

## The influence of service quality and trust on customer satisfaction

Benius\*, Puput Iswandyah Raysharie, Ignatius Hapiktoran Roy, Vioni A, Yesra Wani, Yessyka Meiliyadina, Yetno, Yuafni Sepditami, Yuyun Tamila, Zahra  
Department of Development Economics, Faculty of Economics and Business, Palangka Raya University

corresponding author

email : benius@feb.upr.ac.id

address : Palangka Raya, Central Kalimantan

©2024

Growth All rights reserved

pp. 71 - 77

---

### ABSTRACT

*This comprehensive examination meticulously illustrates the profound ramifications of trust and the caliber of administration on consumer satisfaction, thereby shedding light on the intricate dynamics at play. It is evident that there exist both notable differences and significant similarities among the various journals that have been scrutinized, as well as the diverse perspectives that each of these scholarly publications presents. In addition to delving into several critical aspects concerning the constructs of trust and administration quality, a multitude of viewpoints will be explored in depth and with great consistency throughout the course of this Research Journal. The Learning Writing Research Methodology is employed as the primary approach for the systematic collection of data within this Research Journal, ensuring a robust analytical framework. This methodological approach aggregates information from a variety of distinct published journals, which are then synthesized into a singular comprehensive journal that will be subjected to thorough analysis and interpretation in this Research Journal. Through this rigorous examination, the study aims not only to contribute to the existing literature but also to foster a deeper understanding of the intricate relationships between trust, administration quality, and the resultant levels of consumer satisfaction. Ultimately, this research endeavors to illuminate the complexities of these interrelationships, offering valuable insights for both academics and practitioners in the field.*

*Keywords: quality of service, trust, costumer satisfaction*

### I. INTRODUCTION

Managerial quality represents an essential condition that significantly contributes to the overall strength and effectiveness of an association, particularly when one considers that regulatory quality serves as a practical and influential X variable within this context. The level of satisfaction experienced by clients or service consumers serves as a vital indicator of the high quality of services rendered. When clients of an organization, institution, or enterprise express their contentment with the services they receive, they are more inclined to persist in utilizing those services while simultaneously recommending them to others who may benefit as well. Consequently, it becomes imperative for organizations to begin to recognize and appreciate the profound significance of client support by actively managing and enhancing the quality of their services. By committing to this endeavor, organizations can cultivate a robust sense of consumer trust, thereby ensuring that clients not only feel satisfied but also inherently trust the

level of service that is provided by the organization in question.

Educational institutions are tasked with the critical responsibility of achieving the anticipated quality standards, which extend beyond mere product quality and encompass various aspects, including the efficiency of human resources. These institutions are capable of delivering competitive products and services that meet or exceed market expectations. It is essential for educational establishments to play a pivotal role in nurturing the best generation for the nation, which is, without a doubt, expected to yield high-quality outcomes that reflect positively on society as a whole. Such institutions must meet public expectations and maintain the trust of the community by consistently offering quality services that align with their commitments and responsibilities to the populace. (Caniago, Aspizain. (2022).

The level of contentment experienced by clients is often determined by their personal experiences, as posited by Lovelock and Writz (2010). When clients of an organization, institution, or enterprise find themselves satisfied with the services they have received, they are likely to continue utilizing those services and will also recommend them to others, thereby enhancing the organization's reputation. Thus, organizations must start to comprehend the critical importance of customer service by diligently working to improve its quality. By engaging in such initiatives, organizations can facilitate the development of consumer trust, which will, in turn, lead clients to feel fulfilled and confident in the level of service that is being offered by the organization.

This research aims to explore and ascertain the intricate relationship between these various factors and how they collectively influence consumer loyalty. By gaining a deeper understanding of the impact that organizational quality and trust have on consumer commitment, organizations can identify the most effective strategies to enhance organizational quality, increase client trust, and ultimately foster greater consumer loyalty within their respective markets.

## II. LITERATURE REVIEW

### Trust

Customer trust plays a crucial role in influencing purchasing decisions and fostering loyalty, particularly in e-commerce and online services. Factors such as website design and usability, robust security measures, customer reviews, and brand reputation collectively enhance consumer confidence and encourage repeat purchases. A well-designed, user-friendly website provides a seamless shopping experience, while secure payment gateways ensure that customers feel safe making transactions online ("Investigating the Factors Affecting Customer Trust in E-Commerce", 2024). Additionally, positive online reviews and endorsements from trusted influencers act as social proof, strengthening the trust customers place in a brand (Wang et al., 2024).

