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**The Effect Of Service On Satisfaction Customers At Pt. Meida Tourism Tour And Travel**

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**Abstrak**

*The aim of this research is quantitative research with the aim of finding out the effect of service on customer satisfaction at PT. Meida Wisata Tour And Travel. The population and sample used in this research amounted to 165 respondents. The type of data used in this research is quantitative data obtained and related to the problem being studied. Data collection was carried out by observing the distribution of questionnaires and documentation. Based on the results of data research using statistical calculations via Statistical Product and Service Solutions (SPSS) Version 27 software regarding the influence of service on customer satisfaction at PT. Meida Wisata Tour And Travel, the author draws the conclusion that physical evidence (X1), reliability (X2), responsiveness (X3), guarantee (X4), and empathy (X5) have a positive and significant effect on customer satisfaction. This is proven by the physical evidence variable which obtained a t value of 5.902 > t table 0.153, variable reliability obtained a t value of 8.452 > t table 0.153, variable responsiveness obtained a t value of 3.573 > t table 0.153, variable assurance obtained a t value of 3.100 > t table 0.153, and variable empathy obtained a calculated t value of 6.713 > t table 0.153.*

**Keywords:** *Physical Evidence, Reliability, Responsiveness, Assurance, Empathy*

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**INTRODUCTION**

Service quality refers to the level of service perfection in meeting the needs and demands of each consumer. Azwar also explained that the needs and demands of service users are not met. Thus, what is meant by service quality is what shows the level of service perfection in causing satisfaction in every consumer. Satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono and Chandra, 2005), while Kotler (2003) defines satisfaction as a feeling of pleasure or disappointment experienced by a person after comparing the perception of performance or results of a product with his expectations.

Satisfaction is the response of fulfillment from customers that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less. From the above understanding, it can be understood that the role of good service quality is very important and very influential, without the right service 2 products will be less in demand by consumers. PT. Meida Wisata Tour And Travel as one of the community services must apply the concept of prioritizing customer satisfaction as a customer by providing the best service and provision of facilities.

Some of the areas of services and facilities that must be developed on a sustainable basis include services, and supporting and other public service facilities that are more complete and adequate, human resources (employees), and information systems. Tjiptono (2000) said that quality has a close relationship with consumer satisfaction. Quality provides an encouragement to consumers to establish strong relationships with service institutions. In the long run, such a bond allows a service institution to carefully understand the expectations of consumers as well as their needs. Quality service can be identified through consumer satisfaction, especially consumers (Srinadi and Nilakusmawati, 2008). The main problem as a service institution with many competitors is whether the services provided are in accordance with customer expectations or not. Therefore, PT. Meida Wisata Tour And Travel is required to always maintain customer trust by improving the quality of service and providing facilities so that customer satisfaction increases.

## RESEARCH METHODS

The type of research used is a quantitative method. Quantitative research methods are research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing hypotheses that have been determined. In this study, the more appropriate research format used is the explanatory research format. The explanatory format is intended to explain a generalization of a sample to its population, or to explain its relationship, difference or influence of one variable on another. Therefore, research with an expansive format uses samples and hypotheses in its research. The data collection method is a step used to obtain valid data from research. There are several methods used in data collection by means of Observation, Questionnaire, Documentation

## RESULTS AND DISCUSSION

### 1. Respondent characteristics by gender

The characteristics of respondents based on gender can be grouped into 2 types, namely male and female, for more details, it is presented in the following table:

**Table 4.1 Characteristics of Respondents by Gender**

| No  | gender | Frekuensi | Frekuensi (%) |
|-----|--------|-----------|---------------|
| 1   | male   | 78        | 47.3%         |
| 2   | woman  | 87        | 52.7%         |
| sum |        | 165       | 100%          |

*Sumber : Lampiran 3*

Based on the above data, it can be concluded that the characteristics of the respondents are based on gender where the male gender is at 78 respondents (47.3%), while the female gender is at 87 respondents (52.7%).

### Characteristics of respondents by age

On this characteristic, researchers divided the age range into several categories. For more clarity, it is presented in the form of a table as follows:

**Table 4.2 Characteristics of Respondents by Age**

| respondent's age |            | Frekuensi | Frekuensi (%) |
|------------------|------------|-----------|---------------|
| 1                | 21-26 year | 6         | 3,6 %         |
| 2                | 27-32 year | 9         | 5,5 %         |
| 3                | 33-38 year | 18        | 10,9 %        |
| 4                | 39-44 year | 31        | 18,8 %        |
| 5                | 45-50 year | 35        | 21,2 %        |
| 6                | 51-56 year | 26        | 15,8 %        |
| 7                | 57-62 year | 19        | 11,5 %        |
| 8                | 63-68 year | 17        | 10,3 %        |
| 9                | 69-74 year | 1         | .6 %          |
| 10               | 75-83 year | 3         | 1,8 %         |
| Total            |            | 165       | 100.0         |

