

The Role of Customer Value in Mediating the Relationship between Service Quality and Customer Satisfaction (Case Study of the University Library Widyatama Bandung)*

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Abstract

This study aim is to determine the role of customer value in mediating the effect of service quality to customer satisfaction. There are three variables that were analyzed, namely service quality, customer value and customer satisfaction. The research was conducted using descriptive and verifatife. This research is investigates the influence amongst some variables using regression techniques. Data were collected using a questionnaire with Likert scale. Processing of the data is using multiple regression analysis, while descriptive data analysis was using average technique. The results showed that regression coefficients of service quality to satisfaction is 1.090 with a p-value 0.000 ($p < 0.05$). Regression coefficient with the service quality of customer value is 0.768 with a p-value 0.000 ($p < 0.05$). Regression coefficient for customer value to customer satisfaction is

0.657 with a p-value 0.000 ($p < 0.05$). On the other hand, regression coefficient of service quality and customer value to customer satisfaction simultaneously are 0.688 with p value 0.000 for effect of service quality to customer satisfaction, and 0.153 for effect of customer value to satisfaction with p value 0.057 ($p > 0.05$). The regression coefficients show that the customer value in the University Library Widyatama has no role in mediating the effect of service quality to customer satisfaction. This can be caused by the customer understands that the library only as a means of supporting their learning activities so that they do not questioning the value (cost) that they sacrificed to benefit. In this research, the authors also make some recommendations.

Key Words: *Library, Service Quality, Customer value, Customer Satisfaction*

INTRODUCTION

Table 1. Shows the number of students visits to Library during the year 2011. It shows the decline tendency in student visits to the library of the University Widyatama, the declining suggests a decrease in the quality of services that may be impact on students satisfaction as customer of library. The data indicates that the declining trend in the number of visits to the library of the University Widyatama depicts a weakening of customer interest in using library facilities, and also showed declining customer satisfaction on library services.

Table 1 - Number of Visit to the Library

Dept.	Jan	Feb	Maret	April	Mei	Juni	Juli	Agust	Sept	Okt	Nop	Des	Total
Economics	1010	2164	2392	1880	1673	1190	1311	962	2196	1974	1405	1474	15631
Business	434	1290	1426	1012	1143	816	865	513	1746	1352	967	1084	12448
Inormatics	74	92	105	105	113	78	83	49	96	95	53	52	993
Industrial Eng.	38	142	116	86	87	55	47	37	59	78	24	50	821
English	24	116	88	71	68	41	46	31	109	72	87	74	828
Graphis	1	2	2	2	6	1	2	2	8	2	3	0	31
SI	27	51	37	36	31	23	13	13	17	83	52	41	424
BJ	16	11	34	15	12	22	3	5	44	23	22	15	221
Multimedia	0	0	2	4	3	1	1	3	8	0	2	0	24
PPAK	21	17	15	23	20	25	82	25	15	89	11	47	390
MM	0	10	43	17	29	13	17	20	15	94	29	66	374
Total	1644	3959	4261	3253	3155	2083	2470	1660	4314	3662	2923	2923	38185

Source : Universitas Widyatama Library Data

Yang and Peterson, and Susan Evans in Reni, (2007:25) suggested that the research which describe the processes and mechanisms of customer satisfaction which can be realized through customer value is necessary. The study of the effect of service quality on customer value and customer satisfaction has been studied by Selmi (2007) who found that all dimensions of service quality (assurance, tangible, responsiveness, reliability and empathy) have positive and significant impact on customer value. Thus, it can be concluded that the quality of service will increase customer value. Additionally, the study of the effect of service quality on consumer satisfaction was also conducted by Reni (2007) and Zulganef and Rachiem (2010).

This study examines the relationship between service quality, Customer Satisfaction, and customer value of Patient of a Semarang Hospital Telogorejo. The results showed that all dimensions of service quality, namely reliability, responsive, empathy, assurance and tangible affect on the customer satisfaction through customer value. Referring to previous research and the phenomenon mentioned above, this study aimed to analyze the relationship between the services provided by librarian, value, and customer satisfaction.

LITERATURE REVIEW.

This study based on some previous studies as reference, such as Garbarino and Johnson (1999), Rachmat (2003), Samosir (2005), Dedy (2007), Reni (2007), Manullang (2008), and Zulganef and Rachiem (2010) works. According to Parasuraman, Zeithaml and Berry in Tjiptono (2011:198) there are five dimensions that are used to analyze the service which met the customer's expectations, i.e. Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

The Consumers in choosing a product or service does not only depend on the quality of services, but also depends on the value perceived by the customer, in order that, the company must add a value that can make customers get what they pay or more than they expected, so that the company can retain their customers (Cronin, 2000; Broekhuizen and Jager, 2004; Lam, 2002) in Dedy (2007).

