

Analysis of The Relationship Between Customer Satisfaction and Service Quality of a Pet Shop in Depok, East Java

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Abstract: *In this research, the analysis gaps of customer expectation toward service quality of a pet shop business in Depok, East Java, Indonesia by using Parasuraman's SERVQUAL scale was investigated. The results indicated that all five dimensions of SERVQUAL had gaps in expectations and performance while Reliability, Responsiveness, Assurance and Empathy significantly gave positive gap scores ($P>E$). It can lead to satisfaction to customers, while Tangible gave a negative gap score ($P<E$) that affected a dissatisfaction; and the customer expectations and the service performances of the pet shop were exceeding customer expectations ($P>E$). Overall average SERVQUAL gap score was indicating satisfaction to customers. As a quantitative research, data were collected from 50 respondents of the pet shop's customers using a questionnaire and was analyzed using SPSS. This research becomes a good input from its customers which opened an opportunity for the pet shop management to improve its business performance in the future.*

Keywords: *service quality, customer expectation, service performance, pet shop.*

INTRODUCTION

Pets are a human friend (Shipman, 2011). Their presence gives a great joy for their owners because of their unconditional love and companionship (Zinn and Beck, 2014; Skerrett, 2015). Besides, having pets is important to the health and well-being of the owners. People will live longer and feel better if they have a pet (American Pet Products Manufacturers Association, 2005; Adhikari et al., 2019). Scientific studies about the human-animal bond reveal that pet owners are more likely to have lower stress levels, cholesterol levels and blood pressure (Judge and Barish-Wreden, 2011). They also experience fewer heart attacks than people without pets (Levine et al., 2013).

According to ReportLinker (2019), pet care spending was little affected by the economic recession, with owners cutting elsewhere rather than reducing their pet care budgets. The pet care market consists of the retail sales of cat care, dog care, pet care and healthcare products. Euromonitor International in 2013 explained that for five consecutive years the pet care market in Indonesia has registered robust double-digit growth in volume and value terms. The site in 2018 also mentioned that all categories within

pet care in Indonesia are experiencing growing and expanding the pet care market size. That growth could be supported by some factors such as humanisation, premiumisation and urbanisation.

In 2018, Future Market Insights (FMI) had reported that pet care market in South Asia is expected to grow at a constant value CAGR (*compound annual growth rate*) of 6.8% from year 2014 to 2020, driven mainly by the burgeoning trends of pet humanization and increasing adoption of private label brands in countries such as Thailand, Singapore, Indonesia and Malaysia. Increased pet ownership, increased urbanization, growing awareness of pet healthcare, increased in the level of disposable income of consumers and wider distribution of pet care products are expected to be the main driving factors behind the growth of pet food and of pet care over the forecast period, the report said.

A pet shop does not only sell pet-related products but also services such as health clinic, grooming and shelter. Therefore, there is customers' satisfaction that has to be fulfilled. The service performance of the pet shop should meet customers' expectation in order to create a satisfied customer

(Culiberg and Rojšek, 2010; Munusamy et al., 2010). In fact, there are still pet shop owners who have less experience in how to run this specialty business well to win their customers' heart. Service quality of a business is the key. According to Parasuraman *et al.* (1988), service quality has five dimensions: tangible, reliability, responsiveness, assurance and empathy. These dimensions later will determine how good or bad the service performance is and then can lead to customer satisfaction.

The purposes of this research are about analyzing the gap of expectation and performance in service quality that would happen when customer experienced a pet shop's service. First, for each dimension of SERVQUAL, the author would like to know the gap of service quality score between customer expectation about pet shop service and the service performance. Second, the author would explain how significant the difference of total service quality score between customer expectation about pet shop service and the service performance. Through this performance research, the pet shop can know what weakness the customers concern about and how these feedbacks can turn up the next performance.

LITERATURE REVIEW

Service Quality

In this highly competitive business industry nowadays, service becomes one of the most important elements for gaining a sustainable competitive advantage in the market (Yeboah and Ewur, 2014). Consequently, the efforts of service management are directed towards understanding how customers perceive the quality of service. Customers are likely to view services as a variety of attributes that may, in different ways, contribute to their purchase intentions and perceptions of service quality.

According Parasuraman *et al.* (1988), SERVQUAL represents service quality as the discrepancy between a customer's expectations for a service offering and the customer's perceptions of the service received, requiring respondents to answer questions about both their expectations and their perceptions. They developed a service quality based on gap analysis. The service quality gap analysis is based on a best practices framework, and assesses how well the business is structured to meet service quality objectives.

