



The Effect of Expected and Perceived Service Quality on Customer Satisfaction: Optical Retail in Indonesia

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Abstract: Optical retail is unique because they sell product and service at once. The creation of excellent service will lead to a satisfied customer. Hence many retailers are unconscious about the importance of service quality that turns the industry to struggle in finding the right customer wants and need on a service activity that can be performed to gain customer satisfaction. Thus, it raises questions on the effect of service quality variables on the overall satisfaction of optical retail costumes in Indonesia. The three variables on SERVQUAL measurement were used to find the gap between clients' expectations and perception towards service quality. Using mixed methods, a total of 179 questionnaire respondents are used to find the gap analysis. Then, ten telephone interviews were conducted to investigate the importance of service quality and customer satisfaction in Optical retail. The result confirmed that the responsiveness dimension has positive relation while assurance and reliability dimensions have negative relations with customer satisfaction. No matter the result of the gap, the customer describes they feel satisfied with the service. Solely identifying the importance of each service is not enough to uncover customer satisfaction; knowing the roles of product quality is also important in this industry. The findings provide specific data that contribute to monitor and maintain quality service.

Keywords: *Customer satisfaction, mixed service and merchandise business, service quality, optical retail*

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INTRODUCTION

Statement of the Problems

In expanding the market in the retail service industry, quality is generally regarded as one of the key factor influencing customer satisfaction. Customers are satisfied when they are happy with the purchase outcome, complete their goals, and have experienced no problem (Paul, Mittal, & Srivastav, 2016). For a service business such as optical retail, customer satisfaction is considered as one of the strongest aspects in maintaining the business. Optical retail is unique because it's selling both product and service at the same time. But in terms of services, excellent service will pay off due to the creation of faithful customers (Parasuraman, Berry, & Zeithaml, 1991). Thus, to improve service quality, the optical industry has an urge to investigate the expected quality that customers desire and perceived quality that customer achieves toward service quality.

Further, the founder of Vision Express has stated that many of the optical retail have not been aware on the importance of customer satisfaction as he used to be disappointed with the service quality (Grundy, 2015). Service quality is recognized as a significant factor responsible for gaining competitive advantage and maintaining a satisfactory relationship with customers (Zeithaml, Berry, & Parasuraman, 1993). Different from another consumer generation, modern consumer has so much choice, customer service and convenience have the biggest effect to drive customer

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retention, with providing complete quality service for one of the variables that have developed into expectation (Ecp.essilor.co.uk, n.d.). In Indonesia, optical retail is considered as a steadily growing market. But, the industry is struggling to find the right customer want and need on services activity that can be performed to get the satisfaction of the customer in the market since the demands are always changing.

In past years, there has been a big challenge for retailers in the form of intensified competition, slow growth market and more demanding consumers (Bloemer & Odekerken-Schröder, 2002). As the globalization has increased, some of the customers will be more educated about their optical options. They would know whether the industry is not giving them what they want. That's why it's essential to be aware of the changing on customer demand. The paper aims to search the effect of Expected and Perceived Service Quality to Customer Satisfaction in Optical Retail specifically in Indonesia. This raises a question on how to explore the effect of service quality variables on the overall satisfaction of customers. Also, the gap between perceived and expected service quality using SERVQUAL. This method used to determine whether differences between scores to measure the gap between expectation and perception. While studying the literature, it was found that there is not much research in the optical retail industry. Most research is only focused on more complicated theories structures about the perceived and expected service quality. Therefore, the inquiries want to research the impact of quality service on optical retail customer satisfaction. The findings provide specific data that contribute to monitor and maintain quality service.

Objectives

- 1) To find the dimension of SERVQUAL (assurance, reliability, responsiveness) effect on customer satisfaction.
- 2) To determine gap between expected and perceived services experienced by customers in the optical retail industry.
- 3) To find the gap between expected and service quality (SERVQUAL) contribute to the level of customer satisfaction in the optical retail industry.

Significance of the Study

This research addressed from the customer perspective who has experienced the service of the optical industry in Indonesia. Also by looking at the influence of previous service process to the changing of expectations. The research should be able to get a picture of the problem occurring from customer desire. From this individual approach found what that importance in customer perspective to find which service strategy in the system makes the highest impact on customer satisfaction. The researchers adopt the SERVQUAL model for the research design. Firstly, using SERVQUAL model, by examined significant differences in the 3 of 5 service quality dimensions (Reliability, Responsiveness, and Assurance) by evaluating customer expectation and their actual perceptions of the optical industry services. Secondly, the writer examined the impact by measuring the gap of expected and perceived service quality of the used SERVQUAL dimension to customer satisfaction.