The impact of customer trust on purchasing decisions is profound. Research shows that trust significantly influences consumer behavior, explaining a large portion of the variance in purchasing decisions (Puspitawati et al., 2024). Furthermore, trust serves as a mediating variable between factors like online reviews, brand image, and purchasing decisions, emphasizing its central role in the decision-making process (Wang et al., 2024). By reducing perceived risks, particularly in high-risk industries such as e-commerce and cosmetics, trust encourages customers to engage in continuance shopping and explore new products and services (Khan et al., 2024).

In service-oriented industries, customer trust is equally critical. For example, in businesses like CV Syifa Adventure, trust significantly affects customer satisfaction and loyalty, highlighting its importance across diverse sectors (Maulida et al., 2024). While trust is a pivotal factor, it operates alongside other elements, such as perceived value, customer experience, and external factors like economic conditions. Thus, businesses must adopt a comprehensive approach to build trust, addressing these additional factors to enhance customer satisfaction and ensure long-term loyalty.

#### Service Excellent

The concept of Service Excellent plays a critical role in enhancing customer satisfaction across various sectors by prioritizing customer needs and expectations. Central to this approach is the 3A Model—Attitude, Attention, and Action—which emphasizes purposeful behavior, attentiveness, and responsible actions from service providers. Studies show that in administrative services, this model has significantly improved service quality. Similarly, at PT Home Tester Indonesia, Service Excellent focuses on employee attitudes, abilities, and responsibilities, although challenges like delayed responses indicate the need for further improvements. These findings underline that effective service delivery hinges on both the quality of employee interactions and the operational framework supporting them.

The impact of Service Excellent on customer decisions is evident in sectors like financial services, where it significantly shapes customer preferences. For instance, Muslim customers using pawnshop services value not only excellent service but also security and speed, underscoring the multifaceted nature of customer expectations. However, its direct influence on customer satisfaction may vary across contexts. In mobile banking, for example, Service Excellent does not directly correlate with satisfaction, suggesting that factors like brand awareness and service quality mediate this relationship. This implies that while Service Excellent is valuable, its success often depends on how well it is integrated with other service quality dimensions.

In specialized sectors such as aviation, Service Excellent takes on unique characteristics tailored to industry demands. At Adi Soemarmo Solo International Airport, the emphasis on hospitality, queue management, and personnel optimization is balanced with critical elements like safety and security. This balanced approach highlights the adaptability of Service Excellent across contexts. However, its effectiveness often relies on a comprehensive strategy that incorporates complementary factors such as speed, security, and customer-focused innovations, ensuring a holistic enhancement of service delivery.

#### Customer Satisfaction

Customer satisfaction is a complex and essential element in the success of businesses across sectors, influenced by various factors like service quality, operational efficiency, and customer expectations. Studies consistently emphasize the importance of service quality and responsiveness as key determinants. For instance, in Toko XX, reliability and responsiveness were highly rated by customers, showcasing their impact on satisfaction. Similarly, service companies like Derichebourg Multiservices demonstrate how effective customer service builds loyalty and enhances satisfaction. These findings underline the importance of prioritizing customer-centric service delivery to meet and exceed expectations.

Operational efficiencies also play a pivotal role, particularly in sectors like e-commerce. Payment methods, shipping times, and CRM strategies are identified as critical factors influencing customer satisfaction, as seen in the Olist platform. Beyond operations, product performance and its alignment with customer expectations significantly shape satisfaction. In the petrol bike market, for example, young riders' satisfaction is linked to speed and fuel efficiency, highlighting the importance of addressing specific customer needs to improve

perceptions and experiences.

Other determinants, such as location and accessibility, also contribute to customer satisfaction. Businesses with favorable visibility, traffic flow, and parking facilities often receive higher satisfaction ratings, as observed in the Falsafah Ngopi Ciherang Bogor study. However, satisfaction remains subjective and varies across customer segments and industries. Additionally, external factors like market competition and economic conditions influence customer perceptions. To thrive, businesses must continuously adapt and refine their strategies to align with evolving customer preferences and market dynamics.

### III. METHODS

This particular investigation can be classified as a non-experimental research endeavor, which predominantly employs a systematic literature review strategy to gather and synthesize existing knowledge. The primary objective of this research is to meticulously explore the methodologies for collecting and searching for pertinent data regarding Trust Variables and Service Quality, with the ultimate aim of understanding how these elements contribute to the emergence of Customer Satisfaction in various contexts. To facilitate the collection of this invaluable data, the research utilizes a comprehensive approach that involves the careful review and critical analysis of published journal articles, alongside the incorporation of established theories and the perspectives of various scholars in the field. Through this rigorous process of journal analysis, the study aspires to contribute meaningful insights into the intricate relationships between these core concepts, thereby enhancing our understanding of customer satisfaction dynamics.

