EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON SWITCHING INTENTION BOARDING HOUSE IN MAKASSAR

Muchran BL, Nurinaya, Sri Andayaningsih, Muchriady Muchran
Universitas Muhammadiyah Makassar
Makassar, Indonesia

Abstract

PRELIMENARY

Boarding house is a place to stay temporarily with a certain amount of payment for each specified period. Everywhere, especially in various regions in Indonesia, education centers are growing moldy, especially public and private colleges and universities. This is followed by an increase in the number of houses or special buildings that offer boarding services for students who need them. This service is not free, that is by involving a number of payments for each period, which is calculated per month or per year. After making a payment transaction then someone can live in the desired place. The large number of universities makes housing also an important priority for students who are studying in other areas or far from where they live. One of them is by renting a temporary residence such as a boarding house. Boarding houses were chosen because not all universities provide dormitory facilities for students. In general this will be a livelihood for residents around the campus as providers of temporary shelter.

As many students come from other regions and other cities to study in the capital city, with consideration in terms of cost, time and energy, they prefer a boarding house as a temporary residence while in Makassar. Sometimes students who do not know the city of Makassar will experience difficulties or have many problems in choosing boarding places. Many boarding places that offer prices, security, cleanliness, distance to campus, room facilities, building conditions, spacious rooms, room capacity, distance to shops, and supporting facilities and various other conveniences. So it is not uncommon for students to be confused in terms of determining the right temporary housing for them to occupy.

Quality of service will affect customer satisfaction, where the better the quality of services provided, the better the level of customer satisfaction. Conversely, if the level of service quality and satisfaction is getting lower, then the level of switching intention will increase. Moving places or moving behavior is a concept that is contrary to customer loyalty. Therefore, boarding house owners should reduce the rate of movement of boarding houses.

According to Tjiptono (2011: 330), Quality is a dynamic condition that affects products, services, people, processes and environment that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of their delivery in offsetting consumer expectations. According to Kotler (2012: 83) Service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership. Its production can be related or not linked to one physical product. Service is the behavior of producers in order to meet the needs and desires of consumers for the achievement of satisfaction to consumers themselves.

According to Kotler (2012: 79), customer satisfaction is the level of one's feelings after comparing the performance or results he feels compared to his expectations of satisfaction or dissatisfaction. According to Wilton (2012: 204), the customer is the customer's response to the evaluation of the discrepancy/discourse that is felt between the previous expectations or other performance norms and the actual performance of the product felt after its use Switching Intention is the emergence of a desire from consumers to switch from other products. The consumer's desire to switch turns out to be out of balance with the effort, time and cost that has been incurred to switch. Satisfaction experienced by customers will reduce the desire of consumers to switch from the initial product.

Boarding houses located around the campus, have their own attraction for students. The increase in students every year is thought to trigger competition in boarding houses around the campus. The development of boarding houses from year to year triggers an increase in the number of more exclusive boarding houses with the aim to meet the demands of customers, where according to various sources, currently many boarding houses are advertising their place by focusing on luxury buildings and complete facilities similar to hotels. Price offered with the purchasing power of consumers juga will have a good effect on increasing consumer purchasing decisions (Muchriady et al (2019). These factors cause intense competition in the boarding house service business. This makes boarding house owners compete to provide the best service so that users do not move to another boarding house.

Therefore based on the description above, the objectives to be achieved in this study are as follows: 1) To determine the effect of service quality on switching intention of boarding house users. 2) To determine the effect of customer satisfaction on student intention of boarding house users

STUDY OF LITERATURE

Marketing Management
Assauri, (2012: 45). American Marketing Association, defines marketing as the result of work performance of business activities related to the flow of goods and services from producers to consumers, in addition to this interpretation there is also a broader view, which states marketing is a process of activities that began long before the goods/materials enter the production process.

Quality of service
According to Kotler (2012: 83) Service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership. Production can be linked or not linked to a physical product. Service is the behavior of producers in order to meet the needs and desires of consumers for the achievement of satisfaction to consumers themselves.