According to Kotler and Keller (2009:14) the offering of company will be successful if it delivers value and satisfaction to the target buyer. The Value will increases in line with quality and service. Marketing is an activity to identify, create, communicate, deliver and monitor customer value (Kotler and Keller, 2009), this definition suggested that value is an important concept or variable in the field of Marketing. Additionally, satisfaction reflects a person's judgment about the performance of the products (or outcome) in relation to their expectations. If the performance of the product in accordance with their expectations, then the customer is satisfied. If the product performance exceeds expectations, the customer is happy. However, if the performance of the product is below expectations, then the customer will be unsatisfied.

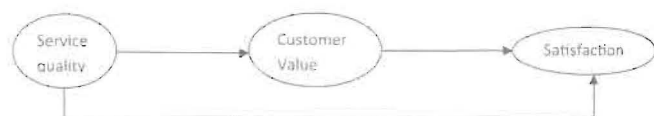
Widyatama University Library as a place to help students acquire reference books, information, and articles in journals should be able to provide satisfactory services to the customers. In addition, the University Library Widyatama should be able to increase the value for the customer because the value is the key to marketing success, as well as marketing definition proposed by Kotler and Keller (2011), the customer is the main subject for any college library. In addition, value creation is also a producer that was created for customer satisfaction. Value for customers is a benefit that should be possessed by library customers.

Zulganef and Rachiem (2010) found that customer value has a relationships with customer satisfaction. Garbarino and Johnson (1999) revealed that the attitude towards the service attributes (attitudes play) have a relationship with satisfaction. While research Zulganef (2002) revealed that the attitude of one of the attributes of services, i.e the process, had no relationship with satisfaction. The difference in results Garbarino and Johnson (1999) with the Zulganef (2002) provide an opportunity to verify the relationship between attitudes toward the attributes of services with customer satisfaction. Referring to the Garbarino and Johnson (1999), and Zulganef (2002), and Zulganef and Rachiem (2010) above, the author develope four hypothesis of this study, these are:

- H1 : *There is a positive and significant relationship between service quality and customer satisfaction.*
- H2 : *There is a positive and significant relationship between customer satisfaction and customer value.*
- H3 : *There is a positive and significant relationship between customer value and customer satisfaction.*
- H4 : *There is a mediating effect of customer value in relationship between service quality and customer satisfaction*

Based on the previous research above, the research model of this study is in the following figure 1

Figure 1 - Research Paradigm



RESEARCH DESIGN

The type of this research is verification that the methods used to test the truth of a knowledge (Marzuki, 2002:7), whereas the method used was a survey using a questionnaire as a data collection tool with the unit of analysis is the student as library users of Widyatama University Bandung.

The population of this study was all students of the University that registered Widyatama semester as a student in 2011/2012. Sampling used was stratified random sampling, which is a method for sampling by first classifying the population into sub-strata based on certain criteria, then allocate proportionately to the number of samples in each stratum.

The selection of a respondent was done through simple random sampling, which is the most direct way to maximize the chance of selecting respondent from representative sample. The sampling technique that was used in this study is Yamane formula (Rakhmat, 2004.82) as follows: Number of students is 4041.

Based on Yamane formula (Rakhmat, 2004) the minimum sample of 4041 population is as follows:

$$n = \frac{4041}{4041 (0,1)^2 + 1} = 97,5851 \dots \text{respondents, it is rounded to } 99 \text{ respondents}$$

Because there is a program study that not represented due to the proportion is 0.5% i.e. Japanese and multimedia, then the number of sample is rounded to 99. All variables were measured using Likert scale since it is used to measure the attitudes, opinions and perceptions of a person or a group of social phenomenon (Sugiyono, 2008).

The analysis technique used is the hierarchical regression analysis, whereas the regression model used in testing the mediating role of customer value is as follows:

$$\begin{aligned} Z &= b_{01} + b_{11}X + e_1 \\ Y &= b_{02} + b_{12}X + e_2 \\ Z &= b_{03} + b_{13}Y + e_3 \\ Z &= b_{04} + b_{14}X + b_{24}Y + e_4 \end{aligned}$$

where :

Z = Customer satisfaction
X = Service Quality
Y = Customer Value

According to Howell (2001), a relationship mediation occurs when the relationship between the variables I (independent) and variable D (dependent) mediated by the variable M (mediator). To test the mediating function of the variable M in the relationship between the variables I and D variables are analyzed through four (4) regression models, namely:

- D = function (I): Testing the relationship between I and M and
- D = function (M): Testing the relationship between M and D
- D = function (I, M): Testing the relationship between I and M with D

If D = f (I) or the relationship between I and D significantly,
M = f (I) or the relationship between I and M significantly,
and D = f (M) or the relationship between M and D significant, and the relationship between I and D insignificant in the function D = f (I, M) or the relationship I

and M with D; then it can be decided that the relationship between I and D mediated fully by M. Meanwhile, if the relationship between I and D significantly in the function D = f (I, M), it was considered that the relationship between I and D mediated partially by M.

