

Customer Satisfaction of Surabaya Mortuary MUA Services

Yurilla Endah Muliatie, Nur Jannah, Dwi Lesno Panglipursari, Rena Febrita Sarie, Nurleila Jum'ati

Faculty of Economic and Business, Universitas Wijaya Putra

Email: yurillaendah@uwp.ac.id

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ABSTRACT

The development of services is showing a significant increase. This is of course influenced by the complex and diverse needs of the community in an effort to meet their needs. The part of funeral services that cannot be ruled out is make-up services. Mortuary MUA may be a profession that is rarely heard of. This research aim was to determine whether customer experience influence on customer satisfaction in using the mortuary MUA services in Surabaya and also how the five dimensions of customer experience affect customer satisfaction. This study explains the causal relationship or influence between variables through hypothesis testing on certain samples. Population used is all consumers who use mortuary MUA services and the sample totally 60 respondents using Purposive Sampling method. The results shown that: there is a positive effect on the customer experience variable on customer satisfaction for mortuary MUA services in Surabaya. From the dimension of customer experience, it partially affects customer satisfaction and what is influential is the act dimension.

Keywords: Customer Experience, Customer Satisfaction, Mortuary MUA Services



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INTRODUCTION

The development of services is showing a significant increase. This is of course influenced by the complex and diverse needs of the community in an effort to meet their needs. People are competing to meet their needs even though they have to sacrifice a lot of money. In addition, the development of an instant culture in the community also helps improve services (Muliatie, 2021). This phenomenon will certainly continue to increase the birth of new services in order to meet the demands of society as consumers in order to meet their needs.

One of the services that is developing is a funeral service company. The following is data on several funeral service companies in the Surabaya area. Herewith the funeral service companies in Surabaya, there are: 1) Ario Memorial Service Inc., Jl. Dinoyo No. 95-96 Surabaya. 2) Perusahaan Peti mati Carrara, Jl. Gemblongan VI No. 10 Surabaya, 3) Bagus Abadi Peti Mati, Jl. Kranggan

No. 94 Surabaya, 4) Tiara, Jl. Raya Demak 154-156 Surabaya, 5) Gloria, Jl. Raya Demak No. 99 Surabaya (Funeral Services Data, 2021).

The part of funeral services that cannot be ruled out is make-up services. Mortuary MUA may be a profession that is rarely heard of. But do not underestimate this profession. Similar to make-up for living people, make-up for corpses can be a source of livelihood and turn into a lucrative business. For some religious adherents, body makeup is considered one of the important things in a series of mourning ceremony processions. Moreover, usually a series of mourning events for Christians can last for days. The bereaved family certainly wants the corpse to look good during the procession. Some also believe that dressing the corpse is the same as paying respects to deliver the corpse when meeting the creator.

Mortuary MUA is a profession whose job is to make up the corpse to make it look beautiful or dashing when buried. The body was previously washed or cleaned and then given formalin preservative so that the corpse did not rot quickly and the skin did not wrinkle, then dresses for women and suits for men were put on, where dresses and coats were prepared by the family, usually the corpse's favorite dress or coat was worn for life, then the corpse's face is made up so it doesn't look pale. This make-up can be done at the funeral home or at the deceased's house. Depends on where the body will be buried. (Mustafa, 2011).

The job of making up corpses is considered scary, especially when they have to face the condition of the corpse which sometimes causes fear, such as the condition of the corpse is no longer intact or can be said damaged, which is usually the corpse of an accident victim, or victims in certain cases that are seen directly cause death. Basically, the purpose of a business is to make customers feel satisfied. Providing satisfaction to customers can meet their needs, desires and expectations is very important for companies to face competition. (Muliatie, 2021).

Surabaya consumers themselves are faced with many choices when they choose a funeral service. Therefore, now is the time for marketers not only to aggressively promote, but also to provide superiority and experience to consumers so that consumers are impressed and always remember these funeral services. A product must be able to bring out sensations and encounters that will cultivate shopper intrigued in making buys after getting fulfillment with a company or brand. The experience felt of getting mortuary MUA services is also a consideration for consumers today in choosing a funeral service company. so that customer experience needs to be a concern for managers of funeral service products in satisfying their customers so they can win the competition. (Muliatie, 2021).

