

## The Role of Consumer Education as Mediator of Service Quality on Customer Satisfaction Banking In Kendari

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### -----ABSTRACT-----

*This study by the role of banking institutions that are so complex in the structure of the economy of a country, in direct contact with the public. Banking raise funds from the public, as well as an obligation to provide funds in a way that best serves the interests of the community in addition to the interests of the owner of the funds, thus the banking and the public are the two components that are partners and need each other. Long-term goal of this research is the public as part of bank customers can make optimum use of modern banking facilities and infrastructure in order to more effectively and efficiently in the transaction. The specific objective is to be able to analyze and explain the role of the Consumer Education For Quality Innovation Customer Service banking in Kendari. This research was conducted at the Bank's customer in Kendari, Southeast Sulawesi Province by using a sample of 156 respondents who are bank customers in the city of Kendari. This study uses the Analysis of Structural Equation Modeling (SEM) to analyze the influence between variables and indicators of each variable. Research indicates that the variable quality of service direct significant effect on the Consumer Education and Customer Satisfaction. Consumer Education significant effect on Customer Satisfaction*

**Keywords:** Consumer Education, Service Quality, Customer Satisfaction

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### I. INTRODUCTION

Banking institution is an institution an important role in the economic structure of a country. Bank collects funds from third parties in the form of savings, current accounts, deposits and other types of deposits, which are then delivered back to the community or the debtor in the form of credit, so that the banks have the intermediation role of the various parties in the economic system. Xu, *et al.*(2006) responded that competition in financial services is influenced by three external great powers : (1) The increasing internationalization of all financial products and business people.; (2) Changes in environmental regulations (which secrete many barriers to open competition), (3) rapid changes in information technology. Growth in the number of customers and bank deposits collected from the public and private government in the form of demand deposits, time deposits and savings from 2003 to 2011 in the government and private banks in general have increased. Banking in Kendari, Southeast Sulawesi province in order to satisfy its customers, has had a wide range of facilities for customer convenience in the transaction, including the provision of ATM on-line , SMS banking, internet banking , telephone banking and infrastructure customer convenience in the transaction . This indicates that banks in Kendari provide excellent service quality in addition to the price of services offered is also relatively competitive, both deposit and loan services.

Southeast Sulawesi province has a community of people who have an attitude of familiarity with banking institutions. Although still relatively conventional banking customers and people traditionally have a clear idea of the functions of banks for them. Modernization of banking products is not yet fully touch banking customers in Kendari, so it takes the role of the banks to be able to give lessons to customers. The banking sector is one of the business world is inseparable from the competition. Intense competition faced by each banking institution forced the bank's management to think about how to remain loyal to their customers. The concept of how the client 's ability to receive learning (education ) banking , how the perception of consumers about the quality of services provided by the bank, how acceptable level of customer satisfaction and results taking banking services, as well as how trust Customers can lead bank in creating loyal attitude to customers . Rationality customers concerning the ability of customers to receive the learning of the company can be viewed as an important matter in the form of loyalty. Veloutsou , et al . (2005 ) stated that creates customer satisfaction has become one of the most important priority in management .

Pioneers of research on service quality, Parasuraman , *et al.* (1988) identified five indicators of quality of service. These indicators are tangibles, reliability, responsiveness, assurance and empathy. Appearance is defined as the physical facilities, equipment and services provider of employee attendance. Reliability is the ability to deliver promised services accurately. Responsiveness is a provider staff willingness to help customers and provide adequate services. Confidence is reflecting the level of knowledge and hospitality provider staff and the employee's ability to gain customer confidence of customers. Service quality indicators are then known as indicators of SERVQUAL. The indicators contained in the SERVQUAL later applied in different companies or industries are engaged in. Perception of service quality is basically based on various indicators. Service quality and customer satisfaction are different but interrelated .

## **II. MATERIALS AND METHODS**

Burton (2002) suggested that the development of Customer Education is a complementary strategy in Quality of Service is still relatively a new concept and the results still need to be proven and tested again. Furthermore, that customers who accept the concept of education will benefit, which will facilitate them in achieving satisfaction. Customer education focuses on providing skills in the use of information in accordance with their needs (Burton,2002). This is necessary because without the provision of adequate skills in the use of information , the activities undertaken marketers less than optimal, thus the Customer Learning (customer education) can be used as one of the company's marketing strategy. Jamal and Naser (2002 ) in his research found that the ability of customers can have a significant influence on customer satisfaction. The ability of customers to receive learning is one of the factors that can shape customer satisfaction. Increasingly customers are able to receive the learning (education ) with respect to a product or service , the level of satisfaction will be higher, because the purchase decisions are made based on thorough consideration .