Scope of the Study

The data collection methods chosen are a mixed approach in that questionnaire, and interviews data are collected. A self-completed internet-based questionnaire is used where we collect the measured ordinal gap between the expected and perceived service quality within three dimensions. The sample size that is used are people who are the customer of optical retail who has experienced the form of services provided by one or more optical retailers in with 179 correspondents and done between March and April 2019. Then, to measure the impact to customer satisfaction, we adopt inductive approach interviews where we find the subjective interpretation of the various actors on the same subject (Saunders, Lewis, & Thornhill, 2016), while in this case the items are selected customers of the optical industry. The demography of the sample that used are people who live in the Asia Pacific especially in Indonesia.

LITERATURE REVIEW

Service quality is one of the favourite topics in service marketing, the definition of it also varies from each researcher according to the situation. There are lots of studies that confirmed the positive relationship within profits, such as; Anderson, Fornell, and Lehmann (1994) and Rust and Oliver (1994) with raised market share and future purchase intention, and customer satisfaction. There is a tremendous amount of research has been conducted in the service industry. But unfortunately, there is still a little research on the issues of combined product and service industry.

However, there is limited knowledge about issues that optical retailers facing regarding service quality especially in Indonesia. Thus, this research will try to measure service quality using SERVQUAL dimension. Parasuraman et al. (1991) describe a perfect service comes if perceived experience exceeds customers expectations. Moreover, Satisfying customers is one-desired main objectives of every business. McColl-Kennedy and Schneider (2000) and Reichheld and Sasser (1990) highlight the importance of customer satisfaction for business success. It begins with clear definitions between the customers and optical retailers. For example, if a customer and the business requirement is for customer service, the satisfaction dimensions will include interactions, timeliness, and responsiveness. These are the arrays that define the conditions (Baker, Hayes, & Fortier, 1998; Na Ayutthaya, Tuntivivat, & Prasertsin, 2016; Pandiangan & Tua Sitorus, 2017). In the retail industry, service quality has a significant difference. Finn (2004) states the uniqueness relies on the nature of retail services which the improvement and measurement of quality in retailing cannot be approached in the same way as services perspective. Although, Dabholkar, Thorpe, and Rentz (1996) implies some measurement indicators for pure service and retail are likely to share standard dimensions. It is necessary to look at the quality from the perspective of service provided as well as the products and derives a set of items that can accurately measure this construct in retail service (Abdurrahman & Osman, 2017; Jiang, Zhang, Xiao, Ren, & Chen, 2017; Mehta & Li Han, 2000). There is a lack of suggestion on how the characteristics may be combined into a few critical dimensions of retail service quality. Moreover, the theoretical support provided by the retail literature for factor structure, the examination on some literature was organized to find factors for retail service quality, especially in the optical industry.

Service Quality in Retail

Parasuraman et al. (1991) proposed a service quality measurement known as SERVQUAL. This scale calculates the difference between expectation and perceptions or known as 'gap' to find related customer satisfaction. By evaluating the 22 items that represent five service quality dimensions known as 'tangibles', 'reliability', 'responsiveness', 'assurance' and 'empathy'. Various studies have been conducted using SERVQUAL. Such as Carman (1990) tested the method in pure settings (dental school patient clinic, business school placement centre, acute care hospital), except in tire store where a retailer is offering a mix of merchandise and service.

In the research, Carman (1990) found nine factors of service quality, concluding five dimensions classified by (Parasuraman et al., 1991) were not convenient and suggested for the further paper to adapt by adding elements as suitable for different situations. Hence, Dabholkar et al. (1996) argue that it has not been successfully changed to and validated in a retail store environment.

Regarding this research, The essential issues here rely on when expectation change and experiences with different service providers shape the customers' expectations. The gap occurs when disparity exists between customers perception of firm performance and their prior expectation. Service Quality (SQ) perceived by the customer. Therefore as a result of customer expectation (E) of a business service versus their perception of the performance (P) delivered by the company. Hence if the gap is positive, customers are considered satisfied, while otherwise, if the gap is negative, the customer is considered dissatisfied.

$$\text{Service Quality (SQ)} = \text{Customer's Perception (P)} - \text{Customer's Expectation (E)}$$

On finding the expected and perceived service quality effect to customer satisfaction, the SERVQUAL scale is more preferable due to its superior diagnostic power with the addition of intervention by the service system of the optical retail industry. However, the issues regarding the method are that it requires a gigantic data collection task and with the use of a lengthy questionnaire (Naik, Gantasala, & Prabhakar, 2010). Hence, it is needed to collect data about customer expectation as well as perceptions of the optical industry performance on each of the 22 service quality scale attributes. Thus in the optical retail context, perception of service gathered over time, and a customer's relationship with an organization are an accumulation of service interactions both past and present. When customers evaluate retail service, they will compare their perceptions of the service they receive with their expectation (Naik et al., 2010).