Service quality is having vast meaning. Although researchers (Grönroos, 1984; Parasuraman *et al.*, 1985; Parasuraman *et al.*, 1988) have

focused on different aspects of service quality, they all agree that the emphasis should be on customers. The most common definition of the concept is attitude, which results from a comparison of customers' expectations with perceptions of performance towards the service or product (Parasuraman et al., 1985). What is more, customers perceive service quality as a multidimensional concept.

Gronroos (1984) and Parasuraman et al. (1985) have proposed that customers' perception of service quality is based on the comparison of their expectations (what they feel service providers should offer) with their perceptions of the performance of the service provider. Parasuraman et al. (1985) also pointed out that expectation is viewed differently in both satisfaction literature and service quality literature. In satisfaction literature, expectations are considered as 'predictions' by customers about what is likely to happen during a particular transaction while in service quality literature, they are viewed as desires or wants of consumers, that is, what they feel a service provider 'should' offer rather than 'would' offer.

Hypotheses

H₁ : there is no tangible score gap between customer

expectation about pet shop service and the service performance of Jangki Pet Shop Depok.

H₂ : there is no reliability score gap between customer expectation about pet shop service and the service performance of Jangki Pet Shop Depok.

H₃ : there is no responsiveness score gap between customer expectation about pet shop service and the service performance of Jangki Pet Shop Depok.

H₄ : there is no assurance score gap between customer expectation about pet shop service and the service performance of Jangki Pet Shop Depok.

H₅ : there is no empathy score gap between customer expectation about pet shop service and the service performance of Jangki Pet Shop Depok.

H₆ : there is no gap of service quality score between customer expectation about pet shop service and the service performance of Jangki Pet Shop Depok.

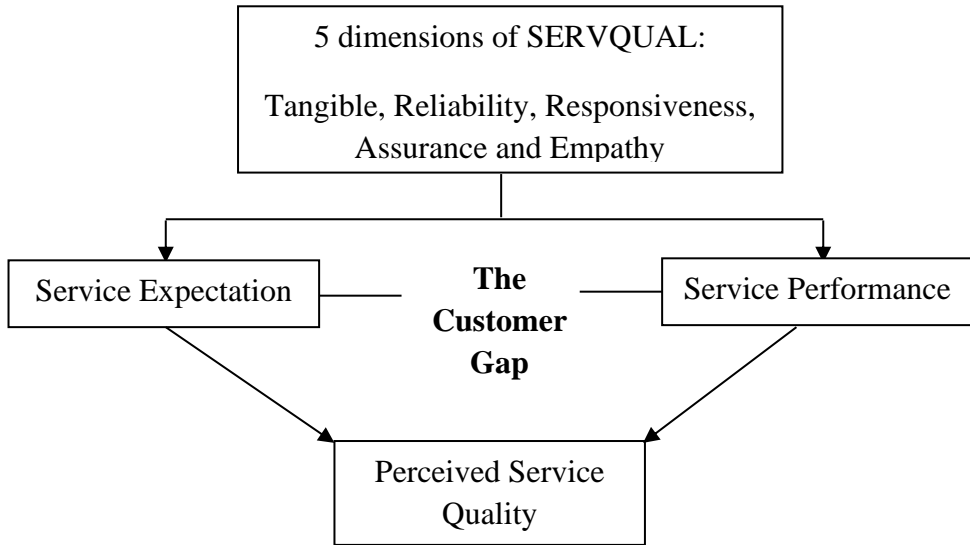


Figure 1.1 Measuring service quality using SERVQUAL model

RESEARCH METHODS

The process of measurement is central to quantitative research. According to Babbie (2010), quantitative analysis is the numerical representation and manipulation of observation for the purpose of describing and explaining the phenomenon that those observations reflect. This research was conducted to find out the gap between customer expectation and service performance through SERVQUAL dimensions (tangible, responsiveness, reliability, assurance and empathy) which broadly used in the service literature (Purcarea et al., 2013).

Respondents

There were 50 respondents who participated in this study. The respondents are the one who had at least once experienced the service of that pet shop. They had been given a 21-item of SERVQUAL scale questionnaire which separated into two dimensions: customer expectation and service performance. This self-administrated questionnaire was directly given to the customers in person when they came to the pet shop or when the shop crews visited pet owners' house to pick up the pets to be treated.

Measurements

The SERVQUAL model is used to assess consumers' expectations and perceptions regarding service

quality in the pet shop. Both expectations and perceptions are measured using a 5-point Likert scale to rate their level of agreement or disagreement (from 1 as “strongly disagree” to 5 as “strongly agree”). Perceptions are based on the actual service they receive from the pet shop, while expectations are based on past experiences and information received about pet shop in general.

