

**THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON CUSTOMER
SATISFACTION AT TYAS KEBAYA BOUTIQUE IN BANDAR LAMPUNG**

(Undergraduate Thesis)

By

FADIL MUHAMMAD



**FACULTY OF ECONOMICS AND BUSINESS
THE UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2016**

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION AT TYAS KEBAYA BOUTIQUE IN BANDAR LAMPUNG

RESEARCHER

FADIL MUHAMMAD

This study aims to determine whether the dimensions in service quality that is tangible, reliability, responsiveness, assurance, and empathy affects customer satisfaction at Tyas Kebaya boutiques and analyze the most dominant factor in influencing customer satisfaction at Tyas Kebaya boutiques

The population in this study are those customers who order kebaya at Tyas Kebaya Boutique. Samples taken as many as 100 respondents using the technique of Non-Probability Sampling with purposive sampling approach, the technique of sampling data source with a certain considerations which data sources are considered most knowledgeable about what to expect, making it easier for researchers to explore objects or social situations under investigation.

Based on statistical data analysis, indicators in this study are valid and are reliable variables. The sequence individually on each of the most influential variable is variable assurance with a regression coefficient of 0.410, and empathy with a regression coefficient of 0.394, followed by responsiveness with a regression coefficient of 0.110, and tangible with a regression coefficient of 0.109, while variables the lowest effect is reliability with a regression coefficient of 0.106.

Key words: quality of service, tangible, reliability, responsiveness, assurance, empathy consumer satisfaction.

**THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON
CUSTOMER SATISFACTION AT TYAS KEBAYA BOUTIQUE IN
BANDAR LAMPUNG**

By

FADIL MUHAMMAD

Undergraduate Thesis

As one of requirements to achieve
BACHELOR OF ECONOMICS DEGREE

From

Management Department
Faculty of Economics and Business University of Lampung



**ECONOMICS AND BUSINESS FACULTY
THE UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2016**

Judul Skripsi

**: THE INFLUENCE OF SERVICE QUALITY
DIMENSIONS ON CUSTOMER
SATISFACTION AT TYAS KEBAYA
BOUTIQUE IN BANDAR LAMPUNG**

Nama Mahasiswa

: Fadil Muhammad

Nomor Pokok Mahasiswa

: 1211011059

Program Studi

: Manajemen

Fakultas

: Ekonomi dan Bisnis

MENYETUJUI

1. Komisi Pembimbing

Hj. Aidasari, S.E., M.Si.

NIP 19620127 198703 2 003

Dr. Dorothy R.H Pandjaitan, S.E., M.Si.

NIP 19811026 200801 2 011

2. Ketua Jurusan Manajemen

Dr. R.R. Erlina, S.E., M.M.

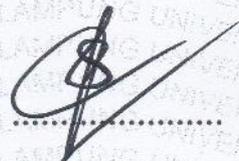
NIP 19620822 198703 2 002

MENGESAHKAN

1. Tim Penguji

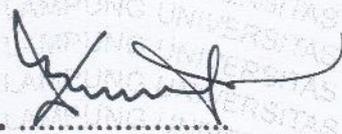
Ketua

: Hj. Aidasari, S.E., M.Si.



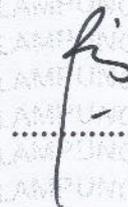
Sekretaris

: Dr. Dorothy R.H Pandjaitan, S.E., M.Si.



Penguji Utama

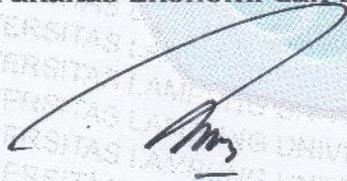
: Roslina, S.E., M.Si.



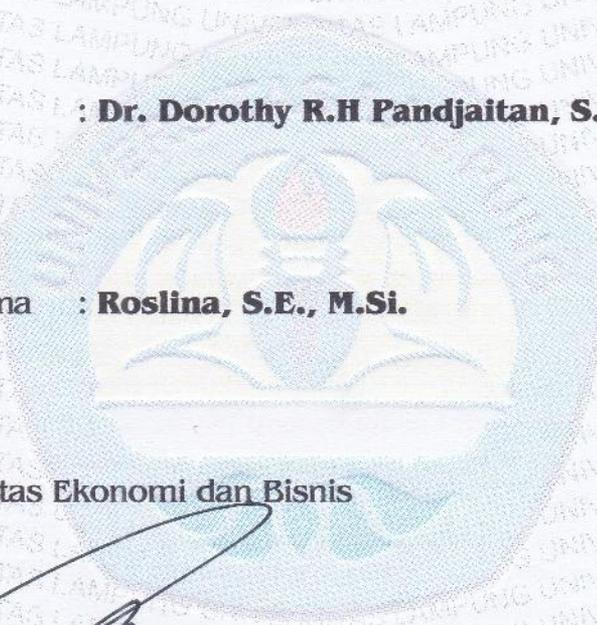
2. Dekan Fakultas Ekonomi dan Bisnis

Prof. Dr. Satria Bangsawan, S.E., M.Si.

NIP 19610904 198703 1 011



Tanggal Lulus Ujian Skripsi : 23 Maret 2016



UNDER GRADUATE THESIS STATEMENT LETTER

The undersigned :

Name : Fadil Muhammad
Student ID : 1211011059
Faculty : Economics and Business
Thesis Title : The Influence of Service Quality Dimensions on Customer Satisfaction at Tyas Kebaya Boutique in Bandar Lampung.

Hereby declare that:

1. Thesis titled "The Influence of Service Quality Dimensions on Customer Satisfaction at Tyas Kebaya Boutique in Bandar Lampung", are my own and I do not plagiarism or quoting on works by other authors except in writing clearly listed in the References.
2. Submit entirely the result of my research in the form of Hard Copy and Soft Copy thesis to be published to the print and electronic media to the Management Faculty of Economics and Business, University of Lampung;
3. Will not demand / request compensation in any way for anything done by the Department of Management Faculty of Economics and Business, University of Lampung on this Research / Thesis.
4. This statement I make with real and if in the future there is untruth in this statement, then I am willing to accept the sanction given to me, and I am willing and able to be prosecuted in accordance with applicable law.

So I make this affidavit truthfully, to be used as appropriate.

Bandar Lampung, 23 March 2016

The Declaring



Fadil Muhammad

ID 1211011059

BIOGRAPHY

The author was born in Kotabumi on Friday, December 16, 1994, as the fourth child of four siblings. Son of Mr. M. Said Mz and Mrs. Habibah and the sister of Lukita Ningtyas, Yulastika, Feny Aswita.

Author academic study begins by completing an education at the State Islamic Elementary School (MIN) Padang Ratu in 2006, then went to MTs public school Padang Ratu and graduated in 2009. Entering the next level of the author continued his education at Senior High School 02 Kotabumi and graduated in 2012.

In 2012, the author was accepted as a student Lampung University Faculty of Economics and Business Department of Management and took Marketing Management concentration.

Now with full of struggle, hard work and learning process is relentless, eventually Writers can complete the educational strata 1 (one) in the Department of Management Faculty of Economics and Business, University of Lampung.

MOTTO

- *"Anyone who does not feel the bitterness of learning, he will feel vile ignorance throughout his life" (Imam Shāfi'i)*
- *"Surely after that there is ease, then when you have finished (from something affairs), do it heartily (affairs) in the other. And to your Lord you should expect " (QS. Al-Insyiroh: 6-8).*
- *"Education constitute the most powerful weapon that could you Use for change world"(Nelson Mandela)*
- *"Work like not need money. love like not ever hurt. Dance like not Nobody is watch. " (Mark Twain)*

DEDICATIONS

By expecting blessings of Allah SWT, I dedicate this thesis to :

My parents, M. Said Mz and Habibah.

"Thank you for all the sacrifices you have given, also provide the best facilities and fully supported me. Without your love I am nothing and I love you so much. I will try as hard as I can to make you both proud. "

My all sister,

"Thank you for the prayers that have been given and the support that makes the spirit in completing this thesis "

Lecturers and friends,

" Thank you for the direction and support that has been given me to be a better "

Beloved alma mater,

University of Lampung

ACKNOWLEDGEMENT

Bismillahirrohmanirrohim,

In the name of Allah, the beneficent and merciful, All praise is merely to The Mightiest Allah SWT, the lord of the world, for the gracious mercies and tremendous blessing that enabled me to accomplish this script entitled "The Influence of Service Quality Dimensions on Customer Satisfaction At Tyas Kebaya Boutique in Bandar Lampung". This script is submitted as a compulsory fulfillment of the requirements for S1 degree of Faculty of Economics and Business, University of Lampung.

It is important to be known that the script would never have come into existence without any supports, encouragements, and assistance by several gorgeous persons. It is the great honor for the researcher to make acknowledgement of indebtedness to convey his sincere gratitude to::

1. Mr. Prof Dr. H. Satria Bangsawan, S.E., M.Si, as the Dean of the Faculty of Economics and Business, University of Lampung.
2. Mrs. Dr. RR Erlina, SE, MM, as Chairman of the Management Faculty of Economics and Business, University of Lampung.
3. Mrs. Hj. Aida Sari, S.E., M.Si., as Advisor Lecture willingness to provide guidance, motivation and advice given in the preparation of this thesis.

