

Analysis of the Influence of Reliability, Responsiveness, Guarantee, Empathy and Direct Evidence on Club Prima Utami Herbalife Pasuruan Nutrition Customer Satisfaction



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ABSTRACT: The results of the description of the analysis show that the respondents understand the filled out questionnaire and if asked again the respondents have a high chance to answer consistently. The results of the analysis of the tabulation results of the description of the respondents' answers were measured by statistical averages. Researchers measured respondents' perceptions using a 5-point Likert scale. Multiple linear regression processing was assisted by using the SPSS program, with the result that the data were normally distributed and there were no symptoms of heteroscedasticity. While the results of the multicollinearity and autocorrelation analysis, the VIF value on the independent variables showed that there were no symptoms of multicollinearity in the independent variables studied, meaning that there was no strong correlation between the independent variables in the regression equation model. While the calculation results show that the Durbin Watson value is concluded that there is autocorrelation in the regression equation, this can be explained that the data collected has a correlation between the observation data.

KEYWORDS: reliability, responsiveness, assurance, direct evidence, customer satisfaction

I. INTRODUCTION

With the development of the current economy which demands customer satisfaction to become one of the slogans in goals, missions and positioning in organizations, both non-business and business (Kim et al., n.d.; Musonnafa & Djazuli, 2022). Just customer satisfaction is not enough, because in order to retain customers and encourage customers to be willing to become journalists who can help attract new customers, a systematic understanding of the factors that can increase customer satisfaction is needed to become customers who are willing to establish long-term relationships. (Goyal, 2020; Jain & Sharma, 2021; Young, 2020). Customer satisfaction is a common thing found in all areas of marketing and customer behavior. In missions, visions, goals, objectives, slogans, positioning, and/or taglines or advertisements, in a business, both business and non-business, the term customer satisfaction is always encountered. (Borges et al., 2016). The main goal in realizing customer satisfaction is handling complaints effectively and doing it right from the start "do the job right the first time" and thus there is no disappointment and no complaints or customer complaints. The customer satisfaction formula is a management objective for 2 (two) problems, namely developing good service treatment and implementing everything well from the start (Breuer & Brettel, 2012; Eager & Cook, 2019; Sigala, 2013).

This is different from manufacturing businesses that can realize 100% perfect products, zero defects is an unreal goal in terms of service (Musonnafa & Djazuli, 2022). No matter how much effort the service provider makes, it is inevitable that customer disappointment or dissatisfaction will always occur. The cause can be due to two sources, namely internal factors and external factors. However, the difference between good service providers and bad service providers is the effort to resolve problems and study service failures, by making service improvements to improve organizational services.

Companies that focus on customers have expertise in handling relationships with customers, not only product engineering, but also experts in market engineering (Brown et al., 2001). This condition requires entrepreneurs to compete, either by improving service quality, product quality, winning the hearts of customers by making them satisfied and customers tend to buy and reuse our products or services, fulfilling customer needs, desires and expectations, so the business goal is to improve sales can be fulfilled. With perfect service, it is hoped that it can provide customer satisfaction. Customers essentially want to satisfy their needs, and one way to satisfy human needs is by optimizing services.

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Research on Analysis of the Effect of Reliability, Responsiveness, Guarantee, Empathy, and Direct Evidence on Customer Satisfaction at Nutrition Club Prima Utami Herbalife Pasuruan was conducted to describe and analyze customer satisfaction which is influenced by the Service Quality dimension and to describe and analyze service to customers in increasing satisfaction Nutrition Club Prima Utami Herbalife Pasuruan customer. This condition requires the Prima Utami Herbalife Pasuruan service provider to improve service quality, win the hearts of customers by making them satisfied. Armed with theory, training and previous research, it can be linked that this is interesting to research, customer satisfaction obtained from their experience of enjoying service products is a measure of service success so that customers are satisfied, customers get product results accompanied by experienced consultants, customers have a pleasant experience during the healthy program so that we can share our experiences with everyone in Pasuruan and with everyone throughout Indonesia in general. Therefore, it is very relevant if researchers conduct research at Nutrition Club Prima Utami Herbalife Pasuruan in relation to service quality variables, including reliability, responsiveness, guarantee, empathy, and direct evidence.

II. METHOD

The methodology in this research uses an explanatory methodology with a quantitative approach. (Sugiyono, 2013) explains the explanatory research methodology (explanatory research) as a research methodology with the aim of testing previously formulated hypotheses and the conclusions of this research can explain the causal relationship (cause-effect) between variables by testing the hypothesis. Therefore, explanatory research seeks and finds relationships and influences between independent and dependent variables in the hypothesis. The location of this research is the Nutrition Club Prima Utami Herbalife Pasuruan with the address Jalan Dr. Wahidin SH Number 125A, Pasuruan City.