**Table 4.3 Characteristics of Respondents Based on Education Level**

| No     | last education | Frekuensi | Frekuensi (%) |
|--------|----------------|-----------|---------------|
| 1      | SMP            | 9         | 5,5%          |
| 2      | SMA            | 86        | 52,1%         |
| 3      | D3             | 22        | 13,3%         |
| 4      | S1             | 37        | 22,4%         |
| 5      | S2             | 11        | 6,7%          |
| Jumlah |                | 40        | 100%          |

### 1. Analisis Deskriptif Kuantitatif

Physical evidence is measured by 5 indicators adopted from (Tjiptono, 2016), namely, cleanliness and comfort of the room, spacious and safe parking lots, complete facilities, neatness of service officers (employees), neat and easy to find layouts of goods.

**Tabel 4.4 Physical Evidence Analysis**

| NO         | Ind. | Frekuensi and presentase |     |        |     |        |      |       |      |        |       | Mean |
|------------|------|--------------------------|-----|--------|-----|--------|------|-------|------|--------|-------|------|
|            |      | STS (1)                  |     | TS (2) |     | KS (3) |      | S (4) |      | SS (5) |       |      |
|            |      | F                        | %   | F      | %   | F      | %    | F     | %    | F      | %     |      |
| 1          | X1.1 | 0                        | 0,0 | 0      | 0,0 | 97     | 58,8 | 39    | 23,6 | 29     | 17,6  | 3,59 |
| 2          | X1.2 | 0                        | 0,0 | 0      | 0,0 | 7      | 4,2  | 79    | 47,9 | 79     | 47,9  | 4,44 |
| 3          | X1.3 | 0                        | 0,0 | 0      | 0,0 | 7      | 4,2  | 85    | 51,1 | 73     | 44,2  | 4,40 |
| 4          | X1.4 | 0                        | 0,0 | 0      | 0,0 | 5      | 3,0  | 86    | 52,1 | 74     | 44,8  | 4,42 |
| 5          | X1.5 | 0                        | 0,0 | 0      | 0,0 | 3      | 1,8  | 88    | 53,3 | 74     | 44,8  | 4,43 |
| Total Mean |      |                          |     |        |     |        |      |       |      |        | 21,27 |      |

Sumber : attachments 3

Reliability is measured by 6 indicators adopted from (Tjiptono, 2016), namely, dexterous employees, experienced employees in serving customers, employees' ability to master the use of tools and technology properly, employee meticulousness, employees know the inventory of goods, the ability to carry out the promised services reliably and accurately

**Tabel 4.5 Reliability Analysis**

| NO         | Ind. | Frekuensi dan presentase |     |        |     |        |      |       |      |        |       | Mean |
|------------|------|--------------------------|-----|--------|-----|--------|------|-------|------|--------|-------|------|
|            |      | STS (1)                  |     | TS (2) |     | KS (3) |      | S (4) |      | SS (5) |       |      |
|            |      | F                        | %   | F      | %   | F      | %    | F     | %    | F      | %     |      |
| 1          | X2.1 | 0                        | 0,0 | 0      | 0,0 | 94     | 57,0 | 42    | 25,5 | 29     | 17,6  | 3,61 |
| 2          | X2.2 | 0                        | 0,0 | 0      | 0,0 | 2      | 1,2  | 80    | 48,5 | 83     | 50,3  | 4,49 |
| 3          | X2.3 | 0                        | 0,0 | 0      | 0,0 | 3      | 1,8  | 78    | 47,3 | 84     | 50,9  | 4,49 |
| 4          | X2.4 | 0                        | 0,0 | 0      | 0,0 | 7      | 4,2  | 88    | 53,3 | 70     | 42,4  | 4,38 |
| 5          | X2.5 | 0                        | 0,0 | 0      | 0,0 | 3      | 1,8  | 87    | 52,7 | 75     | 45,5  | 4,44 |
| 6          | X2.6 | 0                        | 0,0 | 0      | 0,0 | 1      | 0,6  | 86    | 52,1 | 78     | 47,3  | 4,47 |
| Total Mean |      |                          |     |        |     |        |      |       |      |        | 25,87 |      |