Measuring Service Quality–SERVQUAL Model

Bateson (1995) declare that measuring service quality is arduous because of its unique characteristics: Intangibility, heterogeneity, inseparability, and perishability. Thus, one preeminent input has been made by (Parasuraman et al., 1991) to provide a precise definition of service quality. They describe it as 'a global judgement, or attitude relating to superiority of service'. Based on this concept, (Parasuraman et al., 1991; Piyachat, 2017) proposed a service quality

measurement known as SERVQUAL. This scale calculates the difference between expectation and perceptions to find related customer satisfaction. By evaluating the 22 items that represent five service quality dimensions known as 'tangibles', 'reliability', 'responsiveness', 'assurance' and 'empathy'. The SERVQUAL scale has formed an important landmark in the service quality literature and has applied in different service settings.

In SERVQUAL, both service performance and consumer expectations of particular store service are explicitly measured to assess the 'gap'. Following Figure 1, this research is trying to solve Gap 5. The fifth gap is the divergence between customer expectation and perceptions of the service delivered. This gap occurs as a conclusion influences apply from the side of customer and shortage of the service provider. Paul et al. (2016) mentioned for the fifth gap, past service experiences, word of mouth recommendation, and personal needs are influencing customer expectations. Several researchers find the performance perceptions to be sufficient in assessing service quality as compared to the gap (Carman, 1990).

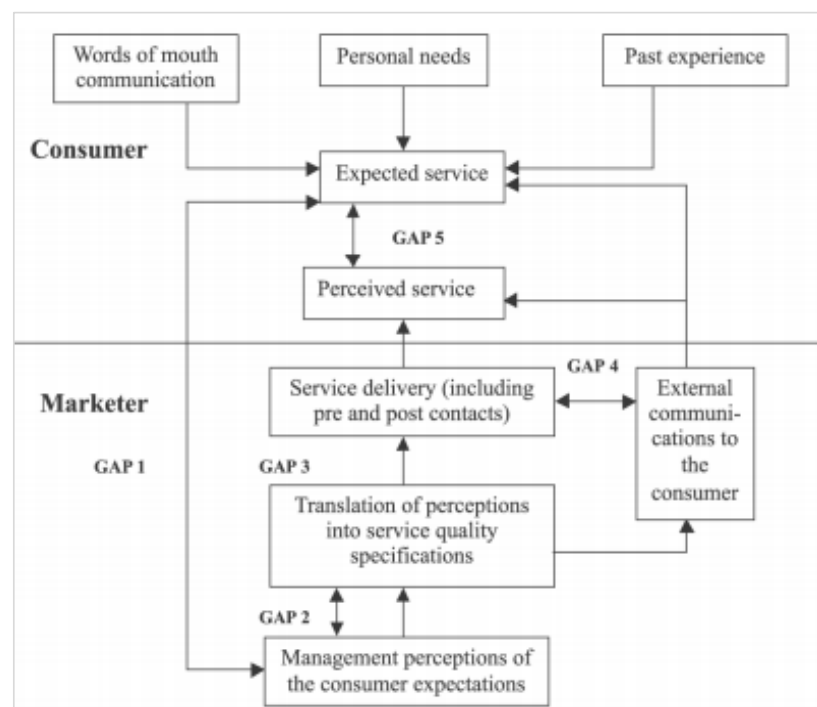


Figure 1 *Gap Model by Parasuraman* (Source: (Parasuraman et al., 1991))

Various studies have been conducted using SERVQUAL. For this research, the SERVQUAL scale is more preferable due to its superior diagnostic power with the addition of intervention by the service system of the optical retail industry. However, the issues regarding the method are that it requires a gigantic data collection task and with the use of a lengthy questionnaire (Naik et al., 2010). Hence, it is needed to collect data about customer expectation as well as perceptions of the optical industry performance on each of the 22 service quality scale attributes.

Customer Satisfaction

Satisfying customers is one-desired main objectives of every business. McColl-Kennedy and Schneider (2000) and Reichheld and Sasser (1990) highlight the importance of customer satisfaction for business success. The customer satisfaction requirement is different in each service businesses, all internally based processes components, standards, and criteria that a company strives to achieve (Naik et al., 2010). Whether meeting or exceeding the goals is often derided as an indicator of success or failure. For optical retailers, customer satisfaction believed as one variable to detect success. But the determinant of customer satisfaction itself is different for each industry. Here, the researchers assume the service quality dimension measured by SERVQUAL is having a prompt relationship with overall customer satisfaction.

