



RESEARCH ARTICLE

The Effect of Service Quality on Consumer Satisfaction at Ambarawa Traditional Market

Prono Ardoko ^{1*} | | Yeremia Wijayanto ² | Pamungkas Hapsari ³

^{1*,2,3} Faculty of Economics, Universitas Semarang, Semarang City, Central Java Province, Indonesia.

Correspondence

^{1*} Faculty of Economics, Universitas Semarang, Semarang City, Central Java Province, Indonesia.
Email: ardhoko@gmail.com

Funding information

Universitas Semarang.

Abstract

This study aims to determine the effect of tangible factors on consumer satisfaction at Ambarawa Traditional Market, to examine the influence of reliability on consumer satisfaction at Ambarawa Traditional Market, to explore the impact of responsiveness on consumer satisfaction at Ambarawa Traditional Market, to analyze the effect of assurance on consumer satisfaction at Ambarawa Traditional Market, and to understand the influence of empathy on consumer satisfaction at Ambarawa Traditional Market. This research utilizes a quantitative descriptive approach, describing the factual conditions based on collected data and questionnaires from direct field observations. The population in this study includes the customers of Ambarawa Traditional Market during the months of June, July, and August. A sample of 35 participants was selected. The analysis was conducted descriptively using frequencies and percentages, as well as Multiple Linear Regression analysis. The findings of this study indicate that tangible factors significantly influence consumer satisfaction. Reliability has a significant effect on consumer satisfaction. Responsiveness significantly affects consumer satisfaction. Assurance significantly impacts consumer satisfaction. Empathy also significantly influences consumer satisfaction. This study is beneficial for both internal and external evaluations for all stakeholders at Ambarawa Traditional Market.

Keywords

Angible; Reliability; Consumer Satisfaction.

1 | INTRODUCTION

Service quality refers to the excellence in the services provided by service providers in meeting customer needs and desires, as well as the accuracy in delivery to match customer expectations. Service quality is an important factor that must be given attention and maximized to ensure that businesses can endure and remain the preferred choice for customers. According to Parasuraman in Lopiadi (2013), service quality is the extent of the gap between the reality and the expectations customers have regarding the services they receive. Service quality is the consumer's perception of the service they actually receive compared to the service they expect (Ihzah, 2021).

Satisfaction can be defined as the effort to fulfill something or make something adequate. According to Irawan (2008), customer satisfaction is determined by the customer's perception of the performance of a product or service in meeting their expectations. Customers feel satisfied when their expectations are met, or they are highly satisfied if their expectations are exceeded. From the above definition, it can be understood that the role of good service quality is very important and influential; without the right service, the product will be less attractive to consumers. Therefore, service quality must encompass five dimensions developed by Tjiptono (2014), which include tangibles, reliability, responsiveness, assurance, and empathy.

Customer satisfaction has become a central concept in business and management discourse. Customers are the main focus in discussions about satisfaction and service quality. Therefore, customers play an important role in measuring satisfaction with the products or services provided by the company. Kotler and Keller (2012) define customer satisfaction as the feeling of pleasure or disappointment a person experiences after comparing the performance (results) of a product with the expected performance (or results). If the performance is below expectations, customers are dissatisfied. If the performance meets expectations, customers are satisfied. If the performance exceeds expectations, customers are highly satisfied or delighted.

According to Kotler (2012), quality should start from customer needs and end with customer perceptions (Tjiptono, 2012). This means that the image of good quality is not based on the perspective of the service provider but based on the perspective or perception of the customer. Customers are the ones who consume and enjoy the services provided by the company, so they should be the ones determining the quality of service. In the context of service quality and satisfaction based on customer perceptions, there is a consensus that customer expectations play a significant role as the benchmark for evaluating both service quality and customer satisfaction. The decision of consumers to seek service depends on their assessment of the service provided in relation to their expectations. If the quality of the service meets or exceeds expectations, it greatly influences customers to repurchase the service, and vice versa.

2 | BACKGROUND THEORY

Customer Satisfaction

Customer satisfaction, from the customer's perspective, refers to what customers have experienced from the service provided compared to what they expected. According to Ranguti (2014), customer satisfaction is defined as "the difference between the level of importance and the performance or results perceived." To provide good service quality, it is crucial for employees to pay attention to their customers. In order to achieve a service quality orientation, consumers must feel the following.

- 1) Every customer is the most important person in every business.
- 2) Customers do not depend on the producer; rather, producers depend on customers.
- 3) Customers do not disturb the work of producers; customers aim to give producers work.
- 4) Customers are human beings with feelings and emotions.
- 5) Customers are part of the producer's business, not outsiders.
- 6) Customers guide producers to the consumers' desires, and it is the producer's responsibility to serve the customers.