This research has five independent variables and one dependent variable, namely the dependent variable is Customer Satisfaction (Y). Meanwhile the independent variables are Reliability (X1), Responsiveness (X2), Assurance (X3), Empathy (X4), Direct Evidence (X5). Customer satisfaction is the level that the perceived performance of a product is the same as the buyer's expectations (Kotler, 2021: 89). According to Tjiptono and Diana (2022:218) reliability is the ability to deliver the promised service accurately from the first time. According to Tjiptono and Diana (2022:218) responsiveness is the ability and willingness of service providers to help customers and respond to customer requests as quickly as possible. According to Tjiptono and Diana (2022:218) guarantees are politeness and knowledge from service employees and the ability of employees to foster a sense of trust and customer confidence. According to Tjiptono and Diana (2022:218) empathy is understanding customer problems and making efforts for the customer's interests, giving personal attention to customers, and having comfortable operating hours. According to Alma (2022:218) physical evidence is the physical appearance of service facilities, equipment/equipment, human resources and institutional communication materials.

This research was carried out using descriptive analysis methods, namely data analysis intended to obtain the characteristics or conditions of sample data for each research variable individually. The descriptive analysis used is tabulation of data filled in by respondents. The results of the tabulation and distribution carried out were analyzed to find out how the respondents' responses were distributed to the questionnaire which included the respective indicator variables chosen by the respondents by calculating the average, so that the respondents' responses were clearly known.

The measures of centering that are commonly used are the mode, median and mean or average. Meanwhile, measures of distribution that are commonly used include range, quartiles, mean deviation and standard deviation. The use of these measurements to present research data for concentration and distribution must be adjusted to the measurement scale of the variable data to be analyzed.

In regression analysis, it is used to measure how big the influence is between the independent variable and the dependent variable. Linear regression analysis is used to determine the direction and how much influence the independent variable has on the dependent variable. In this research, multiple linear regression analysis was used to determine the influence of reliability, responsiveness, guarantee, empathy and direct evidence on customer satisfaction at Herbalife Prima Utami Nutrition Club in Pasuruan

III. RESULT AND DISCUSSION

Herbalife was first introduced by Mark Hughes, starting from a personal incident experienced in 1980 in Loss Angels, California. Seeing that his mother's health was getting worse over the years due to trying various diet programs which resulted in her mother dying at the age of 36 due to an overdose of consuming various diet pills. Mark Hughes as the founder of Herbalife Nutrition, offers a better life through balanced nutritional intake and business opportunities to people around him, to develop

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healthy nutrition and weight management. Mark Hughes has dedicated his entire life. Herbalife is a global nutrition company that is changing people's lives, helping them become healthier, more active and more financially successful.

To this day, when Herbalife Nutrition enters its 43rd year, it continues to be relentlessly committed to improving the welfare and health of people around the world. The presence of Independent Herbalife Nutrition Members in 96 countries who have received comprehensive training will always support personal targets, to meet nutritional needs or for a more prosperous life. Herbalife members guide their customers so they can adopt a healthy and active lifestyle at home or in the office. Currently there are more than 80,000 nutrition clubs throughout the world that support the Herbalife member community to adopt a healthy and active lifestyle. Herbalife gives members the opportunity to be their own boss, success and income depend on the time spent on the Herbalife business, namely full time or part time.

Herbalife Nutrition's seriousness in continuing to maintain product quality is proven by its achievement as Brand No. 1 in the world for the Meal Replacement and protein supplement category through a healthy and active lifestyle. Products are available exclusively through independent Herbalife members worldwide. A glance at the Nutrition Leader of Club Prima Utami Herbalife Pasuruan, Independent Member of Herbalife Nutrition "Hendryafitra Hardiyanto" and "Sri Rahayu Utami" D2167145 Year 2016. Nutrition Club Prima Utami Herbalife Pasuruan A comfortable place for meetings, inviting, follow-up, monitoring and organizational meetings, effective and efficient support for new members, legal regulations and standards ensure, has high credibility or trust, operates every day, has a physical business, in the center of the crowd so you won't run out of prospects. Observation results of observational data related to service quality (reliability, responsiveness, guarantee, empathy, and direct evidence) on Club Herbalife Prima Utami Pasuruan Nutrition customer satisfaction. From the calculation results of multiple linear regression analysis with the help of the SPSS program, there are different effects for each independent variable and the dependent variable. And based on the results of hypothesis testing for each independent variable it can be concluded as follows:

A. Effect of Reliability on Customer Satisfaction

B. Reliability has a positive and significant influence on customer satisfaction. Reliability in the ability to provide promised services promptly, accurately and satisfactorily at Nutrition Club Prima Utami Herbalife Pasuruan such as punctuality during service, honesty and speed in the services provided to all customers, trying to avoid errors, reliability of consultants in meeting customer needs, and readiness of consultants in serving customers. This means that Club Prima Utami Herbalife Nutrition provides services appropriately. The reliability provided is a benchmark for consultants to responsively understand and resolve customer problems (Shultz et al., 2021). The more reliable the consultant provides to the customer, the faster the problems faced by the customer will be resolved. The higher the level of reliability of Club Prima Utami Herbalife Nutrition consultants, the more influence it will have on customer satisfaction.