Customer Satisfaction
Schiffman and Kanuk (2010: 72), suggested that customer satisfaction is a comparison between consumers' perceptions of products or services in relation to their respective expectations

Switching Intention

According to Berger, et. al (2016) Intention of switching (switching intention) is as a level of likelihood or certainty that customers will move from the current service provider to new service providers. Many customer transfer studies explain that the determinants of displacement, such as quality, satisfaction, switching costs, and interest in alternatives, have been modeled with moving intentions. Several factors that influence customer movement are grouped into three categories, namely the pust effects, pull effects and pull effects (mooring effects) (Nelloh and Liem, 2011).
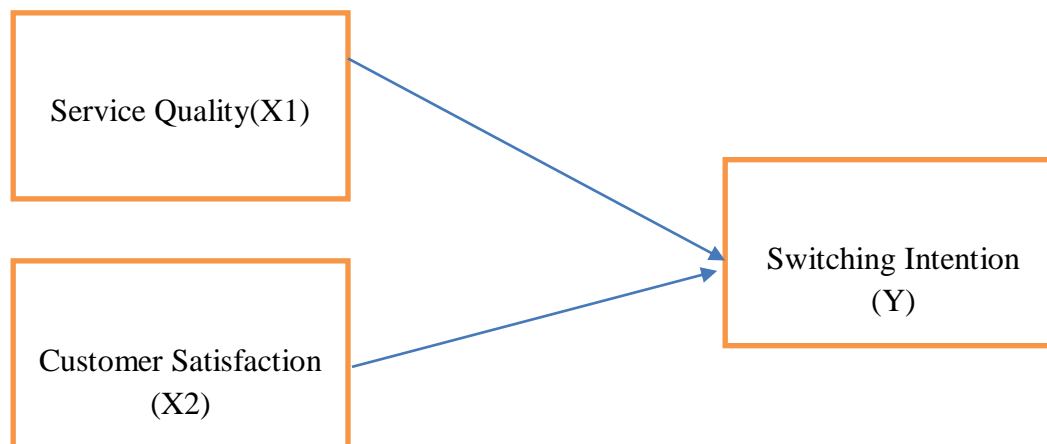

Figure 1. Conceptual Framework

Proposed hypothesis:

1. It is suspected that the quality of service has a positive and significant effect on the switching intentions of students who use boarding houses.
2. It is suspected that customer satisfaction has a positive and significant effect on the switching intentions of boarding home user students.

RESEARCH METHODS

This type of research used in this research is quantitative research. Quantitative method is a scientific method / scientific because it has gone through scientific rules that are concrete/empirical, objective, measurable, rational and systematic.

This research was conducted at Bumi Permata Hijau Housing, Rappocini District, Makassar City. Bumi Permata Hijau Housing, Rappocini Subdistrict, one of the houses that has many boarding houses.

The population in this study is the yellow boarding house resident in Bumi Permata Hijau Housing, amounting to 189 people. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2015: 118). Sampling in this study using accidental sampling or only yellow boarders who are willing to be respondents when found. The amount of sample is determined based on the Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Number of Samples

N = Number of Population Members

e = Percentage of Allowance (0.10 or 10%)

If the total population (N) = 189 and e = 0.1, the number of samples in this study are as follows.

$$n = \frac{189}{1 + 189\,(0,1)^2}$$

$$n = \frac{189}{2.89}$$

$$n = 65,39$$

Then the sample in this study was 65 respondents.

Multiple regression analysis is used to find out how much influence the independent variable is the quality of service and facilities on consumer customer satisfaction in the use of lodging services. The form of the multiple linear regression equation used in this study is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y = switching intention

a = constant value

b_1, b2 = Regression coefficient

X_1 = Service Quality variable

X_2 = Customer Satisfaction variable

e = Standard error

RESEARCH RESULTS AND DISCUSSION
Validity Testing

Validity test is used to test the accuracy of the measuring device, can reveal the concept of the phenomenon/event being measured. Validity test is used to measure the validity of a questionnaire, a questionnaire declared valid if the question/statement on the questionnaire is able to reveal something that will be measured by the questionnaire. Validity test can be used correlation coefficient whose significance value is less than 5% (level of significance) indicating that the statements are valid/valid as forming indicators. The test results are obtained as

follows:

Table 1. Validity Test Results

Variable	Indicator	r count	Sig	α (0,05)	Information
Quality of Service (X1)	X1.1	0,583	0,000	0,05	Valid
	X1.2	0,565	0,000	0,05	Valid
	X1.3	0,469	0,000	0,05	Valid
	X1.4	0,480	0,000	0,05	Valid
	X1.5	0,734	0,000	0,05	Valid
	X1.6	0,798	0,000	0,05	Valid
	X1.7	0,763	0,000	0,05	Valid
	X1.8	0,780	0,000	0,05	Valid
Customer satisfaction (X2)	X2.1	0,787	0,000	0,05	Valid
	X2.2	0,791	0,000	0,05	Valid
	X2.3	0,832	0,000	0,05	Valid
	X2.4	0,823	0,000	0,05	Valid
	X2.5	0,612	0,000	0,05	Valid
	X2.6	0,576	0,000	0,05	Valid
	X2.7	0,614	0,000	0,05	Valid
	X2.8	0,539	0,000	0,05	Valid
switching intention (Y)	Y no. 1	0,581	0,000	0,05	Valid
	Y no. 2	0,580	0,000	0,05	Valid
	Y no. 3	0,586	0,000	0,05	Valid
	Y no. 4	0,712	0,000	0,05	Valid
	Y no. 5	0,690	0,000	0,05	Valid

Source: data processed year 2019

Based on table 1 above, it shows that all statement items used to measure the variables used in this study have a Sig <0.05 so that it can be said that the whole indicator is valid for use as an instrument in research or questions raised in research can be used to measure the variables studied.

