



THE EFFECT OF SERVICE QUALITY AND CUSTOMER EXPERIENCE ON PDAM CUSTOMER SATISFACTION IN PATAS I VILLAGE, GUNUNG BINTANG AWAI DISTRICT, CENTRAL KALIMANTAN PROVINCE

Norlina¹⁾, Faqih El Wafa²⁾, Muhammad Rizali³⁾, Radiansyah⁴⁾

¹⁾Sharia Insurance, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin, Banjarmasin Indonesia
Email: norlina2221@gmail.com

²⁾Sharia Insurance, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin, Banjarmasin Indonesia
Email: faqihelwafa@uin-antasari.ac.id

³⁾Sharia Insurance, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin, Banjarmasin Indonesia
Email: rizali.uin.antasari@gmail.com

⁴⁾Sharia Insurance, Faculty of Islamic Economics and Business, UIN Antasari Banjarmasin, Banjarmasin Indonesia
Email: radiramlan79@gmail.com

Abstract

Customer satisfaction is very important for business development. Customer experience refers to the overall customer experience, while service quality is an important factor and the main cause of customer satisfaction. However, there are several problems at the PDAM in Patas 1 Village, namely when customers report damage and request repairs, the response is very slow and may not be responded to at all. When damage or repairs are needed at PDAM, no notification is given, which can take up to 2-3 days to resolve. As a result, the water may have a strong lime/chlorine odor, which could potentially affect customer satisfaction. This study aims to determine whether service quality and customer experience simultaneously and partially affect customer satisfaction. The type of research used is field research with a quantitative approach, using a questionnaire technique for data collection. The population in this study is PDAM customers, with a sample size of 86 respondents. The results of this study indicate that the service quality variable does not have a significant effect on customer satisfaction, in the sense that the better the service quality provided by PDAM Desa Patas 1, the less it affects the satisfaction obtained. Then, the customer experience variable has a positive and significant effect on customer satisfaction, indicating that the more positive the customer experience, the higher their level of satisfaction tends to be. Simultaneously, service quality and customer experience affect customer satisfaction.

Keywords: Service Quality; Customer Experience; Customer Satisfaction; PDAM.

Abstrak

Kepuasan pelanggan sangat penting bagi perkembangan bisnis. Pengalaman pelanggan merujuk pada pengalaman keseluruhan pelanggan, sementara kualitas layanan merupakan faktor penting dan penyebab utama kepuasan pelanggan. Namun, terdapat beberapa masalah di PDAM di Desa Patas 1, yaitu ketika pelanggan melaporkan kerusakan dan meminta perbaikan, responsnya sangat lambat dan mungkin tidak ditanggapi sama sekali. Ketika terjadi kerusakan atau kebutuhan perbaikan pada PDAM, tidak ada pemberitahuan yang diberikan, yang dapat memakan waktu hingga 2-3 hari untuk diselesaikan. Akibatnya, air mungkin memiliki bau kapur/klorin yang kuat, yang berpotensi mempengaruhi kepuasan pelanggan. Studi ini bertujuan untuk menentukan apakah kualitas layanan dan pengalaman pelanggan secara bersamaan dan sebagian mempengaruhi kepuasan pelanggan. Jenis penelitian yang digunakan adalah penelitian lapangan dengan pendekatan kuantitatif, menggunakan teknik kuesioner untuk pengumpulan data. Populasi dalam studi ini adalah pelanggan PDAM, dengan ukuran sampel 86 responden. Hasil studi ini menunjukkan bahwa variabel kualitas layanan tidak memiliki pengaruh yang signifikan terhadap kepuasan pelanggan, dalam arti bahwa semakin baik kualitas layanan yang diberikan oleh PDAM Desa Patas 1, tidak memengaruhi kepuasan yang diperoleh. Kemudian, variabel pengalaman pelanggan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan, menunjukkan bahwa semakin positif pengalaman pelanggan, semakin tinggi tingkat kepuasan mereka cenderung. Secara bersamaan, kualitas layanan dan pengalaman pelanggan mempengaruhi kepuasan pelanggan.

Kata Kunci: Kualitas Layanan; Pengalaman Konsumen; Kepuasan Konsumen; PDAM..



INTRODUCTION

In today's era, with the advancement of time and an increasingly dense population, there has been a rise in community activities that affect the provision of clean water. To meet these clean water needs, the government manages a regionally-owned company known as the Regional Water Company (PDAM). In this day and age, clean water is essential for the community, which is why the Regional Water Company (PDAM) was established to meet the community's clean water needs, managed by the local government.

Humans are individuals who cannot live alone and cannot escape their mutual attraction and need for one another, because humans are social creatures who cannot survive in isolation. For this reason, humans are living beings who interact with their social environment and cooperate with others to fulfil a variety of needs.

As a regionally owned company (PDAM) owned by the local government, PDAM Patas 1 continues to improve its services to the community, which inevitably involves dealing with complaints from its customers. In a company, the quality of service and customer experience are essential for its growth and development. As the rate of human growth increases, it will also impact human needs. Meanwhile, human needs will change in line with the development of the times.

Service quality is a crucial factor and a root cause that can lead to customer satisfaction, influencing word-of-mouth behaviour such as complaints, recommendations, and switching. Satisfaction can be defined as the fulfilment of customers' needs, desires, and expectations through the products they use (Veloutsou et al., 2005).

PDAM is a company managed by the government and operates to serve the community (Ramanda, 2015). In this case, as a company serving the community, it focuses on meeting the community's needs by providing quality services, enabling it to serve PDAM customers efficiently and in sufficient quantities, and ultimately providing customer satisfaction.

Quality has a close relationship with customer satisfaction. Quality encourages customers, thereby forming strong relationships with companies. In the long term, these relationships enable companies to understand customer expectations and needs, which is crucial for their success. Thus, companies can enhance customer satisfaction by maximising pleasant customer experiences and minimising unpleasant ones (Ranto, 2015).