4. Mrs. Dr. Dorothy Rouly HP ., SE, M.Sc., as Supervisor Lecture
Companion thank you for your willingness to provide guidance, direction and input for the finalization of this thesis.
5. Mrs. Roslina, SE, M.Sc. as Primary Examiner's willingness to test, suggestions, criticism, advice and knowledge that has been given.
6. Mrs. Dr. Mahrinasari, SE, M.Sc. Academic Advisors participating as well as providing advice and criticism to this thesis can be completed.
7. The entire faculty majoring in Management, in particular on the faculty of concentration in Marketing Management and the entire faculty Faculty of Economics and Business, University of Lampung which has given the science that supports the theory used to complete the thesis.
8. The whole family, especially the parents dear M. Said Mz and Habibah, and Ayuk Tyas, Tika, and Feny over the string of prayer that never gave being said as well as the love and support that is endlessly given to the author.
9. Management Bilingual Class Batch 2012, Siska, Marlia, Ayu, Reza, Citra, Lele, Laras, Saput, Keke, Elisa, Dirga, Brenda, Donna, Uchang, Abe, Kemas, Baok, thank you for having my back in our 3 years of togetherness.
10. To my KKN friends Sri Budaya Village, Very, Fikri, Yohanna, Widya, Eshy and Vina thank you for a wonderful togetherness during the KKN, in terms of motivation for the lectures, social life, and experiences that will not be forgotten during this time. Hopefully we will not lost communication.

11. Friends from Marketing Management 2012, especially Elsa, Nanda, Dayu, Oca, Dwiyan, Bajur, Chris, Finko, Puput, Selvi, Rama outstanding and provide the things that really impressed me during studying on campus.
12. Friends of Management in 2012, thanks to the solidarity, kindness and support given to the author.
13. All parties who can not be mentioned one by one, which has given encouragement to authors in completing this thesis. Nowadays he can only reply with a thank you.

Hopefully, this script would give a positive contribution to the educational development and for those who are interested to conduct the further research.

Bandar Lampung, 23 March 2016

Fadil Muhammad

LIST OF CONTENTS

ABSTRACT	i
LIST OF CONTENTS	ii
LIST OF FIGURES	v
LIST OF TABLE	vi
LIST OF APPENDIX	vii
CHAPTER I INTRODUCTION	1
1.1 Background Reseach	1
1.2 Problem Statement	8
1.3 Research Objective	8
1.4 Benefit of Research	9
CHAPTER II LITERATURE REVIEW, THEORETICAL FRAMEWORK, AND HYPOTHESIS	10
2.1 Marketing	10
2.2 Marketing Management	11
2.3 Marketing Services	11
2.4 Service Quality	11
2.4.1 Service Quality Dimensions	13
2.5 Customer Satisfaction	17
2.5.1 Customer Satisfaction Measurement	18
2.5.2 Strategy Customer Satisfaction	19
2.6 Relationship Between Variables	21
2.6.1 Tangibel Relationship With Customer Satisfaction	21
2.6.2 Reliability Relationship With Customer Satisfaction	22
2.6.3 Responsiveness Reliationship With Customer Satisfaction	23
2.6.4 Assurance Relationship With Customer Satisfaction	24
2.6.5 Empathy Reliationship With Customer Satisfaction	26
2.7 Previous Research	27
2.8 Theoretical Framework	31
2.9 Hypothesis	32
CHAPTER III RESEARCH METHODS	32
3.1 Research Design	32
3.2 Research Variable and Operational Definitions	32
3.2.1 Research Variable	32
3.2.2 Operational Definition	33

3.3 Determination of Sample	37
3.3.1 Population and Sample	37
3.3.2 Sampling technique.....	38
3.4 Types and Sources of Data	39
3.4.1 Data Collection Technique	39
3.5 Data Processing Techniques.....	40
3.5.1 Qualitative Analysis	40
3.5.2 Quantitative Analysis	40
3.6 Data Analysis Techniques	43
3.6.1 Reliability and Validity Test	43
3.6.1.1 Validity Test	43
3.6.1.2 Reliability Test.....	43
3.6.2 Multiple Linear Regression Analysis	44
3.6.3 Hypothesis Testing	45
3.6.3.1 Significance Simultaneous Test (F Test).....	45
3.6.3.2 Significance Effect of Partial (t Test)	46
3.6.3.3.The coefficient of determination (R^2).....	47

CHAPTER IV RESULTS AND DISCUSSION.....48

4.1 Description Characteristics of Respondents	48
4.2 The Validity and Reliability Test Result	51
4.2.1 Validity Test Result.....	51
4.2.2 Reliability Test Result	53
4.3 Quantitative Analysis Result	54
4.3.1 Index Respondents Regarding theTangible.....	54
4.3.2 Index Respondents Regarding the Reliability	55
4.3.3 Index Respondents Regarding the Responsiveness.....	57
4.3.4 Index Respondents Regarding the Assurance	58
4.3.5 Index Respondents Regarding the Empathy	60
4.3.6 Index Respondents Regarding the Satisfaction.....	61
4.4 Multiple Linear Regression Regression	62
4.4.1 Result of Multiple Linear Regression Analysis	62
4.5 Hypothesis Testing	64
4.5.1 t Test	64
4.5.2 F test	67
4.5.3 Coefficient of Determination	68
4.6 Discussion.....	68

CHAPTER V CONCLUSION, LIMITATIONS OF RESEARCH, AND SUGGESTIONS	71
5.1 Conclusion	71
5.2 Limitation of Research	72
5.3 Sugestions	72
5.3.1 Suggestion for Companies.....	72
5.3.2 Suggestion for Future Research.....	74
REFERENCES	75
APPENDIX	

LIST OF FIGURES

No. Figure	Page
2.1 The concept of Customer Satisfaction	17
2.2 Theoretical Framework	31

LIST OF TABLES

No. table	page
1.1 List of Names Boutique Competitors in Bandar Lampung	3
1.2 List Price of Service Kebaya	4
1.3 Boutique Sales Volume Data Tyas Kebaya	6
2.1 Summary of Previous Research	28
4.1 Respondents by Age	48
4.2 Respondents by Job	49
4.3 Respondents Based Income	50
4.4 Respondents Based on Frequency Booking	51
4.5 Validity of Test Results	52
4.6 Reliability Test Results	53
4.7 Respondents Regarding <i>Tangible</i>	54
4.8 Respondents Regarding <i>Reliability</i>	56
4.9 Respondents Regarding <i>Responsiveness</i>	57
4.10 Respondents Regarding <i>Assurance</i>	59
4.11 Respondents Regarding <i>Emphaty</i>	60
4.12 Respondents Regarding Satisfaction	61
4.13 Multiple Linear Regression Analysis	63
4.14 Regression Analysis Together	67
4.15 Coefficient Determination	68

LIST OF APPENDIX

Appendix 1. Questionnaire Research

Appendix 2. Tabulation Results

Appendix 3. Overview of Respondents Frequency

Appendix 4. Frequency of Respondents

Appendix 5. Validity Test

Appendix 6. Reliability Test

Appendix 7. Regression Testing, F test, t test, and the coefficient of determination

Appendix 8. Qualitative Data Analysis Results

Appendix 9. Table t

Appendix 10. table F

I.INTRODUCTION

1.1. Background Research

In the era of globalization, competition in the business world is getting tight. Competitive market conditions and the dynamic will lead to every company should always observe the competition in the business environment. Facing the competitive environment is getting stronger and tighter, every company is required to be able to optimize the economic resources in order to improve their competitiveness in the market, and be able to run a series of effective marketing strategies and constantly develop marketing strategies are constantly and continuously. One of them through marketing activities, namely the process by which companies create value for customers and build strong relationships with customers with the aim to capture value from customers in return (Kotler and Armstrong, 2001: 6).

When facing the complexity and intensity of increasing challenges, head of the company or organization is required to think creatively to find a breakthrough strategy that would create synergies which provide an optimal contribution to the achievement of organizational goals, for which the the company is required to implement a policy that is strategic concerning services in order to anticipate their competition an increasingly competitive climate. One of the most important elements in an organization is its service

excellence. Service excellence in an organization or company, at least can be the success of a company in the face of all challenges and threats that would hamper the development of the company in the future.

Business attire is one type of business that is in demand by consumers after the food business. Clothing sales business nowadays, it is growing, especially in Indonesia, is proven by the increasing number of emerging outlets and a boutique that sells various types of clothing. Along with the development of fashion clothing is the competition for customers and profits also increased.

Potential development trend of the fashion industry in Indonesia is enormous, especially in kebaya fashion. The clothing business in particular types of kebaya very much favored by the demand that is predicted to have a very profitable market opportunities. It happened could not be separated from the more innovative among designers, especially those concentrating on one's business. It can be seen from the increasing number of boutiques that have sprung kebaya and provides various types of kebaya with the newest trend, and usually also offer works by renowned designers in the world class. This kind of business are almost in all parts of the city in Indonesia that has been there many boutiques kebaya which offers models kebaya trend today is more innovative and creative. The phenomenon that occurs in the fashion industry, especially in the city of Bandar Lampung experiencing growth. Clothes made from traditional fabrics like kebaya among people increasingly experiencing growth form, function, and

meaning is significant. Existence kebaya able to lurewomen in Indonesia, Asia, and even the world. Variations in materials, shape design, pattern, ornamentation has made kebaya well as Indonesia women's fashionable fashion clothes. The development of forms that is the key point for the continued existence of kebaya can flap its wings so as to avoid the extinction of the tastes of the times.

