

# The Impact of Service Quality on Customer Satisfaction

**Kaila Azahra Aulia** <sup>\*1</sup>  
**Rifa Itsni Khairunnisa** <sup>2</sup>  
**Ratu Keiylla Aprila** <sup>3</sup>  
**Salwa Anisa Putri** <sup>4</sup>  
**Rana Lesnawati** <sup>5</sup>

<sup>1,2,3,4,5</sup> Management Study Program, Faculty of Economics and Business, Indonesia Membangun University, Bandung, Indonesia

\*e-mail : [kailaazahra@student.inaba.ac.id](mailto:kailaazahra@student.inaba.ac.id), [itsniKhairunnisa@student.inaba.ac.id](mailto:itsniKhairunnisa@student.inaba.ac.id), [ratukeiylla@student.inaba.ac.id](mailto:ratukeiylla@student.inaba.ac.id), [salwaanisa@student.inaba.ac.id](mailto:salwaanisa@student.inaba.ac.id), [RanaLesnawati@student.inaba.ac.id](mailto:RanaLesnawati@student.inaba.ac.id)

## Abstract

Service quality is one of the important factors that influence customer satisfaction in business activities. Companies that provide good service are more likely to gain customer trust and loyalty. This study aims to analyze the impact of service quality on customer satisfaction. The method used in this study is a literature review by collecting information from journals, books, and previous studies related to the topic. The results show that service quality has a positive influence on customer satisfaction. Therefore, companies need to improve service quality to maintain customer satisfaction and business competitiveness.

**Keywords:** service quality, customer satisfaction, business

## INTRODUCTION

According to Kotler and Armstrong (2021), service quality is one of the important factors that influence customer satisfaction and business success. In today's business world, competition among companies is becoming increasingly intense. Therefore, every company must provide good service quality to attract and retain customers.

Customer satisfaction refers to the feeling of happiness or disappointment experienced by customers after comparing the service they receive with their expectations. Customers who receive satisfying service are more likely to become loyal and continue using the company's products or services. In addition, satisfied customers may recommend the business to others, which can positively affect the company's reputation.

Service quality includes several aspects such as responsiveness, reliability, assurance, empathy, and physical evidence. Companies that are able to provide excellent service in these aspects usually have higher customer satisfaction levels.

Therefore, this study aims to analyze the impact of service quality on customer satisfaction based on previous studies and related theories.

## LITERATURE REVIEW

### A. Service Quality

Service quality is an important factor in business activities because it can influence customer perceptions and satisfaction. According to Kotler and Keller (2016), service quality is the ability of a company to meet customer expectations through the services provided. Good service quality can create positive experiences for customers and increase their trust in a business.

There are several dimensions of service quality, including:

1. Tangibles (physical evidence)
2. Reliability
3. Responsiveness

4. Assurance
5. Empathy

These dimensions are used to measure how well a company serves its customers.

#### **B. Customer Satisfaction**

Customer satisfaction refers to the feeling experienced by customers after comparing their expectations with the actual service or product they receive. According to Tjiptono (2019), customer satisfaction occurs when customer expectations are fulfilled or exceeded.

Satisfied customers usually tend to:

- Repurchase products or services
- Recommend the business to others
- Become loyal customers

Therefore, companies need to maintain customer satisfaction by improving service quality continuously.

### **RESEARCH METHOD**

This study uses a qualitative descriptive method with a literature review approach. The data used in this study were collected from books, academic journals, and previous research related to service quality and customer satisfaction.

The purpose of this method is to understand and analyze the relationship between service quality and customer satisfaction based on theories and findings from previous studies. The collected data were then analyzed descriptively to support the discussion and conclusion of the study.

### **RESULTS AND DISCUSSION**

Service quality has a significant influence on customer satisfaction. Customers who receive good service tend to feel more satisfied with a company's products or services. Good communication, fast responses, friendly employees, and reliable services are important factors that can improve customer satisfaction. According to Zeithaml, Bitner, and Gremler (2023), companies that provide high-quality service are more likely to achieve customer satisfaction and loyalty.

Based on Prasetyo and Wibowo (2022), service quality has a positive influence on customer loyalty and customer satisfaction. Based on previous studies, the dimensions of service quality such as reliability, responsiveness, assurance, empathy, and tangibles have positive effects on customer satisfaction. Customers usually expect companies to provide services that match their needs and expectations.

When customers are satisfied, they are more likely to become loyal customers and continue using the company's products or services. In addition, satisfied customers may recommend the business to other people, which can improve the company's reputation and competitiveness.

Therefore, companies should continuously improve their service quality by training employees, improving communication with customers, and providing better service facilities.

### **CONCLUSION**

Based on the discussion, service quality has a positive and significant influence on customer satisfaction. Companies that provide good service are more likely to gain customer trust, loyalty, and satisfaction. Several factors such as responsiveness, reliability, empathy, and assurance play important roles in improving customer satisfaction. Therefore, companies should continue improving their service quality to maintain customer satisfaction and increase business competitiveness.

### **REFERENCES**

Apriyani, D. A., & Sunarti. (2020). The Effect of Service Quality on Customer Satisfaction at Hotel Services. *Journal of Business and Management Studies*, 5(2), 45-53.

- Indrasari, M. (2021). Pemasaran dan Kepuasan Pelanggan. Unitomo Press.
- Kotler, P., & Armstrong, G. (2021). Principles of Marketing (18th ed.). Pearson Education.
- Prasetyo, A., & Wibowo, T. S. (2022). The Influence of Service Quality on Customer Loyalty and Satisfaction. *International Journal of Economics and Business Research*, 7(1), 23-31.
- Putri, N. R., & Hidayat, R. (2020). Analysis of Customer Satisfaction Through Service Quality Improvement. *Journal of Management Science*, 6(3), 101-110.
- Sugiyono. (2022). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.
- Tjiptono, F. (2022). Strategi Pemasaran Prinsip dan Penerapan. Andi Publisher.
- Wahyuni, S., & Ramadhan, M. (2021). The Impact of Service Quality on Consumer Satisfaction in Retail Business. *Journal of Business Management*, 4(2), 55-63.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2023). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill Education.