C. Effect of Responsiveness on Customer Satisfaction

Responsiveness has a positive and significant effect on customer satisfaction. Responsiveness to the wishes of Club Prima Utami Herbalife Pasuruan Nutrition consultants to provide their services by serving responsively, such as speed, speed in service, and establishing good communication. The responsiveness in question is the consultant's response or readiness to help customers by providing services to customers that are not complicated and fast. The better the responsiveness received by customers, the easier it will be to resolve the problems they face (MacInnis et al., 2019). So the better the level of responsiveness of the Club Prima Utami Herbalife Nutrition consultant, the better the impact on customer satisfaction.

D. The Effect of Guarantee Variables on Customer Satisfaction

Guarantees have a positive and significant effect on customer satisfaction. Guarantee with politeness, ability, as well as knowledge and trustworthy characteristics from Club Prima Utami Herbalife Pasuruan Nutrition consultants to help customers, such as being skilled in carrying out tasks, adequate knowledge and polite service. Consultants also have high competence in their field so they are trusted enough by customers (Leonard, 2001). The better the guarantee provided by the Club Prima Utami Herbalife Pasuruan Nutrition consultant, the better the impact on customer satisfaction.

E. Influence of the Empathy Variable on Customer Satisfaction

Empathy has the opposite effect on customer satisfaction. Empathy with ease in understanding needs, personal attention, good communication, and relationships with customers by Club Prima Utami Herbalife Pasuruan Nutrition consultants, such as comfort for customers, responsibility and attention and most importantly paying attention to customer interests (Blankson et al., 2017). The higher the empathy shown by the Club Prima Utami Herbalife Pasuruan Nutrition consultant, the less satisfied the customer will be.

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F. Effect of Direct Evidence Variables on Customer Satisfaction

Direct evidence does not have a positive and significant effect on customer satisfaction. Direct evidence is the physical appearance of Club Prima Utami Herbalife Pasuruan Nutrition, such as a good exterior, cleanliness of the room, interior arrangement, neatness, information boards and service instructions. (Kraus et al., 2019). Proof of service influences the smoothness and comfort of providing service to customers.

V. CONCLUSIONS

In the description of service quality, Prima Utami Herbalife Pasuruan Nutrition Club customers tend to give agreed answers that service quality is formed by reliability, responsiveness, guarantee, empathy and direct evidence. The answer with the highest value of service quality is guarantee, this shows that the question item providing a 100% money back guarantee if the healthy program is not successful has the highest perceived value of respondents compared to measurements for other variables at Club Prima Utami Herbalife Pasuruan Nutrition.

Reliability, test results show that reliability has a positive and significant effect on customer satisfaction at Nutrition Club Prima Utami Pasuruan. Reliable service will be felt especially when the consultant carries out regular body scans to check. Apart from that, there are 3 (three) other questions that also support the influence of reliability on customer satisfaction, namely providing healthy program services according to expectations, providing services on time and providing services according to needs.

Responsiveness, test results show that responsiveness has a positive and significant effect on customer satisfaction at Nutrition Club Prima Utami Pasuruan. Responsive service will be felt, especially when it is fast in providing nutrition to customers. Apart from that, there are 3 (three) other questions that also support the influence of responsiveness on customer satisfaction, namely providing health service information, handling customers promptly and following up on customer needs.

Guarantee/assurance, test results show that guarantees have a positive and significant effect on customer satisfaction at Nutrition Club Prima Utami Pasuruan. Guaranteed service will be felt especially when the consultant is able to answer customer questions regarding the health program. Apart from that, there are 3 (three) other questions that also support the influence of responsiveness on customer satisfaction, namely fulfilling the consultant's promise to customers, providing a 100% money back guarantee and accompanying healthy programs.

Empathy/emphaty, test results show that guarantees have a negative and significant effect on customer satisfaction at Nutrition Club Prima Utami Pasuruan. Empathetic service will be felt especially when the consultant gives personal attention to customers, namely when the consultant is easy to contact with customers and the consultant provides education on healthy living. Apart from that, there are 2 (two) other questions that also support the influence of empathy on customer satisfaction, namely listening to customer complaints and providing opportunities to convey complaints.

Direct evidence/tangibles, test results that the guarantee does not have a positive and significant effect on customer satisfaction at Nutrition Club Prima Utami Pasuruan. Direct evidence/tangibles services are not felt, especially when consultants use identification pins. Apart from that, there are 4 (four) other questions that do not support a direct/tangible influence on customer satisfaction, namely strategic places, parking lots, information facilities and home fit facilities.

Guarantee/assurance services to customers are the dominant influence on customer satisfaction at Nutrition Club Prima Utami Pasuruan. This is demonstrated by the greatest value compared to consultant services, including reliability, responsiveness, empathy and direct evidence.

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