The phenomenon causes many designers see that the use kebaya fashion so entrenched and will continue to experience growth from generation to generation, so that could be a potential business area. Here is a list of some of the kebaya existing boutiques in Bandar Lampung:

Table 1.1 List Name Tyas Kebaya Boutique Competitors in Bandar Lampung

No.	Names of Boutique	Locations
1	Express Bay designer Maya Sopic	Bandar Lampung
2	Anugrah Embroidery	Bandar Lampung
3	Tyas Kebaya	Bandar Lampung
4	Ratu Kebaya	Bandar Lampung
5	Save Kebaya Lampung	Bandar Lampung

Source: Survey Results Kebaya Boutique in Bandar Lampung, 2016.

In ordering a kebaya consumers usually will perform several stages before making a decision. Goods that have a low involvement decision-making process is easy, whereas for goods which have had high-involvementdecision-making process is done with careful consideration. Level of customer satisfaction is crucial consumer actions which if consumers are satisfied with the increasing demand for goods in the future (buy more).

Table 1.2 List Price of Services Kebaya

No.	Names of Boutique	Price (Rp)
1	Express Bay designer Maya Sopia	1,000,000 up-to 10,000,000
2	Anugrah Embroidery	1,000,000 up-to 10,000,000
3	Tyas Kebaya	1,000,000 up-to 9,000,000
4	Ratu Kebaya	1,000,000 up-to 8,000,000
5	Save Kebaya Lampung	1,000,000 up-to 5,000,000

Source: Survey Results Kebaya Boutique in Bandar Lampung, 2016.

From Table 1.2 it can be seen that the segmentation of the market for business kebaya is to the middle and upper saw nominal price offered per kebaya quite expensive at the price range up to the highest Rp.1000.000 until Rp.10.000.000.

Seeing the needs and interests of the today's modern women, especially in Bandar Lampung on the kebaya is unfortunate if this need is not well appreciated. One form of business that can be done is in the form of the provision of services sewing kebaya. One attempt kebaya boutiques in the city of Bandar Lampung is Tyas Kebaya.

Tyas boutique Kebaya established since January 2007 until now. Until now, this is one of the boutiques are quite famous. This is evidenced by the many visitors who come from outside the city of Bandar Lampung like Kota Bumi, Metro, Bandar Jaya.

Tyas Kebaya Boutique is located in Jalan Zainal Abidin Pagar Alam Bandar Lampung. Location boutiques tyas strategic kebaya easier for consumers to find the store, because the Tyas Kebaya boutique is located on a side street. Tyas boutique Kebaya not only provide services but also provides a booking kebaya kebaya rental services for wedding receptions. Ranging from Rp. Kebaya 2,500,000 for the bride to the package price for kebaya beskap women and men with Rp.3.000.000 price. kebaya in the lease is the kebaya with the quality and the best model that is usually used as a display in the boutique itself.

Tyas boutique kebaya providing various supporting facilities such as rooms were comfortable and air-conditioned, there are many latest kebaya fashion magazines that can be made in reference to potential customers who want to order a kebaya. The prospective customers who want to order a kebaya, a boutique Tyas Kebaya also provide consultancy services to help prospective customers to choose the model kebaya what is suitable, motive kebaya desired, as well as references stores sell kebaya (consumers can buy their own kebaya desired or use Tyas services kebaya kebaya to purchase materials that will be in the message) Therefore, the boutique Tyas kebaya should always consider the needs and satisfaction of consumers by providing the best service so that customers are satisfied and can recommend it to others.

The kebaya boutique Tyas often full on certain dates, especially for the customers they want to hold a party or family events. Following is data on the number of people who book at the boutique Tyas kebaya Kebaya in the last 1 year:

Table 1.3 Sales Volume Data on Boutique Tyas Kebaya Kebaya August 2014 - August 2015

YEAR	VOLUME / PIECE
August 2014	37
September 2014	32
October 2014	29
November 2014	35
December 2014	30
January 2015	31
February 2015	30
March 2015	31
April 2015	29
May 2015	26
June 2015	24
July 2015	23
Augustus 2015	28
Total	385

Source: Boutique Tyas Kebaya August 2014 - August 2015

From the data in table 1.3 it can be seen that the number of customers who booked in the boutique Tyas kebaya Kebaya have a pattern of fluctuating every month. But there are some months that the number of visitors increased in this period which is in Novemeber, January, March, and August. Also constraints in processing customer orders kebaya considered too long to see from the number of employees who are still fairly few and sometimes not timely to be factors that may affect customer satisfaction boutiques TyasKebaya..

This incident became a job for management to continue to combine the advantages - their advantage to continue to attract customers, while keeping its consumers. This can be done by improving the quality of services

provided because it is one factor that can create self-satisfaction to consumers.

Customer expectations established by previous purchasing experience, comments of friends and acquaintances, as well as information and appointments marketers. If marketers are raising customers' expectations are too high, buyers might be disappointed if the company fails to comply. On the other hand, if the company set customer expectations are too low, then the company is not able to attract enough buyers, even though the purchase will be satisfied. Likewise with Tyas Kebaya which is engaged in providing sewing services kebaya.

Basically the goal of a business is to create customers who are satisfied, where customer satisfaction is feeling happy or disappointed someone who emerged was to compare the perception or impression of the performance (yield) of a product and expectations. If performance is below expectations then the buyer is not satisfied, however, if the company's performance exceeded expectations, then the buyer will have the satisfaction (Kotler and Keller 2001: 24).

Based on the description above, the researcher is interested in conducting research on customer satisfaction with one boutique kebaya in Bandar Lampung is TyasKebaya by taking the title "**THE INFLUENCE OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION AT TYAS KEBAYA BOUTIQUE IN BANDAR LAMPUNG**".

1.2. Problem Statement

Problems faced by boutiques Tyas Kebaya is a fluctuating number of customers in the past year. Referring to the introduction, can be drawn the following questions, among others:

1. Is the tangible dimension affects customer satisfaction?
2. Is the reliability dimension affects customer satisfaction?
3. Is the responsiveness dimension affects customer satisfaction?
4. Is the assurance dimension affects customer satisfaction?
5. Is the empathy dimension affects customer satisfaction?

1.3. Research Objective

In accordance with the formulation of the problems mentioned above, the purpose of the study This is:

1. To analyze the effect of tangible dimension to consumer satisfaction.
2. To analyze the effect of reliability dimension to satisfaction consumer.
3. To analyze the effect of the dimensions of responsiveness to satisfaction consumer.
4. To analyze the effect of assurance dimension to satisfaction consumer.

5. To analyze the effect of empathy dimension to consumer satisfaction.

1.4 Benefits of Research

1. For researchers

This research will add skills in analyzing problems and also be able to apply the theories that have been received in college.

2. For companies

Provide input to the company so that the company can implement better marketing strategy to increase customer satisfaction.

3. For readers

To increase knowledge, information and materials as well as consideration, comparison and reference.

II. LITERATURE REVIEW THEORETICAL FRAMEWORK, AND HYPOTHESES

2.1. Marketing

Marketing activities in a company is one of the main activities undertaken to support the achievement of a major company, in addition to the company's production activities and learning. Event marketing company should be able to be a good liaison between the producer and consumer. The definition of marketing that is as follows:

Marketing as a social and managerial process that makes individuals and groups obtain what they need and want through creating and exchanging products and value reciprocity with others. The most basic concept underlying marketing is the need, desire and request that the marketing of mutual links between these three concepts according to Kotler and Armstrong (2001: 6).

From the description above it can be concluded that marketing is not just to do with selling products but in such marketing there is a social process that is carried out between both parties that the seller and buyer are mutually contributed to the communications contact do and walk along the planning process conducted by the company that eventually leads to profit

2.2. Marketing Management

Marketing management occurs when at least one party in exchange of potentially think about goals and how to get the response he wanted from the other party. The definition of marketing management by Kotler is "the process of planning and implementation of the embodiment, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that meet customer objectives and organization" Kotler and Armstrong (2001: 19).

This definition realize that marketing management is a process that includes analysis, planning, implementation and supervision also include goods, services and ideas, based on the exchange and its goal is to provide satisfaction for the parties involved.

2.3. Marketing Services

Furthermore, according to Lovelock and Lauren K. Wright (2007: 52) marketing services are part of the overall service system, where the company has all forms of contact with customers, ranging from advertising, up to its billing. It includes contacts made on the delivery of services

2.4. Service Quality

The definition of service quality by J.Supranto (2006: 228) is "a said that for service providers is something that must be done well ". Definition of service according to Grönroos in Ratminto and Winarsih Atik Septi (2005: 2) is "an activity or series of activities that are unseen occur as a result of the

interaction between consumers and employees or things that the company provided the service provider in question to solve the problem of customers ".

From the above definition is that knowable essential feature of the service is invisible and involve human or other equipment provided by the company service providers.