Characteristics of Services

In discussing the assessment of service quality, the fundamental concept that must be explained first is the definition of a service. Kotler and Armstrong in Nugraha (2014) state that a service is any activity or benefit offered to another party, which is inherently intangible and does not result in ownership of anything. The production process may also not be associated with a physical product. According to Lovelock, Patterson, and Walker (2012), services are things that are sold by producers and purchased by consumers, but they are not tangible goods. Tjiptono (2014) attempts to provide a different definition between services and service. According to him, services are reflections of products that do not have a physical form (intangible). These products can be found in specific industries such as education, healthcare, telecommunications, transportation, insurance, etc. Meanwhile, service is defined as anything done by a particular party (individual or group) to another party (individual or group). Both definitions are encompassed in the definition of services

presented by Gronroos. Gronroos in Nugraha (2007) combines the definition of services as an activity from a nature that is intangible, interacting between the consumer and the service provider, providing solutions to the problems of consumers.

Quality

The concept of quality will be divided into several parts: the definition of quality, the definition of service quality, the dimensions of service quality, expected service, and perceived service. Below are some definitions of quality.

- 1) Quality is the total characteristic of a product or service, including marketing, engineering, manufacturing, and maintenance, where the product or service will meet the needs and expectations of customers (Feigenbaum, 2012).
- 2) According to Crosby (in Nasution, 2016), quality is "conformance to requirement," meaning it meets the stipulated or standardized requirements.
- 3) Garvin and Davis (in Nasution, 2016) state that quality is a dynamic condition related to the product, people or workforce, processes and tasks, as well as the environment, which meets or exceeds the expectations of customers or consumers.
- 4) According to Juran in Kolarik (2015), quality is in accordance with usefulness.
- 5) According to Deming (in Nasution, 2016), quality is the conformity to market needs.

Quality is a term that, for service providers, refers to something that must be done well. The application of quality as a characteristic of product appearance or performance is a key part of a company's strategy to achieve sustainable excellence, whether as a market leader or as a strategy for continuous growth.

Service Quality

Service quality can be defined in several ways. First, it is seen as a measure of how well the service provided aligns with customer expectations. This means that service quality is achieved when customer needs and desires are met, and the service is delivered accurately to match their expectations (Tjiptono, 2014). Second, Wyckoff (in Lovelock, 2012) defines service quality as the level of excellence expected and the control over that excellence to fulfill customer desires (Tjiptono, 2014). Third, service quality can also be described as the gap between consumer expectations and their perceptions of the service they receive (Berry, et al., 2012). From these definitions, it can be concluded that service quality is the perceived excellence that customers experience when comparing their desires with what they actually receive after purchasing the service. According to Parasuraman, et al. (2012), two key factors that influence service quality are expected service and perceived service.

Service Quality Measurement Tools

1) Customer Windows

One technique for evaluating service quality to assess how well customer needs are met is the Customer Window. This technique looks at the level of customer needs fulfillment based on the company's performance. The Customer Window was introduced by ARBOR, Inc., a market research company based in Philadelphia (Iskandar, 2015). In this approach, clarification and segmentation of consumers are first conducted to design the research questions.

2) Service Performance (SERVPERF)

Another commonly used method for evaluating service quality is SERVPERF (Service Performance). This method was developed by Cronin and Taylor in 1992 and 1994. SERVPERF states that the measure of service quality is the performance of the service that customers receive, and customers can only assess the quality of services they have directly experienced (Dharmayanti, 2006). SERVPERF defines service quality by measuring only the performance of the service provided. Performance is seen as the best representation of customer perceptions, and it also states that expectations are not part of the SERVPERF concept. This method actually evolved in response to Cronin and Taylor's criticism of the SERVQUAL method. They argued that the gap analysis, which is the main approach in SERVQUAL, was supported by little empirical or theoretical evidence (Lee, 2012). They questioned the foundational concept of SERVQUAL and stated that it was not suitable for evaluating service satisfaction. As a result, they argued that the expectation variable in SERVQUAL should be removed and replaced with performance. Therefore, it can be concluded that in the SERVPERF method, service quality measurement is based on service performance.

