THE EFFECT OF TRUST AND SERVICE QUALITY ON CUSTOMER SATISFACTION
(A Study at Amarta-Elsa Nasution Swimming School, Malang)

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Abstract

The competitiveness of service industries such as education and recreation has made customer satisfaction a crucial factor for business success. In this sector, swimming schools are not only required to give good instructions but also make sure that their customers are contented. Amarta-Elsa Nasution Swimming School found in Malang is an excellent case study to examine how trust, service quality and customer satisfaction interact with each other in a specific education context. Therefore, this research intends to find out the effect of trust and quality of service on customer satisfaction at Amarta-Elsa Nasution Swimming School located in Malang. A quantitative approach was utilized in this study, taking the saturated sample method, which is uses all the population of 65 respondents from all Amarta-Elsa Nasution Swimming School Malang student guardians. Questionnaires, observations, interviews and documentation were used to collect data in this study. In light of the study's findings, customer satisfaction at Amarta-Elsa Nasution Swimming School Malang is significantly influenced by trust. Furthermore, there exists a noteworthy connection among characteristics related to level of service and consumer happiness at Amarta-Elsa Nasution Swimming School Malang. Together, customer satisfaction at Amarta-Elsa Nasution Swimming School Malang is influenced by components related to trust and level of service.

Keywords: *Trust, Quality of Service, Customer Satisfaction*

1. INTRODUCTION

The swift advancement of contemporary times is reflected in various fields, including education. Today, the demand for educational services to enhance educational standards is increasing within society. Besides formal education, non-formal education also plays a crucial role in advancing human resources. Non-formal education helps to improve soft skills, one of which is in the field of sports.

Sports are one of the most important aspects of life. Regular exercise helps people achieve physical and mental health. Additionally, it helps build strong mental character traits such as discipline, perseverance, and resilience. This importance offers a lucrative commercial opportunity, particularly for entrepreneurs, to contribute to economic growth.

One entrepreneurial effort in the sports services sector is swimming courses, a business many athletes focus on. This business is an opportunity accessible to various segments of society, especially those passionate about swimming. One example of a health-related business focused on sports, particularly swimming, located in Malang, is the Amarta-Elsa Nasution Swimming School.

Amarta-Elsa Nasution Swimming School, commonly known as AmartaENSS, is the first swimming school in Malang, established in 2021 during the COVID-19 pandemic. The swimming courses at AmartaENSS cater to individuals from 3.5 years old to adults up to 30 years old, with class categories based on skill levels: Basic, Intermediate, and Advanced.

The advantages of AmartaENSS include teaching methods based on the ENSS Tangerang Selatan curriculum, quarterly evaluations to assess progress through reports, a structured learning calendar, certificates for each swimming style, and licensed coaches. As the first swimming school in Malang with a structured curriculum, AmartaENSS has gained significant recognition, especially among the city's residents. However, like any company, AmartaENSS also faces challenges in managing its operations, such as the instability in the number of student enrollments.
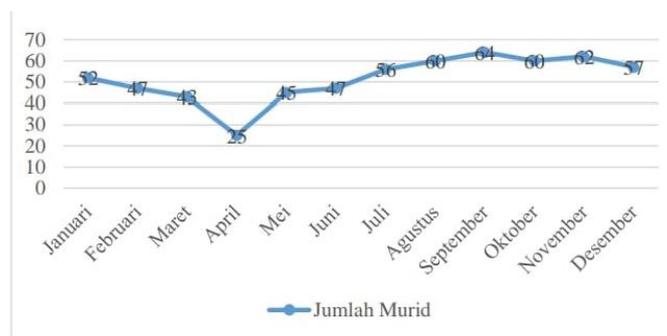

Figure 1. Number of AmartaENSS Students in 2023
Source: Processed data, 2023

The data above indicates that the enrolment figures at AmartaENSS Swimming School have been inconsistent or subject to fluctuations, affecting consumer trust and the quality of service at AmartaENSS. Trust, according to Kotler et al. (2016), is marked by a company's readiness to rely on its business partners.