In the public service held by the private sector, the adaptability of service is very high. Service providers are always trying to respond to the wishes of the user for the user's bargaining position is very high. If the user wishes not responded, then the user will switch to other service providers. Thus the nature of the service is a service that is controlled by the user.

Service is a very important factor, especially for companies engaged in the service. Where it is a physical product is usually supported by a wide range of products initials. The core product is usually a certain service. Hence the importance of knowing theoretically about the limitations, understanding and influencing factors of the service itself.

Associated with the service there is one (1) term to note, that the waiter by Muhammad Ali (2006: 297), quoted from Complete Dictionary of Modern Indonesian, understanding is as follows: "The waiter is a person who works serve". According to Kotler (2001: 145) in the delivery of services (service delivery), there are three aspects, known as 3P in marketing services, namely through:

a. People

The service company can differentiate itself by recruiting and training employees who are more capable and more reliable in dealing with customers, employees than its competitors.

b. Physical environment (physical environment)

The service company can develop a physical environment that is more attractive.

c. Process

The service company can design the process of delivering superior services, eg home banking, which is formed by certain banks.

2.4.1. Service Quality Dimensions

Sunarto (2003: 244) has identified seven basic dimensions of quality, namely:

a. performance

That is the absolute level of performance on the goods or services identified key attributes of the customer.

b. Employee interaction

That is the kind of hospitality, respect, and empathy shown by the people who provide services or goods.

c. Reliability

Namely the consistency of the performance of goods, services and shops.

d. Durability

Namely vulnerable life of the product and the general strength.

e. Timeliness and comfort

That is how quickly the product is delivered or repaired, how quickly product information or services provided.

f. Aesthetics

That is more on the physical appearance of the goods or stores and the attractiveness of presentation of services.

g. Brand Awareness

Ie positive or negative impact on the quality extra-looking, which is familiar with the brand or store name on an evaluation of the customer.

There are five dimensions of service quality by Parasuraman in Lupiyoadi (2006: 182), namely:

1. Tangible

Availability of physical facilities, equipment, and other means of communication as well as that which can and should exist in the service process. The attributes that exist in this dimension are:

a. Appearance Service Officers

b. The modern equipment

c. Parking lot

2. Reliability

The ability to provide the promised services appropriately (accurately) and the ability to be trusted (dependably), mainly providing services in a timely manner (ontime), in the same manner in accordance with the schedule that has been promised and without making mistakes every time. The attributes that are in this dimension are:

- a. The services provided to the promise consumers
- b. Giving good service at a first impression to
- c. The procedure is straightforward services

3. Responsiveness

Willingness or intention boutique Kebaya Tyas to help and provide services required by consumers. Allowing consumers to wait, especially for no apparent reason, will cause negative impression which is not supposed to happen. Unless this error is addressed quickly, it could be a memorable and into a pleasant experience. The attributes that exist in this dimension are:

- a. Prepare for and respond to handle the response to requests from consumers
- b. Employee response to consumer advice
- c. Speed in solving problems

4. Assurance

Includes knowledge, abilities, friendliness, courtesy, and trustworthiness of contact personnel to impoverish consumers hesitations and feel out of danger and risk. The attributes that exist in this dimension are:

- a. Employees boutique has extensive knowledge so that it can answered questions from consumers
- b. Employees boutique speaking in a fun way
- c. Employees boutique polite

5. Emphaty (empathy)

Covering attitude or personnel contact the company to understand the needs and difficulties of consumers, good communication, personal care, ease of communication or relationship. Attributes - attributes that exist in this dimension are:

- a. Giving individual attention to consumers
- b. hospitality employees
- c. Customers' specific needs

2.5 Customer Satisfaction

Basically the goal of a business is to create customers who are satisfied. The creation of customer satisfaction can provide several benefits, including the relationship between the company and its customers to be harmonious and provides a good basis for the purchase and creation of customer loyalty and forming a recommendation by word of mouth (mouth to mouth) that is profitable for the company.

According to Husein Umar quoted from his book Business feasibility study (2005: 65) says that "consumer satisfaction is the level of consumers' feelings after comparing between what she received and hopes".

According to Kotler (2004: 40) customer satisfaction is "the level of the person's state from Comparing the resulting product's perceived performance (or outcome) in relation to the person's expectations".

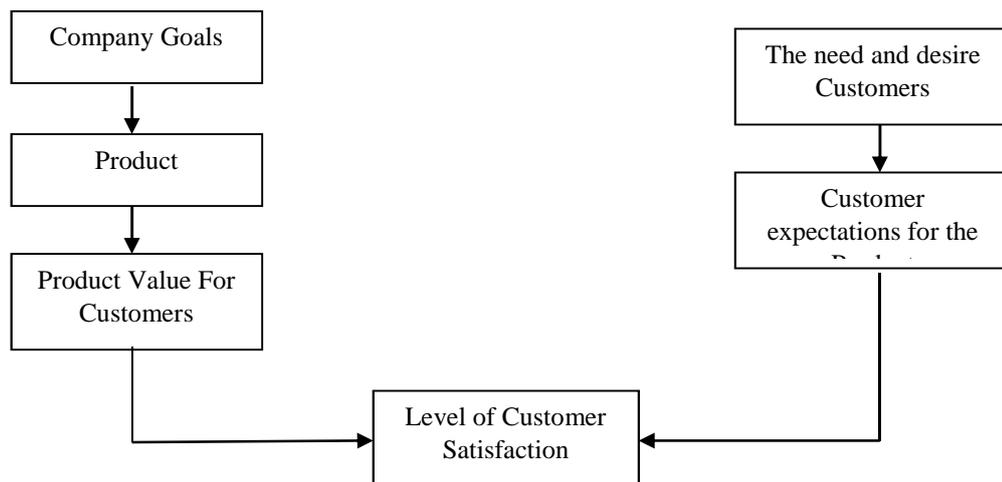


Figure 2.1 The concept of Customer Satisfaction

Source: Tjiptono, 1995

A company in marketing their products has certainly the reason why the product launched. Basically, the company wants consumers preferred products that meet the needs and realize the hope that seemed satisfied. Ideally, the company creates quality products that are in line with the needs and desires of consumers in order to realize the expectations of consumers of the products of companies that foster consumer satisfaction which ultimately can create a consumer that can benefit the company.

2.5.1. Customer Satisfaction Measurement

The company carries out customer satisfaction measurement as it can provide feedback and inputs for the enterprise to develop and implement strategies for improving customer satisfaction. Kotler (2001) identified four (4) a method for measuring the customer, is as follows:

1. Complaints and Feedback System

Each customer-oriented organization (customer oriented) should provide ample opportunity to its customers to submit suggestions, opinions and grievances. Media that used to be a suggestion box placed at strategic places that are easily accessible or frequently skipped customers or with a comment card.

2. Ghost Shopping

One way to gain an overview of customer satisfaction is by employing a few people (ghost shopper) to act or behave as a customer or potential buyers of the company's products and competitors. Then they reported his findings

about the strengths and weaknesses of the company's products and their competitors based on their experience in purchasing these products. Besides the ghost shopper to find out directly how employees interact and treat customers.

3. Lost Customer Analysis

Companies should compensate customers who have stopped buying or have changed suppliers in order to understand why it happened and in order to take further policy improvements or enhancements. Not only exit interviews are necessary, but lost customer monitoring indicates a failure rate of companies in satisfying customers.

4. Customer Satisfaction Survey

Generally a lot of research on customer satisfaction survey conducted by the research, both with the survey by mail, telephone or personal interview. Through the survey company will obtain responses and feedback (feedback) directly from customers and also give a sign is positive that the company is paying attention to its customers.

2.5.2. Strategy Customer Satisfaction

One of the strategies that should be owned by the company in retaining customers is a marketing strategy that form of relationship marketing, namely: (Tjiptono, 1995: 46) strategy in which the exchange between buyers and sellers of sustainable does not end after the sale is completed.

In other words, forged a partnership with its customers on an ongoing basis, which will ultimately lead to customer loyalty leading to repeat business (repeat business).

So that it can be implemented relationship marketing, customer database needs to be treated that regard good relations fostered not only with customers, but also with the company's competitors. Which impact customer satisfaction to customer loyalty and the buyer is different for each company as a loyal customer does not necessarily mean they are satisfied. Instead of satisfied customers tend to be loyal customers. A satisfied customer will act as follows (Kotler, 2001: 25):

1. Buy more and longer loyal
2. Buying raw types of products or services or products / services that enhanced the company.
3. Praised the company's products or services to others.
4. Less attention to price
5. Offers an idea or ideas products / services to the company.
6. The cheaper the cost of a new customer clientele for routine transactions

2.6 Relationship between Variables

In this study, customer satisfaction is influenced by the quality of service of several factors, among others: tangible, reliability, responsiveness, assurance and empathy. Here is an explanation of the relationship between the independent variables and the dependent variable.

2.6.1. Tangible Relationship With Customer Satisfaction

Because a form of services can not be seen, can not be kissed and could not be touched then become important aspects of the tangibles as a measure of the service. Customers will use their senses of sight for assessing a quality of their service.