3) Service Quality (SERVQUAL)

The most popular service quality model, which is still widely used as a reference in service management and marketing research, is the SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry (Tjiptono, 2008). SERVQUAL stands for Service Quality, and its development started in 1985. Parasuraman et al. in Novelia (2013) stated that there is a close relationship between service quality and customer satisfaction. Customer satisfaction is a representation of service quality. The concept of this method is that service quality can be measured by comparing the expected service (expectations) with the service performance. Service performance itself is reflected in what customers receive and perceive (perception). In other words, the SERVQUAL method compares customer expectations and perceptions of a service.

Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations (Goetsh and Davis, in Fandy Tjiptono, 2008). According to Gronos (in Atik Septi Winarsih and Ratminto, 2008), service is an activity or a series of activities that are intangible (cannot be touched), occurring as a result of interactions between consumers and employees or other aspects provided by the service-providing company, aimed at solving consumer/customer problems. According to Rangkuti (2014), the level of service quality cannot be judged from the company's perspective but must be viewed from the customer's evaluation perspective. Therefore, in formulating service strategies and programs, companies must be customer-oriented, taking into account the components of service quality.

3 | METHOD

This research employs a quantitative descriptive approach aimed at depicting actual conditions based on data collected through questionnaires and direct field observations. The population involved in this study consists of users of the Ambarawa Traditional Market services during the months of June, July, and August. A sample of 35 individuals was selected for the study. Data analysis was conducted using descriptive statistics, with frequencies and percentages used to illustrate general patterns from the respondents. Additionally, multiple linear regression was applied to analyze the relationships between various variables and assess their impact on customer satisfaction. The descriptive approach allows the researcher to present conditions as they occur in reality, without excessive modification or interpretation. As a result, the findings more accurately reflect what customers genuinely experience. The questionnaires used contained relevant questions regarding the service aspects at the market, providing insight into customer satisfaction and the factors influencing purchasing decisions.

Multiple linear regression was employed to test how multiple independent variables could influence a single dependent variable simultaneously. In this study, the research aimed to understand the impact of service quality, convenience, and other factors on customer satisfaction at the Ambarawa Traditional Market. This analytical technique provides a clearer picture of the relationships between these factors and offers a basis for improvement recommendations. By combining both descriptive and inferential analysis methods, the study provides more detailed information on how market services influence customer experiences. The findings from this research can be used to enhance existing services and offer a better understanding of customer preferences and needs at traditional markets.

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 Respondent Characteristics

The survey involved 35 individuals who regularly visited the Ambarawa Traditional Market during June, July, and August. Participants were selected to provide a representative snapshot of the market's customer base. The characteristics of the respondents were analyzed based on gender, education, and age, providing a better understanding of who shops at the market. In terms of gender, 74.3% of the respondents were female, while 25.7% were male. This indicates that women make up the majority of the customer base at the market. For education, the largest group of respondents (62.9%) held a D3 diploma, followed by 17.1% with a bachelor's degree (S1), 11.4% with a master's degree (S2), and 8.6% with a D2 diploma. The data suggests a relatively educated group of shoppers. As for age, 40% of the respondents were between 31 and 40 years old, and 37.1% were in the 41-50 years range. Only 8.6% were under 30, while 14.3% were over 51. These demographic factors offer valuable insight into the typical customers of the market and can help tailor services to better meet their needs.

Table 1. Respondent Characteristics by Gender

Gender	Frequency	%
Male	9	25.7
Female	26	74.3
Total	35	100.0

Source: Primary data processed, 2021

Table 2. Respondent Characteristics by Education

Education	Frequency	%
D2	3	8.6

D3	22	62.9
S1	6	17.1
S2	4	11.4
Total	35	100.0

Source: Primary data processed, 2021

Table 3. Respondent Characteristics by Age

Age Group	Frequency	%
≤ 30 Years	3	8.6
31 - 40 Years	14	40.0
41 - 50 Years	13	37.1
≥ 51 Years	5	14.3
Total	35	100.0

Source: Primary data processed, 2021

The majority of respondents were female (74.3%), with males accounting for 25.7%. In terms of education, most participants held a D3 degree (62.9%), followed by S1 (17.1%), S2 (11.4%), and D2 (8.6%). Regarding age, 40% of respondents were between 31-40 years old, 37.1% were 41-50 years old, and 14.3% were over 51 years old, while only 8.6% were under 30. These characteristics provide a clear profile of the customer base at the Ambarawa Traditional Market.

4.1.2 Descriptive Analysis

The descriptive analysis of respondent characteristics, based on statistical measures, offers a detailed overview of the participants' demographic profile. The data was organized to show the frequency and percentage distribution of various traits such as gender, age, and education. These factors help paint a clearer picture of the customer base at the Ambarawa Traditional Market. Table 4. illustrates these results, detailing how respondents are spread across different categories. By looking at the frequency and percentage for each characteristic, trends become apparent, like the higher number of female shoppers or the various educational levels of the participants. This information is useful for understanding which groups engage most with the market and can guide decisions on how to improve services or tailor marketing efforts to meet the needs of different customer segments.