Given the importance of water in everyday life, water is a basic necessity for communities. The supply of clean water by PDAM in urban and rural areas aims to provide services to the community, ensuring clean and adequate water for household and industrial needs. As a government agency, PDAM is committed to upholding the basic principle of providing prompt service to meet the community's needs. This requires employees to enhance their abilities, knowledge, and skills in order to serve the community effectively.

The regional water company (PDAM) located in Patas 1 Village, South Barito Regency, Gunung Bintang Awai

District, Central Kalimantan, has been operating since 2006. The PDAM in Patas 1 Village is a unit of the South Barito Regency company, and is required to meet the demand for clean water distributed to the broader community. The water at the PDAM in Patas 1 Village is sourced from the river, but the PDAM provides a service to sterilise the water, making it clean and suitable for the community's daily needs. However, not all people there use PDAM water; some use water from other sources.

The purpose of establishing PDAM in Patas 1 Village is to make every effort to provide and distribute water that benefits the community, meeting both quality and quantity requirements, which adhere to health standards. This ensures the water is useful and aligns with the principles of corporate economics and community service. Good service is highly expected by customers, ensuring they are satisfied with the company's performance.

Based on the researcher's previous observations of PDAM customers in Patas 1 Village, through interviews with several customers, customer dissatisfaction was identified as a common experience among PDAM customers in Patas 1 Village. The problems were:

1. When customers report damage and request repairs, the response is often slow and may not be received at all. This affects the quality of service and creates a negative experience for PDAM customers in Patas 1 Village.
2. When there are damages or repairs at the PDAM, no notification is given, which can take up to 2-3 days. This affects service quality and may impact customer satisfaction.
3. The water may have a strong odour of lime or chlorine.

With such limited service, customers will undoubtedly have a poor experience, which will negatively impact their satisfaction. Based on these issues, the author is interested in determining the impact of service quality, customer experience, and customer satisfaction provided by the regional water company (PDAM) in Patas 1 Village.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is crucial and is built on the foundation of customer trust in service or product providers. This is because customer trust is a mandate that must not be taken for granted. Customer satisfaction is achieved through the professionalism and effectiveness of the work carried out by service and product providers. In essence, customer satisfaction is part of the implication of the moral message conveyed by the communicator, which is responded to positively or negatively by the communicant.

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product with the expected performance or results. According to Tjiptono (2019), in Indrasari (2019), the indicators that shape customer satisfaction consist of:

- a. Expectation alignment. This refers to the degree of alignment between the performance expected by the customer and the performance perceived by the customer (Zahra et al., 2023), which includes: The product obtained meets or exceeds expectations, The



service provided by employees meets or exceeds expectations, and Supporting facilities obtained are in line with or exceed expectations.

Kotler and Keller (2009) state that customer satisfaction is the level of feeling that arises when the performance of the product received is compared to expectations. If the performance received is lower than expected, customers will feel dissatisfied.

- b. Interest in returning. This refers to the willingness of customers to make repeat purchases or use the product again, including the desire to revisit due to the satisfactory service provided by employees and other factors (Wandirah, 2021).
- c. Willingness to recommend. This refers to the willingness of customers to recommend products they have experienced to family and friends, suggesting to friends or relatives that they use or purchase the products offered because the service provided is satisfactory, and so on (Rembet et al., 2020).

Factors Influencing Customer Satisfaction

Satisfaction or dissatisfaction is determined by the customer's perception of their expectations. Factors that influence customer satisfaction include the following (Apriasty & Simbolon, 2022; Nasution & Nasution, 2021) :

- a. Product Quality. A consumer will feel satisfied when the evaluation results indicate that the product they are using is of high quality.
- b. Service Quality. This is a priority for the service industry. Customers will be satisfied if they receive good service or service that meets their expectations.
- c. Emotional Factors. Initially, consumers feel proud and confident that others will be impressed when they use a product with a particular brand.
- d. Price. A product with the same quality will be priced relatively low, providing higher value to its customers.
- e. Cost and Ease of Obtaining Products or Services. Customers who do not incur additional costs or waste time obtaining a product or service tend to feel more satisfied with the experience.

Customer Experience

According to Zare & Mahmoudi (2020), customer experience is the result of a combination of customers' emotional and rational perceptions during direct or indirect interactions with a business. Gilmore and Pine (2002) state that experiences occur when a company deliberately uses services as stages and products to engage customers by creating unforgettable experiences.

Customer experience refers to the positive or negative impression customers form when using a product or service, such as interacting with it. With the implementation of customer experience, customers can differentiate between products and services, as they can directly feel and experience them (Dewi & Nugroho, 2020). There are several categories of customer experience, as defined by Robinnete and Brand (2001), which divide customer experience into several categories, namely Experience in products, Experience in the environment, Experience in

loyalty communication, Experience in customer service and social exchange, and Experience in events

Pine and Gilmore (2002) and Purnomo et al. (2024) describe the concept of customer experience as a set of activities that occur when customers purchase a service, which cannot be clearly stated. However, when customers . . . They purchase an experience, paying to spend time on an unforgettable opportunity or event that makes a company known uniquely.

Schmitt (2000) categorises customers into five indicators, which can be used to measure customer experience, consisting of:

- a. Sense (Human Reasoning/Senses), customer experience related to the five senses through sight, sound, touch, taste, and smell. That is, it believes the human senses serve as tools for experiencing the products and services that are offered.
- b. Feel is the emotional experience created between customers and the brand.
- c. Think (thinking) is the customer experience related to creative and rational stimulation of customers. This is because customers with a positive outlook tend to give favourable opinions about the company's products or services.
- d. Act, which is related to the customer experience in terms of lifestyle, physical activities, and image formation. Customers will purchase and use services based on internal opinions and external influences.
- e. Relate (Relationship), which is the customer experience associated with other people or social communities. The aim here is to connect individuals with something outside themselves, specifically when a customer uses a company's services or products.

Service Quality

Tjiptono (2019) defines service quality as the expected level of excellence and the ability to maintain that level of excellence to meet customer desires. Service quality is not viewed from the perspective of the service provider, but rather based on the perception of the public (customers) as service recipients (Wiludjeng et al., 2020).