According Aviliani and Wilfridus (1997: 10) tangible is focused on the customer needs physical facilities such as buildings and rooms, available parking, cleanliness, neatness and comfort of the room, the completeness of equipment, means of communication and employee performance.

Tangible that will either affect customer perception. At the same time, this aspect is one of the sources that influence customer expectations. Due to the tangible that either the consumer expectations become higher. Therefore, it is important for companies to know how far aspects of tangible, the most appropriate, that still gives a positive impression of the quality of services provided, but do not cause customer expectations were too high so as to meet the needs of consumers and give satisfaction to the consumer. The attributes that exist in this dimension are:

- a. The modern equipment
- b. Adequate facilities

Relations with the tangible of customer satisfaction is the tangible positively influences customer satisfaction. The better the consumers' perception of the tangible of customer satisfaction will also be higher. And if the consumers' perception of poor tangible that customer satisfaction will also be lower.

2.6.2. Reliability Relationship With Customer Satisfaction

According to Parasuraman. et al. in Lupiyoadi and Hamdani (2006: 182) argues reliability is the company's ability to provide services corresponded to what was promised are accurate and reliable. Performance should be in accordance with customer expectations, which means the timeliness, the same service to all customers without error, sympathetic attitude, and with high accuracy. The fulfillment of the promise in the service will reflect the company's credibility. According Aviliani and Wilfridus (1997: 10) reliability is the fulfillment of the promise of immediate and satisfactory service from the company. Attributes that are in this dimension are:

- a. Providing services as promised
- b. Accountability of handling consumer service problems.

- c. Providing good service at a first impression to consumers, and do not distinguish them from one another.
- d. Provide timely service.
- e. Provide information to consumers about when services promised will be realized.

Relations reliability to customer satisfaction is its reliability has a positive impact on consumer satisfaction. The better the consumers' perception of the reliability of the company, customer satisfaction will also be higher. And if the consumers' perception of poor reliability of the customer satisfaction will also be lower.

2.6.3. Responsiveness Relationship With Customer Satisfaction

That response or alertness of employees in helping customers and provide prompt delivery and responsive, which includes the alertness of employees in serving customers, employees speed in handling transactions and the handling of customer complaints.

According to Parasuraman. Et al. 1998 (Iupiyoadi & Hamdani, 2006: 182) responsiveness is a policy to assist and provide fast service and right to the customer, with the delivery of clear information. And making the consumer to wait is a negative perception of the quality of service..

Based on the many studies conducted, there is one thing that often makes the customer is disappointed, the customers are often puzzled when they need information. Of staff who passed to another one then the other staff did

not know or answer what the customer wants. For a services that are not responsive and will certainly make customers feel dissatisfied. Responsiveness provided by the company will increase customer satisfaction well perceived by consumers. While attributes - attributes that exist in this dimension are:

- a. Providing fast service.
- b. Willingness to assist / help the consumer.
- c. Prepare for and respond to handle the response to requests from consumers.

Relations responsiveness to customer satisfaction is the responsiveness has a positive impact on consumer satisfaction. The better the consumers' perception of the responsiveness of the company, customer satisfaction will also be higher. And if the consumers' perception of the poor responsiveness of customer satisfaction will also be lower.

2.6.4 Assurance Relationship With Customer Satisfaction

Kotler and Armstrong (2001: 617) defines Assurance is the knowledge of the product appropriately, politeness employees in providing services, skills in providing information, the ability to provide security and the ability to instill trust and confidence of customers to the company.

According to Parasuraman. Et al. 1998 (Lupiyoadi & Hamdani, 2006: 182) that includes the ability of employees to the knowledge of the product appropriately, hospitality, attention and courtesy, skill in providing information, the ability to provide security in utilizing the services offered and the ability to instill customer confidence towards the company, trustworthiness

owned by the staff, free from danger, risk or doubt. Knowledge, politeness, and the ability of the company's employees can gain confidence of customers to the company. The attributes that exist in this dimension are:

- a. Employees who provide collateral in the form of confidence to consumers
- b. Make consumers feel safe when using services company
- c. The employees were courteous
- d. Employees who have extensive knowledge in order to answer questions from consumers

Assurance which includes knowledge and skills of employees of a boutique in serving the needs of customers, employees ethics, and quality assurance of the company on the customer's order. The guarantee of the quality of a company will make customers feel safe and without any sense of hesitation to make a reservation, in addition to the guarantee of a business venture will affect customer satisfaction for what customers can be satisfied by a company that with the knowledge and skills of employees the boutique. Courtesy and friendliness of the boutique employee will make the customer feel valued so that they are satisfied with the services provided by the company.

Relations with the guarantee of customer satisfaction is a guarantee has a positive impact on consumer satisfaction. The better the consumers' perception of the guarantees given by the company's customer satisfaction will also be higher. And if consumer perceptions of the guarantees given by the company is bad then customer satisfaction will also be lower.

2.6.5. Empathy Relationship With Customer Satisfaction

According to Parasuraman. Et al. 1998 in Lupiyoadi and Hamdani (2006: 182), empathy that concern by giving a sincere attitude and individual or private company provided to customers like the ease to contact the company, the employee's ability to communicate with customers and business enterprises to understand the desire and customer needs. Where a company is expected to have the understanding and knowledge of the customer, understanding customers' specific needs, and has the operating time that is convenient for the customer.

From the above it can be concluded that special attention or concern to any individual customer's needs and complaints, and good communication between employees of a boutique with the customer. With special attention and good communication of the employees on customer boutiques will also affect the customer satisfaction, because customers will be considered by the company is what is needed and complained addressed either by the company. The attributes that exist in this dimension are:

- a. Giving individual attention to consumers
- b. Employees who understand the desire of consumers

Caring relationships with consumer satisfaction is the concern has a positive impact on consumer satisfaction. The better the consumers' perception of care provided by the company, the customer satisfaction will also be higher. And if consumer perceptions of care provided by the company is bad then customer satisfaction will also be lower.

2.7. Previous Research

Studies that have been done before is a sound basis and can be used as a guide in the study to be carried out by someone. By looking and comparing the results further, it can be concluded on the issue of research that determined previous studies that have been done can also be used as a basis for research development, namely by examining the other issues that are still associated with previous research. Previous studies relied upon by researchers that

Table 2.1 Summary of Previous Research

No.	Title Research	Data Researcher	Research methods	Discussion
1.	Impact of Service Quality on Customer's Satisfaction: A Study from Service Sector especially Private Colleges of Faisalabad, Punjab, Pakistan. (Volume 3, Issue 5, May 2013)	Tariq Khalil Bharwana , Dr. Mohsin Bashir, Muhammad Mohsin	The sample consisted of young 185 kids selected from different colleges and questionnaires given in private. 150 questionnaires were returned for a response rate 81.08%, to measure the dimensions of SERVQUAL, an instrument taken from research TungLai (2004). The quality of service include tangibles , assurance, empathy, responsiveness and reliability. Data is entered in Microsoft Excel 2007 and the analysis performed by using SPSS version 19.0	The scores given illustrate that students are to some extent satisfied with the quality of service provided by the university. Assurance and tangible have a greater value than another perspective of SERVQUAL while empathy has the lowest score. On the other hand, the correlation stated that the four perspectives of SERVQUAL including tangibles, responsiveness, assurance and reliability the positive effect associated with the satisfaction and the perspective of empathy that is negatively affected by satisfaction.

Table 2.1 Summary of Previous Research (Continued)

No.	Title Research	Data researcher	Research methods	Discussion
2	Influence of Service Quality on Customer Satisfaction Application of Servqual Model (Vol. 5, No. 4; April 2010)	K.Ravichandran	A descriptive study used to gain insight into the quality of service perceived Consumers are offered by private banks with regard to the five dimensions of SERVQUAL scale. The primary data was collected for the study. The questionnaire was structured covered up, SERVQUAL by (Parasuraman, etal1985), used for research. the sample size used was 300 respondents. Two top private bank in Tiruchirappalli district of Tamil Nadu, India was chosen on the basis of the business world 500 finance companies realstatistic Rankings (Source: business world, November 2, 2009, pp.70-72).	The results of this study indicate that responsiveness as any other form of responsibility is important for each member in order to improve overall customer satisfaction with banking services. So research confirms that the level of quality of service in The proposed research on private banks are in adequate levels and regression on overall service quality SERVQUAL include various items that have spread across all dimensions of the model SERVQUAL.
3	Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation (Vol. 3, No. 4; October 2010 72 ISSN)	Rahim Mosahab, Osman Mahamad, T. Ramayah	This research can be categorized as a descriptive study based on the method of obtaining the data is considered. Because these data are made to study the distribution of population characteristics through statistical sampling of the population, this study is a survey conducted on the basis of cross-sectional method.	The results of this study indicate that in all five dimensions of service quality and also in total, customer expectations are beyond their perception of the performance of the bank. In fact, the findings of this study indicate that although in all five dimensions of service quality performance Sepah Bank has a higher than average limit, but the quality of service does not meet customer expectations.

