casino service quality measured by the gap between customers' perceptions and expectations, it is evident that the casinos' tangible aspect received the most negative score (from -2.09 to -1.39),

⁴⁵ Lam, L. W., Chan, K. W., Fong D., Lo, F., “Does the look matter? The impact of casino servicescape on gaming customer satisfaction, intention to revisit, and desire to stay“, *International Journal of Hospitality Management*, Vol. 30, 2011, 558-567

unlike empathy that received the least negative score (from -1.38 to -1.16). This indicates that casino managers should focus their efforts on creating a pleasant and comfortable environment to satisfy customers' expectations, as well as on undertaking promotional actions.

The results of descriptive statistical analysis of customers' level of satisfaction with casino service dimensions are shown in Table 3.3.

Table 3.3: Results of descriptive statistical analysis (CASERV dimensions)

Dimensions	Casino 1 Opatija	Casino 2 Poreč	Casino 3 Novigrad	Total average
Game service	5.08	4.98	3.62	4.56
F&B service	4.96	4.72	2.49	4.06
Service environment	5.27	4.79	3.49	4.52
Service delivery	6.06	4.68	3.68	4.81
Overall satisfaction	5.49	4.87	3.57	4.65

Source: authors

Game service is evaluated differently at each casino. Customers of Casino 1 are the most satisfied (5.08) with game service, while customers of Casino 3 are the most dissatisfied (3.62). Food and beverage is the core element of the casino offering, and therefore it is very important to offer a high quality of food service. Results of statistical analysis show that this dimension of casino service is at the lowest level (4.06). Service environment also affects customer satisfaction. Customers of Casino 1 are satisfied with the service environment (5.27), less satisfied at Casino 2 (4.79), and dissatisfied at Casino 3 (3.49). Customers of Casino 1 are satisfied with service delivery (6.06), while those of Casino 3 are dissatisfied (3.68). Overall satisfaction with the casino service is at a high level at Casino 1 (5.49), unlike at Casino 3, which has the lowest score (3.57).

Casino 1 has received a high score for each dimension (from 4.96 to 6.06), unlike Casino 3 that has been evaluated negatively (from 2.49 to 3.68). Casino 2 has an average score of 4.81 indicating medium satisfaction with casino service quality.

Overall satisfaction with the casino offering in the Northern Adriatic is at the higher medium level (4.65). Huge differences between casinos imply separate conclusions and recommendations for the casino managers of each casino.

Loyalty was measured by two items adopted from Tsai, Cheung and Lo (2010) on a 7- point type Likert scale ranging from 1 'strongly disagree' and 7 'strongly agree': “I will recommend this casino to my friends” and “I will return to this casino again”.⁴⁶ The first item represents the power

of word-of-mouth and the second one represents intention to revisit. The originally developed items for intention to revisit are as

⁴⁶Tsai, H., Cheung, C., Lo, A., op.cit.

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following: “I will gamble at this casino in the future” and “I will continue gambling in this casino”.⁴⁷

Most of the respondents would recommend the visited casino to their friends. Of the three casinos, the most respondents would recommend Casino 2 to their friends (76.5%), 75.6% of respondents would recommend Casino 1, while only 34.1% would recommend Casino 3. On the other hand, the most respondents would revisit Casino 1 (87.7%), 74.5% of respondents would revisit Casino 2 and the least respondents would revisit casino 3 (34%). That was expected since the best scores were given to Casino 1, and the worst to Casino 3.

A huge difference is evident between casinos regarding the level of satisfaction and perceived quality which demands a causal investigation to improve casino service quality. Casino managers should take these results in consideration and make an effort to create a pleasant service environment to satisfy or even exceed the needs of their customers.

CONCLUSION

The present study investigates the level of customer perceptions and expectations with regard to the casino service quality of three casinos in the Northern Adriatic, as well as customer satisfaction with service dimensions and the intention of customers to revisit and spread a positive word-of-mouth. The findings of this investigation have implications for the service quality literature as well as for casino managers.

Perceptions of casino service quality are the degree to which casino customers find various casino attributes important in enhancing their satisfaction with the casino visit. In the present study, it was revealed that customers find 'assurance' and 'tangibles' the most important dimensions on the expectation scale. Furthermore, the findings of this study reveal that among five dimensions, 'assurance' has emerged as the most important dimension of perceived service quality. On the other hand, 'empathy' has received the lowest ranking score on the expectation as well as on the perception scale.