Table 4. Respondent Characteristics Based on Work Experience

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Tangible	35	13	29	23.63	3.911
Reliability	35	13	24	19.34	2.473
Responsiveness	35	8	19	15.66	2.765
Assurance	35	16	19	17.63	0.973
Empathy	35	12	20	16.23	1.864
Satisfaction	35	16	20	17.86	1.115
Valid N (listwise)	35				

Source: Primary data processed, 2021

From Table 4. it can be seen that the Tangible variable has a minimum value of 13, a maximum value of 29, and a mean value of 23.63. The Reliability variable has a minimum value of 13, a maximum value of 24, and a mean value of 19.34. The Responsiveness variable has a minimum value of 8, a maximum value of 19, and a mean value of 15.66. The Assurance variable has a minimum value of 16, a maximum value of 19, and a mean value of 17.63. The Empathy variable has a minimum value of 12, a maximum value of 20, and a mean value of 16.23. Finally, the Satisfaction variable has a minimum value of 16, a maximum value of 20, and a mean value of 17.86.

4.1.3 Validity Test and Reliability Test

The validity test was conducted to ensure that the measurement items accurately represent the constructs they are meant to assess. A valid instrument should effectively capture the concept being studied. In this study, the validity was evaluated by checking the correlation between each item and the overall score. Items with weak correlations were removed from the analysis. For the reliability test, Cronbach's Alpha was used to measure the consistency of the instrument. A reliable instrument gives consistent results over time. A Cronbach's Alpha value above 0.70 indicates acceptable reliability. All variables showed high Cronbach's Alpha values, confirming that the measurement tool was both valid and reliable for the research.

Table 5. Validity Test

No	Variable & Item	r tabel	r hitung	Description
1	X 1.1	0.161	0.686	Valid
2	X 1.2	0.161	0.881	Valid
3	X 1.3	0.161	0.925	Valid
4	X 1.4	0.161	0.881	Valid
5	X2.1	0.161	0.705	Valid
6	X2.2	0.161	0.734	Valid
7	X2.3	0.161	0.638	Valid
8	X2.4	0.161	0.650	Valid
9	X2.5	0.161	0.417	Valid
10	X3.1	0.161	0.682	Valid
11	X3.2	0.161	0.941	Valid
12	X3.3	0.161	0.886	Valid
13	X3.4	0.161	0.941	Valid
14	X4.1	0.161	0.468	Valid
15	X4.2	0.161	0.421	Valid
16	X4.3	0.161	0.576	Valid
17	X4.4	0.161	0.496	Valid
18	X5.1	0.161	0.327	Valid
19	X5.2	0.161	0.414	Valid
20	X5.3	0.161	0.491	Valid
21	X5.4	0.161	0.721	Valid
22	X5.5	0.161	0.172	Valid
23	Y.1	0.161	0.423	Valid
24	Y.2	0.161	0.498	Valid
25	Y.3	0.161	0.498	Valid
26	Y.4	0.161	0.613	Valid

Source: Primary data processed, 2021

Table 6. Reliability Test

No	Variable & Item	Cronbach's Alpha	Result	Description
1	Tangible	> 0.60	Reliable	All indicators are reliable
2	Reliability	> 0.60	Reliable	All indicators are reliable
3	Responsiveness	> 0.60	Reliable	All indicators are reliable
4	Assurance	> 0.60	Reliable	All indicators are reliable
5	Empathy	> 0.60	Reliable	All indicators are reliable
6	Customer Satisfaction	> 0.60	Reliable	All indicators are reliable

Source: Primary data processed, 2021

Based on the reliability test, the variables in the study showed that each indicator of the Tangible variable had a Cronbach's Alpha value above 0.60, confirming that all indicators are reliable. The Reliability variable also demonstrated that each indicator had a Cronbach's Alpha value exceeding 0.60, ensuring the reliability of all indicators. Similarly, the Responsiveness variable had a Cronbach's Alpha value above 0.60 for each indicator, suggesting the reliability of all items. For the Assurance variable, each indicator had a Cronbach's Alpha value higher than 0.60, further supporting the reliability of all indicators. The Empathy variable met the reliability criteria as well, with each indicator showing a Cronbach's Alpha value above 0.60. Lastly, the Customer Satisfaction variable showed that all indicators had a Cronbach's Alpha value exceeding 0.60, indicating the reliability of each item. Therefore, it can be concluded that all variables and their indicators are reliable.