Table 2.1 Summary of Previous Studies (Continued)

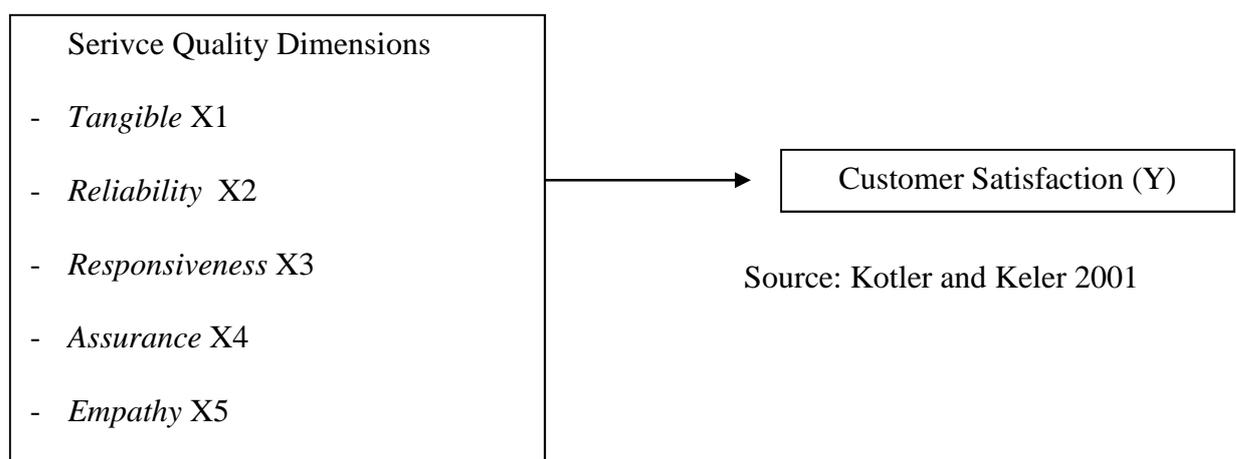
No.	Title Research	Data researcher	Research methods	Discussion
4	Impact of Service Quality on Customer Satisfaction at AXIS Bank (Volume 2, No. 3, March 2013)	Dr. SJ Manjunath, Aluregowda	Data for the study were collected through a structured questionnaire of AXIS Bank, Mysore. The sample size was 140 respondents were selected for the study. Data were analyzed using one sample t test and ANOVA analysis	This study basically indented to determine the factors that affect the service. It also provides insight into customer loyalty and customer satisfaction affects the quality of service in general. In terms of customer loyalty, it was found that customer loyalty has no relationship to the quality of service and it affects customer satisfaction in service. the more engaging the services important to the quality of service
5	The Impact of Service Quality Dimensions on Customer Satisfaction: A Field Study of the Arab Bank in Irbid City, Jordan (vol.7, No.15, 2015)	Dr. Abdel Fattah Mahmoud Al-Azzam	This study using simple random sampling. The sampling technique applied to the 400 respondents who participated in this study. In the process of data collection, the researchers obtained data using primer design data. In this study, Researchers used questionnaires as a medium for collecting data. Thirty questions answered by all respondents. In this study, researchers will examine how the independent variables affect the dependent variable. Multiple regression analysis was used to test and evaluate hypotheses in order to study.	Among the five dimensions of SERVQUAL, security found a significant predictor of customer satisfaction. This means that the five dimensions of the most significant impact on bank customers Arabic in Jordan. The research is fitted with the result that the customer satisfaction is significantly affected by the tangibility, Reliability, Responsiveness, Empathy, and Assurance.

2.8 Theoretical Framework

Researchers saw that factors such as: tangible, reliability, responsiveness, assurance and empathy are part of several indicators of the quality of service of a business or enterprise to be implemented. Where at the end of these factors will significantly affect the purchasing power of people or consumers to the company or business that we run.

Success or failure of a business will depend on the concept of service provided to consumers. The higher the level of service provided, the higher the level of dependence or loyalty of consumers to the products or services that we offer.

According to Kotler and Keller (2001: 138), satisfaction is feeling happy or disappointed someone arising from comparing the performance of perceived product or result to their expectations. Based on the description that has been described, the framework can be described as follows:



Source : Parasuraman 2006

Figure 2.2 Theoretical Framework

2.9. Hypothesis

According Sugiyono (2007: 93) "The hypothesis is a temporary answer to the formulation of the problem. Because of its still provisional, it needs to be verified through empirical data collected".

Based on the theoretical basis and the framework that has been described, the researchers propose hypotheses as follows:

1. H1 = Tangible has a significant positive effect on customer satisfaction
2. H2 = Reliability has a significant positive effect on customer satisfaction
3. H3 = Responsiveness has a significant positive effect on customer satisfaction
4. H4 = Assurance has a significant positive effect on customer satisfaction
5. H5 = Emphaty has a significant positive effect on customer satisfaction

III. RESEARCH METHODS

3.1 Research Design

This research uses descriptive research design approach verification ex post facto and surveys. Descriptive research is research that aims to describe the object or situation or conduct research subject (a person, institution, community, etc.) at the present time based on the facts that appear or as it is. Whereas verification shows research for influence between the independent variables on the dependent variable.

Ex post facto approach is one approach used to collect data by taking data directly in the area of research that can describe the data of the past and the field conditions prior to the implementation of further research. While the definition of a survey approach is the approach used to get data from a particular place is natural (not artificial), but research carried out in the data collection, for example by circulating questionnaires, tests, structured interviews, and so on. (Sugiyono, 2008: 12).

3.2. Research Variables and Operational Definitions

3.2.1. Research Variable

The variable is an attribute or the nature or value of people, objects, or activities which have certain variations defined by the researchers to be

learned and conclusions drawn (Sugiyono, 2007: 2). This study uses two variables:

1) The dependent variable

The dependent variable is the variable that becomes the main focus of researchers. The essence of a problem easily visible to recognize a variety of dependent variables used in a model. The variability of these factors or on trying to be explained by a researcher (Ferdinand, 2006: 26). In this study, the dependent variable is: customer satisfaction (Y)

2) Independent Variables

The independent variables are denoted with (X) are variables that affect the dependent variable, both positive effects and the negative effects (Ferdinand, 2006: 26).

The independent variables in this study are:

- Tangible (X1)
- Reliability (X2)
- Responsiveness (X3)
- Assurance (X4)
- Empathy (X5)

3.2.2 Operational Definition

Operational variable definition is a definition of the variables defined by the variable characteristics that can be observed Azwar (1997: 74). The operational definition in this study include:

1. Tangibles (X1)

According to Zeithaml. et. al. 1985 (Aviliani and Wilfridus, 1997: 10) tangible is focused on the customer needs physical facilities such as buildings and rooms, availability of parking, cleanliness, neatness and comfort of the room, the completeness of equipment, means of communication and employee appearance. As for tangible indicators in this study are:

- a. Appearance Service Officers
- b. Parking lot
- c. Completeness of the facilities offered

2. Reliability (X2)

Reliability is the ability to provide a service or services as promised with accurate and reliable. As for the indicators of reliability in this study are:

- a. The services provided to the promise
- b. Giving good service at a first impression to consumers
- c. The procedure is straightforward services

3. Responsiveness (X3)

Responsiveness (responsiveness / responsiveness) is the ability to help customers and provide services quickly. The indicator of responsiveness in this study are:

- a. Prepare for and respond to handle the response to requests from the consumer
- b. Speed in solving problems
- c. Employee response to consumer advice

4. Assurance (X4)

That includes the ability knowledge and courtesy of employees and their ability to generate trust and confidence, free from danger, risk, or doubt. The indicators - indicators of assurance in this study are:

- a. Employees who have extensive knowledge in order to answer questions from consumers
- b. Employees speak in a fun way
- c. The employees were courteous

5. Empathy (X5)

Empathy is the willingness to care, providing personal attention to customers. In Lupiyoadi (2006: 182), the provision of genuine concern and

personal nature, including seeking to understand consumer desires are included in empathy. As indicators of empathy in this study are:

- a. Giving attention to the consumer
- b. hospitality employees
- c. Customers' specific needs

6. Customer Satisfaction (Y)

According to Philip Kotler and Kevin Lane Keller quoted from the book Marketing Management said that Customer Satisfaction is feeling happy or disappointed someone who emerged after comparing the performance (yield) of products considered against the expected performance (2001: 177). Generally, customers' expectations are estimates or beliefs about what customers will receive when he buys or consumes a product. While the perceived performance is the responsiveness of customers to what is acceptable after consuming the product purchased. The indicators of consumer satisfaction in this study are:

- a. Convenience customer perceived at the time services are provided.
- b. Confidence of customers for services provided
- c. Interest to always use the services
- d. The feeling satisfied with the attention and care given by employee

3.3 Determination of Sample

3.3.1 Population and Sample

The population is a combination of all elements in the form of events, things, or people who have similar characteristics that became the center of the universe of research (Ferdinand, 2006: 223). The population in this study are the ones who've booked a boutique Tyas kebaya Kebaya. This population is heterogeneous which can be seen from the diversity of age, occupation, income, and education.

Sample is part of the number and characteristics possessed by this population. In this study, not all members of the population is taken, but only a portion of the population. This study sampled Tyas Kebaya boutique customers.