RESULT AND DISCUSSION

Regression models were used in testing customer value as mediating role in the relationship between service quality and customer satisfaction through 4 stages as follows:

$$1. Z = b_{01} + b_{11}X + e_1$$

Table 2 shows the first stage of data processing which shows that quality of service is significantly positively impact to customer satisfaction, in which the regression coefficients b11 is 1,090 and p-value is <0.05, thereby expressed that **service quality significantly influence customers' satisfaction on using of Widayatama University library.**

Table 2 - Regression Coefficient of Service Quality on Customer Satisfaction

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.402	.336		-1.195	.235
	Service Quality	1.090	.088	.784	12.424	.000

a. Dependent Variable: Customer Satisfaction

$$2. Y = b_{02} + b_{12}X + e_2$$

Table 3 shows the second stage of the data processing, it shows that the service quality significantly and positively associated with customer value, where the regression coefficients b12 is 0.768 and p-value is <0.05, and therefore explained that **the service quality significantly influence customer value in using the library of the University Widayatama.**

Table 3 - Regression coefficient of Service Quality on Customer Value

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.052	.375		2.806	.006
	Service Quality	.768	.098	.623	7.843	.000

a. Dependent Variable: Customer Value

$$3. Z = b_{03} + b_{13}Y + e_3$$

Table 4 shows the third stage of the data processing, it shows that the customer value significantly and positively associated with customer satisfaction, where the regression coefficients b13 is 0,657 and p-value is < 0,05, and therefore explained that the customer value significantly influence customer satisfaction in using the library of the University Widyatama

$$4. Z = b_{04} + b_{14}X + b_{24}Y + e_4$$

Table 4 - Regression coefficient of Customer Value on Customer Satisfaction

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	1.139	.373		3.051	.003
	Customer Value	.657	.093	.582	7.049	.000

a. Dependent Variable: Customer Satisfaction

Table 5 shows the fourth stage of data analysis, it appears that the service quality is significantly and positively related to customer satisfaction, where the regression coefficient b14 is 0.957 and p-value is <0.05, while the customer value is positively related to customer satisfaction, but not significant, with regression coefficients b24 is 0.173 and p-value is 0.057 > 0.05, and thus can be explained that service quality significantly affect customer satisfaction, on the other hand, customer value is not significantly effect on customer satisfaction in using the library of the University Widyatama. This suggests that customer value does not fully mediate the relationship between service qualities with customer satisfaction. It was considered that the relationship between service quality and Satisfaction is mediated partially by customer value (Howell, 2001).

Table 5 - Regrssion coefficient of Service Quality and Customer Value on Customer Satisfaction

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	-.584	.345		-1.694	.094
	Service Quality	.957	.111	.688	8.653	.000
	Customer Value	.173	.090	.153	1.928	.057

a. Dependent Variable: Customer Satisfaction

CONCLUSIONS

Based on data analyze and explained in the previous section, it can be revealed some conclusions as follows:

1. The overall analysis of student responses on the dimensions of quality library service showed a good value since it is in the interval between 3.40 to 4.19. The tangible dimension is the highest value among the other

dimensions, it shows that physical evidences of library are factors which are considered the most important things by the customer, thus it should be paid attention by the management of University library Widyatama. on the other hand, empathy is the lowest value among other dimensions, it should be improved by the management.

2. The level of customer value on the services of the University library Widyatama is good, it can be seen from the results of the study which has items average value of 3.98, it is in the interval from 3.40 to 4.19, which means good, thus that the performance of library service quality is in the range of customers expectation.

3. The level of satisfaction on the services of the University library Widyatama is good, it can be seen from the results of the study which has items average value of 3.63, it is in the interval from 3.40 to 4.19, which means good, thus that the performance of library service quality is in the range of customers expectation.

4. Based on the hierarchical regression analysis, it shows that the customer value has an insignificant role in mediating the relationship between service quality and student satisfaction. It is shows that in the University Library Widyatama, customer satisfaction is achieved through a direct relationship between service quality and customer satisfaction. This can be caused by the customer understands that the library only as a means of supporting their learning activities so that they do not questioning the value (cost) that they sacrificed to benefit.

RECOMMENDATIONS

1. Customer visits to the library is less than 5 times a month, this indicates that widyatama library is less attractive for University students. Customers simply visit the library only when they need to complete assignments or are completing the final work. This could be happen because of a lack of promotion done by the management of the library, so that the customer does not know the up to date information about library that will motivate them to come to library.

2. The results of this study indicate that the customer value does not play a role in fully mediating the relationship between service quality and satisfaction of students. This suggests that the benefit of the library is not important to the students, in terms of the quality of services that do not provide benefits, although the service quality is satisfy students. Therefore, for the library managers, it is more important to improve the quality of services, because only the quality of the services that could affect customer satisfaction. The Quality of the services provided do not need to provide a high benefit for the students, since the customer value is identic with benefit.

3. Holbrook (1999) reveals that many values are associated with the positioning, referring to the opinions of Holbrook (1999), it can be concluded that customer value has no role in mediating the relationship between service quality to customer satisfaction because the library does not create any positioning into customer (students) minds, in the sense of not having specific characteristics (differentiation) that can distinguish with other libraries, so librarians must create uniqueness of the Widyatama library, for example by changing the layout or give the cafe atmosphere with music or songs.
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