Providing quality services that comply with Islamic law continuously will lead to customer satisfaction, especially among Muslim consumers. Muslim consumers tend to be more satisfied when their Sharia requirements are met. Othman and Owen state that there is a strong relationship between the quality of Islamic services and customer satisfaction (Shafie et al., 2004).

Service quality is essential in attracting and maintaining customer satisfaction. Providing good service to all customers by being friendly, kind, polite, and generous is essential because consumers will indirectly become a marketing channel. Therefore, sellers should not underestimate the importance of the quality of service provided to customers, as service quality is directly proportional to the level of customer trust (Huda et al., 2017). One strategy used by companies to win the competition is through good service quality. Customers are



attracted to buying a product or service because of its high-quality service (Ranjani, 2020).

There are two key factors in service quality: expected service quality and perceived service quality. Service quality can also be divided into three categories, namely, Satisfactory service quality (where the service received is in line with expectations), Poor service quality (when the service quality received is lower than the expected service quality), and Ideal service quality (when the service quality received is higher than expected).

Service quality reflects the comparison between the level of service provided by the company and customer expectations. Service quality is realised through the fulfilment of customer needs and desires, as well as the accuracy of delivery in meeting or exceeding customer expectations (Tjiptono & Chandra, 2017).

According to Tjiptono (2019), service quality is the fulfilment of customer needs and desires, as well as the accuracy of its delivery in matching customer expectations. Parasuraman et al. (1988) reveal that 22 factors determine service quality, which are summarised into five dominant factors, better known as SERVQUAL, namely reliability, responsiveness, assurance, empathy, and tangibles. There are five dimensions of service quality (Tjiptono & Chandra, 2017), namely:

- a. Reliability
- b. Responsiveness.
- c. Assurance
- d. Empathy
- e. Tangible Evidence

METHODS

The type of research conducted was *field* research, employing a quantitative approach. The population in this study consisted of the community that was customers of the water utility company (PDAM) in Patas 1 Village. The population numbered 580. The sampling method used in this study was *non-probability sampling*. *This sampling technique* does not provide an equal opportunity for every element or member of the population to be selected as a sample. The type of *sampling* used is *accidental sampling*, which involves selecting samples based on chance, meaning that anyone who happens to meet the researcher can be used as a sample. The characteristic of these people is that they are PDAM customers.

In determining samples from a population, it is necessary to use calculations and reference tables developed by experts. The technique for determining sample size uses the Slovin formula. The number of customers of the South Barito Regency Water Company in Patas, 1 Unit, Tirta Barito Village, is 580. So the required sample size is 86 people.

This study employs two types of data sources: primary data and secondary data. The primary data in this study consist of questionnaires completed by respondents who were directly involved in the study. Secondary data consists of published data or data used by organisations. This data is obtained from documents, books, the internet, literature, reports, or other data related to the research. To strengthen

the data obtained, a data collection process is necessary. Here, the author collected data by distributing questionnaires, a method of data collection that involves sending or giving a list of questions to respondents to fill out.

In this study, the author used a measurement scale known as the Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of individuals regarding social phenomena. With the Likert scale, the variables being measured are broken down into variable indicators. These indicators are then used as a starting point for compiling instrument items, which can take the form of questions or statements. The Likert scale uses five levels of answers that are given scores, namely:

Table 1. Measurements

No	Answer Criteria	Score
1	SS: Strongly agree	4
2	S: Agree	3
4	TS: Disagree	2
5	STS: Strongly disagree	1

Data Analysis Techniques

Validity and Reliability Tests

Validity testing is a test used to determine whether a measuring instrument is valid or invalid. Validity testing is performed on each statement item, and the results can be seen through the calculated *r* value compared to the table *r* value, where the table *r* value can be obtained from *df* (*degree of freedom*) = *n*-2 (5% significance, *n* = number of samples). If the *r*-table is less than the *r*-count, then the statement is valid, whereas if the *r*-table is greater than the *r*-count, then it is declared invalid.

Reliability testing measures the stability and consistency of respondents in answering questions related to the constructs of a variable, which are arranged in a questionnaire form (Sujarweni, 2019). Reliability testing can be conducted simultaneously on all items or questions in a research questionnaire. The criteria for a study to be considered reliable using the *Cronbach's Alpha* technique are that if *Cronbach's Alpha* is > 0.60 (6%), it is considered reliable. In contrast, if *Cronbach's Alpha* is < 0.60 (6%), it is considered unreliable.

This reliability test employs the *Cronbach's Alpha* method, which provides a correlation coefficient value for each question item in relation to the total number of questions. The *Cronbach alpha* formula is as follows:

$$a = \frac{kr}{1 + (k - 1)}$$

Explanation:

- a* = Correlation coefficient between *x* and *y*
k = Number of questions
r = Average correlation between friends

If the calculated *r* is greater than the table *r* at a 5% significance level, it means that the item is reliable. Conversely, if the calculated *r* is less than the table *r* at a 5% significance level, it means that the item is not reliable.



Classical Assumption Test

a. Normality test

The normality test aims to determine whether the independent and dependent variables in the regression model follow a normal distribution (Wardi et al., 2023). Normally distributed data refers to data that follows a normal distribution. In this study, the normality test process employs a statistical test, namely the *Kolmogorov-Smirnov* test, which is used to determine whether the data is normally distributed or not by assessing its significance value. The basis for determining whether the data to be processed is regular or not is as follows:

- If the significance result is greater than 0.05, then the data is normal.
- If the significance result is less than 0.05, then the data is not normal.

b. Multicollinearity test

Multicollinearity testing is conducted to determine whether there are variables that correlate with each other among the independent variables (Hendrianto et al., 2023). If a correlation exists, then there is a problem of multicollinearity, which means the regression model cannot be used effectively. Calculation of tolerance and variance inflation factor (VIF) values. Multicollinearity occurs when:

- Tolerance value. Multicollinearity does not occur if the *tolerance* value is greater than 0.10. Multicollinearity occurs if the *tolerance* value is less than or equal to 0.10.
- VIF (*Variance Inflation Factor*) value. Multicollinearity does not occur if the VIF value is less than 10.00. Multicollinearity occurs if the VIF value is greater than or equal to 10.00.

c. Heteroscedasticity Test

Heteroscedasticity tests for differences in residual variance between one observation period and another (Kusumo & Yuyetta, 2019). The presence or absence of heteroscedasticity in a model can be predicted from the scatterplot pattern (Sujarweni, 2019). In this study, the Glesjer test was used, and the basis for decision-making in the heteroscedasticity test was:

- There is no heteroscedasticity if the t-value is smaller than the t-table value and the significance value is greater than 0.05.
- Heteroscedasticity occurs if the t-value is greater than the t-table and the significance value is less than 0.05.

d. Autocorrelation Test

Autocorrelation is used to test whether there is a correlation between the disturbance error in period t and the error in period $t-1$ (the previous period) in a linear regression model (Lasabuda & Mangantar, 2022). The autocorrelation test can be performed using the *Durbin-Watson* test (*DW test*), a method used for detecting *first-order autocorrelation*. To determine whether autocorrelation occurs or not, the following conditions can be used:

- If it is smaller than or greater than $(4-dL)$, then the null hypothesis is rejected, which means that there is autocorrelation.
- If it lies between dU and $(4-dU)$, then the null hypothesis is accepted, meaning there is no autocorrelation. If d lies between dL and dU or between $(4-dU)$ and $(4-dL)$, then no definite conclusion can be drawn.

Multiple Linear Regression Analysis

Multiple regression analysis aims to measure the strength of the relationship between two variables (Marnilin et al., 2023). Before conducting hypothesis testing, it is necessary first to test the normality of the data and the classical assumptions to determine whether the data are suitable for use in hypothesis testing. If the data is suitable, then it can proceed to the multiple linear regression test stage. The multiple linear regression model has the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y: Customer satisfaction with PDAM in Patas 1 Village

α : Constant

$\beta_1 \beta_2$: Regression coefficient

X_1 : Service quality

X_2 : Customer experience

E : Error term (Standard Error)

Hypothesis Testing

To determine the effect of independent variables on dependent variables in this study, hypothesis testing was conducted, including the coefficient of determination (adjusted R-squared), F-test (simultaneous test), and T-test (partial test).

a. F test (simultaneous test)

The F-test is conducted to determine whether the independent variables collectively have a statistically significant influence on the dependent variable (Maulana, 2022). The F-test can be performed by comparing the calculated F-value with the F-value, as indicated in the table if the calculated F-value is greater than the F-table. If the value of the p-value is less than 0.05, then H_0 is rejected and H_a is accepted. The test is conducted using a significance level of 0.05% ($\alpha = 5\%$), with the following conditions for rejecting and accepting the hypothesis:

- If the significance value is less than or equal to 0.05, the hypothesis is accepted.
- If the significance value is greater than 0.05, the hypothesis is rejected.

b. T-test (partial test)

The partial test aims to determine the extent to which an independent variable explains the variation in the dependent variable, controlling for the effects of other variables, at a significance level of 0.05 (Marnilin et al., 2023). Hypothesis rejection and acceptance are based on the following criteria:

- If the significance value is less than or equal to 0.05, the hypothesis is accepted.



- b) If the significance value is greater than 0.05, the hypothesis is rejected.
Based on the t-calculated and t-table values, namely:
- a) If the t-calculated value is greater than the t-table value, then the independent variable has a significant effect on the dependent variable.
- b) If the t-calculated value is less than the t-. If the table value is significant, then the independent variable does not have a significant effect on the dependent variable.
- c. Coefficient of determination (*Adjusted R2*)
. The coefficient of determination aims to measure the proportion of variation in the dependent variable that is explained by the regression model (Zaka & Sutopo, 2017). The R2 value ranges from 0 to 1. If R2 = 0, there is no perfect relationship, while if R2 = 1, there is a relationship between the variation in Y and X, or the variation in Y can be explained entirely by X.

RESULTS AND DISCUSSION

Respondent Characteristics

There are three categories of respondent characteristics, namely gender, occupation, and age. Research on respondent characteristics, categorised by these categories, was conducted to provide an overview of the respondents' identities.

a. Gender of Respondents

Table 2. Characteristics of Respondents Based on Gender

No	Gender	F	%
1	Male	36	41.9
2	Female	50	58.1
Total		86	100

Source: 2023 Research Results (processed data)

b. Respondents' Occupation

Table 3. Characteristics of Respondents Based on Occupation

No	Occupation	F	%
1	Housewife	16	18.6
2	Private Employee	12	14.0
3	Civil Servant	18	20.9
4	Self-employed	10	11.6
5	Farmer	30	34.9
Total		86	100

Source: 2023 Research Results (processed data)

c. Respondent Age

Table 4. Characteristics of Respondents Based on Age

No	Age	F	%
1	30	9	10.5
2	32	3	3.5
3	34	7	8.1%
4	35	3	3.5%
5	37	4	4.7%
6	39	2	2.3%

7	40	9	10.5%
8	41	6	7.0%
9	42	7	8.1%
10	43	5	5.8%
11	44	5	5.8%
12	45	4	4.7
13	46	4	4.7%
15	48	8	9.3%
16	49	6	7.0%
17	50	4	4.7%
Total		86	100

Source: 2023 Research Results (processed data)

Classical Assumption Test

a. Normality Test

The normality test is used to see whether the data is normally distributed or not. The normality test uses the *Kolmogorov-Smirnov* test and can be said to be normal if the standardised residual results have a Kolmogorov-Smirnov value > (greater than 0.05).