4.1.4 Regression Model Test

The regression analysis showed that all predictor variables had a positive and significant impact on customer satisfaction. The intercept value was 15.215, and the following predictors showed significance: Tangible ($B = 0.123$, $p = 0.049$), Reliability ($B = 0.215$, $p = 0.030$), Responsiveness ($B = 0.300$, $p = 0.033$), Assurance ($B = 0.165$, $p = 0.046$), and Empathy ($B = 0.244$, $p = 0.000$). Empathy had the strongest effect on satisfaction. These findings confirm that each factor contributes positively to customer satisfaction levels.

Table 7. Results of Multiple Linear Regression Analysis on the Satisfaction Variable

Model	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	15.215	3.930	0.001
	Tangible	0.123	2.001	0.049
	Reliability	0.215	2.283	0.030
	Responsiveness	0.300	2.170	0.033
	Assurance	0.165	2.028	0.046
	Empathy	0.244	3.769	0.000

Source: Primary data processed, 2021

The regression equation obtained from the table above is as follows.

$$Y = 15.215 + 0.123 X_1 + 0.215 X_2 + 0.200 X_3 + 0.165 X_4 + 0.244 X_5$$

The analysis of the calculation results can be stated as follows.

- 1) The Tangible variable (X1) has a regression coefficient (b1) of 0.123. This means that if the Tangible variable (X1) increases by one unit, assuming all other independent variables remain constant, customer satisfaction (Y) will increase by 0.123.
- 2) The Reliability variable (X2) has a regression coefficient (b2) of 0.215. This means that if the Reliability variable (X2) increases by one unit, assuming all other independent variables remain constant, customer satisfaction (Y) will increase by 0.215.
- 3) The Responsiveness variable (X3) has a regression coefficient (b3) of 0.200. This means that if the Responsiveness variable (X3) increases by one unit, assuming all other independent variables remain constant, customer satisfaction (Y) will increase by 0.200.
- 4) The Assurance variable (X4) has a regression coefficient (b4) of 0.165. This means that if the Assurance variable (X4) increases by one unit, assuming all other independent variables remain constant, customer satisfaction (Y) will increase by 0.165.
- 5) The Empathy variable (X5) has a regression coefficient (b5) of 0.244. This means that if the Empathy variable (X5) increases by one unit, assuming all other independent variables remain constant, customer satisfaction (Y) will increase by 0.244.

4.1.5 Goodness of Fit Test

The R-Square value measures how well the independent variables explain the variation in the dependent variable. A higher R-Square value indicates a better fit of the model to the data. In this study, the R-Square value represents the proportion of the variance in customer satisfaction that can be explained by the independent variables. If the R-Square value is close to 1, it suggests that the model explains a large portion of the variability in satisfaction, indicating a good model fit. A lower value may indicate that the model does not explain the data well.

Table 8. Coefficient of Determination with Customer Satisfaction as the Dependent Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.568	0.322	0.206	0.994

Predictors: (Constant), Service, Quality

Source: Primary data processed, 2021

The influence of the independent variables on the dependent variable can be seen from the coefficient of determination (R Square) value. If the R Square value approaches 1, it indicates that a larger proportion of the variation in the dependent variable is explained by the independent variables. The R Square calculation reveals a value of 0.568. This means that 56.8% of customer satisfaction can be explained by the factors of service quality, specifically Tangible, Reliability, Responsiveness, Assurance, and Empathy. The remaining 43.2% is influenced by other variables.

Table 9. F-Test with Customer Satisfaction as the Dependent Variable

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	134.386	2	16.798	46.391	0.000
Residual	28.602	32	0.362		
Total	162.989	34			

Predictors: (Constant), Service, Quality

Dependent Variable: Satisfaction

Source: Primary data processed, 2021

The F-statistic test essentially determines whether all the independent variables (Tangible, Reliability, Responsiveness, Assurance, and Empathy) included in the model collectively have an effect on the dependent variable (Customer Satisfaction). To evaluate whether the linear model is appropriate, the probability value from the F-test calculation is compared. If the probability value is less than 0.05, it indicates that the regression model is fit. Based on the results above, the calculated F-value of 46.397 is greater than the F-table value of 2.74, with a significance level of less than 0.05, indicating that the model is a good fit (Goodness of Fit).