Service quality scores are the difference between the perception/performance and expectation scores (P-E). The quality score measures the service gap or the degree to which expectations exceed perceptions. When the score of $P = E$, it means that there is no gap between expectation and perception. When $P > E$, it means that there is a gap between them but it gives a satisfaction to the customers. When $P < E$, it means that there is a gap between them but it gives a satisfaction to the customers. Satisfaction and service quality are

both treated together as functions of a customer’s perceptions and expectations.

DATA ANALYSIS AND RESULTS

The analysis technique to use in this research is SPSS that is used to analyze and produce a characteristic pattern between different data variables. Before running the whole data, validity and reliability test were performed to determine how valid and reliable the questionnaire is. Those two test were taken to test each question can be used or need to be deleted if the test scores are out of the criterias.

Validity and Reliability Test for Customer Expectation and Service Performance

Before running the whole data, there were 20 data as pilot study tested for validity and reliability both for customer expectation and service performance.

Table 1

Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded ^a	0	.0
	Total	20	100.0

Reliability Statistics of Customers Expectation

Cronbach's Alpha	N of Items
.912	21

Reliability Statistics of Service Performance

Cronbach's Alpha	N of Items
.910	21

On the Case Processing Summary table, it is shown that there was 20 data valid. On the above output tables showed that Cronbach's Alpha of each dimension are .912 and .910 respectively which mean

based on reliable level criteria those results are included in Very Reliable level. By those results, it can be concluded that this 21-item questionnaire is very reliable to be measured.

Table 2 Results of Corrected Item–Total Correlation of Customer Expectation and Service Performance

Question No.	Customer Expectation - Corrected Item-Total Correlation	Customer Expectation - Cronbach's Alpha	Service Performance - Corrected Item-Total Correlation	Service Performance - Cronbach's Alpha
Question1	.492	.909	.454	.922
Question2	.476	.911	.566	.910
Question3	.463	.913	.565	.906
Question4	.698	.905	.836	.901
Question5	.511	.909	.462	.908
Question6	.528	.909	.492	.908
Question7	.496	.909	.690	.903
Question8	.542	.909	.638	.904
Question9	.476	.910	.661	.914
Question10	.659	.906	.622	.905
Question11	.743	.903	.475	.908
Question12	.673	.906	.619	.905
Question13	.476	.910	.780	.901
Question14	.548	.908	.716	.902
Question15	.689	.905	.555	.906
Question16	.539	.921	.591	.905
Question17	.673	.905	.556	.906
Question18	.727	.903	.590	.905
Question19	.700	.904	.492	.908
Question20	.724	.905	.696	.903
Question21	.636	.906	.692	.903

From the “*r Pearson’s*” table for N=20 (number of respondent), the researcher got $r = .444$ ($df = 20-2 = 18$, 5%). From the table of Item-Total

Statistics above, the correlation for Question1 = .492 and .454 respectively. It means that if the correlation score is higher than $r =$

.444, those Questions are valid. If the correlation score is lower than $r = .444$, those Questions are not valid and needed to be deleted or fixed,

and so on for until Q21. Because all those Questions are higher than $r = .444$, there is no Question needs to be deleted or fixed.

Table 3 SERVQUAL Mean Gap Scores

Dimension	Expectations	Performance	Gap Scores (P-E)
Tangible	11.64	11.30	-.34
Reliability	20.02	20.34	.32
Responsiveness	17.04	17.52	.48
Assurance	16.40	16.68	.28
Empathy	19.84	20.10	.26
TOTAL	84.94	85.94	1.00
Overall average SERVQUAL score	16.99	17.19	.20

Table 4 Summary of means of customers' expectations and gap score

STATEMENTS	EXPECTATION	PERFORMANCE	SERVICE GAP(E-P)
TANGIBLE			
Modern looking equipment	3.68	3.72	.04
Physical facilities	3.96	3.84	-.12
Employees are well dressed	4.00	3.74	-.26
Average gap score			-.11
RELIABILITY			
Delivers service at promised manner	4.10	4.06	-.04
Interest in solving problems	4.22	4.30	.08
Perform confident, good quality products and service	3.60	3.88	.28