Theoretical Framework

The connection between retail service quality and customer satisfaction is the primary focus of this research. Abu-El Samen, Akroush, and Abu-Lail (2013), Dahiyat, Akroush, and Abu-Lail (2011), Ladhari (2009), and Sureshchandar, Rajendran, and Anantharaman (2002) all claimed that service quality was highly related and included as an important factor to customer satisfaction. From all variables of SERVQUAL, various research studies confirming service quality dimensions capture mixed results. Research in banking (Jamal & Naser, 2003) and Retail Banking (Baumann, Burton, Elliott, & Kehr, 2007) found that there is no significant connection between customer satisfaction and tangible aspects of service. While another industry reported that responsiveness and assurance are critical in driving customer satisfaction (Mengi, 2009). Arasli, Mehtap-Smadi, and Turan Katircioglu (2005) stated that reliability has the highest impact on customer satisfaction in Greek Cypriot banking industry. Further, Abu-El Samen et al. (2013) found within Jordan's mobile service industry that reliability has the strongest effect on customer satisfaction on Automobile repair. While Naik et al. (2010) claimed that assurance and reliability have the highest score while tangible has the lowest score to the retailing industry. Although the previous studies mentioned all insight into the issues of differences in finding the proper service quality dimension for each sector, some fundamental limitations must be explored.

Not all industry has the same findings on the application of 5 dimensions of SERVQUAL due to the importance of service is very in each business. The literature determinedly shows that there is no general agreement on the strengths of each component to its effect on customer satisfaction. The study certainly appeals the necessity to identify service quality attributes that can affect the higher customer satisfaction in specific service settings; it could help informs the business itself on the areas where improvements are needed. Given previous literature, we choose only to use 3 of 5 dimensions of SERVQUAL, which are assurance, reliability and responsiveness due to the higher relationship than tangible, and empathy in prior studies related to the similar business with the optical retail in Indonesia. Thus the proposed conceptual framework adapted from (Parasuraman et al., 1991) with some addition regarding the research objectives (Figure 2). For optical retail, Assurance described as the knowledge of product and services, and their ability to make the customer confidence while the service activities being conducted. While reliability is the ability of the optical industry service provider to execute the promised service to the expected and perceived customer service quality and responsiveness is the readiness of optical retailer service provider to provide prompt service as expected and perceived by the customer. Therefore, the writer proposes that There is a positive relationship between assurance, reliability, and responsiveness, to optical retail customer satisfaction.

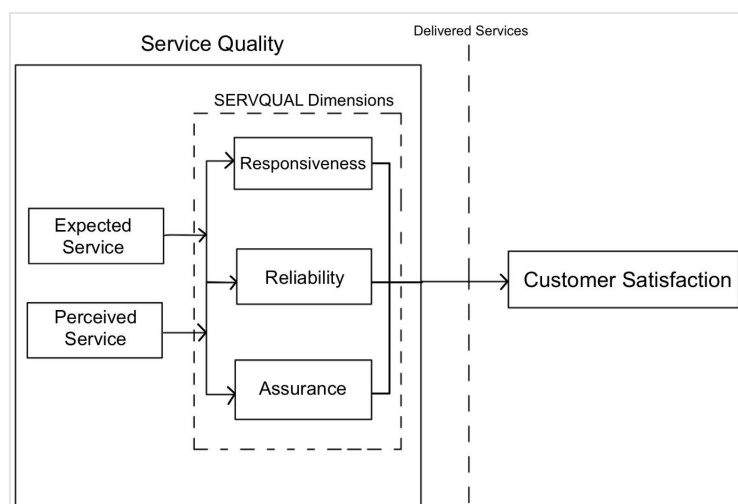


Figure 2 Conceptual Framework of a Study (Source: Adapted from (Badrudin et al., 2012; Parasuraman et al., 1991))

RESEARCH METHODOLOGY

Based on current literature, it is unambiguous that there is a gap in research field between expected and perceived service quality at the customer satisfaction in Indonesian optical industry. By using Indonesia as a steadily high optical growing market, this study hopefully makes a difference to the challenges within reaching customer satisfaction, which hopefully can prove beneficial for many optical retailers.