Customer expectations have a critical impact on post-purchase evaluation of the experience in the purchase (Verhoef, 2009). That is, with what is expected by the customer and in understanding with expectations, the customer will feel fulfilled and get an involvement that will make the customer make a purchase. Customer encounter can invigorate their inspiration, subsequently expanding the esteem of items and administrations. A positive customer involvement can empower the creation of an passionate bond between the company's brand and customer which in turn increments customer devotion since they are fulfilled with the company's execution.

Hence, it is trusted that buyers will be able to recognize items and administrations from one another since they can feel and pick up coordinate involvement through five approaches, specifically sense, feel, think, act, relate both some time recently and when expending a item or employing a benefit. (Muliatie, 2021). Based on the phenomena that occur above, the problem as follows: does customer experience simultaneously affect customer satisfaction in using the mortuary MUA services in Surabaya? Does customer experience partially affect customer satisfaction in using the mortuary MUA services and which component of customer experience has a dominant influence on customer satisfaction in using the mortuary MUA services in Surabaya?

Customer experience model is a model in marketing that follows customer equity. This model was developed by Bern Schmitt in his book *Customer Experience Management*, which is a continuation of the previous book, namely *Experiential Marketing*. Experience is a personal event that occurs in response to some stimulus. Experience or experience involves all in every life event. In other words, as a marketer you have to set the right environment for customers and what customers really want. Through the right experience given, it can make consumers feel different sensations or things in products and services.

Agreing to Gentile (2007) defined the customer experience as "The customer involvement starts from a set of intuitive between a customer and an item, a company, or portion of its organization, which incites a response. This experience is entirely individual and infers the customer's inclusion at distinctive levels (sound, passionate, sensorial, physical and spiritual).

Concurring to Meyer & Schwager (2007), customer involvement is an inner and subjective customer reaction as a result of coordinate or circuitous interaction with the company. This coordinate relationship is as a rule due to the activity of the customer. This as a rule happens within the obtaining and benefit division. Whereas circuitous connections regularly include impromptu experiences, such as item and brand appearances, promotions and other special occasions. Chen & Lin (2014), stated that customer experience is characterized as cognitive acknowledgment or discernment of invigorating customer inspiration. Such acknowledgment or recognition can increment the esteem of items and administrations. Customer involvement is the result of customer interaction with the company physically and candidly. The comes about of this interaction can take off an engrave on the minds of customers and impact consumers' assessments of the company. Schmitt (1999) suggests that there are five types of customer experience as the basis for an overall experiential marketing analysis, namely: sense, feel, think, act, and relate.

Satisfaction is a person's feelings that arise from comparing the performance of the product received with his expectations. Kotler and Keller (2008), customer satisfaction defined as a function of how well the expectations of product buyers with the performance that buyers think of the product. Meanwhile, according to Zeithaml, et.al. (2006), that what is meant by customer satisfaction is a fulfillment response from consumers. This is an assessment of the form of the product and service, or of the product or service itself, in providing a satisfied level of consumption. To meet consumer satisfaction, it can be measured from the cognitive side of buyers who feel valued as equal or not equivalent to the sacrifices they make.

According to Tjiptono & Gregory, (2005) distinguish three types of satisfaction and two types of dissatisfaction, namely: a) Demanding customer satisfaction, this type is an active type of satisfaction. There are positive experiences from consumers, namely optimism and trust. b) Stable customer experience, this type of consumer has a level of passive aspiration and demanding behavior. His positive emotions towards service providers are characterized by steadiness and trust in the current relationship. Consumers want things to stay the same. c) Resigned customer satisfaction, consumers in this type also feel satisfied. However, his satisfaction is not due to the fulfillment of expectations, but rather based on the impression that it is unrealistic to expect more. d) Stable customer dissatisfaction, consumers in this type are not satisfied with their performance, but they tend to do nothing. e) Demanding dissatisfaction, this type is characterized by an active aspiration level and demanding behavior. On an emotional level, his discontent engenders protest and opposition.