Table 5. Normality Test One-Sample Kolmogorov-Smirnov Test

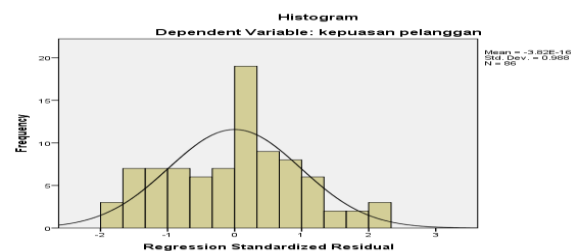
		Unstandardized Residual
N		86
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	1.80176584
	Absolute	.090
	Positive	.056
Most Extreme Differences	Negative	-0.090
	Test Statistic	0.090
Asymp. Sig. (2-tailed)		.085 ^c

a. Test distribution is Normal

b. Calculated from data

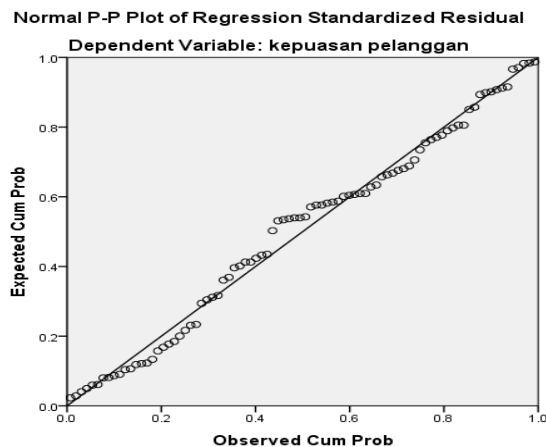
c. Lilliefors Significance Correction

With a Sig. At a value of $\alpha = 0.05$, it can be concluded that the Asymptotic. Sig. value = 0.085 > Sig. = 0.05. Therefore, the data can be considered normally distributed.



Source: Research Results 2023 (data processed with SPSS)

Figure 1. Histogram of Normality Test Results



Source: 2023 Research Results (data processed using SPSS)

Figure 2. Normal P-Plot Results

Based on the histogram in Figure 1 above, the graph exhibits an upward pattern, indicating that the histogram represents a normal distribution. Meanwhile, Figure 2 shows that the graph displays points scattered around the diagonal line and that the distribution follows the direction of the line. This indicates that the regression model meets the assumption of normality.

b. Multicollinearity test.

Multicollinearity tests are used to determine whether there is multicollinearity in the independent variables. Multicollinearity tests can be seen in the *Variance Inflation Factor* (VIF) value and the tolerance value, as follows:

- If the *tolerance* value is greater than 0.10, then there is no multicollinearity, whereas if the tolerance value is less than 0.10, then multicollinearity occurs.
- If the VIF value is less than 10.00, there is no multicollinearity, whereas if the VIF value is greater than 10.00, there is multicollinearity.

Table 6. Multicollinearity Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tol	VIF
1 (Constant)	14,924	3,326		4,487	,000		
Service Quality	,057	,053	,115	1,077	,285	1,000	1,000
Customer Experience	,107	,064	,180	1,676	,297	1,000	1,000

a. Dependent Variable: Customer Satisfaction

Source: 2023 Research Results (data processed with SPSS)

From the results in Table 6 above, the tolerance value of the independent variables exceeds 0.10, and the VIF value indicates that neither independent variable exceeds 10.00. Therefore, it can be concluded that there is no multicollinearity.

c. Heteroscedasticity test

The heteroscedasticity test is used to see if there are differences in residual variance between observation periods. The basis for decision-making in the heteroscedasticity test is as follows:

- There is no heteroscedasticity if the t-count value is less than the t-table value and the significance value is greater than 0.05.
- Heteroscedasticity is present if the calculated t-value is greater than the table t-value and the significance value is less than 0.05.

Table 7. Heteroscedasticity Test

Model	Unstandardized Coefficient		Standardized Coefficients		T	Sig.
1 (Constant)	2,084	1,897			1,099	,275
Service Quality	-,050	,030	-,178		-1,662	,100
Customer Experience	,041	,036	,120		1,123	,265

a. Dependent Variable: ABS_RES

Source: 2023 Research Results (data processed with SPSS)

The results of the heteroscedasticity test above show that the significance level is Sig. X1 = 0.100 greater than Sig. α = 0.05 and Sig. X2 = 0.265, which is greater than the significance level of α = 0.05, indicates that there is no heteroscedasticity between the two independent variables.

d. Autocorrelation test

The autocorrelation test aims to determine whether there is a correlation between the disturbance error in period t and the error in period t-1 (the previous period) in the linear regression model. To determine whether autocorrelation occurs or not, the following conditions can be used:

- If DW is less than or greater than (4-dL), then the null hypothesis is rejected, meaning that there is autocorrelation.
- If DW lies between dU and (4-dU), then the null hypothesis is accepted, meaning there is no autocorrelation.
- If DW lies between dL and dU or (4-dU) and (4-dL), then no definite conclusion can be drawn.



Table 8. Autocorrelation Test Model Summary

Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate	Durbin-Watson
1	0.214 ^a	.046	.023	1.64835	1.977

a. Predictors: (Constant), CE, SQ

b. Dependent Variable: Customer Satisfaction

Source: 2023 Research Results (data processed with SPSS)

Based on the table above, the DW value is 1.977. Where the DW value will be compared with the significance table value of 5% sample size (n) 86, and k = 2 (k is the number of independent variables), dU and dL values are obtained as 1.6971 and 1.6021, and the value of (4-dU) is 2.3029, while the value of (4-dL) is 2.3979. Therefore, it can be concluded that $dw = 1.977 \geq dU = 1.6971$, and $dw = 1.977 \leq (4-dL) = 2.3979$, so it can be concluded that there is no autocorrelation problem.