Research Design

The primary purpose of this research is to determine the effect of expected and perceived service quality to see if it have a relationship with customer satisfaction in Indonesia optical retail service quality. There are three particular research questions:

1. How the dimension of SERVQUAL (assurance, reliability, responsiveness) effect on customer satisfaction?
2. Is there any gap between expected and perceived services experienced by customers in the optical retail industry?
3. How the gap between expected and service quality (SERVQUAL) contribute to the level of customer satisfaction in the optical retail industry?

The researcher also looks at the influence of previous service process to the changing of expectations. The writer should be able to get a picture of the problem occurring from customer desire. From this individual approach, we should see what that importance in customer perspective to find which service strategy in the system makes the highest impact on customer satisfaction.

Data Collection

The data collection methods chosen are a mixed approach in that questionnaire and interviews data are collected. A self-completed internet-based questionnaire is used where we collect the measured ordinal gap. The sample size that is used are people who are the customer of optical retail who has experienced the form of services provided by one or more optical retailers, collected between March and April 2019 with 179 correspondents. Then, to measure the impact to customer satisfaction, we adopt inductive approach interviews where we find the subjective interpretation of the various actors on the same subject (Saunders et al., 2016), while in this case the items are selected customers of the optical industry. The demography of the sample that used is people who live in the Asia Pacific especially in Indonesia.

The Questionnaire contained structured questions in three sections. The first section dealt with the respondent profiles. The second section contained 13 items related to customer expectations and the third section filled by 13 pieces of customer perceptions. The items in both expectations and perceptions parts were grouped into three dimensions: reliability, responsiveness, and assurance. In this case, the researchers are spreading the questionnaire through social media and online surveys to gain participants in Indonesia from the UK. The second data collection is gained through interview. It is using questions regarding customer satisfaction. Structured interviews were conducted to achieve an open interpretation of the service quality effect on customer satisfaction. We can also get a reasonable answer to the methods of services that make people satisfied or unsatisfied the most. The operational variable used in this research has been modified to fit the service in the optical business.

Data Analysis

For analysing the questionnaire, gap analysis is used to determine the level of customers' expectation and perception towards the service quality of the optical industry services. The Service Delivery Quality (SDQ) score for each respondent was calculated using formula as suggested by Zeithaml et al. (1993):

$$SDQ = P - E$$

SDQ = Service delivery quality score for each dimension.

P = Quality service perceived by the optical retail consumers

E = Quality service expected by the optical retail consumers

For the qualitative analysis, the recorded interviews were transcribed. The authors followed the methodology of (Poland, 2002) closely to manage the quality of the audiotape, directions provided to transcribers and the validity of the transcription based on a review of the transcript. The transcribed interview was read to gain a sense of comprehensive data. Meanwhile, the writer wrote short phrases, ideas, or keywords to assist later analysis. Then, they classified and elaborated concepts based on the gap analysis, the interviews, and the literature reviews. After the analysis, the content meaning was reduced to core concepts (Kvale, 2008). Once the person-by-person review was complete, the researcher finds suitable answers that indicate the level of satisfaction of the customer in the optical industry.

FINDINGS

Questionnaire Finding

Questionnaires distributed to 179 respondent customers and the findings are tabulated in Table 1. The validity level was 0.942 for all 26-items, expected and perceived combined. It states that the data are reliable to be used for this

research analysis.

Table 2 shows that the highest expectation score of 4.6313 was attributed to “The optical retail will insist on error-free records” requirement. On the other hand, the lowest expectation score of 3.6145 was attributed to “Employee in optical retail will never too busy to respond to customer request”. Then, the highest perception score of 4.4302 was attributed to “When an optical retail promise to do something by a certain time, it does so”. The lowest perception score of 3.8324 was given to “Employees in optical retail never too busy to respond to customer request”.

Table 1 *DISTRIBUTION OF QUESTIONNAIRE DATA COLLECTION*

Variables	Frequency (n = 179)	Percentage
Last Time Purchase in Optical Retail		
<3 Month	38	21.2
4-6 Month	32	17.9
6-12 Month	47	26.3
More than a year	62	34.6
Age		
18-23	164	91.6
24-30	9	5.0
31-40	3	1.7
41-50	3	1.7
Gender		
Male	48	26.8
Female	131	73.2
Education		
Junior High School	1	0.6
High School	117	65.4
Diploma	5	2.8
Undergraduate	54	30.2
Other	2	1.2
Occupation		
State Official	1	0.6
Private Company Employee	8	4.5
Entrepreneur	13	7.3
Student	144	80.4
Doctor	2	1.1
Other	11	6.1
Spending at Optical Retail		
Rp50,000-Rp999,999	93	52.0
Rp1,000,000-1,999,000	33	18.4
Rp2,000,000-Rp2,999,000	29	16.2
Rp3,000,000-Rp3,999,000	13	7.3
Rp4,000,000-Rp4,999,000	4	2.2
Rp5,000,000-Rp5,999,000	5	2.8
Rp6,000,000-Rp6,999,000	1	0.6
<Rp7,000,000	1	0.6