4.1.6 Hypothesis Testing

The hypothesis testing reveals that all independent variables significantly affect customer satisfaction. The Tangible variable, with a coefficient of 0.123 and a p-value of 0.049, significantly influences satisfaction. Similarly, Reliability (0.215, $p = 0.030$), Responsiveness (0.300, $p = 0.033$), Assurance (0.165, $p = 0.046$), and Empathy (0.244, $p = 0.000$) all show significant positive relationships with customer satisfaction. Since all p-values are below 0.05, the null hypothesis is rejected for each variable, indicating that Tangible, Reliability, Responsiveness, Assurance, and Empathy are key factors influencing customer satisfaction.

Table 10. Hypothesis Testing with Customer Satisfaction as the Dependent Variable

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	15.215	3.930		3.871
	Tangible	0.123	0.061	0.138	2.001
	Reliability	0.215	0.094	0.478	2.283
	Responsiveness	0.300	0.138	0.323	2.170
	Assurance	0.165	0.081	0.148	2.028
	Empathy	0.244	0.065	0.261	3.769

Source: Primary data processed, 2021

1) Hypothesis Testing 1

The hypothesis testing was conducted using the t-test. The t-test shows how much the independent variable individually influences the variation of the dependent variable, with the condition that the significance is less than 5% ($\text{sig} \leq 0.05$). The test results for the influence of Tangible on customer satisfaction yielded a significance value of 0.049 ($p < 0.05$). With a significance value smaller than 0.05 and a positive coefficient direction, Hypothesis 1 is accepted. Therefore, Tangible significantly influences satisfaction.

2) Hypothesis Testing 2

The hypothesis testing was conducted using the t-test. The t-test measures the impact of the independent variable on the variation of the dependent variable, with a significance of less than 5% ($\text{sig} \leq 0.05$). The test results for the influence of Reliability on customer satisfaction showed a significance value of 0.030 ($p < 0.05$). With a significance value smaller than 0.05 and a positive coefficient direction, Hypothesis 2 is accepted. Thus, Reliability significantly affects satisfaction.

3) Hypothesis Testing 3

The hypothesis testing was carried out using the t-test. The t-test examines how much the independent variable individually influences the variation in the dependent variable, with a condition that the significance is less than 5% ($\text{sig} \leq 0.05$). The test results for the influence of Responsiveness on customer satisfaction showed a significance value of 0.033 ($p < 0.05$). With a significance value smaller than 0.05 and a positive coefficient direction, Hypothesis 3 is accepted. Therefore, Responsiveness significantly influences satisfaction.

4) Hypothesis Testing 4

The hypothesis testing was conducted using the t-test. The t-test shows the influence of the independent variable on the variation of the dependent variable, with the condition that the significance is less than 5% ($\text{sig} \leq 0.05$). The test results for the influence of Assurance on customer satisfaction yielded a significance value of 0.046 ($p < 0.05$). With a significance value smaller than 0.05 and a positive coefficient direction, Hypothesis 4 is accepted. Therefore, Assurance significantly influences satisfaction.

5) Hypothesis Testing 5

The hypothesis testing was conducted using the t-test. The t-test determines how much the independent variable affects the variation in the dependent variable, with the condition that the significance is less than 5% ($\text{sig} \leq 0.05$).

The test results for the influence of Empathy on customer satisfaction yielded a significance value of 0.000 ($p < 0.05$). With a significance value smaller than 0.05 and a positive coefficient direction, Hypothesis 5 is accepted. Therefore, Empathy significantly influences satisfaction.

4.2 Discussion

The Influence of Tangible on Satisfaction

The research findings indicate that the Tangible variable significantly influences customer satisfaction. Tangible refers to a company's ability to demonstrate its presence to external parties (Hasibuan, 2017). Tangibles include physical facilities, equipment, staff, and communication channels that improve the quality of service. According to Kotler (2012), tangibles are the physical appearance of tangible aspects that can be observed or touched. Satisfaction arises from comparing the product's performance to expectations. If performance falls short, customers are dissatisfied. If it meets expectations, customers are satisfied, and if it exceeds expectations, customers feel highly satisfied (Rangkuti, 2014). In the case of the Ambarawa Traditional Market, customers felt satisfied with the air circulation, available health protocols like handwashing stations, clean bathrooms with running water, and sellers following health guidelines.

The Influence of Reliability on Satisfaction

The research shows that Reliability significantly influences customer satisfaction. Reliability is the ability of a company to deliver promised services accurately and dependably (Nitisemito, 2013). Reliability measures the dependability of the service system, in terms of its ability to meet established standards. Kotler (2012) states that reliability is the ability to provide services promptly, accurately, and satisfactorily. The research revealed that customers were satisfied with quick service, attentive sellers who offered hand sanitizers before transactions, fair pricing, ease of transaction, and a complete range of products available.