Reliability Testing

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is declared reliable or reliable if an individual's answer to a statement is consistent or stable from time to time.

Testing reliability in this study is to use the alpha formula. The reliability test results for each variable obtained data as follows:

Table 2 Reliability Test Results

Variabel	Alpha Cronbach	Information
Quality of Service (X1)	0,806	Realibel
Customer satisfaction (X2)	0,849	Realibel
Switching Intention (Y)	0,619	Realibel

Source: 2019

Based on table 2 above, it shows that all variables have a Cronbach alpha coefficient above 0.60 so that it can be concluded that the items measuring the variables and the questionnaire are realible which means that the questionnaire used in this study is a reliable questionnaire.

DATA ANALYSIS
Classical Assumption Test

To find out whether the model has fulfilled the BLUE (Best linear unbiased estimator) assumption or not, it is necessary to do several tests, namely multicollinearity test, heteroscedasticity test and normality test.
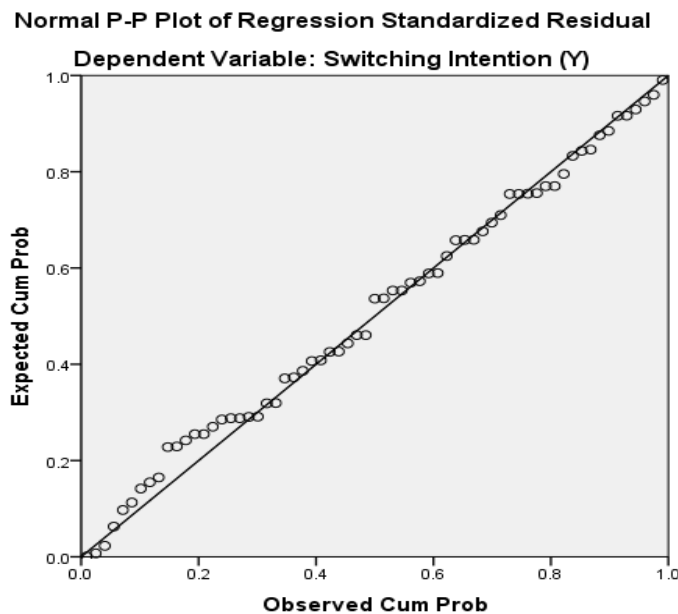
Normality Test

Figure2 Normality Test Results

Based on the curve analysis in Figure 2, it can be seen that the data is spread around the diagram and follows the regression so that it can be concluded that the data processed is normally distributed data so that the normality test is met.

Multicollinearity test

Table 3. Multicollinearity Test

Independet Variable	Tolerance	VIF	Information
Quality of Service (X1)	0,691	1,447	Free *multikolinearitas*
Customer satisfaction (X2)	0,691	1,447	Free *multikolinearitas*

Source: data processed in 2019

Based on table 3 it can be seen that all VIF values <10 means that there is no multicollinearity, so it can be concluded that the multicollinearity test is fulfilled.
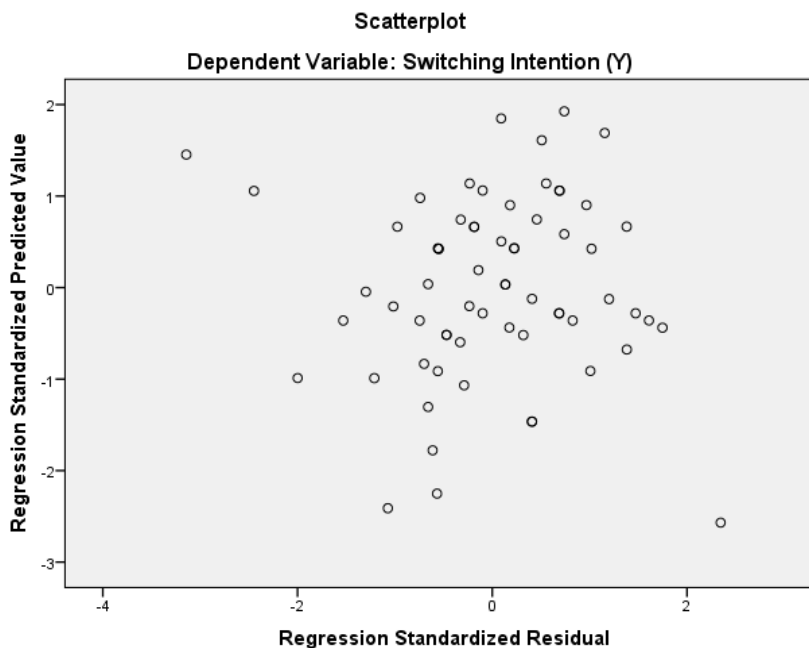
Test *Heteroskedastisitas*