The majority of the respondents gave higher expectation scores for the quality of service provided except for “Giving a prompt service to the customer” and “Speed of response to the complaint”. The gap analysis was used to reach the level of customers’ expectation and perception towards the service quality of the optical industry services. If

the expectation is higher than perception, the score will be negative. A negative score express customers are not having their expectations met by the service provider. On the other hand, a positive score is the result of a performance that surpasses customer expectations. It describes an area of strength and can present an image of competitive advantage for the optical industry in Indonesia. Table 2 also shows the mean gap scores by service quality dimensions. It describes that there are differences in the immensity of gap scores among the 13-items declaration of service quality. Bigger gap score means more serious service quality deficiency from the perspective of service providers. The only dimension that has positive values was Responsiveness with its 4-items with 0.0335. On the other hand, Reliability dimensions with 5-items have negative values of -0.1620.

Table 2 *SERVQUAL GAP ANALYSIS*

Sub Variable	Indicator	Perceived Mean	Expectation Mean	Gap Scores	Mean Gap Score	Rank
Reliability	Speed of service	4.4302	4.5140	-0.0838	-0.1620	2
	Sincere interest in solving problem	4.2793	4.4246	-0.1453		
	Accuracy of transaction	4.3911	4.5140	-0.1229		
	Accuracy of promises	4.3687	4.5922	-0.2235		
	Assurance of error free records	4.3966	4.6313	-0.2346		
Responsiveness	Concern and desire for assisting	4.3520	4.4302	-0.0782	0.0335	1
	Giving a prompt service to customer	4.0838	3.9274	0.1564		
	Willing to help the customer	4.3352	4.4972	-0.1620		
Assurance	Speed of response to complaint	3.8324	3.6145	0.2179	-0.2151	3
	Staff attitude	4.2514	4.3966	-0.1453		
	Concern of customers	4.2514	4.5140	-0.2626		
	Security in transaction details	4.2682	4.5810	-0.3128		
	Product knowledge	4.1620	4.3017	-0.1397		
		4.2617	4.3799	-0.1182		

Then, the most underperforming dimensions, which were Assurance with its 4-items, had also negative values of -0.2151. It states that the most critical dimension of the optical industry was the assurance dimension. The respondents' perceptions level was highest for the reliability dimension (4.3732) and the lowest for the responsiveness dimension (4.1508). For expectation, respondents rated the highest expectation level on the reliability dimension (4.5352) and the lowest for the responsiveness dimension also (4.1173). Thus, in this study, it can be said that the optical service provider was not generally meeting customers' expectations. This shows that Optical Retail in Indonesia had not succeeded to meet its customers' expectations to its service quality. By examining the various SERVQUAL measurements, the Optical industry can assess the overall service quality as perceived by the customers to identify the key dimensions that can be improved.

Interviews Summary

Assurance to customer satisfaction: The respondents define assurance as concerning the customer needs, good staff attitudes and excellent product knowledge. Friendly, giving an honest review also offer added value to the service provided. Respondent 7 said the detailed product knowledge makes her happy with the experience. She assured that she didn't even know what is the problem with her eyes until the employee educates that to her. She states that it is also better to have a check-up in the optical store rather than the hospital. It goes for Respondent 1 where: "For me, they were good enough. I usually examine my eyes then measure my glasses sizes, then usually the employee recommend the type of lens and frame that are good for me. They also offer the best product on trend and quality based on their brand."

For assurance, the outcomes might occur since staff attitudes and product knowledge have a massive contribution to defining customer perception. Body language of the service provider will also contribute to this dimension. We interpreted that informants referred to assurance as friendly, detailed, knowledgeable, giving an honest review, etc. it is agreed that assurance has an impact on customer satisfaction.

Responsiveness to customer satisfaction: All respondents who participated in the telephone interview mentioned the importance of willing to help the customers and how well they solve it for us. While finding the responsiveness responses, the desire to assist also considered in influencing satisfaction. Several also believed that this is the most vital part to be given by the service provider. Respondent 8 remarked that even the problem is quite unusual; they still manage to solve it:

"...I was into a slimmer frame model, but I have a minus 3 in my eyes. Due to my conditions, many optics said that I wouldn't be able to use a slimmer frame model. The service was particularly satisfying. The employee helps me to choose the exact model that most suitable for me. I think the employee give me her best opinion but didn't ask me to buy the most expensive..."