Multiple Linear Regression Analysis Test

Multiple linear regression analysis is used to measure the strength of the relationship between two variables. The multiple linear regression model has the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 14,924 + 0,057 + 0,107 + e$$

Explanation:

Y: Customer Satisfaction

α : Constant

B1 B2 : Regression coefficient

X1: Service Quality

X2: Customer Experience

Table 9. Multiple Linear Regression Equation Model Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Std. Error	Beta	
1 (Constant)	14,924	3,326	4,487	,000
Service quality	,057	,053	,115	1,077
Customer experience	,107	,064	,180	1,676

a. Dependent Variable: Customer Satisfaction

Source: 2023 Research Results (data processed with SPSS)

Based on the results of the calculations in the table above, which are taken from the multiple linear regression equation model table, the following can be explained:

- If there is no influence of service quality (X1) and (X2) on customer experience, customer satisfaction increases by 14.924.
- The service quality variable (X1) affects customer satisfaction (Y), with a regression coefficient value of 0.057. This means that if service quality increases by one unit, customer satisfaction will also increase by 0.057. Conversely, if service quality decreases by

one unit, customer satisfaction will decrease by 0.057 units.

- The customer experience variable (X2) has a positive effect on customer satisfaction (Y), with a regression coefficient value of 0.107. This means that if customer experience increases by one, customer satisfaction will increase by 0.107, and conversely, if it decreases by one, customer satisfaction will also decrease by 0.107.

To determine how service quality and customer experience affect customer satisfaction with PDAM in Patas 1 Village, hypothesis testing can be conducted on the variables using the F-test and t-test.

Hypothesis Testing

- F Test (simultaneous test)

The F test is used to determine whether there is a simultaneous effect between the independent variables and the dependent variable.

Table 10. F Test (Simultaneous Test) ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	10,356	2	5,178	11,199	,000 ^b
Residual	38,375	83	,462		
Total	48,730	85			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constants), CE, SQ

Source: 2023 Research Results (data processed with SPSS)

From the results in the table above, where the calculated F value = 11.199 is greater than the table F value = 3.105 and the significance value of service quality (X1) and customer experience (X2) simultaneously on customer satisfaction (Y) is 0.000 less than 0.05; it can be concluded that H_a in this study is accepted.

- T-test (Partial Test)

In testing the hypothesis, the t-test uses a significance level of 0.05 (the $\alpha = 5\%$, The value is where $t-t/2 = t(\alpha/2; n-k-1) = t(0.025, 83) = 1.989$. Here, (n) refers to the number of respondents, and k refers to the number of independent variables. From these results, the t-table value is 1.989. To test the hypothesis of whether the variables have a partial effect or not, compare the t-count value with the t-table value. If the t-count is greater than, then there is a partial effect.

Table 11. T-test (Partial Test) Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Std. Error	Beta	
1 (Constant)	19.506	1.277	15,280	,000
Service quality	-,045	,019	-,253	0,000
Customer experience	,107	,026	,397	0,000

a. Dependent Variable: Customer satisfaction

Source: 2023 Research Results (data processed with SPSS)

- The results in the table above show that the regression coefficient value is positive. The service quality variable value obtained is t-count = -2.410, which is less than t-table = 1.989, and the



significance level is $0.000 < 0.05$. Therefore, it can be concluded that service quality has a significant adverse effect on customer satisfaction. Thus, H_a is not accepted in this study.

- b) The results in the table above show that the regression coefficient value is positive. The customer experience variable value obtained is $t\text{-count} = 4.080 > t\text{-table} = 1.989$, and the significance level is $0.000 < 0.05$. Therefore, customer experience affects customer satisfaction. Thus, H_a is accepted in this study.

c. Determination Coefficient Test

The coefficient of determination test is used to measure the proportion of variation in the dependent variable explained by the regression. Where the value of R^2 ranges from 0 to 1, if $R^2 = 0$ means there is no perfect relationship, if $R^2 = 1$ then there is a relationship between the variation of y and x , or the variation of y can be explained by x as a whole.

Table 12. Coefficient of Determination Test Model

Summary					
Model	R	R Square	Adjusted Square	R	Standard Error of the Estimate
1	.214 ^a	.046	.023		1.64835

a. Predictors: (Constant), CE, SQ

Source: 2023 Research Results (data processed with SPSS)

From the results in Table 12 above, the *R-squared* value is 0.46. This indicates that the influence of service quality and customer experience on customer satisfaction, as explained by this equation model, is 46%. In comparison, the remaining 54% is influenced by other factors outside the scope of this study.

The Simultaneous Effect of Service Quality and Customer Experience on Customer Satisfaction

The Simultaneous Effect of Service Quality (X_1) and Customer Experience (X_2) Variables on Customer Satisfaction (PDAM) in Patas I Village, Gunung Bintang Awa District, South Barito Regency, Central Kalimantan. Based on the results of the SPSS test above, it is evident that the calculated F-value for the variable is 11.199, while the F-table value is 3.105. Therefore, the calculated F value of 11.199 exceeds the F table value of 3.105. Therefore, it can be concluded that Service Quality and Customer Experience simultaneously influence Customer Satisfaction (PDAM) in Patas I Village. Based on the SPSS test results, the R-squared value is 0.46, which represents 46% of the variance. Service Quality (X_1) and Customer Experience (X_2) have a 46% effect on Customer Satisfaction (PDAM) in Patas I Village (Y), so Service Quality and Customer Experience have an effect of on Customer Satisfaction (PDAM) in Patas I Village, where this effect has a meaning, namely a power or force that arises from something, whether it be a person or an object, as well as everything that exists around it,

thereby influencing everything in its vicinity. (Yosin, 2012). So, influence can be said to be power, strength, or it can also be a cause or effect that causes changes in something. This study also has results that are reinforced or in line with previous studies, namely M. Apriadi Fairuzi (2019), who studied the influence of service on customer satisfaction at PDAM Barito Kuaa Unit Tabungamen, and research by Fahtira Virdha Noor (2020), who studied the influence of service quality on customer satisfaction at PT. Herba Penawar A Wahida Indonesia. These results reinforce the assumption that several factors, including service quality, influence customer satisfaction. Therefore, it can be concluded that service quality and customer experience affect customer satisfaction (PDAM) in Patas I Village, Gunung Bintang Awa District, South Barito Regency, Central Kalimantan.