Caruana (2002 ) in a study to see how the effect of service quality on loyalty services to be mediated by the Customer Satisfaction , which indicates that the quality of services have a significant influence on Customer Loyalty, participates directly or indirectly with mediated by Customer Satisfaction. Other research is Caceres and Paparoidamis (2005 ) , which examines the impact of service quality on customer satisfaction , customer trust, commitment and loyalty to the Customer. Weakness in these two studies was not seen and evaluated the image when the Company Image Company also play a role in shaping loyalty. In addition, variable Learning Client also not in as variables forming Quality of Service. Furthermore Eisingerich and Bell (2006 ) who studied the effect of Customer Learning and Quality of Service to the Customer Confidence with variable lift Quality of Service , Customer Trust , Learning Client. The results of this study indicate that the technical quality and service quality has a positive impact / significant to the Trust. The same study also made White (2006 ) see the effect of service quality on customer loyalty, that there is a significant relationship between service quality with Customer Loyalty . In addition to the variables mentioned above there are other variables that variable moods and emotions .

Based on these descriptions, it is known that may affect the level of Quality of Service Satisfaction and Customer Loyalty . To that end , the concept of Quality of Service can be used in the factors that affect the level of Satisfaction and Customer Loyalty . Relationship between Quality of Service to Customer Loyalty can be mediated by customer satisfaction . Bloemer , Ruyter , and Peeters (1999 ) , and Caruana ( 2000) suggested that the influence exerted by the Quality of Service to Customer Loyalty can be mediated by the concept of customer satisfaction . Customer expectations for quality of services provided by the company will have an impact on the sense of satisfaction or dissatisfaction that they receive. If the quality of service offered by the company equal to or greater than their expectations , it will lead to a sense of satisfaction received by customers and will have an impact on the level of loyalty, and vice versa. Several empirical studies provide a description of the other variables are Customer Learning , ie variables which states that learning Customers have a direct and positive effect on customer confidence means that the higher levels of learning , the Customer will have a positive impact on customer confidence ( Eisingerich and Bell , 2006)

## **III. HYPOTHESIS**

Based on the background and literature review explained above, so that hypotheses composed are:

H1 = Service Quality significantly affects on Customer Satisfaction

H2 = Service Quality significant effect on the Consumer Education

H3 = Consumer Education significantly affects on Customer Satisfaction

H4 = Consumer Education For Innovation Quality of Service significantly affects on Customer Satisfaction

#### IV. METHODS

The location of research is in Kendari with the Customer bank object. Characteristics of customers who used the population is saving clients Banking, has long been a customer of at least 1 year, and has a number of savings customers are beginning balance Rp.500.000. Sample size was determined by using the formula Slovin (Umar,2008). Based on the results of these calculations, the sample used in this study were 156 people saving clients or respondents . The data analysis technique is one of the most important part in a study , because the data analysis obtained a significant meaning for solving research problems and provide answers to the research objectives, as well as to test the hypothesis proposed to the truth.

As a research survey, we used primary data. Primary data is the main data extracted directly from survey respondents that will be analyzed in this study, while the secondary data as supporting data research. Where primary data obtained directly from the respondents that the savings bank customers in Kendari through questionnaires distributed and completed by the respondent. Indicators organized in the questionnaire contains questions or statements submitted to the respondents to obtain a response as expected by the researcher. The indicators are structured as a variable Consumer Education Innovation Service Quality Customer Satisfaction Savings Bank in Kendari, Southeast Sulawesi Province. Furthermore, to complement the data from field studies are also required secondary data is data obtained from banks or related institutions and relevant to the needs of research , prior to the study such documents .

According Solimun (2002) in the application of Structural Equation Model (SEM), is the absolute minimum sample size of 50 respondents. While Hair, *et al.* (1992) found a sample for multivariate study, in order to analyze the amount of sample respondents to a minimum of 100 respondents .