### IV. RESULTS AND DISCUSSION

#### The Impact Of Trust On Consumer loyalty

Trust serves as a pivotal element in shaping consumer inclination towards durable goods, which are characterized by their longevity, thereby fostering an enduring connection between consumers and the brand identity of an organization over extended periods. This trust is fundamentally rooted in the objective of enhancing consumer confidence in the various offerings provided by the company, particularly in the context of product reliability and quality. Empirical findings derived from research indicate that both Trust and Service Quality exert a positive and significant impact on the levels of satisfaction experienced by outpatients at the Karya Prima Denpasar Clinic, demonstrating this influence both in isolated instances and in a collective manner. The degree to which patients express satisfaction is profoundly affected by these influential variables, underscoring their importance in the healthcare service sector. The outcomes of the study conducted by Ni Putu Ayu Surya Arnika Putri in the year 2023 yielded exceedingly favorable results, reflecting the critical nature of trust in service delivery. In contrast, the research findings articulated by Dwi. P in 2008 suggest that the trust variable does not possess a substantial effect on the fulfillment aspect of consumer expectations.

The hypothesis posited by Parasuraman, as referenced in Tjiptono's work from 2011, proposes that the anticipated versus perceived dimensions of service are contingent upon the inherent qualities of the assistance rendered to consumers. The implications of this line of inquiry are corroborated by the findings of Kevin et al. in 2018, who conducted observational studies to empirically analyze the relationship between trust and consumer loyalty, thereby contributing to the existing body of knowledge in this domain. In light of the aforementioned discussion, trust can be conceptualized as an individual's conviction in the competence and reliability of a person or group to fulfill their duties and obligations effectively. This notion is intricately linked

to the broader construct of consumer loyalty, which is significantly influenced by the levels of trust established between the consumer and the service provider. Furthermore, the ramifications of trust are exceedingly critical in determining Customer Satisfaction, as the foundation of customer trust plays a vital role in shaping individual perceptions of satisfaction. Each customer, based on their unique experiences and interactions, will develop their own distinct sense of satisfaction, which is invariably influenced by the trust they place in the brand and its offerings.

The Impact of Administration Quality on Consumer loyalty

The intrinsic characteristics of administrative practices that are extended to clients possess the potential to significantly influence their propensity to engage in the purchase of products or even to initiate repeat purchases, thereby illustrating the critical importance of service quality in consumer behavior. According to the scholarly contributions of Lewis and the examination conducted by Tjiptono and Chandra (2005), the concept of quality is meticulously defined as the degree to which the service level provided aligns with and fulfills the expectations held by clients. Similarly, Tjiptono (2001) articulates that managerial quality represents a normative benchmark of excellence, wherein this benchmark serves as a dominant standard designed to satisfy the various wants and needs of clients. It is evident that Tjiptono (2001) elucidates administrative quality as a conventional measure of excellence, with the supremacy of this measure being crucial in the pursuit of fulfilling client desires effectively.

The findings derived from this research indicate that the quality of service has a profound impact on compliance, while the quality of administration directly influences the level of trust that clients place in the organization, and furthermore, compliance itself yields positive repercussions for trust. This empirical investigation further substantiates the hypothesis proposed by Parasuraman, as noted in Tjiptono (2011), which posits that the quality of service embodies a complex construct of perceived value, alongside the dimensions of satisfaction and dissatisfaction, while also aligning with Siagian and Cahyono's (2014) assertion that trust encompasses the confidence in expectations and actions shared among different entities, and that these interactions occur concurrently.

In a broader context, trust is fundamentally characterized as a customer's genuine capability to rely on or depend upon a professional service to competently fulfill their responsibilities and obligations. Based on the aforementioned elucidation, it is apparent that the quality of service plays a pivotal role in influencing customer loyalty, as one can surmise that if the quality of service is deemed high and appropriate, it will foster sustained consumer loyalty, which aligns with the evaluations articulated by Tjiptono (2011) and the concordant findings of Siagian and Cahyono (2014), who strongly concur that proficient service delivery will invariably lead to the maintenance of customer satisfaction.