The Effect of Service Quality and Customer Experience on Customer Satisfaction

1. The Effect of Service Quality on Customer Satisfaction

Based on the results of hypothesis testing conducted using SPSS, service quality has a partial effect on customer satisfaction (PDAM) in Patas I Village, where the t-value is -2.410, which is less than the t-table value of 1.989, and the Significance Level Is 0.05. 0.000 less than 0.05. Thus, the Service Quality variable (X_1) has a significant adverse partial effect on Customer Satisfaction (PDAM) in Patas I Village (Y). This study also presents results that are reinforced or in line with previous research, specifically Wicaksono et al. (2021), which examined the influence of price, service quality, and product quality on customer satisfaction at Pak Miad's meatball shop in Taman District, Pemalang Regency. The results of this study reinforce the assumption that various factors, including customer satisfaction, do not influence service quality. Therefore, it can be concluded that service quality partially affects customer satisfaction (PDAM) in Patas I Village, Gunung Bintang Awa District, South Barito Regency, Central Kalimantan.

2. The Influence of Customer Experience on Customer Satisfaction

Based on the results of hypothesis testing conducted using SPSS, customer experience was assessed as positive with a calculated t value of $4.080 >$ (greater than) the table t value of 1.989 and Sig. $0.000 <$ (less than) 0.05. Therefore, in part, Customer Experience (X_2) affects Customer Satisfaction (PDAM) in Patas I Village (Y). The upbeat assessment here is that it is consistent or has been assessed as such. This study also has results that are reinforced or in line with previous research, namely Gomoi et al. (2021), which examined the effect of service quality and consumer experience on consumer (patient) satisfaction at Irina C Inpatient Hospital, Prof. Dr R. D. Kandou General Hospital, Manado. The results of this study reinforce the assumption that customer satisfaction is influenced by various factors, including the customer's overall



experience. Therefore, it can be concluded that customer experience has a partial effect on customer satisfaction (PDAM) in Patas 1 Village, Gunung Bintang Awa District, South Barito Regency, Central Kalimantan.

CONCLUSION

Based on the data and analysis results described above, it can be concluded that service quality does not have a partial effect, as indicated by the t-test results, where the t-count of -2.410 is smaller than the t-table value of 1.989 at a significance level of 0.000, which is less than 0.05. Based on these results, service quality does not affect customer satisfaction. Thus, H_a in this study is not accepted, namely that the service quality variable does not affect customer satisfaction (PDAM) in Patas 1 Village. Meanwhile, customer experience has a partial effect, with a t-count of $4.080 >$ the t-table of 1.989, and a significance level of $0.000 < 0.05$. Therefore, H_a is accepted in this study. Based on these results, it can be concluded that customer experience affects customer satisfaction (PDAM) in Patas 1 Village, South Barito Regency, Gunung Bintang Awa District, Central Kalimantan.

Service quality and customer experience simultaneously affect customer satisfaction, as indicated by the results of the F-count = $11.199 >$ F-table = 3.105 with a significant value of $0.000 < 0.05$. Therefore, based on these results, it can be concluded that H_a in this study is accepted, meaning that the variables of service quality and customer experience affect customer satisfaction (PDAM) in Patas 1 Village, South Barito Regency, Gunung Bintang Awa District, Central Kalimantan Province.

REFERENCES

- Apriasty, I., & Simbolon, M. E. (2022). Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan: Kualitas Produk, Kualitas Pelayanan dan Harga (Literature Strategic Marketing Management). *Jurnal Ilmu Multidisiplin*, 1(1), 135–145. <https://doi.org/10.38035/jim.v1i1.21>
- Dewi, T. U., & Nugroho, P. N. A. (2020). Pengaruh Customer Experience Terhadap Customer Satisfaction dan Customer Loyalty Institut Français Indonesia di Surabaya. *Jurnal Teknologi dan Terapan Bisnis (JTTB)*, 3(2).
- Gilmore, J. H., & Pine, B. J., II. (2002). Customer Experience Places: The New Offering Frontier. *Strategy & Leadership*, 30(4), 4–11. <https://doi.org/10.1108/10878570210435306>
- Gomoi, N. J., Tampi, J. R. E., & Punuindoong, A. Y. (2021). Pengaruh Kualitas Pelayanan dan Pengalaman Konsmen Terhadap Kepuasan Konsumen (Pasien) Rawat Inap Irina C Rumah Sakit Umum Pusat Prof. Dr. R. D. Kandou Manado. *Productivity*, 2(6), 507–510.
- Hendrianto, A. Y., Haliza, A. N., & Firdausi, M. F. (2023). Statistical Analysis in Multicorrelation Test Conditions: Confronting the Incompatibility of Classical Assumptions. *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 1(5). <https://doi.org/10.5281/zenodo.10420827>
- Huda, N., Hudori, K., Fahlevi, R., Badrussa'diyah, Mazaya, D., & Sugiarti, D. (2017). *Pemasaran Syariah: Terori & Aplikasi*. Kencana.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Erlangga.
- Kusumo, I. J., & Yuyetta, E. N. A. (2019). Pengaruh Independensi, Kompetensi, dan Tekanan Waktu Terhadap Kualitas Audit. *Diponegoro Journal of Accounting*, 8(1). <https://ejournal3.undip.ac.id/index.php/accounting/article/view/25583>
- Lasabuda, G. P., & Mangantar, M. (2022). Pengaruh Struktur Modal, Likuiditas, dan Profitabilitas Terhadap Nilai Perusahaan Pada Perusahaan Subsektor Otomotif yang Terdaftar di Bursa Efek Indonesia 2017-2020. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(2), 337–345. <https://doi.org/10.35794/emba.v10i2.40256>
- Marnilin, F., Mutmainah, I., Yulia, I. A., & Mahfudi, A. Z. (2023). Pengaruh Perceived Value Terhadap Kepuasan Implementasi Program MBKM. *Jurnal Ilmiah Manajemen Kesatuan*, 11(1), 1–10. <https://doi.org/10.37641/jimkes.v11i1.936>
- Maulana, R. (2022). Pengaruh Perputaran Piutang dan Perputaran Persediaan Terhadap Likuiditas Pada Perusahaan Food And Beverage Yang Terdaftar di Bursa Efek Indonesia Periode 2018-2020. *JURNAL ANALISIS MANAJEMEN*, 8(1), 95–107. <https://doi.org/10.32520/jam.v8i1.2561>
- Nasution, S. M. A., & Nasution, A. E. (2021). Pengaruh Kualitas Pelayanan, Faktor Emosional, Biaya Dan Kemudahan Terhadap Kepuasan Konsumen Pada Pengguna Aplikasi Jasa Gojek Di Medan. *Prosiding Seminar Nasional Kewirausahaan*, 2(1), 142–155. <https://doi.org/10.30596/snk.v2i1.8247>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Purnomo, E., Hartelina, H., & Nadeak, B. (2024). Pengaruh Customer Value, Customer Relationship Management, serta Customer Experience terhadap Customer Loyalty Debitur Lending yang terdapat di Bank OCBC NISP Cabang Purwakarta. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(11), 6870–6875. <https://doi.org/10.47467/alkharaj.v6i11.3225>
- Ramanda, R. (2015). Pelaksanaan Pelayanan Pengaduan di Perusahaan Daerah Air Minum Kabupaten Kubu Raya. *Publika Jurnal Ilmu Administrasi Negara (e-Journal)*, 4(2). <https://doi.org/10.26418/publika.v4i2.704>
- Ranjani, D. Y. (2020). Pengaruh Citra Perusahaan, Kualitas Pelayanan dan Word Of Mouth Terhadap