Figure 4. Heteroscedasticity Test Results

Based on Figure 4.3 above, it can be seen that heteroscedasticity does not occur because there is no clear pattern and the points spread above and below the number 0 on the Y axis, so it can be said heteroscedasticity test is fulfilled.

Multiple Linear Regression

The multiple linear regression test aims to analyze the effect of Service Quality and customer satisfaction on Switching Intention for boarding houses (case study of boarding houses in Bumi Permata Hijau Housing, Rapocini District, Makassar City). Multiple linear regression analysis was performed using SPSS (Statistical Package for Social Science) 22 applications for windows, while the confidence level used in the calculation of multiple linear regression was 95% or with a significance level of 0.05 ($\alpha = 0.05$).

Table 4
Results of Multiple Linear Regression Calculations

Independent Variable (X)	Dependent Variable (Y)	B	Beta	T	Sig.	Information
Service Quality (X1)	*Switching Intention* (Y)	0.177	0.316	4.230	0,000	Positif significant
Customer satisfaction (X2)		0.352	0.656	8.782	0,000	Positif significant
R = 0,872 R Square = 0,761 F= 98,592 signifikansi 0,000						

Source: data processed in 2019

Based on table 4 (the results of the calculation of multiple linear regression) above can be found the equation of multiple linear regression as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 3,089 + 0,177X_1 + 0,352X_2$$

The regression equation above can be explained as follows:

Constant value (a) = 3,089. This means that if all independent variables have a value of zero (0) then the value of the dependent variable is 3.089 or in other words the Switching Intention (Y) variable will be constant at 3.089 if it is not influenced by Service Quality (X_1), Customer Satisfaction (X_2). Service Quality (X_1) on Switching Intention (Y) / b_1 = 0.177 Service Quality Variable (X_1) has a positive effect on Switching Intention (Y) of 0.177, this means that if the Service Quality variable increases one unit then Switching Intention will rise by 0.177, conversely if the Service Quality variable decreases then Switching Intention decreases also assuming that the variable Other free (X_2) = 0.

Customer satisfaction (X_2) towards Switching Intention (Y) / b_2 = 0.352 The customer satisfaction variable (X_2) has a positive effect on Switching Intention (Y) of 0.352, this means that if the customer satisfaction variable increases by one unit then the Switching Intention will

rise by 0.352, conversely if the customer satisfaction variable decreases the Switching Intention decreases with the assumption that the variable Other free (X2) = 0.

Hypothesis Test

Hypothesis test in this study is the t test. The t test was used to partially test the significance of the variable X against Y. The sample used as many as 65 people, so the test uses a t test with df = n-2 or df = 64 people, and the level of significance (α) = 5%, then a t table of 1.99773 is obtained.

Table 5
Test Results t

Independent Variable	T	Signifikansi
Quality of Service (X1)	4,230	0,000
Customer satisfaction (X2)	8,782	0.000

Source: data processed in 2018

Based on table 5 above obtained from the results of data processing using SPSS (Statistical Package for Social Science) version 22, the t-test of each X variable is obtained as follows:

a) Quality of Service (X_1) on Switching Intention (Y)
In the calculation of SPSS (Statistical Package for Social Science) it can be seen that the service quality variable tcount (4.230)> t table (1.99773) and a significant value <0.05 is 0.000, so that H_1 which reads variable Service Quality has a positive and partially significant effect on Switching Intention is accepted, whereas H∘ which reads Service Quality variable has no positive and partially significant effect on Switching Intention is rejected. So, it can be concluded that Service Quality has a positive and partially significant effect on Switching Intention.

b) Customer satisfaction (X_2) on Switching Intention (Y)
In the calculation of SPSS (Statistical Package for Social Science) it can be seen that the customer satisfaction variable (8,782)> t table (1.99773) and a significant value <0.05 is 0.000, so that H_1 which reads the variable customer satisfaction has a positive and partially significant effect on Switching Intention is accepted, while H∘ which reads variable customer satisfaction does not have a positive and significant effect partially on Switching Intention is rejected. So, it can be concluded that customer satisfaction has a positive and partially significant effect on Switching Intention.