Respondent 6 also described how the explanation of the employee guides her about her problem and how to solve it. Respondent 7 refers to the medical check-up that she needs to have and how the employee treated her:

"...They understand it because somehow medically they understand it, I always think that I have this sort of problem, but after I checked up, they tell me the right problem that I have. When I say something, they correct me. It was a good consultation..."

Based on the responsiveness dimension, the participants imply it as giving a prompt service to the customer, desire and willingness to help them. It could be defined as consulting the perfect model of frame and lens for the customer and giving them the right answer about their condition. Most customers highlighted their knowledge about their issues is deficient, and when they go to optical retail. Therefore, we can conclude that the dimension contributes to customer satisfaction.

Reliability to customer satisfaction: Among all factors describing the reliability dimension, speed of service moderate almost all answers and play a significant role in defining customer satisfaction. For example: "Yes, I am satisfied. I was good because I can pick it up at the end of the day, just three hours of total all service waiting..."

Due to the answers, the complete service of getting an optical product could take about three day until a week. For this particular case, Reliability could be considered as an important factor to customer satisfaction, described by Respondent 3: "This far, I am not satisfied with the service because I don't like the overall service due to the more stories I needed to tell you about my problem. I also go to this only because they can finish my eyewear faster."

The total experience is not satisfied, but he repeatedly went to the same optic due to its fast service. The next factor is the assurance of error-free records. An unsatisfied respondent due to the product error could lead to a fatal for the company; either the company should repair or replace it with the new one.

Reliability dimension does play a significant factor in overall customer satisfaction. The reason comes from one of the elements in reliability, which is an assurance of error-free record. A promise from a service provider on claiming the perfection of result can build up the expectation from the customer. If the expectation is higher, optical retail needs to shift its service quality to a better way.

Overview to customer satisfaction: The findings have given an interesting insight into the relation between SERVQUAL dimensions to customer satisfaction in the optical industry in Indonesia. The respondents defined the attributes of a satisfied customer are the one who experiences when the employee understand the right product and can give them the explanation of their problem and what the best product suitable for them by giving them fast service with the right product with a good price. 2 of 10 responses claimed as not satisfied with the service. 2 of 10 claimed neutral and feel nothing special about the service experience. 5 of 10 rather feel satisfied with the service provided. And the last one claimed that she is very satisfied with the service. On one of the experiences from a female respondent, she was impressed by the desire of the optical on assisting her to find the special lens. She claimed the lens was rather hard to find but the optic still manages to find that in regular time. Due to the answers, the total service of getting an optical product could take about three day until a week.

A different story about the accuracy of service time, Respondent 7 describe satisfaction with the delivery system owned by the optic. She changed her eyewear lens at Jakarta branch but due to some reasons, she needs to go to Bandung, it won't be possible for her to take her eyewear in Jakarta branch. So the optic sends the product to their Bandung branch so she can take it there. It was so much easier for the consumer and there was no extra charge for

that service she needs to add. It is proven that those who have a positive experience tend to be more satisfied with the service quality. Respondent 7 refers to the medical check-up that she needs to have and how the employee treated her. She implies that the employee understands her problem in a medical way, the diagnosis given by the service provider was quite a good consultation. Then also, the appearance and staff attitude give a huge contribution to her customer satisfaction. And she adds: "I like the employee who helped me, he makes me feel like I don't have to choose everything alone. Maybe if I know the person that checked my eyes was certified I will feel more assured. Their appearance could be more appealing and trusted. Maybe adjust so it feels like more credible. Other than that the service is good."

While the few respondents who have a negative experience are still claiming that they are satisfied with notes of not having difficulties with the product they get, even though not as satisfied with whom who has a positive experience with the service. Like respondent 9 quotes: "After all, I feel satisfied with the service. When I choose the lens, it was a quite unique experience. The employee was quite informative. He gave me a product catalogue that consists of details and examples of that many products. Then he demonstrates the lens with Blu-ray to tell me the consistency of the product. He said that the product would not damage the eyes. It was very informative. But maybe because he is too old, he was kind cranky when giving me the service. But, I understand because maybe it was his character and it didn't influence the product result. . . ."

Although the majority of the participant responded that in general most of the interviewee was satisfied. Two respondents complained not satisfied. The objects of their complaint:

- The needs to describe more about the problem that he particularly doesn't understand.
- The product error that she got after waiting for her eyewear for a week. She then needs to go to the same optic to claim her reparation guarantee.