One of the most important elements in a company's expansion, especially in the service sector, is trust. Trust signifies the seriousness of the consumer in the service they receive. Trust grows from a process that builds confidence on both sides. Therefore, customer satisfaction and quality improvement will strengthen if there is a bond of trust between the business and the consumer.

Another component that determines and impacts customers' use of a company's services is service quality. Customer service is a broad term for various company operations that aim to enhance customer cooperation by integrating order processing and service delivery through communication (Lupiyoadi & Hamdani, 2006). Service plays the most significant role in the company's future growth. Hence, to satisfy customer needs, a company must provide the best service according to customer expectations.

Another factor influencing customer satisfaction is service quality. A company must maintain its service quality to achieve customer satisfaction. In this case, the researcher found that AmartaENSS consumers are dissatisfied with the service.

Service quality is described as the effort to balance customer expectations by meeting their needs and desires, while also delivering accurate information. Thus, the

quality offered to consumers focuses on fulfilling customer needs and preferences and timely delivery to meet those needs. Consumer desires play a key role as benchmarks for comparing and assessing quality and satisfaction.

Kotler & Amstrong (2016) define service quality as a model that compares the service consumers expect based on previous knowledge, recommendations from others, and marketing, with the service they receive or experience.

Figure 2. Forms of requests from parents to the administration
Source: Processed data, 2024

The form of requests, as shown in the image above, illustrates the expectations of parents regarding their children's future progress with the coaches who lead each program class according to the respective category. Additionally, the service provided by the administration and the management of AmartaENSS must align with the needs of the parents to ensure satisfaction and build trust in the rules or SOPs set by AmartaENSS management.

An essential component of reaching long-term profitability in business is generating customer satisfaction. Priansa et al. (2013) explains that customer satisfaction refers to the level of satisfaction or dissatisfaction based on the contrast between expectations and actual experiences received.

The expanding economic sector across various fields presents unique challenges for AmartaENSS, especially in the sports sector. Trust and service quality are the main factors a company must focus on to retain its customers. If consumers feel that these factors are lacking, they may turn to competitors. In this study, the population consists of 65 respondents from AmartaENSS. It is hoped that this research will benefit the community, particularly parents who are customers of sports services, by focusing on service quality to foster consumer trust in meeting their needs.

The research problem addresses three key questions: firstly, whether trust has a significant effect on customer satisfaction; secondly, whether service quality significantly influences customer satisfaction; and thirdly, whether trust and service quality have a simultaneous and significant impact on customer satisfaction.

2. LITERATURE REVIEW

2.1. Customer Behavior

The term consumer behavior describes how households and end users purchase goods and services for personal use (Kotler & Amstrong, 2012).

2.2. Utility

According to Mas-Colell et al. (1995), utility is a central concept in microeconomics that describes how consumers make choices to maximize their satisfaction or benefit from consuming goods and services.

2.3. Trust

Kotler et al. (2016) state that trust refers to a company's readiness to rely on its business partners. Several interpersonal and inter-organizational characteristics, including competence, integrity, truthfulness, and business ethics, are also crucial in building trust.

2.4. Service Quality

Service quality is defined as a model that compares the service consumers expect based on previous knowledge, recommendations from others, and marketing with the service they receive or experience (Kotler & Amstrong, 2016).

2.5. Customer Satisfaction

Priansa et al. (2013) explains that customer satisfaction refers to the level of satisfaction or dissatisfaction a person experiences based on the contrast between their expectations and the actual experience they receive.