The empirical results garnered from this research are consistent with Gerson's (2017) hypothesis, which asserts that organizations must consider five critical factors to assess the degree of trust they instill in their service affiliations. It can be inferred that when clients or students receive exemplary service that corresponds with their expectations, they are likely to experience a sense of fulfillment and satisfaction. Furthermore, the outcomes of this investigation resonate with the findings presented by Kevin et al. (2018), which delve into the intricate relationship between trust and satisfaction. The results derived from this study further bolster and align with the theoretical framework proposed by Parasuraman in Tjiptono (2011), wherein the quality of service distinctly determines the nature of the service experienced and perceived by clients. The characteristics of effective management encompass responsiveness, assurance, tangible evidence, empathy, and reliability, and as articulated by Parasuraman in Tjiptono (2011), this service quality is fundamentally recognized as being of exceptionally high

caliber.

Moreover, the findings of this investigation align with the empirical research conducted by Sasongko (2016), which observationally substantiates the relationship between service quality and consumer loyalty, revealing that the empirical results indicate a positive correlation between the quality of service and customer loyalty. In accordance with this, Siswadhi's (2016) research findings further affirm the positive influence of service quality on consumer fidelity. This advantageous effect can be interpreted as an indication that the essence of service quality is intrinsically linked to consumer loyalty, suggesting that the greater the level of satisfaction experienced by students or clients, the more favorable the perception of service quality they hold, and conversely, the opposite holds true as well. The results of this study also provide support for Parasuraman's hypothesis as cited in Tjiptono (2011), which elucidates that the quality of service is a multifaceted construct that is intricately associated with notions of quality, satisfaction, or potential disillusionment.

Considering the extent to which consumers place their trust in an organization, it is evident that consumers can derive a sense of satisfaction while utilizing the products or services rendered by that organization. This research also incorporates the metrics proposed by Kennedy and Young as referenced in Supranto (2011), which serve to evaluate the level of consumer satisfaction through a variety of general quality indicators, all of which reflect distinct facets of quality measurement.

## V. CONCLUSION

In consideration of the comprehensive exploration that has been conducted, it can be reasonably anticipated that the intrinsic qualities of assistance and the establishment of trust play a pivotal role in influencing customer loyalty. The provision of excellent service quality, alongside the maintenance of a trustworthy relationship with clients, emerges as two fundamental elements that significantly enhance the overall loyalty exhibited by customers towards a brand or organization. Consequently, it is imperative for organizations to direct their efforts and concentrate on improving the quality of their services in order to effectively foster a sense of satisfaction among their clientele, thereby securing a more loyal customer base. By doing so, businesses not only meet the immediate needs of their customers but also build a lasting rapport that encourages ongoing patronage and enhances long-term success in a competitive market..

## REFERENCES

- Aini Fadhila, N. (2018). Pengaruh kualitas pelayanan dan kepercayaan terhadap loyalitas dengan kepuasan pasien sebagai variabel intervening di Klinik Syifa Medical Center. *Jurnal Ekonomi dan Manajemen*, 1(1), 1-18.
- Andari, M. P., & Mulyantomo, E. (2020). Pengaruh kualitas pelayanan, fasilitas, kepercayaan, dan promosi terhadap kepuasan pelanggan. *Jurnal Bisnis dan Manajemen Terapan*, 14(1), 112.
- Anita, Y. (2019). Pengaruh harga, kualitas pelayanan, dan kepercayaan terhadap kepuasan konsumen dalam perspektif ekonomi Islam. *Jurnal Ekonomi Syariah*, 12(2), 1-123.
- Ardani, I. G. A. K. S. (2017). Peran kepercayaan nasabah dalam memediasi pengaruh kualitas pelayanan terhadap kepuasan nasabah. *Jurnal Ilmu Ekonomi dan Bisnis*, 8(1), 1-29.
- Arnika, N. P. A. S. (2020). Pengaruh kepercayaan dan kualitas pelayanan terhadap kepuasan pasien. *Jurnal Manajemen Pelayanan Kesehatan*, 18(1), 1-10.
- Benny, D. J. R., & Rekarti, E. (2017). Analisis penawaran pasar dan kualitas website BeautyHaulindo dalam meningkatkan pembelian ulang dengan intervening kepuasan pelanggan dan kepercayaan pelanggan. *Jurnal Pemasaran Digital*, 5(3), 1-14.