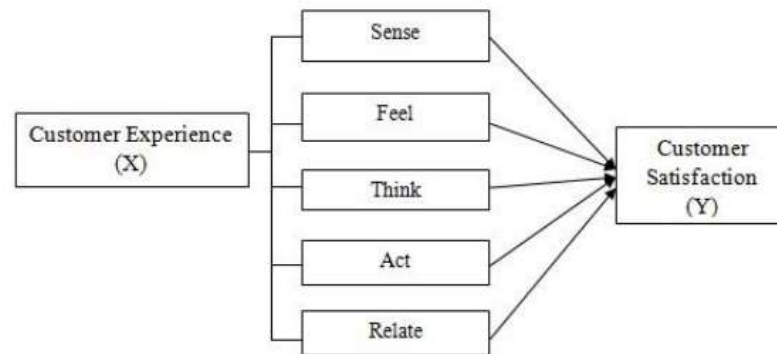


Diagram 1. Conceptual Framework

Sebald and Jacob (2020) stated that customer experience stems from consumers' sentiments of diverse levels, counting method of reasoning, feeling, brain research, and mindset. Otterbring and Lu (2018) kept up that customer experience includes all contact focuses that are intrinsically coordinates from the starting investigate of items to the resulting utilization. In this study, we explored customer involvement from a Funeral home MUA benefit and classified customer encounter into five categories based on the writing: sense, feel, think, act and relate variable. From the theories we can draw hypotheses as follows: The dimension of customer experience has a simultaneous influence on customer satisfaction on the use of mortuary MUA services in Surabaya. The dimension of customer experience has a partial influence on customer satisfaction on the use of mortuary MUA services in Surabaya.

METHOD

This study wanted to find out how the five dimensions of customer experience affect customer satisfaction. The population used is all consumers who use the mortuary MUA services. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2007). The sample were consumers who had used the mortuary MUA services in Surabaya. The basis for determining the number of samples is a minimum of 10 times the number of research variables according to Roscoe's opinion in Sugiyono (2010). The samples of this research is 60 respondents. Using non-probability sampling with purposive sampling method (Sugiyono, 2010) with the following sampling criteria: 1. Have used the mortuary MUA services at least 1 time. 2. Using the mortuary MUA services during June-August 2021.

In this study, the questions asked were closed in the form of choices so that respondents just chose one answer that was considered appropriate by putting a checklist (√). The measurement of each customer experience variable on customer satisfaction uses a Likert scale. Respondents were asked to indicate their agreement/disagreement on each statement (item) which was spaced/intervaled (Likert scale) of 5 points (Sugiyono, 2010).

The collected data will be analyzed using statistical analysis techniques with the Multiple Linear Regression Analysis method to test the effect of one dependent variable (Y) on two or more independent variables (X). In addition, the data scale to be able to use the regression model is interval or ratio scale data. In this study, there were five independent variables, namely sense (X₁), feel (X₂), think (X₃), act (X₄) and relate (X₅) which were investigated for their influence on one dependent variable customer satisfaction (Y) with the function: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$. Y = customer satisfaction, a = constant, b₁, b₂, b₃, b₄, b₅ = regression coefficient, X₁ =

sense variable, X_2 = feel variable, X_3 = think variable, X_4 = act variable, X_5 = relate variable, e = error/interference