Determination of the number of samples can be done by statistical calculation by using Slovin formula. Slovin formula used to determine the sample size of the population that has an unknown number as many as 385 customers were taken from the last year sales data. Then to calculate the required sample can be determined by the formula put forward by Slovin cited by Husein Umar (2005: 141) .Rumus:

$$n = N / (1 + N.e^2)$$

n = Sample Size

N = Population size

e = Percent leeway inaccuracy due to errors retrieval of the sample were

can be tolerated or desirable. Researchers used 10%.

$$n = 385 / (1 + 385 \times 0.1 \times 0.1)$$

$$n = 99.74$$

with leniency because they limit the inaccuracy of 10%, therefore in this study will be taken a sample of 100 people / respondents (rounded from 99.74), all located in the city of Bandar Lampung.

3.3.2. Sampling technique

The sampling method is to use Non-Probability Sampling, that all elements in the population is not has the same opportunity for selected into the sample (Ferdinand, 2006: 231). This is done for considering the limited time available. Taking the sample using purposive sampling, the sampling technique of data sources with particular consideration of the source data is considered most knowledgeable about what to expect, making it easier for researchers to explore objects or social situations under investigation.

The steps performed in the sampling technique is as follows:

- 1) From the data of the customers who've booked a Kebaya at boutique Tyas Kebaya.
- 2) Spread the questionnaire done by visiting the people who will take orders at the boutique Tyas Kebaya and contacting people who have booked at the boutique Tyas kebaya Kebaya more than 1 times. This is done because the expected results obtained from the questionnaire were valid.

3.4 Types and Sources of Data

The types and sources of data required in this study consisted of primary data and secondary data.

1. Primary Data

Primary data is information collected directly from the source researcher. The primary data used in this study is the result of questionnaires by respondents, which is the customers of boutique Tyas Kebaya.

2. Secondary Data

Secondary data is data obtained indirectly, either in the form of information and literature that has to do with research. The data used in this study is data on the number of customers who've booked a boutique Tyas kebaya Kebaya ever ordered in a boutique Tyas kebaya Kebaya in during August 2014 - August 2015.

3.4.1 Data Collection Techniques

This research data collection methods used:

a. questionnaires

The questionnaire is the method of data collection is done by providing the questions to the respondents to the questionnaire guide. The questionnaire in this study using open and closed questions.

b. Observation

Observation is a method of research where researchers conducted direct observations on the object of study.

c. Literature review

Book study is the method of data collection is done by reading books, literature, journals, reference related to this study and previous research related to the research that is being done.

3.5 Data Processing Techniques

So that data collected can be useful, the data must be processed and analyzed so that it can be used to interpret, and as a basis for decision making. The analysis of the data used in this research is the analysis of qualitative and quantitative analysis.

3.5.1 Qualitative Analysis

Qualitative analysis is a form of analysis based on the data expressed in narrative form. Qualitative analysis is used to discuss and explain the results of research on a wide range of symptoms or cases which can be described by the phrase.

3.5.2 Quantitative Analysis

Quantitative analysis is the analysis of the data used tangible numbers - the numbers and how the discussion by In this study using SPSS for Windows ver 16.0. The processing methods are as follows:

1. Editing (Editing)

Selecting or retrieve the data you need and discard the data deemed unnecessary, to facilitate the calculation in testing hypotheses

2. Coding (Provision of the Code)

The process of assigning a specific code to the kinds of questionnaires for the group into the same category.

3. Scoring (Scoring)

Scoring is an activity in the form of research or expectation that the form of numbers - the numbers required in the calculation of quantitative hypotheses. Or transform qualitative data into quantitative form.

In calculating the scoring used a Likert scale of measurement as follows (Sugiyono, 2004: 87):

- a. Score 5 for answers strongly agree
- b. Score 4 for answers agree
- c. Score 3 for neutral answers
- d. Score 2 for answers disagree
- e. Score 1 for strongly disagree

Then the calculation of the index of respondents conducted by the following formula (Ferdinand, 2006):

$$\text{Value index} = ((F1 \times 1) + (F2 \times 2) + (F3 \times 3) + (F4 \times 4) + (F5 \times 5)) / 5$$

Where :

F1 is the frequency of respondents who answered first.

F2 is the frequency of respondents who answered 2.

F3 is the frequency of respondents who answered 3.

And so on until F5 to answer five scores are used in

This research questionnaire. In this research questionnaire, the numbers of respondents are not starting from the number 0, but from the numbers 1 to 5. Therefore, the resulting index numbers will start from number 20 to 100 with a range of 80. In this study used the criteria of 3 squares (three box method), then the range of 80 to be divided by 3 and produce a range of 26.67. The range will be used as a basis to determine the index of consumer perceptions of the variables used in this study (Ferdinand, 2006: 292), as follows:

73.36 to 100.00 = High

46.68 to 73.35 = Medium

20.00 to 46.67 = Low

3.6 Data Analysis Techniques

3.6.1 Validity and Reliability Test

3.6.1.1 Validity Test

According Ghozali (2005), the validity test is used to measure whether a questionnaire valid or not. A questionnaire considered valid if the questions in the questionnaire were able to reveal something that will be measured by the questionnaire. Techniques validity test used in this study is the factor analysis technique by using SPSS version 16. To measure the level of intercorrelation between variables and whether or not the factor analysis using the Kaiser-Mayer-Olkin Measure of Sampling Adequacy (KMO 53 MSA). If the value is greater than 0.5 KMOMSA the analysis process can be resumed. Questionnaire validity of an item can be known if the value of $KMO > 0.5$. MSA value that is considered appropriate to proceed to the next process is 0.5. When there MSA value that is less than 0.5 then the variable with the smallest MSA must be removed, and so on until there are no values MSA of less than 0.5.

3.6.1.2 Reliability Test

Reliability test according Arikunto (2006: 145) is intended "to determine the consistency of measuring instruments in use, or in other words the instruments have consistent results when used repeatedly at different times for the reliability test used technique Cronbach Alpha, where a instrument can be said to be reliable (reliable) if you have or alpha reliability coefficient of 0.6 or more.

In this study, the calculation of reliability using alpha formula (Arikunto, 2006: 138) as follows:

$$r_{11} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum b^2}{t^2} \right)$$

Where:

r_{11} = reliability of the instrument

k = number of the questions

$\uparrow b^2$ = Number of variants grains

$\uparrow t^2$ = Total number of variants

3.6.2 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine whether there is influence of tangibles, reliability, responsiveness, assurance and empathy to consumer satisfaction in using services in boutique Tyas Kebaya. Model relationship with the customer value of these variables can be arranged in a function or equation as follows (Ghozali, 2005: 82):

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

Where :

Y = Customer Satisfaction

a = Constant

b_1 = regression coefficient variable X_1 (Tangible)

b_2 = regression coefficient X2 (Reliability)

b_3 = regression coefficient X3 (Responsiveness)

b_4 = X4 variable regression coefficient (Assurance)

b_5 = regression coefficient X5 (Empathy)

X1 = Tangible

X2 = Reliability

X3 = Responsiveness

X4 = Assurance

X5 = Empathy

e = error / confounding variables

3.6.3 Hypothesis Testing

3.6.3.1 Significance Simultaneous Test (F Test)

In this study, the F test is used to determine the level of significance of the influence of the independent variables together (simultaneously) on the dependent variable (Ghozali, 2005: 84). In this study, the hypothesis used is:

Ho: The independent variables that is tangible, reliability, responsiveness, assurance and empathy did not have a significant effect together against the dependent variable is customer satisfaction.

Ha: The independent variables that is tangible, reliability, responsiveness, assurance and empathy have significant influence jointly against the dependent variable is customer satisfaction.

Basis for decision-making (Ghozali, 2005: 84) is to use a figure of significance probability, ie:

- a. When the significance probability > 0.05 , then H_0 is accepted and H_a rejected.
- b. When the significance probability < 0.05 , then H_0 is rejected and H_a accepted.

3.6.3.2 Significance Effect of Partial (t Test)

T tests were used to test the significance of the relationship between the variables X and Y, whether variable X1, X2, X3, X4 and X5 (tangible, reliability, responsiveness, assurance and empathy) really affect the variable Y (customer satisfaction) separately or partially (Ghozali, 2005: 84). Hypothesis used in this test are:

H_0 : The independent variables (tangible, reliability, responsiveness, assurance and empathy) had no significant positive effect on the dependent variable (customer satisfaction).

Ha: The independent variables (tangible, reliability, responsiveness, assurance and empathy) has a significant influence on the dependent variable (customer satisfaction) . Basis for a decision (Ghozali, 2005: 84) is to use a figure of significance probability, ie:

- a. If the significance probability figures > 0.05 , then H_0 is accepted and H_a rejected.
- b. If the significance probability figures < 0.05 , then H_0 is rejected and H_a accepted.

3.6.3.3 The coefficient of determination (R^2)

The coefficient of determination (R^2) is intended to determine the best level of accuracy in regression analysis, where it is shown by the coefficient of determination (R^2) between 0 (zero) and 1 (one). The coefficient of determination (R^2) zero independent variable has no effect on the dependent variable. If the closer the coefficient of determination, it can be said that the independent variables affect the dependent variable, besides the coefficient of determination (R^2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X).