Sumber : attachments 3

**Tabel 4.5 Catchability Analysis**

| NO         | Ind. | Frekuensi dan presentase |     |        |     |        |      |       |      |        |       | Mean |
|------------|------|--------------------------|-----|--------|-----|--------|------|-------|------|--------|-------|------|
|            |      | STS (1)                  |     | TS (2) |     | KS (3) |      | S (4) |      | SS (5) |       |      |
|            |      | F                        | %   | F      | %   | F      | %    | F     | %    | F      | %     |      |
| 1          | X3.1 | 0                        | 0,0 | 0      | 0,0 | 92     | 55,8 | 40    | 24,2 | 33     | 20,0  | 3,64 |
| 2          | X3.2 | 0                        | 0,0 | 0      | 0,0 | 9      | 5,5  | 85    | 51,5 | 71     | 43,0  | 4,38 |
| 3          | X3.3 | 0                        | 0,0 | 0      | 0,0 | 8      | 4,8  | 81    | 49,1 | 76     | 46,1  | 4,41 |
| 4          | X3.4 | 0                        | 0,0 | 0      | 0,0 | 4      | 2,4  | 82    | 49,7 | 79     | 47,9  | 4,45 |
| 5          | X3.5 | 0                        | 0,0 | 0      | 0,0 | 5      | 3,0  | 78    | 47,3 | 82     | 49,7  | 4,47 |
| 6          | X3.6 | 0                        | 0,0 | 0      | 0,0 | 3      | 1,8  | 76    | 46,1 | 86     | 52,1  | 4,50 |
| Total Mean |      |                          |     |        |     |        |      |       |      |        | 25,85 |      |

Sumber : attachments 3

**Tabel 4.6 Guarantee Analysis**

| NO         | Ind. | Frekuensi dan presentase |     |        |     |        |      |       |      |        |       | Mean |
|------------|------|--------------------------|-----|--------|-----|--------|------|-------|------|--------|-------|------|
|            |      | STS (1)                  |     | TS (2) |     | KS (3) |      | S (4) |      | SS (5) |       |      |
|            |      | F                        | %   | F      | %   | F      | %    | F     | %    | F      | %     |      |
| 1          | X4.1 | 0                        | 0,0 | 0      | 0,0 | 84     | 50,9 | 43    | 26,1 | 38     | 23,0  | 3,72 |
| 2          | X4.2 | 0                        | 0,0 | 0      | 0,0 | 3      | 1,8  | 81    | 49,1 | 81     | 49,1  | 4,47 |
| 3          | X4.3 | 0                        | 0,0 | 0      | 0,0 | 4      | 2,4  | 83    | 50,3 | 78     | 47,3  | 4,45 |
| 4          | X4.4 | 0                        | 0,0 | 0      | 0,0 | 2      | 1,2  | 87    | 52,7 | 76     | 46,1  | 4,45 |
| 5          | X4.5 | 0                        | 0,0 | 0      | 0,0 | 3      | 1,8  | 82    | 49,7 | 80     | 48,5  | 4,47 |
| 6          | X4.6 | 0                        | 0,0 | 0      | 0,0 | 2      | 1,2  | 76    | 46,1 | 87     | 52,7  | 4,52 |
| Total Mean |      |                          |     |        |     |        |      |       |      |        | 26,07 |      |

Sumber : attachments 3

**Tabel 4.7 Empaati Analysis**

| NO         | Ind. | Frekuensi dan presentase |     |        |     |        |      |       |      |        |       | Mean |
|------------|------|--------------------------|-----|--------|-----|--------|------|-------|------|--------|-------|------|
|            |      | STS (1)                  |     | TS (2) |     | KS (3) |      | S (4) |      | SS (5) |       |      |
|            |      | F                        | %   | F      | %   | F      | %    | F     | %    | F      | %     |      |
| 1          | X5.1 | 0                        | 0,0 | 0      | 0,0 | 96     | 58,2 | 43    | 26,1 | 26     | 15,8  | 3,58 |
| 2          | X5.2 | 0                        | 0,0 | 0      | 0,0 | 12     | 7,3  | 82    | 49,7 | 71     | 43,0  | 4,36 |
| 3          | X5.3 | 0                        | 0,0 | 0      | 0,0 | 9      | 5,5  | 85    | 51,5 | 71     | 43,0  | 4,38 |
| 4          | X5.4 | 0                        | 0,0 | 0      | 0,0 | 5      | 3,0  | 86    | 52,1 | 74     | 44,8  | 4,42 |
| 5          | X5.5 | 0                        | 0,0 | 0      | 0,0 | 1      | 0,6  | 87    | 52,7 | 77     | 46,7  | 4,46 |
| Total Mean |      |                          |     |        |     |        |      |       |      |        | 21,19 |      |