2.6. Hypothesis

Figure 3. Hypothesis Framework
Source: Processed data, 2024

Description:

─────────── : Simultaneous Effect

----------------- : Partial Effect

3. RESEARCH METHODS

This study employs a quantitative research method and is conducted at Amarta-Elsa Nasution Swimming School in Malang. The research spans from January 2024 to July 2024. The population for this study includes all 65 parents associated with Amarta-Elsa Nasution Swimming School. The sample comprises these same 65 parents. Data collection is carried out through various techniques, including questionnaires, observations, interviews, and documentation.

3.1. Methods for Analyzing Data

3.1.1. Validity Test

An instrument is deemed valid if it accurately measures what it is designed to measure (Sanusi, 2011). If the coefficient is greater than 0.3, it means the object is valid; otherwise, if the value is lower than 0.3, it is invalid.

3.1.2. Reliability Test

If respondents consistently provide the same answers to all statements over time, the questionnaire is considered reliable (Ghozali, 2011). A Cronbach's Alpha value > 0.6 indicates reliability.

3.1.3. Normality Test

The goal of the normality test is to assess whether the data distribution follows a normal pattern within a regression model (Ghozali, 2013). If the probability value exceeds 0.05, the data distribution is regarded as normal.

3.1.4. Multiple Linear Regression Analysis

According to Sugiyono (2004), the aim of multiple linear regression analysis is to assess how the values of two or more independent variables serve as predictors that affect the dependent variable.

$$Y = a + b1X1 = b2X2 = E$$

Description:
Y   = Customer Satisfaction Variable
a   = Constanta
b_1X_1 = Unrestricted Regression Coefficient
X_1 = Trust
X_2 = Service Quality
E   = Error Standard

3.1.5. Partial Test (t-test)

Hasan (2009) states that when there are more than two unmeasured variables, a partial test is done to understand how interval or ratio variables are related. When the calculated t-value is greater than the table t-value, it indicates that each independent variable has a significant effect on the dependent variable.

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3.1.6. Simultaneous Test (F-test)

Hasan (2009) mentions that the simultaneous test is employed to evaluate the significance of the relationships among multiple variables. If the calculated F-value exceeds the table F-value, it suggests that the independent variables together have an impact on the dependent variable.

3.1.7. Coefficient of Determination (R)

According to Ghozali (2021), the coefficient of determination assesses how well the regression model explains the variation in the dependent variable. If its value falls between 0 and 1, it indicates that the independent variables are progressively more effective at accounting for the variability in the dependent variable.

4. RESULTS AND DISCUSSION

4.1. Validity Test

Table 1. Validity Test Results

Variable	Item	r-value	r-table	Description
Trust (X1)	X1.1	0,694	0,2441	Valid
	X1.2	0,821	0,2441	Valid
	X1.3	0,806	0,2441	Valid
Service Quality (X2)	X2.1	0,541	0,2441	Valid
	X2.2	0,612	0,2441	Valid
	X2.3	0,648	0,2441	Valid
	X2.4	0,734	0,2441	Valid
	X2.5	0,654	0,2441	Valid
Consumer Satisfaction (Y)	Y.1	0,651	0,2441	Valid
	Y.2	0,629	0,2441	Valid
	Y.3	0,771	0,2441	Valid
	Y.4	0,591	0,2441	Valid
	Y.5	0,630	0,2441	Valid

Source: Processed SPSS data, 2024

The findings reveal that the computed r-value surpasses the r-table of 0.2441, which suggests that the questions in the survey are indeed based on accurate and trustworthy information.

4.1.2. Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Item Total	Description
Trust (X1)	0,663	3	Reliable
Service Quality (X2)	0,620	5	Reliable
Consumer Satisfaction (Y)	0,663	5	Reliable

Source: Processed SPSS data, 2024

The findings indicate that the value obtained is higher than 0.60, signifying that the statement items within each variable are deemed to be trustworthy and consistent. This suggests that the data collected can be relied upon for accurate analysis and interpretation.