- Keputusan Pembelian Pada Salon Michika (Studi Pada Salon Kecantikan Michika Rawamangun)* [Skripsi, Sekolah Tinggi Ilmu Ekonomi Indonesia Jakarta]. <http://repository.stei.ac.id/2540/>
- Ranto, D. W. P. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Berbelanja Pada Toko Modern Di Yogyakarta. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 6(1). <https://doi.org/10.18196/jbti.v6i1.1389>
- Rembet, V. N., Mananeke, L., & Loindong, S. S. (2020). Pengaruh Service Performance, Kepercayaan, dan Lokasi Terhadap Kepuasan Nasabah Bank Sulutgo Cabang Beo. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 8(3). <https://doi.org/10.35794/emba.v8i3.30239>
- Robinette, S., & Brand, C. (2001). *Emotion Marketing: The Hallmark Way of Winning Customers for Life*. McGraw Hill Professional.
- Schmitt, B. H. (2000). *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate*. Simon and Schuster.
- Shafie, S., Azmi, W. N. W., & Haron, S. (2004). Adopting and Measuring Customer Service Quality in Islamic Banks: A Case Study. *The Journal of Muamalat and Islamic Finance Research*, 81–96.
- Sujarweni, V. W. (2019). *Metodologi Penelitian Bisnis & Ekonomi Pendekatan Kuantitatif*. Pustaka Baru Press.
- Tjiptono, F. (2019). *Service, Quality & Customer Satisfaction*. ANDI.
- Tjiptono, F., & Chandra, G. (2017). *Pemasaran Strategik*. Andi Offset.
- Veloutsou, C., Gilbert, G. R., Moutinho, L. A., & Goode, M. M. H. (2005). Measuring transaction-specific satisfaction in services: Are the measures transferable across cultures? *European Journal of Marketing*, 39(5–6), 606–628. <https://doi.org/10.1108/03090560510590737>
- Wandirah, W. (2021). Studi Hospitality Terhadap Minat Kunjung Ulang Pada Destinasi Wisata Danau Sipin. *Jurnal Dinamika Manajemen*, 9(4), 177–188. <https://doi.org/10.22437/jdm.v9i4.24954>
- Wardi, M., Supeni, N., & Yusuf, H. F. (2023). Pengaruh Tingkat Pendidikan, Keselamatan Kerja, Lingkungan Kerja, dan Motivasi Kerja Terhadap Produktivitas Kerja Karyawan Di PT. Gas Prima Arta Curah Tebu Ii Grujugan, Bondowoso. *JMBI: Jurnal Manajemen Bisnis Dan Informatika*, 4(1), 81–92. <https://doi.org/10.31967/prodimanajemen.v4i1.911>
- Wicaksono, D. A., Laksanawati, T. A., & Ningsih, D. B. (2021). Pengaruh Harga dan Kualitas Pelayanan Serta Kualitas Produk Terhadap Kepuasan Konsumen Pada Bakso Pak Miad Kecamatan Taman Kabupaten Pemasang. *VALUE*, 2(2), 91–100. <https://doi.org/10.36490/value.v2i2.220>
- Wiludjeng, F. A., Ulfa, R. L., & Guntarayana, I. (2020). Analysis Of The Effect Of Service Quality And Organizational Culture On Village Official Performance And Community Satisfaction: (A Study at Sanankulon Village Office, Sanankulon District, Blitar Regency). *JOSAR (Journal of Students Academic Research)*, 5(1), 45–53. <https://doi.org/10.35457/josar.v5i1.1051>
- Zahra, A. S., Listyorini, S., & Wijayanto, A. (2023). Pengaruh Kualitas Pelayanan terhadap Kepuasan Konsumen Melalui Customer Experience Sebagai Variabel Mediasi (Studi pada Konsumen Nasmoco Siliwangi Semarang). *Jurnal Ilmu Administrasi Bisnis*, 12(2), 484–492. <https://doi.org/10.14710/jiab.2023.37778>
- Zaka, A. R., & Sutopo, S. (2017). Analisis Faktor-Faktor yang Mempengaruhi Kepuasan Pelanggan Pada LBB Antologi Semarang. *Diponegoro Journal of Management*, 6(3), 33–45.
- Zare, M., & Mahmoudi, R. (2020). The Effects of The Online Eustomer Experience on Customer Loyalty in E-Retailers. *International Journal of Advanced Engineering, Management and Science*, 6(5). <https://ijaems.com/detail/the-effects-of-the-online-customer-experience-on-customer-loyalty-in-e-retailers/>