However, casino service quality was evaluated differently at each casino. Casino 1 received the highest perception score and Casino 3, the worst score. Casino 1 scored the highest for 'empathy' and Casino 2, scored the lowest. On the other hand, 'tangibles' received the highest score in Casino 3, while Casino 1 received the lowest score. Besides, 'reliability' was given the highest score in Casino 2 and the lowest score in Casino 3. Scores of the CASERV dimensions indicate low satisfaction in Casino 3, medium satisfaction in Casino 2, and higher satisfaction in Casino 1. Both SERVQUAL and CASERV dimensions indicate the best scores for Casino 1, and the worst for Casino 3.

⁴⁷ Seiders, K., Voss, G. B., Grewal, D., Godfrey, A. L., "Do satisfied customers buy more? Examining moderating influences in a retailing context", *Journal of Marketing*, Vol. 69, October, 2005, 26-43

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A detailed analysis of expectation, perception and gap mean scores, as well as the level of customer satisfaction with specific casino dimensions and their level of loyalty, could help casino managers in detecting the weak points of services and designing services to meet or exceed customers' expectations.

In designing this study, efforts were made to minimize its limitations, but some still need to be addressed. First, the study has measured expectations and perceptions of respondents at the same time. According to Carman, expectation and perception measures cannot both be administered at the same time.⁴⁸ Second, the length of the questionnaire has a negative impact on respondents who do not carefully read the statements they have to rank. Third, the current study was only conducted within three casinos across one region. Since this research was conducted in January and February, future studies should be undertaken during the summer season and include a larger sample of casinos to generalise the findings.

Future studies should try to utilize a two-phase approach to collect data from the customers, administering the expectation section in advance of their visit and then the perception section following their visit. It is recommended to use service quality instruments for specific casino needs, such as a multi-dimensional and hierarchical approach⁴⁹ which surpasses the weaknesses of SERVQUAL and CASERV model, allowing more precise service quality evaluation in the context of casinos.

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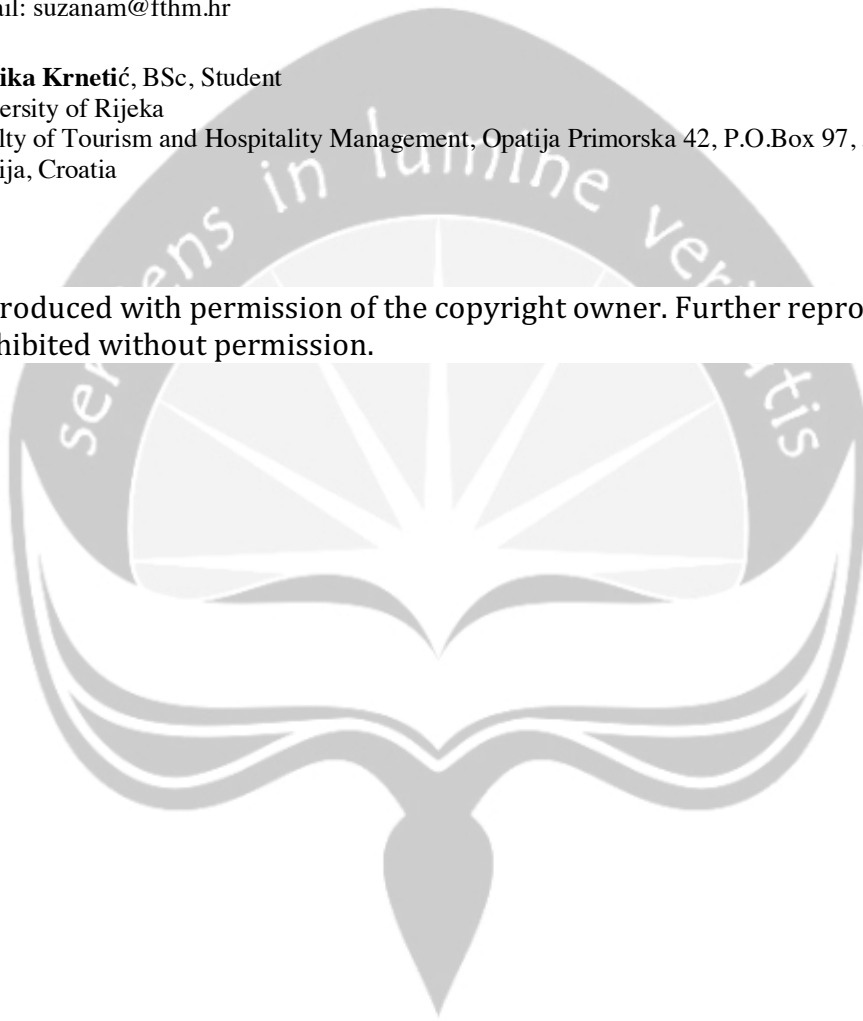
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Lampiran 3 Kuesioner Kepuasan

KUESIONER TINGKAT KEPUASAN PELAYANAN KEBUGARAN DI GYM

- Responden penelitian ini merupakan pelanggan yang sudah pernah menerima pelayanan fitness di
????