4.1.3. Normality Test

Table 3. Normality Test Results

One-Sample Kolmoporov-Snilmov Test		
N		Unstandardized Residual
		65
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.83647537
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.064
Test Statistic		.079
Asymp. Sig. (2-tailed)[c]		.200[d]

Source: Processed SPSS data, 2024

The findings indicate that all the statement items pertaining to each variable have been considered reliable, as the value obtained was greater than 0.60. This suggests a high level of consistency and trustworthiness in the data collected.

4.1.4. Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Coefficients[a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	2.330	1.193		1.953	.055
	Trust	.707	.091	.523	7.752	.000
	Service Quality	.443	.060	.501	7.427	.000
Dependent Variable: Customer Satisfaction						

Source: Processed SPSS data, 2024

The comparison values for multiple linear regression can be described as follows:

$$Y = a + b1X1 + b2X2 + 0,05$$
$$Y = 2,330 + 0,707 \ X1 + 0,443 \ X2 + 0,05$$

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4.1.5. Partial Test (t-Test)

Table 5. t-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.330	1.193		1.953	.055
	Trust	.707	.091	.523	7.752	.000
	Service Quality	.443	.060	.501	7.427	.000
Dependent Variable: Customer Satisfaction						

Source: Processed SPSS data, 2024

The table results indicate the following:

a. The t-value for the trust variable is higher than the table t-value (7.752 vs. 1.670), and the significance value is 0.000, which is less than 0.05. This indicates that the trust factor has a significant impact on consumer satisfaction.

b. The t-value for the service quality variable exceeds the table t-value (7.427 vs. 1.670), and the significance value is 0.000, which is less than 0.05. This suggests that the quality of service significantly affects consumer satisfaction.

4.1.6. Simultaneous Test (F-Test)

Table 6. F-Test Results

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	171.281	2	85.641	118.573	.000[b]
	Residual	44.780	62	.722		
	Total	216.062	64			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Trust, and Service Quality						

Source: Processed SPSS data, 2024

The significance value of 0.000 and the F-value of 118.573 suggest that both trust and service quality have a significant impact on consumer satisfaction when considered together.

4.2. Discussion
4.2.1. Impact of Trust on Customer Satisfaction

The t-test results reveal that the t-value exceeds the table t-value (7.752 vs. 1.670), and the significance value is below 0.05. This indicates that, on a partial basis, trust significantly affects customer satisfaction at Amarta-Elsa Nasution Swimming School in Malang.

4.2.2. Impact of Service Quality on Customer Satisfaction

The t-test results indicate that the t-value is higher than the table t-value (7.427 vs. 1.670), and the significance value is below 0.05. This suggests that, on a partial basis, the quality of service significantly impacts customer satisfaction at Amarta-Elsa Nasution Swimming School in Malang.

4.2.3. Impact of Trust and Service Quality on Customer Satisfaction

The F-test results reveal a significance value less than 0.05 and a calculated F-value greater than the table F-value (118.573 vs. 4.000). This indicates that, when considered together, both trust and service quality significantly influence customer satisfaction at Amarta-Elsa Nasution Swimming School in Malang.

5. CONCLUSION

The study reveals that customer satisfaction at Amarta-Elsa Nasution Swimming School in Malang is significantly influenced by both trust and service quality. On a partial basis, trust significantly impacts customer satisfaction, as the t-test shows a t-value above the table t-value and a significance value below 0.05. Similarly, service quality also affects customer satisfaction with a t-value exceeding the table t-value and a significance value under 0.05. Combined, both trust and service quality significantly influence customer satisfaction, as the F-test reveals a significance value below 0.05 and a calculated F-value higher than the table F-value.

For Amarta-Elsa Nasution Swimming School in Malang, it is recommended to consistently maintain and enhance service quality while providing accurate and timely information to foster greater trust among customers. This approach will help improve overall customer satisfaction. For future research, it is advisable to incorporate a broader range of variables and utilize a larger sample size to achieve more comprehensive and precise results. This will improve the reliability of the results and offer deeper insights into the factors affecting customer satisfaction.

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