DISCUSSION

In the result, the gap analysis in SERVQUAL implies that there are gaps between expected and perceived service quality on three dimensions that used for the optical retail. The responsiveness dimension is the most imperative service quality dimension of the optical industry in Indonesia followed by reliability and assurance. Nevertheless, it was found that the service quality in optical retail in Indonesia as perceived by its customers have failed to meet expectation in two of three SERVQUAL dimensions. Only for the responsiveness dimension, the result shows that the optical industry has reached the customer expectation and considered giving customer satisfaction. [Gilbert and Wong \(2003\)](#) imply that not every dimension are evenly crucial to consumers; the difference relies upon the type of service being examined ([Jonsson Kvist & Klefsjö, 2006](#)).

Given the degree of importance, we conclude that only the responsiveness dimension gives a positive relation to customer satisfaction. This equates with [Baker et al. \(1998\)](#) who said the satisfaction dimensions would include interactions, timeliness, and responsiveness while this is contrasting with the gap analysis result. We diagnose since the 2 per 3 of the gap analysis result is negative; people would tend to be more not satisfied. In reality, the majority of the customer that interviewed are satisfied with the service that they get. The gap that existed between SERVQUAL dimensions portrays that the customer doesn't get what they expected, but they are happy and satisfied with the service. Its occur to the optical retail is a unique industry which has combined service and product inside the business.

However, the finding of this study didn't correspond with ([Parasuraman et al., 1991](#)) who states that the three dimensions are the most critical dimension to customer satisfaction. [Abu-El Samen et al. \(2013\)](#) all claimed that service quality was highly related and included as an essential factor to customer satisfaction. Also, after adopting [Carman \(1990\)](#) studies in tire store where it found that the type of business is similar on offering both merchandise and service, it is correlated with the [Carman \(1990\)](#) results. We analyze that there might some added items or factors besides services that can lead the result to a different situation.

In general, the research provides a clear and focused analysis of the effect of expectation and perception which interpret by the existence of gap to customer satisfaction at the optical industry in Indonesia. The task was to identify their expectation and perception about the quality service and patterns of belief that help the researchers to reply to the research question. The result confirmed that the responsiveness dimension of SERVQUAL could be used, but the assurance and reliability dimension cannot be used in defining customer satisfaction. Solely to identify the importance of each service is not enough to uncover customer satisfaction, knowing the roles of product quality also essential in this particular industry. Altogether, this research hopes to contribute to finding customer satisfaction on the optical

retail and offer some areas for further discussion and research in order to prevent issues of service quality in Indonesia.

For conclusion, the gap doesn't contribute much to the level of customer satisfaction. The optical retail has its factor on defining customer satisfaction. No matter the result of the gap, the customer can still describe they feel satisfied. For example, a customer comes to the optical store and gets a promise that their eyewear within three days. But then, some delivery problems intervening the process and appear that the result will be late for a week. Hence at the end, the customer still has their eyewear with the same product quality. Thus, the customer can again define they are satisfied with the result.

LIMITATIONS

Customer expectations and perceptions are volatile and subjective. Thus, the outcome can be assumed only to a given period and should not be willingly used for generalization within non-similar settings of organization. A long-term study could probably mitigate this limitation. The study also restricted to the Indonesian scenario and optical retail as the main point. This study also bounds itself with only three dimensions of SERVQUAL and does not cover mixed service-merchandise and other formats that exist in the retail sector.

The result illustrates that the optical industry can at least assess three dimensions of SERVQUAL to confirm the level of service provided, and determine which aspects need enhancement. To improve service quality in future studies, it is required to assess service experiences from the employee overview. Because similar to the customers, the employee also plays a role in judging the quality of internal service. On this case, the only two positive things from the indicators were giving prompt service and speed to a customer complaint. With the information, optical retail can interpret the other level of service performance on each sign and make improvements.

RECOMMENDATIONS FOR FURTHER RESEARCH

Experiencing how the customer perceives the service quality quantitatively and qualitatively give a great benefit to the optical industry. The result can provide specific data that can be used to monitor and maintain quality service. Future studies should seek to combine the use of SERVQUAL and product quality to close the gap in the industry similar to optical retail. Also, the relationship between customer and employee will contribute to the level of customer satisfaction. Finally, the study of service quality is both important and challenging. Future efforts should continue to gain an understanding of the measurement and concept to improve service quality in a different part of businesses.

For bettering perception and service system, the management can try to find a new marketing strategy that can help them gain the accuracy of promises, using updated methods to process complaints and assure error-free records. Then, add staff training to learn etiquette and communication skills to make customers more satisfied. Also, increase the overall shopping experience for the customer by product offer and advance the employee credibility.

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