DISCUSSION

After analyzing the data, the next step is to discuss the results of the data obtained about the effect of the independent variable on the dependent variable as follows:

a. Effect of Service Quality on Switching Intention

Based on the results of the t test for the influence of Service Quality have t count Service Quality variables (4.230)> t table (1.99773) and a significance level of 0.000 <0.05. It can be concluded that Service Quality has a positive and partially significant effect on Switching Intention. This is consistent with Susepti's opinion that Service Quality is the overall range of characteristics and characteristics of various products or services in terms of the ability to meet a variety of needs that have been determined or latent (According to Bolton, et.al 2013). This is also consistent with research which states that service quality has a significant effect on customer decisions and has a positive impact on Switching Intention, (Survey on boarding house service users), (Ninik Yulyani Gusasi, 2014).

b. The effect of customer satisfaction on Switching Intention
Based on the results of the t test for the effect of customer satisfaction has tcount customer satisfaction variables (8,782)> t table (1.99773) and a significance level of 0,000 <0.05. It can be concluded that customer satisfaction has a positive and partially significant effect on Switching Intention. This is in accordance with the opinion of Yunus, 2014 stating that customer satisfaction is a comparison between consumers' perceptions of products or services in relation to their respective expectations (Schiffman and Kanuk, 2010: 72). This is also consistent with research that states that Service Quality, customer trust and customer satisfaction have a positive and significant effect on customer loyalty (Widiyanto, 2013

CONCLUSION
This study aims to determine the effect of Service Quality and Customer Satisfaction on Switching Intention Boarding Houses (Case Study of Yellow Boarding in Bumi Permata Hijau Housing, Rappocini District, Makassar City). Based on the formulation of the problems in this study, the data analysis that has been carried out and the discussions that have been carried out and the discussions that have been put forward in the previous chapter, the conclusions can be drawn, namely:

1. Service Quality Variables have a positive and significant effect on Switching Intention or it can be said that Service Quality has a positive and significant effect on Switching Intention.
2. Customer Satisfaction Variable has a positive and significant effect on Switching Intention or it can be said that price has a positive and significant effect on Switching Intention.

REFERENCES

Adi, R. N., & WIDIYANTO, I. (2013). *Analisis Faktor–Faktor yang Mempengaruhi Keputusan Pembelian dengan Sistem Pre Order Secara Online (Studi Kasus Pada Online Shop Chopper Jersey)* (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).

Assauri, S. (2012). Strategic Marketing Sustaining Lifetime Customer Value. *Jakarta: Rajawali Pers*.

Berger, I., Ahmad, A., Bansal, A., Kapoor, T., Sipp, D., & Rasko, J. E. (2016). Global distribution of businesses marketing stem cell-based interventions. *Cell stem cell*, *19*(2), 158-162.

Bolton, R. N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., ... & Solnet, D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of service management*, *24*(3), 245-267.

Gusasi, N. Y., & Rachmawati, I. (2014). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Dan Dampaknya Terhadap Switching Intention Pengguna Jasa Rumah Kos Di Kawasan Telkom University Tahun 2014.(Studi Pada: Rumah Kos Radiant Residance, Wisma Sukapura 44, Smart House, Wisma Cendikia). *eProceedings of Management*, *1*(3).

Kotler, P. (2012). *Kotler on marketing*. Simon and Schuster.

Muchran, M., & Muchran, B. L. (2019). The Effect Of Product Quality And Price On The Decision To Purchase Halal Cosmetics. *Advances in Social Sciences Research Journal*, *6*(10), 173-177.

Nelloh, L. A. M., & Liem, C. C. P. (2011). Analisis Switching Intention Pengguna Jasa Layanan Rumah Kos di Siwalankerto: Perspektif Kualitas Layanan dan Kepuasan Pelanggan. *Jurnal Manajemen Pemasaran*, *6*(1), 22-31.

Sugiyono, P. (2015). Metode penelitian kombinasi (mixed methods). *Bandung: Alfabeta*.

Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). Consumer Behaviour: Global Edition.

Tjiptono, F. (2011). Manajemen dan strategi merek. *Yogyakarta: Andi*.

Wilton, W., & Toh, W. (2012). Determinants of entrepreneurship: a framework for successful entrepreneurship. *World Review of Entrepreneurship, Management and Sustainable Development*, *8*(3), 285-296.