- Brata Ismaya, S., & Kurniawan, I. (2018). Pengaruh kualitas pelayanan dan kepercayaan terhadap kepuasan pelanggan pada Klinik Hewan Pet Smile. *Jurnal Manajemen Layanan*, 7(4), 1-6.
- Caniago, A. (2022). Analisis kepercayaan dan kualitas pelayanan terhadap kepuasan pelanggan. *Jurnal Manajemen dan Bisnis Indonesia*, 10(2), 1-13.
- Dewi, N. M. H., & Abiyoga, A. (2022). Pengaruh kualitas pelayanan dan kepercayaan terhadap loyalitas nasabah dengan kepuasan sebagai variabel intervening. *Jurnal Manajemen Indonesia*, 19(3), 1-14.
- Dianawati, E., Wahono, B., & Maghviro, A. N. (2021). Pengaruh kualitas pelayanan, fasilitas, dan kepercayaan terhadap kepuasan pelanggan. *Jurnal Ekonomi dan Bisnis Indonesia*, 15(1), 1-12.
- Guspul, A. (2014). Pengaruh kualitas pelayanan dan kepercayaan terhadap kepuasan nasabah (Studi kasus pada nasabah Kospin Jasa Cabang Wonosobo). *Jurnal Keuangan dan Perbankan*, 9(3), 1-54.
- Haslinda, H. R. (2015). Analisis pengaruh kualitas pelayanan terhadap kepuasan konsumen pada UPT Wilayah III Pasar Klandasan Kota Balikpapan. *Jurnal Manajemen Pemasaran*, 12(1), 1-21.
- Majid, M. S. A., Amri, A., & Kesuma, E. P. (2015). Pengaruh kualitas pelayanan dan kepercayaan terhadap kepuasan pelanggan pada Sulthan Hotel Banda Aceh. *Jurnal Manajemen dan Bisnis*, 6(2), 1-18.
- Mugiono. (2010). Analisis pengaruh kualitas pelayanan terhadap kepuasan konsumen (Pembeli) di Pasar Kota Malang. *Jurnal Ekonomi dan Bisnis*, 9(1), 1-17.
- Ovidani, Z., & Hidajat, W. (2019). Pengaruh kualitas pelayanan, harga, dan kepercayaan terhadap kepuasan pelanggan pada Hotel Dafam Semarang. *Jurnal Pariwisata dan Perhotelan*, 11(4), 1-8.
- Prawira, R. H. (2015). Analisis pengaruh kualitas pelayanan dinas pasar terhadap kepuasan pelanggan pedagang di Pasar Citra Niaga Samarinda. *Jurnal Kebijakan Publik dan Manajemen*, 7(2), 1-17.
- Ribek, P. K., & Wati, N. M. D. W. K. (2020). Pengaruh kualitas pelayanan, brand image, dan kepercayaan terhadap kepuasan konsumen pada PT Prodia Widyahusada. *Jurnal Kesehatan dan Manajemen Bisnis*, 10(2), 1-20.
- Sari, M. K., & Putra, A. P. (2023). Analisis Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan pada Restoran di Kota Palangka Raya. *GROWTH: Journal Magister Ilmu Ekonomi Universitas Palangka Raya*, 9(2), 45-60.
- Sudaryana, Y. (2020). Pengaruh kualitas pelayanan, kepercayaan, dan harga terhadap kepuasan konsumen pada Kantor Pos Indonesia (Persero) Kota Tangerang. *Jurnal Manajemen Layanan*, 14(2), 1-9.
- Wididana, K. B. S. (2017). Analisis pengaruh kualitas pelayanan terhadap kepuasan dan kepercayaan pasien Rumah Sakit Umum Shanti Graha Buleleng. *Jurnal Kesehatan Masyarakat*, 8(4), 1-16.
- Yosepha, S. Y., & Darmo. (2022). Pengaruh kualitas pelayanan dan kepercayaan terhadap kepuasan pelanggan pengguna Tokopedia di Jakarta Timur. *Jurnal Teknologi Informasi dan Bisnis*, 15(3), 1-12.
- Yulianti, D., & Rahman, T. (2022). Penerapan Strategi Service Excellent dalam Meningkatkan Loyalitas Pelanggan pada Industri Perhotelan di Palangka Raya. *GROWTH: Journal Magister Ilmu Ekonomi Universitas Palangka Raya*, 8(1), 75-90
- Yulianto, K., Kumadji, E., & Srikandi, H. (2014). Pengaruh kualitas pelayanan terhadap kepuasan, kepercayaan, dan loyalitas (Survei pada pelanggan yang menginap di Jambuluwuk Batu Resort Kota Batu). *Jurnal Perhotelan dan Pariwisata*, 10(3), 1-9.
- Yusriadi, M., Ika, C., & Ginting, T. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *Jurnal Teknologi dan Inovasi Bisnis*, 20(1), 1-12.