#### V. RESULTS AND DISCUSSION

The test results overall goodness of fit models, shows that not all of the criteria that demonstrate good models. Although the value of GFI , AGFI , TLI , and CFI is still below the cut-off value of value but the value is not so far from the cut-off value. According to Arbuckle and Wothke (1999), the best criteria are used as an indication of the good of the model is the value CMIN / DF which is less than 2, and RMSEA were under 0:08. In this study, the value of RMSEA and CMIN / DF has met the cutoff values , so that the model is deemed fit and suitable for use in testing the hypothesis . In the structural model is essentially testing the hypothesis in this study. Hypothesis testing is done by the direct influence of the t test (t test) on each lane partial direct effect . Testing hypotheses direct influence on each track based on the results of the analysis is complete, the results of the analysis contained in the SEM. The following table presents the results of hypothesis testing direct effect, Table indirect influence the test results and the results of hypothesis testing path diagram path ways direct influence. Testing the effect of indirect use of some direct influence test result. Coefficient indirect effect if all coefficients directly influence the shape are all significant indirect effect, it can be concluded that the indirect effect is also significant .

**Table 2**  
**Direct Impact Hypothesis Testing Results**

<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>Koefisien SEM</b>	<b>P-value</b>	<b>Inormation</b>
Service Quality (X <sub>1</sub> )	Consumer Education (Y <sub>1</sub> )	0,276	0,003	Signifikan
Consumer Education (Y <sub>1</sub> )	Satisfaction (Y <sub>2</sub> )	0,330	0,002	Signifikan
Service Quality (X <sub>1</sub> )	Satisfaction (Y <sub>2</sub> )	0,391	0,008	Signifikan

Source : Research Data Processed , 2014

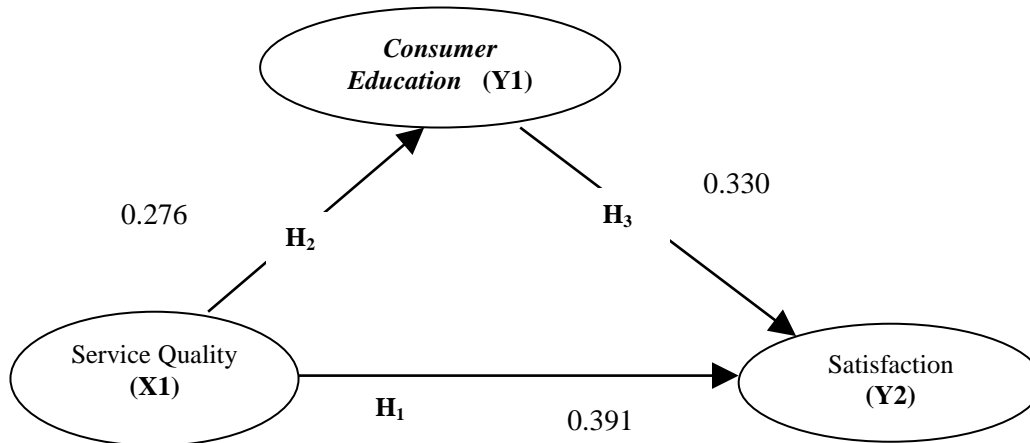


Figure 1. Diagram Structural Models

The findings of the study in accordance with the opinion of Spreng, et al . ( 1996) stated that the customer satisfied feeling arises when customers compare their perceptions of the performance of the products or services to their expectations . Tse and Wilson (1988 ) expressed satisfaction and dissatisfaction is the customer response to the mismatch ( disconfirmation ) perceived between prior expectations ( or other performance norms ) and the actual performance of the product that is felt after use. Based on the results of interviews with respondents illustrates that perbankan Customers perceive positively to the services provided perbankan in Kendari to the Customer. Performance of services that do not disappoint is perceived good service and in accordance with the Customer expectations

The results of hypothesis testing can be described as follows :