Hari : Tanggal : Jam : No. Responden :

BAGIAN A : DATA IDENTITAS UMUM RESPONDEN

Nama :
Alamat :

Petunjuk pengisian :

Berilah tanda silang (x) pada kotak (□) yang ingin di isi/atau
isilah isian

- Jenis kelamin : Pria Wanita
- Usia : Tahun

- Pekerjaan : Tidak bekerja
 Wiraswasta
 PegawaiNegri/ABRI/Pensiunan
 Pegawai swasta
- Pendapatan per bln : Kurang dari 500.000
 500.000 – 1.000.000
 1.000.000 – 2.000.000
 2.000.000 – 5.000.000
 Lebih dari 5.000.000

BAGIAN B : HARAPAN DAN KEPENTINGAN PELAYANAN

Petunjuk pengisian :

Berikut ini adalah isian mengenai harapan ideal Saudara/Bapak/Ibu mengenai pelayanan di ??? yang seharusnya.

Berilah tanda centang (√) pada kolom yang ingin diisi.



√ Nilai Kinerja Pelayanan :

STP = Sangat Tidak Puas TP = Tidak Puas CP = Cukup Puas P = Puas SP= Sangat Puas



√ Nilai Kepentingan Pelayanan :

STP = Sangat Tidak Penting TP = Tidak Penting CP = Cukup Penting P = Penting SP = Sangat Penting

Kinerja Pelayanan					PERNYATAAN	Kepentingan Pelayanan				
<i>STP</i>	<i>TP</i>	<i>CP</i>	<i>P</i>	<i>SP</i>		<i>STP</i>	<i>TP</i>	<i>CP</i>	<i>P</i>	<i>SP</i>
<i>Tangibles (Bukti Fisik)</i>										
					Perusahaan harus memiliki peralatan dan teknologi terbaru (modern)					
					Fasilitas fisik perusahaan harus tampak menarik					
					Karyawan perusahaan harus berpakaian dan berpenampilan rapi					
					Material dan fasilitas fisik lain yang terkait layanan perusahaan harus tampak menarik					

--

<i>Reliability (Kemampuan)</i>										
					Bila perusahaan berjanji untuk melakukan sesuatu pada waktu yang disepakati, mereka harus merealisasikannya dengan tepat					
					Bila pelanggan mendapatkan masalah, perusahaan harus menunjukkan sikap simpatik untuk menyelesaikannya					
					Perusahaan harus dapat diandalkan untuk memberikan layanannya dengan tepat					
					Perusahaan harus menyampaikan jasanya sesuai dengan waktu yang dijanjikan					
					Perusahaan harus memiliki pencatatan yang akurat (pembayaran konsumen, biodata kosumen, dan riwayat kosumen)					
<i>Responsiveness (Ketanggapan)</i>										
					Karyawan perusahaan harus memberitahu pelanggan kapan pastinya layanan akan di berikan (misal, adanya promo di mulai kapan dan sampai kapan)					
					Karyawan perusahaan harus memberika layanan kepada konsumen dengan cepat					
					Karyawan perusahaan harus selalu bersedia membantu para konsumen					
					Karyawan merespon dengan cepat terhadap permintaan konsumen					
<i>Assurance (Jaminan)</i>										

					Perilaku karyawan perusahaan harus membuat konsumen mempercayainya					
					Konsumen harus dapat merasa aman dalam melakukan transaksi dengan perusahaan					
					Karyawan perusahaan harus selalu bersikap sopan					
					Karyawan perusahaan harus memiliki pengetahuan untuk dapat selalu menjawab pertanyaan konsumen					
<i>Empathy (Kepedulian)</i>										
					Perusahaan harus memberikan perhatian individual kepada semua konsumennya					
					Perusahaan harus memiliki waktu operasi yang sesuai dan nyaman bagi semua konsumennya					
					Perusahaan harus memiliki karyawan yang memberikan perhatian personal kepada konsumennya					
					Perusahaan harus selalu memperhatikan kepentingan konsumennya					
					Karyawan perusahaan harus memahami kebutuhan khusus para konsumennya					