The Influence of Responsiveness on Satisfaction

The study found that Responsiveness significantly impacts customer satisfaction. Responsiveness refers to the willingness to help and provide fast and accurate service to customers, along with clear communication (Tjiptono, 2014). Kotler (2012) states that responsiveness is the ability to meet customer demands in line with changes in the business environment, reflecting the speed at which services are delivered. In the Ambarawa Traditional Market, customers expressed satisfaction with the ease and comfort of transactions, sellers' responsiveness to complaints, patience during transactions, and their ability to answer questions clearly and kindly. Enhancing service time estimates further would prevent long waiting times (Putri, Hadi, 2018).

The Influence of Assurance on Customer Satisfaction

The study shows that Assurance significantly influences customer satisfaction. Assurance refers to the knowledge, politeness, and ability of employees to instill trust in customers (Tjiptono, 2014). It includes knowledge, competence, politeness, and trustworthy traits in staff, as well as a sense of safety and security. Kotler (2012) mentions that assurance involves the employees' ability to deliver trust and confidence, ensuring that the service provided meets customer expectations. Customers felt satisfied with safe parking, consistent transaction experiences, cleanliness, and comfort in the surroundings, and the ease of accessing services.

The Influence of Empathy on Customer Satisfaction

The research shows that Empathy significantly influences customer satisfaction. Empathy refers to the individual attention and care given to customers (Tjiptono, 2014). Empathy includes the ease of building relationships, good communication, personal attention, and understanding individual customer needs. Kotler (2012) highlights that empathy involves a deep, personal care for each customer. In the case of the Ambarawa Traditional Market, customers were satisfied with consistent operating hours, good coordination of the queue system, strong communication between sellers and customers, polite service, and the sellers' ability to provide solutions to customer complaints.

5 | CONCLUSIONS AND FUTURE WORK

This study shows that all five factors Tangible, Reliability, Responsiveness, Assurance, and Empathy significantly influence customer satisfaction. Tangible, which refers to the physical aspects of service, plays an important role in how customers perceive the overall quality. Reliability, which ensures services are delivered as promised, also has a notable impact on satisfaction. Responsiveness, or the willingness to help and provide quick service, contributes positively to customer experiences. Assurance, including the knowledge and trustworthiness of staff, is crucial in building customer confidence and satisfaction. Finally, Empathy, which involves understanding and addressing individual customer needs, is also a key factor. These findings provide useful feedback for

stakeholders, particularly those managing public services like traditional markets. It emphasizes the importance of factors such as parking facilities, cleanliness, shopping comfort, and security. By focusing on these areas, market management can improve the overall experience for customers. Looking ahead, it would be beneficial to conduct this study regularly, at least every six months, to ensure that customer satisfaction is continuously monitored. Future studies could involve a larger sample size to capture a broader range of customer experiences. Additionally, more in-depth research on specific areas such as Tangible or Responsiveness could reveal direct links between particular service improvements and satisfaction. Regular evaluations will help identify any shifts in customer expectations and keep the market aligned with their needs, ultimately strengthening customer loyalty over time.