#### A. Quality of Service can improve Customer Satisfaction Bank

Based on the results of SEM analysis to test the hypothesis that the effect of Quality of Service on Customer Satisfaction indicates that the direct influence coefficient of 0.391 with a p-value of 0.003 is thus revealed a significant positive effect. Therefore, p - value < 5 % , then there is enough empirical evidence to accept the hypothesis. These results lead to the conclusion that the hypothesis significant effect on the Quality of Service Customer Satisfaction, unacceptable. This means that the higher Quality of Service (X1) provided by Bank in Southeast Sulawesi province will lead to higher the Customer Satisfaction (Y2). This study supports the theory of Quality of Service by Parasuraman, *et al.* (1988) that there are two factors that affect the quality of the service, the expected service and perceived service. If the services received or perceived as expected customers, the perceived service quality is good and satisfying. If the services received exceed customer expectations, then the quality of service perceived as the ideal quality. But on the contrary if the services received is lower than expected, then the perceived poor quality of services. Quality of service must be started from the needs of customers and end on customer perception. Customers' perception of service quality is itself a thorough assessment of customers on the benefits of a service. In addition, according to Zeithaml and Bitner (1996 ) Customer satisfaction is the ratio between the expected service ( expectations ) with performance (perceived performance ) .Significant effect on the Quality of Service Customer Satisfaction, in line with the results of research conducted by Al - Hawari and Ward (2006) which states that in the context of automated banking services, Quality of Service is positively correlated with customer satisfaction. The study found a positive correlation between the quality of automated services offered specialized bank and customer satisfaction with the bank. Al - Hawari research results and Ward (2006) here indicates that customer satisfaction is also an important mechanism that is one of the important findings of a significant relationship between the quality of service with satisfaction .

#### B. Service Quality significant effect on the Consumer Education

The results of SEM analysis for hypothesis testing showed that the Quality of Service significant effect on Consumer Education, thus the hypothesis is accepted. This is evident from the direct influence of the coefficient of 0.276 with a p-value of 0.008 is thus expressed a positive significant effect. Therefore, p- value < 5 % , then there is enough empirical evidence to accept the hypothesis. This means that the higher Quality of Service (X1) provided by Bank in Kendari it will lead to higher the Consumer Education (Y1). The results of the study support the hypothesis that the quality of services rendered, the Bank will increase the Consumer Education.

The availability of facilities for customers to save as location BRI accessible, adequate parking, comfortable waiting room and clean, number of counters that much, the employees were friendly, fast and friendly service, the availability of ATMs in strategic places such as mini market, Malls, Airports and each office unit, as well as other services that contribute to the level of the Consumer Education to remain as customer savings.

### C. Consumer Education significant effect on Customer Satisfaction

SEM analysis of the structural model in this study indicate that the hypothesis of Consumer Education significant effect on Customer Satisfaction is accepted, it means that there is a positive effect of Consumer Education for Customer Satisfaction. Effect of Consumer Education for Customer Satisfaction shows the test results with the direct influence coefficient of 0.330 with a p-value of 0.002. Therefore, p-value < 5%, it is thus expressed a positive significant effect. Operationalization of the test results that the better the Customer Learning, will increase Customer Satisfaction. The hypothesis testing results support the theory of Burton (2002) states that: There are several variables to consider before implementing the Consumer Education, the ability of existing customers, correct segmentation method, the level of innovation of services, availability of resources and appropriate learning education, as well as the proportion of new customers and existing customers.

The results of testing the hypothesis in this study that states the Consumer Education significant effect on Customer Satisfaction based on the customer's ability to utilize the services of the Bank's facilities, provision of information to customers on how to use the facilities and services provided by Bank of Understanding customer on any explanation given by the Bank of learning methods right so that on that basis, the impact on the increasing levels of customer satisfaction.

## VI. CONCLUSION

Based on study results both descriptive and analytical tools to the analysis of Structural Equation Modeling (SEM) to study the authors propose a model based on empirical study consisting of a variable Quality of Service, Consumer Education and Customer Satisfaction by testing the theory Parasuraman, Zeithaml and Berry (1988); Burton (2002); Nguyen and LeBlanc (1998); Bloemer and Odekerken - Schroder (2002); Oliver (1989); Morgan and Hunt (1994); and Baloglu (2002) as well as the problems and objectives that have been set in this study, we can conclude several things: Quality of Service directly variables significantly influence the Consumer Education and Customer Satisfaction. Consumer Education significant effect on Customer Satisfaction

## VII. SUGGESTION

Competition in the banking business should be used as a basis for providing good service with facilities more quickly and easily in the deal as well as other facilities that can be realized in the hope of obtaining customer satisfaction with the Bank to strengthen customer commitment not to switch to another bank. The provision and the provision of facilities to customers should be done in a professional or service standards so that the Bank can further solidify its position in the face of competition, especially private banks, the new entry in Kendari with offers complete facilities and modern. Increasingly rapid technological developments in the banking sector requires socialization and Consumer Education for customers to take advantage of the facilities provided by the regular and continuous as the use of ATM to conduct electronic transactions such as cash withdrawal, transfer between accounts, pay bills and credit cards, Phone Banking, Mobile Banking and SMS Banking. Need an increase in the Consumer Education through savings and information about service learning methods appropriate to give satisfaction

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