VALIDITAS DAN RELIABILITAS KINERJA
TANGIBLE

Reliability Statistics

Cronbach's Alpha	N of Items
,845	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TA1	12,55	1,739	,564	,858
TA2	12,57	1,589	,789	,755
TA3	12,53	1,740	,702	,796
TA4	12,57	1,710	,688	,801

RELIABILITY

Reliability Statistics

Cronbach's Alpha	N of Items
,888	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RE1	17,35	4,376	,542	,908
RE2	17,15	3,817	,897	,824
RE3	17,16	3,612	,890	,823
RE4	17,13	4,501	,658	,879
RE5	17,11	4,303	,691	,872

RESPONSIVENESS

Reliability Statistics

Cronbach's Alpha	N of Items
,809	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RES1	12,73	2,066	,517	,817
RES2	12,69	1,868	,729	,709
RES3	12,65	2,054	,622	,762
RES4	12,73	2,130	,657	,750

ASSURANCE

Reliability Statistics

Cronbach's Alpha	N of Items
,789	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ASS1	12,72	1,867	,506	,792
ASS2	12,71	1,736	,723	,671
ASS3	12,69	1,894	,593	,740
ASS4	12,78	2,079	,599	,742

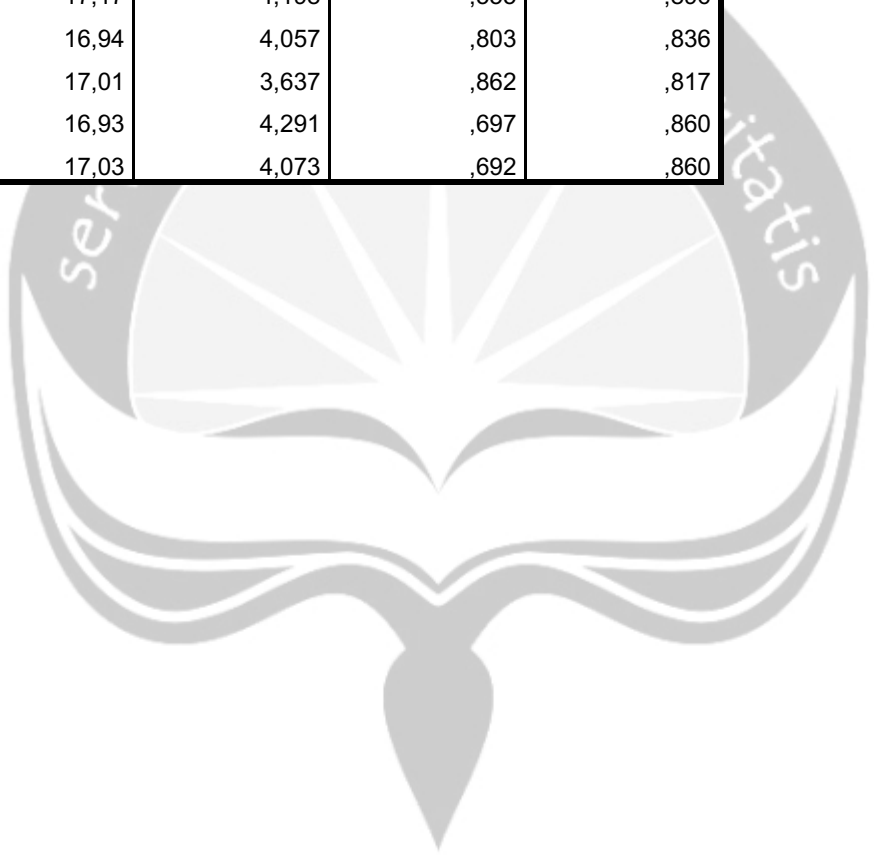
EMPATHY

Reliability Statistics

Cronbach's Alpha	N of Items
,880	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EMP1	17,17	4,198	,555	,896
EMP2	16,94	4,057	,803	,836
EMP3	17,01	3,637	,862	,817
EMP4	16,93	4,291	,697	,860
EMP5	17,03	4,073	,692	,860



VALIDITAS DAN RELIABILITAS HARAPAN
TANGIBLE

Reliability Statistics

Cronbach's Alpha	N of Items
,786	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TA1	12,79	1,726	,385	,853
TA2	13,11	1,680	,630	,717
TA3	13,09	1,610	,710	,679
TA4	13,12	1,502	,708	,671