V. CONCLUSION, LIMITATIONS OF RESEARCH, AND SUGGESTIONS

5.1 Conclusion

Based on the results of the study, the analysis and discussion that has been proposed by researchers on customer satisfaction in the boutique Tyas Kebaya in previous chapters, it can be concluded from the overall results of the analysis as follows:

1. Variable tangible, reliability, responsiveness, assurance, and empathy are significant effect on customer satisfaction at the boutique Tyas Kebaya. So we can conclude that all the hypothesis is accepted.
2. Of all the dimensions of service quality, assurance (X4) have the most impact on customer satisfaction boutiques Tyas Kebaya. this suggests that the extensive knowledge, pleasant way of speaking, and courtesy owned by employees of boutiques TyasKebaya greatly affect customer satisfaction.
3. The result of hypothesis testing through test F get the calculation results $F_{count} > F_{table}$ which is $116.46 > 2.31$ therefore H_0 rejected and H_a is accepted, it means that there is significant influence between service quality to customer satisfaction. T test results showed that t the quality of service (X) in which tangible, reliability, responsiveness, assurance, and empathy more than 1.985 from t table. This indicates that the variable quality of service (X) has a positive effect on customer satisfaction (Y) and it can be concluded that H_a is accepted and H_0 is rejected.

4. This shows that there is influence between service quality to customer satisfaction boutiques Tyas Kebaya. This means that if the quality of service boutique Tyas Kebaya increases, will have an impact on increasing the level of customer satisfaction boutiques Tyas Kebaya.

5.2 Limitations of Research

This study also has limitations. With this limitation, expected to be improved for future research. The limitations in this study was just focusing on five dimensions of service quality which consists of tangible, reliability, responsiveness, assurance, and empathy. While all variables The independent can only affect the dependent variable of customer satisfaction of 86.1%. And the remaining 13.9% is influenced by other variables other than the independent variables in this study.

5.3 Suggestions

5.3.1 Suggestions For Companies

Based on the conclusions obtained in this study, the proposed suggestions as a complement to the quality of service that can be provided by boutiques Tyas Kebaya as follows:

1. In relation to the tangible, boutiques Tyas Kebaya need to make changes to the parking lot, by providing a parking lot safer and comfortable, considering the park owned boutique Tyas Kebaya is still less suitable to be used as a parking lot because it is located on the edge of the pavement , Besides the interior of the boutique is also necessary to redesign every

few months, so that when there are customers who return to order in the boutique kebaya not feel bored.

2. In relation to the reliability, dependability employees in serving customers well that's enough, the company should be able to maintain if need be further enhanced. For example, employees should always be ready to serve in the boutique so that when guests come immediately be served. Service procedures are also expected straightforward and can also pursue additional other facilities. Improve the skills and knowledge of employees by providing training, so employees can quickly and precisely in serving customers in.
3. In relation to responsiveness, responsiveness provided by the employees is good enough, this needs to be improved, this effort can be done by employees of the boutique Tyas Kebaya must be responsive to the desires of consumers that need their employees were always ready in the boutique, so that when the consumer in need of assistance can be handled as quickly as possible, without having to wait long. Employees boutique Tyas Kebaya should be more responsive to consumer complaints, if there are consumers who need help or complain about something related errors kebaya or services provided, the employee can quickly help and resolve problems. Fast service also affects customer satisfaction because consumers usually impatient when having to wait long.
4. In matters relating to a guarantee, boutiques Tyas Kebaya need to improve the assurance that became one of the most important factors that influence consumer satisfaction. Guarantee given by boutiques Tyas Kebaya is good, but still needs to be improved and maintained the friendliness of the employees and staff, because of the attitude of the employees who were friendly will make consumers feel happy and

comfortable in accepting the services provided, and need to be improved knowledge of employees by providing training to employees so that consumers feel comfortable when given service.

5. In relation to care, care provided by the employees to the consumer has been good, and this should be maintained and enhanced by the employee should be more sensitive to consumer wants and needs, and develop the ability to communicate between employees and consumers so that consumers feel comfortable and satisfied using the services of a boutique Tyas Kebaya, and wants to re-use the services of a boutique Tyas Kebaya reservations. Quality of service should be considered by the boutique, because the better the quality of service in the eyes of consumers and the higher the level of satisfaction obtained by the consumer will be better the company's image in the community.

5.3.2 Suggestions for Future Research

For future studies it is advisable to add other independent variables in addition to tangible, reliability, responsiveness, assurance, and empathy that can certainly affect the dependent variable customer satisfaction, for example, efficiency services and the effectiveness of services, in order to better equip the study because there are still other independent variables outside the research that might affect customer satisfaction.

REFERENCES

- Ali, Muhammad. (2006). *Kamus Lengkap Bahasa Indonesia Modern*, First Edition. Pustaka Amani: Jakarta
- Arikunto S.(2006). *Prosedur Penelitian Suatu Pendekatan Praktik, Ed Revisi VI*, Publisher PT Rineka Cipta, Jakarta.
- Augusty Ferdinand. (2006). *Metode Penelitian Manajemen : Pedoman Penelitian untuk Penulisan Skripsi, Tesis, and Disertasi Ilmu Manajemen*. Semarang: Publisher Universitas Diponegoro.
- Aviliani, R and Wilfridus, L. 1997. "Membangun Kepuasan Pelanggan Melalui Kualitas Pelayanan". *Usahawan*, No.5
- Bharwana, Tariq Khalil. (2013). " *Impact of Service Quality on Customer Satisfaction: A Study from Service Sector especially Private Colleges of Faisalabad, Punjab, Pakistan*". *International Journal of Scientific and Research Publications*. Volume 3, Issue 5, May 2013.
- Bitner, M. J. and Zeithaml, V. A. (2003). *Service Marketing* (3rd ed.), Tata McGraw Hill, New Delhi.
- Cristhoper H Lovelock and Lauren K. Wright. (2007). *Manajemen Pemasaran Jasa*, Alih bahasa Agus Widyantoro, Second printing, Jakarta; PT. INDEKS.
- Dr. Al-Azzam, Abdel Fattah Mahmoud. (2015). "*The Impact of Service Quality Dimensions on Customer Satisfaction: A Field Study of Arab Bank in Irbid City, Jorand*". *European Journal of Business and Management*. Vol.7, No.15, 2015
- Dr Manjunath, S. J. (2013). "*Impact of Service Quality on Customer Satisfaction at AXIS Bank*" *International Journal of Management and Social Sciences Research*". Volume 2, No. 3, March 2013

- Fandy Tjiptono. (1995). *Strategi Pemasaran*, Yogyakarta: Andi Offset.
- Freddy Rangkuti. (2006). *Measuring Customer Satisfaction*, (Teknik Mengukur dan Strategy Meningkatkan Kepuasan Pelanggan), and Analisis PLN JP, Jakarta: Gramedia Pustaka Utama
- Hair, *et al.* (2006). *Multivariate Data Analysis 6th Ed.* New Jersey: Person Education
- Husein Umar, (2005), “*Metode Penelitian Untuk Skripsi and Tesis Bisnis*”, Jakarta: PT. Raja Grafindo Persada.
- Imam Ghozali. (2005). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Baand Publisher Universitas Diponegoro.
- Kotler, P., & Armstrong, G. (2001). Prinsip – Prinsip Pemasaran, The Eighth Edition, vol 1. Jakarta: Erlangga.
- (2001). Prinsip – Prinsip Pemasaran, The Eighth Edition, vol 2. Jakarta: Erlangga.
- (2004). Principles of marketing (10Th ed). New Jersey: Prentice Hall.
- Lupiyoadi, Hamandi. (2006). *Manajemen Pemasaran Jasa*, Edition Kedua. Jakarta : Publisher Salemba Empat.
- Malhotra, Naresh K. (2007). Marketing research and applied orientationn (5th ed). New Jersey: Person Education
- Mosahab, Rahim. (2010). “*Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation*”. Inational Business Research. 3, No. 4; October 2010
- Parasuraman, A. dkk. 1988. Servqual : A Multiple-Item Scale for Measuring Consumer Perception of Service Quality. Journal of Retailing, Vol. 64. Pp 12-40.

Ratminto and Winarsih Atik Septi.(2005).*Manajemen Pelayanan*. Yogyakarta : Publisher Pustaka Pelajar

Ravichandran, K. (2010). “*Influence of Service Quality on Customer Satisfaction Application of Servqual Model*”. International Journal of Business and Management. 5, No. 4; April 2010

Sugiyono. (2004). *Metode Penelitian Bisnis*. Bandung: CV. ALFABETA.

———. (2007). *Statistika Untuk Penelitian*. Bandung: ALFABETA.

———. (2008). *Metodologi Penelitian Bisnis*. Moulds Twelfth. Alfabeta: Bandung

Sunarto. (2003). *Perilaku Konsumen*. Yogyakarta: AMUS Yogyakarta and CV. Ngeksigondo Utama.

———. (2004). *Prinsip–Prinsip Pemasaran*. Yogyakarta: Amus.

Supranto. (2006). *Pengukuran Tingkat Kepuasan Pelanggan*. Third Matter. Rineka Cipta: Jakarta.

Triyanto. (2008). “*Kreasi Kreatif Kebaya Pasca Reformasi.*” Pengkajian Seni Pertunjukan dan Seni Rupa, Bidang Ilmu Multi Disiplin, Postgraduate Gadjah Mada University, Yogyakarta.