RESULTS AND DISCUSSION

Validity and reliability tests were carried out on 60 consumers who used the mortuary MUA services according to the research sample. The validity test of all instruments is 0.30; this means that all instruments are valid. The reliability test results show that the alpha coefficient of all instruments is 0.70, meaning that all instruments can be trusted for reliability. The results of the validity and reliability test of the research instrument can conclude that all the items used are valid and reliable. Normality test results in this study indicate that all variables, both independent and dependent variables, the distribution of the data is all in the normal curve. The results of the Kolmogorof-Smirnov test also show that all variables have asymp values. Sig (2-tailed) which are all above 0.05. Multicollinearity test shows that there are no multicollinearity symptoms, namely the correlation between independent variables. It can be seen from the Variance Inflation Factor (VIF) of each independent variable to the dependent variable which is not greater than 10. Heteroscedasticity testing shows whether there is a similarity of variance from the residual from one observation to another, which can be seen from the existing scatterplot graph. The test results show that the data points spread above and below or around the number 0; the data points do not form a certain pattern so that the multiple regression model in this study is free from heteroscedasticity symptoms. Residual Normality Test shows the data points spread around the diagonal line and in the direction of the line, so that the regression model is said to have met the normality assumption and is suitable for predicting the dependent variable based on the input of the independent variable.

$Y = 0.517 + 0.55X_1 + 0.80X_2 + 0.65X_3 + 0.670X_4 + 0.354X_5 + 2.042$. Where the constant (a) = 0.819 shows a constant value, if the variables X_1 , X_2 , X_3 , X_4 and X_5 are equal to zero, then y is negative (0.517) which means that if the mortuary MUA services does not do things that are in the customer dimension experience, then customer satisfaction will be minus -0.517 or consumers will be dissatisfied with the services provided by mortuary MUA services. The independent variable increases it will also increase the value of the dependent variable and vice versa.

The first hypothesis is used to test whether the independent variables (five dimensions of customer experience) simultaneously have a significant influence on the dependent variable by seeing whether the significance of F is below 5% (0.05) and F_{count} is greater than F_{table} . The significance of F is 0.000 which means it is smaller than 0.05 (5%) while the F_{count} is 20,928 so this study shows that simultaneously the five dimensions of customer experience (sense, feel, think, act and relate) have an influence which is significant to customer satisfaction. R Square of 0.660 (66%) was the contribution of the influence of the customer experience variable on customer satisfaction, the remaining 44% influenced by other factors.

Determine the partial effect of the independent variables on the dependent variable, the t-test was used with the assumption that if the value of sig. t is less than 0.05 then there is a partial effect of the independent variable on the dependent variable (y). Variables have a significant influence on customer satisfaction. Determine the effect of the five experience dimensions of Customer Experience on Customer Satisfaction, both the simultaneous and the partial effect of each experience dimension. Sense variable, formed through all aspects of products or services related to the five senses through sight (sight), hearing (sound), touch (touch), taste (taste) and smell (smell). The sense variable (X_1) is 0.380 with a significance of 0.005, partially the sense variable has a significant influence on customer satisfaction for mortuary MUA services in Surabaya.

Feel variable is positive feelings and emotions that arise when consuming a product or service. The feel variable (X_2) is 0.551 with a significance of 0.004, partially the feel variable has a

significant influence on customer satisfaction for mortuary MUA services in Surabaya. Think variable is basically an experience that is formed based on a consumer's reassessment of a product or service. Think variable (X_3) is 0.447 with a significance of 0.007, partially the think variable has a significant influence on customer satisfaction for mortuary MUA services in Surabaya. Act variable, concerning changes in physical actions, interactions and lifestyles that arise, namely by making customers more active with the product. The act variable (X_4) is 3.737 with a significance of 0.000, partially the act variable has a significant influence on customer satisfaction for mortuary MUA services in Surabaya. Relate variable, formed based on the respondent's experience in correlating the brand with personal self, other people and social groups. The relate variable (X_3) is 3,315 with a significance of 0.002, partially the relate variable has a significant influence on customer satisfaction for mortuary MUA services in Surabaya.

CONCLUSION

The findings described that if the customer experience variable has a positive influence on customer satisfaction for service users of mortuary MUA in Surabaya. From the dimension of customer experience, affects customer satisfaction in partial and the dominant influence is the act dimension. The suggestions that can be put forward in this study are: The dexterity and expertise of qualified MUA Services in serving consumers can have an impact on a good emotional experience so that consumers feel satisfied. Improving skills in making up corpses so that even damaged bodies can still look attractive. For future researchers, it is hoped that the results of this study can be a reference and if they are going to conduct research with the same theme, it is hoped that further research can use other variables so that the research results can support and complement each other.

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