RELIABILITY

Reliability Statistics

Cronbach's Alpha	N of Items
,901	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RE1	18,46	3,968	,881	,851
RE2	18,44	4,127	,806	,868
RE3	18,43	3,803	,858	,856
RE4	18,48	4,305	,765	,878
RE5	18,46	4,908	,482	,933

RESPONSIVENESS

Reliability Statistics

Cronbach's Alpha	N of Items
,870	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RES1	13,65	2,458	,687	,848
RES2	13,65	2,190	,771	,814
RES3	13,67	2,168	,742	,827
RES4	13,63	2,449	,697	,844

ASSURANCE

Reliability Statistics

Cronbach's Alpha	N of Items
,860	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ASS1	13,63	2,316	,702	,824
ASS2	13,68	1,977	,771	,794
ASS3	13,68	2,206	,705	,821
ASS4	13,65	2,403	,654	,842

EMPATHY

Reliability Statistics

Cronbach's Alpha	N of Items
,896	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EMP1	18,27	3,999	,836	,852
EMP2	18,21	4,625	,696	,884
EMP3	18,24	4,023	,847	,849
EMP4	18,26	4,529	,793	,865
EMP5	18,27	4,962	,567	,909

Jenis Kelamin	Usia	Pekerjaan	Pendapatan
p	20	b	a
p	20	a	a
p	20	b	a
p	20	b	a
p	20	c	b
p	21	d	b
p	21	b	b
p	21	b	b
p	21	a	b
p	21	b	b
p	21	d	b
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p	21	b	b
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w	50	c	e
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ASSURANCE

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EMPATHY

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Tangibles

Group Statistics

	tangibles	N	Mean	Std. Deviation	Std. Error Mean
VAR00010	1.00	150	4.2000	.42863	.03500
	2.00	150	4.5200	.44920	.03668



Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
VAR00010	Equal variances assumed	2.720	.100	-6.312	298	.000	-.32000	.05070	-.41977	-.22023
	Equal variances not assumed			-6.312	297.348	.000	-.32000	.05070	-.41977	-.22023

Reliability

Group Statistics

	reliability	N	Mean	Std. Deviation	Std. Error Mean
VAR0001	1.00	150	4.2947	.50058	.04087
0	2.00	150	4.6133	.50748	.04144

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
VAR00010	Equal variances assumed	2.752	.098	-5.475	298	.000	-.31867	.05820	-.43320	-.20413
	Equal variances not assumed			-5.475	297.944	.000	-.31867	.05820	-.43321	-.20413

Responsiveness

Group Statistics

	responsiveness	N	Mean	Std. Deviation	Std. Error Mean
VAR00010	1.00	150	4.2333	.46040	.03759
	2.00	150	4.5500	.49663	.04055

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
VAR00010	Equal variances assumed	.721	.397	-5.727	298	.000	-.31667	.05529	-.42548	-.20785
	Equal variances not assumed			-5.727	296.306	.000	-.31667	.05529	-.42549	-.20785

Assurance

Group Statistics

	assurance	N	Mean	Std. Deviation	Std. Error Mean
VAR0001	1.00	150	4.2417	.44346	.03621
0	2.00	150	4.5533	.48604	.03968

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
VAR00010	1.422	.234	-5.802	298	.000	-.31167	.05372	-.41739	-.20595
			-5.802	295.530	.000	-.31167	.05372	-.41739	-.20594

Empathy

Group Statistics

	empathy	N	Mean	Std. Deviation	Std. Error Mean
VAR0001	1.00	150	4.2547	.49583	.04048
0	2.00	150	4.5573	.52101	.04254

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
VAR00010	Equal variances assumed	.046	.830	-5.154	298	.000	-.30267	.05873	-.41824	-.18710
	Equal variances not assumed			-5.154	297.272	.000	-.30267	.05873	-.41824	-.18710

Keseluruhan

Group Statistics

	VAR0000	N	Mean	Std. Deviation	Std. Error Mean
VAR0000 1	1.00	750	4.2451	.46628	.01703
VAR0000 2	2.00	750	4.5562	.49505	.01808

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
VAR00002	1.966	.161	-12.529	1498	.000	-.31113	.02483	-.35984	-.26242
VAR00002			-12.529	1492.661	.000	-.31113	.02483	-.35984	-.26242