REFERENCES

- Anastasia, N. (2016). *Analisa Investasi dalam Pengambilan Keputusan Investasi pada Pembangunan Lapangan Golf dan Perumahan Citraraya* (Master's thesis). Universitas Kristen Petra, Surabaya.
- Bovee, C. L., & Thill, J. V. (2012). *Business communication today* (4th ed.). McGraw Hill, Inc.
- Dipohusodo, I. (2016). *Manajemen Proyek dan Konstruksi* (Vol. 1). Kanisius.
- Dipohusodo, I. (2016). *Manajemen Proyek dan Konstruksi* (Vol. 2). Kanisius.
- Engel, (2012). *Menuju Kepuasan Pelanggan Melalui Penciptaan Kualitas Pelayanan*. Jurnal Ilmiah Manajemen & Bisnis, Sumatera Utara.
- Fandy Tjiptono. (2014). *Pemasaran Jasa*. Bayumedia Publishing.
- Feigenbaum, A. V. (2012). *Total Quality Control* (3rd ed.). McGraw-Hill, Inc.
- Gasperz. (2012). *Menuju Kepuasan Pelanggan Melalui Penciptaan Kualitas Pelayanan*. Jurnal Ilmiah Manajemen & Bisnis, Sumatera Utara.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariat dengan IBM SPSS*. BP Undip.
- Husni, A. (2014). *Analisis Kualitas Perumahan Nasional Ditinjau dari Persyaratan dan Kepuasan Pelanggan* (Master's thesis). Universitas Atmajaya, Yogyakarta.
- Ihzah, M. Y., & Sulistyawati, L. (2021). Analisa Peningkatan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dengan Metode Importance Performance Analysis (IPA) dan Potential Gain in Customer Value (PGCV) (Studi Pada Tanto Sport Surabaya). *Jurnal Disrupsi Bisnis*, 4(5), 380–388. <https://doi.org/10.32493/dr.v4i5.13028>
- Kolarik, W. J. (2015). *Creating quality concepts, systems, strategies, and tools*. McGraw-Hill.
- Kosasih, K., & Paramarta, V. (2020). Peningkatan Kualitas Pelayanan Kesehatan Dan Pengaruhnya Terhadap Peningkatan Kepuasan Pasien Di Puskesmas. *Jurnal Soshum Insentif*, 3(1). <https://doi.org/10.36787/jsi.v3i1.223>
- Kotler, P. (2012). *Dasar-dasar Pemasaran* (Vol. 1). (A. Sindoro & B. Molan, Trans.). Prenhalindo.
- Kwanda, T., et al. (2013). *Analisis Kepuasan Penghuni Rumah Sederhana Tipe 36 di Kawasan Sidoarjo Berdasarkan Faktor Kualitas Bangunan, Lokasi, Desain, Sarana dan Prasarana* (Undergraduate thesis). Universitas Kristen Petra, Surabaya.
- Lovelock, C. H. (2012). *Managing service*. Prentice-Hall.
- Lovelock, C. H., & Wright, L. K. (2012). *Principles of service marketing and management*. Prentice-Hall.
- Mulyono. (2018). *Analisis Pengaruh Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen* (Master's thesis). Universitas Diponegoro, Semarang.
- Nasution, (2016). *Metode Research*. Bumi Aksara.

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2012). A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64.
- Putri, Y., & Hardi, U. (2017). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Sebagai Mediator. *Among Makarti*, 10(19). <https://doi.org/10.52353/ama.v10i1.147>
- Rangkuti, F. (2014). *Measuring customer satisfaction: Teknik mengukur dan strategi meningkatkan kepuasan pelanggan*. PT Gramedia Pustaka Utama.
- Rentiasih, K. A. B. (2014). *Analisis Faktor-faktor yang Dipertimbangkan Konsumen dalam Memilih Lokasi Perumahan Menengah di Denpasar dan Kabupaten Badung Bali* (Master's thesis). Universitas Kristen Petra, Surabaya.
- Sanyoto, T. (2016). *Analisis Kepuasan Konsumen Perumahan Sederhana Berdasarkan Lokasi, Sarana dan Prasarana Fisik Bangunan, dan Harga Rumah di Kota Mataram* (Master's thesis). Universitas Islam Sultan Agung, Semarang.
- Schnaars, S. P. (2012). *Marketing strategy: A customer-driven approach*. The Free Press.
- Sugiarto, D. S., & Lasmono, S. O. (2015). *Teknik Sampling*. PT Gramedia Pustaka Utama.
- Sugiono, & Wibowo, E. (2014). *Statistik untuk Penelitian dan Aplikasinya dengan 10.0 For Windows*. Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, R&D*. Alfabeta.
- T. Kuswartojo, & A.S. Suparti. (2013). *Perumahan dan Permukiman yang Berwawasan Lingkungan*. PP-PSL.
- Tjiptono, F. (2014). *Manajemen jasa* (1st ed.). Andi Offset.
- Tjiptono, F. (2014). *Prinsip-prinsip Total Quality Service*. Andi Offset.
- Tjiptono, F., & Chandra, G. (2014). *Service, quality satisfaction*. Andi Offset.
- Widiana, M. E. (2016). *Analisis Faktor-faktor yang Mempengaruhi Keputusan Konsumen dalam Membeli Rumah (Studi Kasus Perumahan Viharta PT. MBP – Gresik)*. Majalah Ekonomi, XIX(3), Surabaya.
- Yazid. (2013). *Pemasaran Jasa-Konsep dan Implementasi*. Ekonisia.
- Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (2012). *Delivering quality service: Balancing customer perceptions and expectations*. Free Press.

How to cite this article: Ardoko, P., Wijayanto, Y., & Hapsari, P. (2025). The Effect of Service Quality on Consumer Satisfaction at Ambarawa Traditional Market. *Indonesian Journal Economic Review (IJER)*, 5(2), 176-186. <https://doi.org/10.59431/ijer.v5i2.590>.