Follows the promised time	4.14	4.20	.06
Maintain its service quality	3.96	3.90	-.06
Average score gap			.06
RESPONSIVENESS			
Tell you information about performance of service	4.10	4.28	.18
Availability of the employees every day	4.36	4.56	.20
Willingness to help	4.44	4.44	0
Quick to respond requests	4.14	4.24	.10
Average score gap			.12
ASSURANCE			
Confidence in delivery service	3.88	4.16	.28
Safe transactions	4.22	4.16	-.06
Employees are consistently courteous	4.38	4.22	-.16
Employees have enough knowledge	3.92	4.08	.16
Average gap score			.06
EMPATHY			
Gives fully attention to all customers' needs	4.00	4.00	0
Gives personal attention	3.74	3.86	.12
Understand customer's specific needs	3.94	3.86	-.08
Best interest at heart	3.94	3.96	.02
Convenient operating hours	4.22	4.42	.20
Average gap score			0,05

Table 5 Positive, Highest Gap Scores of pet shop service

Indicators	Dimensions	Gap Scores
Customer can trust to use pet shop's info or recommendation about pet needs and health.	ASSURANCE	.28
Pet shop has a good confidence to its product and service quality.	RELIABILITY	.28
Employees are always available in shop every day.	RESPONSIVENESS	.20
Convenient operating hours.	EMPATHY	.20

Table 6 Negative, Lowest Gap Scores of pet shop service

Attributes	Dimensions	Gap Scores
Employees are well dress and neat.	TANGIBLE	.26
Employees are consistently courteous to customer.	ASSURANCE	.16
Attractive product display and posters placement.	TANGIBLE	.12
Pet shop/Jangki PS Depok understands customer's needs.	EMPATHY	.08
Pet shop/Jangki PS Depok maintains error free records.	RELIABILITY	.06
Customer can feel secure when using its products and services.	ASSURANCE	.06
Employees promise a good service to customer and they do so.	RELIABILITY	.04

DISCUSSION AND CONCLUSION

The gap score analysis is to enable the researcher to find out how consumers perceive service quality in a pet shop and try to identify what dimensions of service quality they are satisfied with. The higher (more positive) the perception/performance (P) minus expectation (E) score, the

higher the perceived service quality and thereby leading to a higher level of customer satisfaction. Expectations and performances were both measured using the 5-point Likert scale whereby the higher numbers indicate higher level of expectation or perception. In some attributes, consumer expectation

exceeded the perceived level of service shown by the performance scores. This resulted in a negative gap score (Performance – Expectation). It is however common for consumer's expectation to exceed the actual service perceived and this means that there is always need for improvement.

Table 3 shows that the pet shop offers more than customers expect. This is evident from the positive average of performance level at 17.19 showing that perceptions/performance exceed expectation value at 16.99 and the biggest contribution is coming from responsiveness dimension, at the positive average gap level of .12 for Jangki Pet Shop Depok. It means that the level of service they receive is higher than what they expect, indicating there is a satisfaction. But if it is analyzed per each dimension, there are some improvements that the pet shop should maintain.

Table 4 represents the mean gap scores for all dimensions of SERVQUAL. The difference between the customer's expectation and perception/performance of service is the gap score which is then averaged for each dimension. The average gap score for six dimensions as calculated in Table 4.1. Dimensions that reported larger mean gaps (positive) were

responsiveness (.48), reliability (.32), assurance (.28) and empathy (0,26) while smaller mean gaps obtained was (-.34). Overall service quality is measured by obtaining an average gap score of the SERVQUAL dimensions which is scored .20.

Table 5 represents the attributes are having the highest gap scores observed from the Table 4. The highest gap is between customer expectations and perceptions/performances of the pet shop in these attributes. This indicates that customers are satisfied or delighted with the service in these attributes. These include: instills confidence (.28–ASSURANCE); perform confident, good quality products and service (.28–RELIABILITY); availability of the employees every day (.20–RESPONSIVENESS); and convenient operating hours (.20–EMPATHY). Hence, it is identified that the customers are satisfied with the service performance of the pet shop in the assurance dimension.

On the contrary, Table 6 shows the attributes are having the negative gap scores observed from Table 4. These include: employees are well dressed (-.26–TANGIBLE), employees are consistently courteous (-.16–ASSURANCE), physical facilities (-.12–TANGIBLE), understand customer's specific

needs (-.08–EMPATHY), maintain error free records (-0,06–RELIABILITY), safe transactions (-.06–ASSURANCE), and delivers service at promised manner (-.04–RELIABILITY). Hence it was identified that the customers are dissatisfied with the service performance of Jangki Pet Shop in the tangible dimension.

a. Tangibles

Tangible is about appearance of physical facilities, equipment, personnel, and communication materials. Tangibles have an average gap score of -.11. This negative value was resulted by two attributes which are physical facilities and well-dressed employees. Customers have high expectation about these attributes while the pet shop does not perform them well. Modern looking equipments gave positive gap value because this kind of equipment is helping much to grooming and clinic.