Sumber : attachments 3

**Tabel 4.8 Customer satisfaction analysis**

| NO         | Ind. | Frekuensi dan presentase |     |        |     |        |     |       |      |        |       | mean |
|------------|------|--------------------------|-----|--------|-----|--------|-----|-------|------|--------|-------|------|
|            |      | STS (1)                  |     | TS (2) |     | KS (3) |     | S (4) |      | SS (5) |       |      |
|            |      | F                        | %   | F      | %   | F      | %   | F     | %    | F      | %     |      |
| 1          | Y.1  | 0                        | 0,0 | 0      | 0,0 | 0      | 0,0 | 81    | 49,1 | 84     | 50,9  | 4,51 |
| 2          | Y.2  | 0                        | 0,0 | 0      | 0,0 | 0      | 0,0 | 82    | 49,7 | 83     | 50,3  | 4,50 |
| 3          | Y.3  | 0                        | 0,0 | 0      | 0,0 | 0      | 0,0 | 87    | 52,7 | 78     | 47,3  | 4,47 |
| 4          | Y.4  | 0                        | 0,0 | 0      | 0,0 | 0      | 0,0 | 89    | 53,9 | 76     | 46,1  | 4,46 |
| 5          | Y.5  | 0                        | 0,0 | 0      | 0,0 | 0      | 0,0 | 82    | 49,7 | 83     | 50,3  | 4,50 |
| Total Mean |      |                          |     |        |     |        |     |       |      |        | 22,45 |      |

Sumber : attachments 3

Based on the results addressed in table 4.10 above can be seen namely on the value of t, obtained in the appendix

1. For variable (X1) Consumer reviews obtained t count 6.872 greater than t table = 0.2500 (6.872 > 0.2500) with a signitification level of 0.000 which means H0 is rejected and H1 is accepted. Thus, consumer reviews of trust are influential in Product Purchases on the Shopee application.

2. For variable (X2) Cash on Delivery obtained t count 3.781 greater than t table = 0.2500 ( $3.781 > 0.2500$ ) with a signification level of 0.000 which means  $H_0$  is rejected and  $H_1$  is accepted. Thus, the second hypothesis in this study proves the meaning of the *Cash On Delivery* (COD) online payment system to influential trust in Product Purchases on the Shopee application.

## Discussion

Testing the hypothesis of the influence of Physical Evidence on Customer Satisfaction, the significance value for the Physical Evidence variable (X1) is 0.000, where  $< 0.05$ . This is also shown by the value of t calculation = 5.902, where  $5.902 > t$  table is 0.153. From these results, the Physical Evidence Variable (X1) has a significant positive effect on Customer Satisfaction (Y) at PT. Meida Wisata Tour And Travel.

Testing the hypothesis of the influence of Reliability on customer satisfaction, the significance value for the Reliability variable (X2) is 0.000, where  $< 0.05$ . This is also shown by the tcal value = 8.452, where  $8.452 > t$  table is 0.153. From these results, the Reliability Variable (X2) has a significant positive effect on Customer Satisfaction (Y) at PT. Meida Wisata Tour And Travel.

Testing the hypothesis of the influence of Responsiveness on customer satisfaction, the significance value for the Reliability variable (X3) is 0.000, where  $< 0.05$ . This is also shown by the calculated t value = 3.573, where  $3.573 > t$  table is 0.153. From these results, the Responsiveness Variable (X3) has a significant positive effect on Customer Satisfaction (Y) at PT. Meida Wisata Tour And Travel.

Testing the hypothesis of the influence of Guarantee on customer satisfaction, the significance value for the Reliability variable (X4) is 0.002, where  $< 0.05$ . This is also shown by the value of tcal = 3,100, where  $3,100 > t$  table of 0.153. From these results, the Guarantee Variable (X4) has a significant positive effect on Customer Satisfaction (Y) at PT. Meida Wisata Tour And Travel.

*Testing the hypothesis of the influence of Empathy on customer satisfaction, the significance value for the Reliability variable (X5) is 0.000, where  $< 0.05$ . This is also shown by the tcal value = 6.713, where  $6.713 > t$  table of 0.153. From these results, the Empathy Variable (X5) has a significant positive effect on Customer Satisfaction (Y) at PT. Meida Wisata Tour And Travel.*

## CONCLUSION

Based on the results that have been obtained regarding the variables of Physical Evidence, Reliability, Responsiveness, Guarantee, Empathy for Customer Satisfaction at PT. Meida Wisata Tour And Travel, it can be concluded as follows: Physical Evidence has a significant positive effect on Customer Satisfaction at PT. Meida Wisata Tour And Travel. Reliability has a significant positive effect on Customer Satisfaction at PT. Meida Wisata Tour And Travel. Responsiveness has a significant positive effect on, Responsiveness has a significant positive effect on Customer Satisfaction at PT. Meida Wisata Tour And Travel, Guarantee has a significant positive effect on Customer Satisfaction at PT. Meida Wisata Tour And Travel, Empathy has a significant positive effect on Customer Satisfaction at PT. Meida Wisata Tour And Travel.

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