b. Reliability

Reliability is ability to perform the promised service dependably and accurately. The average gap score is .06 which means that customers are satisfied with the quality of services as depicted by the reliability dimension. Although

this dimension has a positive gap value, there are two attributes from reliability dimension that had negative values. They are delivers service at promised manner and maintain error free records.

c. Responsiveness

Responsiveness is willingness of service providers to help customers and provide prompt service. Averagely customers are satisfied with the level of services offered by Jangki Pet Shop Depok as they have a gap of .12 for this dimension while this dimension gave the best contribution to overall service quality gap scores. There is no negative gap value from each attributes in this dimension. It can be concluded that the pet shop has a high selling point in responsiveness dimension. Employees should keep maintaining those attributes so that customers can be more delighted and loyal.

d. Assurance

Assurance is knowledge and courtesy of employees and their ability to inspire trust and confidence. The average score gap for this dimension is .06 depicting satisfaction. In fact, there are two attributes that are contributing to give negative

values. They are safe transaction and employees are consistently courteous. This negative value might happen because the pet shop does not show a standard safety in the shop that makes customers feel insecure. For example, there is no separation room for grooming the cats and dogs because of lack of space which might cause cats feel stressed as they do not get used to be around the dogs.

e. Empathy

Empathy is about caring, individualized attention the firm provides its customers. The average gap score for the empathy dimension is .05 depicting satisfaction. There is one attribute having a negative score. It is "understand customer's specific needs" attribute. This negative value might happen because the pet shop does not have a customer database or log book to keep the customers' transaction history so that employees cannot remember all specific needs of specific customers.

From this study, it can conclude that for each dimension of SERVQUAL, Reliability, Responsiveness, Assurance and Empathy gave positive gap scores or

$P > E$. It means that the service quality performance the pet shop gives exceeded customer expectation. The strong dimension the pet shop has is Responsiveness. It contributed the highest positive average gap score to service quality gap score. This dimension and its attributes can be the pet shop's strength to keep maintaining its service.

Tangible gave a negative gap score or $P < E$ that affects a dissatisfaction. It is because service performance Jangki Pet Shop Depok offers through these tangible aspects like modern equipments, attractive physical facilities, and neatness of the employees cannot be delivered well. Thus, this dimension needs to be improved while other four dimensions need to be maintained.

In addition, this study also found out that performances of Jangki Pet Shop Depok are exceeding customer expectations ($P > E$). It can lead to a satisfaction to customers. To keep improving its SERVQUAL performances, the pet shop has to understand the needs of customers, their aspirations and expectations to create value. The pet shop should also have a strong customer relationship management system to file customers' service records To manage growth and continuity in

business, skill sets of employees need an upgrade.

LIMITATIONS AND FUTURE RESEARCH

This study was limited in consideration of the time period which was only taken a month to conduct and the area of the research object. This study was conducted in Depok, East Java, Indonesia and thus, the research results might not represent other pet shops in other cities. Moreover, this study conducted in a pet shop which only has standard procedure and equipments.

Furthermore, the future research should consider longer research time period in order to explore deeper in customers' expectation and service quality and the effects to lead satisfaction, loyalty and repurchase intention. In addition, the scope area of research object should cover wider districts in order to gain more respondents from various social economy status with various needs for their pets.

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APPENDIX 1 – QUESTIONNAIRE

No.	Expectation and Performance	Dimensions
1.	The pet shop has modern equipments for pet clinics and grooming treatments.	Tangible
2.	The pet shop attractively arranges the pet-related products and the posters placement.	
3.	The pet shop crews wear neat and clean uniforms.	
4.	The pet shop does the services very well as promised.	Reliability
5.	Customers' complains are quickly responded.	
6.	The pet shop is confident in delivering its quality products and services.	
7.	The pet shop is punctual in giving services as promised.	
8.	The pet shop maintains well its services quality.	Responsiveness
9.	The pet shop always tells the customers when the service is about to start and end.	
10.	The pet shop crews' are always available in the shop.	
11.	The pet shop crews' are always ready to help the customers.	
12.	The pet shop crews' are quick in responding request/complains.	Assurance
13.	The customer trust pet shop crews in recommending his pet needs.	

14.	The customer feels secured in using the pet shop's products and services.	
15.	The pet shop crews' are well-mannered to the customers.	
16.	The pet shop crews have a proper knowledge about pets.	
17.	The pet shop crews are concerned to customers' needs.	Empathy
18.	The pet shop crews give special concerned to customers' needs.	
19.	The pet shop crews are familiar with customers' needs.	
20.	The pet shop use its customers' concerns as the basis of its services.	
21.	The pet shop has a convenient operational hour.	