

**The influence of Service Quality on Consumer Behavior –  
a Case Study at The PT XYZ Makassar**

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**ABSTRACT**

The purpose of this research is to identify and analyze the dimensions of service quality to consumer behavior in PT XYZ Makassar. Dimensions variable service quality consists of tangibles, assurance, responsiveness, reliability, and empathy. The research subjects are consumers of PT XYZ Makassar using saturated sampling method. Primary data in this study were obtained from questionnaires and processed statistically with SPSS version 25, those are validity and reliability test, test for normality, determinant coefficient, multiple linear regression analysis, the model F test and t test. Results of this research is the quality of service consisting of Tangibles, Assurance, Responsiveness, Reliability and Empathy simultaneously influence consumer behavior in the consumer PT XYZ Makassar. Partial test results showed that only reliability and empathy which significantly affect consumer behavior in PT XYZ Makassar.

**Keywords: Behavior, Consumer, service quality,**

**1. INTRODUCTION**

Service quality plays a crucial role in the success of any business (Akhil & Suresh, 2021; Al-Assaf et al., 2023; Aluko et al., 2021; Bhati et al., 2022). It directly impacts customer satisfaction, loyalty, and ultimately, the company's bottom line (Desmal et al., 2019). A high level of service quality not only ensures customer retention but also attracts new customers through positive word-of-mouth (Pillay, 2021). In today's competitive market, businesses must prioritize service quality to differentiate themselves and create a loyal customer base (Chen et al., 2022).

Service quality is of utmost importance as it directly impacts customer satisfaction and loyalty (Ding & Tan, 2023). In addition to customer satisfaction and loyalty, service quality also influences a company's reputation and overall success in the market (Liu et al., 2024). Therefore, businesses must continuously strive to enhance their service quality to maintain a competitive edge and meet the evolving needs of their customers (Chen et al., 2022). By investing in the key components and dimensions of service quality, companies can establish themselves as leaders in their respective industries, attracting and retaining a loyal customer base while outperforming their competitors.

High service quality has a direct impact on customer satisfaction (Desmal et al., 2019). When businesses excel in delivering reliable, responsive, and empathetic service, it cultivates a positive emotional connection with customers (Ali et al., 2023). This, in turn, leads to increased satisfaction, loyalty, and positive word-of-mouth (Desmal et al., 2019). Customers are more likely to return to a business that consistently provides exceptional service, and they are also inclined to recommend it to others (Buckè et al., 2020). As a result, businesses can benefit from higher customer retention rates and an expanded customer base.

Consumer purchases are influenced by a multitude of factors, and understanding these factors is crucial for businesses looking to optimize their marketing strategies (Abdullah et al., 2023). One of the key factors is the influence of social and cultural trends on consumer behavior (Hoffmann & Akbar, 2023). As society evolves, so do consumer preferences, and businesses need to stay attuned to these changes in order to remain relevant and appealing to their target market.

Understanding the psychological drivers behind consumer purchasing behavior is essential for businesses to effectively target and engage with their consumers (Ahmmadi et al., 2021). In understanding the psychological drivers behind consumer purchasing behavior, businesses can tailor their marketing strategies to appeal to consumers on a deeper level (Akhil & Suresh, 2021). Motivation, perception, and attitudes all play significant roles in shaping consumer behavior (Barbu et al., 2022). For example, understanding what motivates a consumer to make a purchase can help businesses create targeted advertising messages that resonate with their audience.

The role of perception in consumer behavior cannot be overlooked (Dovlatova, 2020). How consumers perceive a product or brand can heavily influence their purchasing decisions. Businesses that understand and manage consumer perceptions can position their products more effectively in the market and differentiate themselves from competitors.

Finally, attitudes also contribute to consumer behavior (Gao et al., 2022). A consumer's attitude toward a product, brand, or specific marketing message can impact their decision-making process (de Moraes Coutinho Neves et al., 2021). By understanding these attitudes, businesses can create marketing campaigns that effectively resonate with their target audience and influence their purchasing decisions.

## **2. THEORETICAL REVIEW**

### **2.1. Theories of service quality and consumer behavior**

There are at least seven theories in relation to service quality and consumer behavior (Desmal et al., 2019). The theories are dissonance theory, contrast theory, comparison level theory, value percept theory, attribution theory, equity theory, and evaluative congruity theory.

Dissonance Theory is a term used in psychology that refers to the mental stress experienced by someone who simultaneously holds two or more contradictory beliefs, ideas, or values (Barbu et al., 2022). Consumers find themselves in conflict (Hoffmann & Akbar, 2023). It also suggests that a person who expected a high-value product and received a low-value product would recognize the disparity and experience cognitive dissonance. It can explain our present experience of cognitive dissonance when a customer experiences the physical manifestation of a company's brand promise but does not receive the level of customer service he or she expected.

Contrast Theory suggests the opposite of the Dissonance Theory. According to this theory, when actual product performance falls short of the consumer's expectations about the product, the contrast between the expectation and outcome will cause the consumer to exaggerate the disparity (Hoffmann & Akbar, 2023). It implies that the negative impact of actual product performance on customer satisfaction is greater than the positive impact of higher performance over lower performance. Contrast Theory states that, when the expectation of a product is high and the actual product performance is perceived to be low, the consumer will exaggerate the difference between the expectation and the outcome. Contrast theory proposes that we do not judge qualities on the basis of absolute standards, but rather on the basis of how they compare with other qualities.

Comparison Level Theory suggests that consumers set a comparison level in their minds with respect to several aspects while they begin evaluating a product or service (Bhalerao et al., 2022). These aspects include the price at which the product was purchased, the expectations pertaining to quality, the expectations pertaining to performance, the expectations pertaining to features and functionalities of the product, the comparison level set by an individual's peers,

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family members, and friends, the comparison level was set by all other customers who bought the same brand. The comparison-level theory is a branch of marketing theory that states that consumers evaluate their level of satisfaction based on an implicit comparison to an internal standard, rather than the outcome they actually experienced.

Value percept theory is a popular theory on customer satisfaction (Barboza & Roth, 2009). This can be seen clearly in many of the recurrent types of cases, such as cases involving brand switching, cases involving the failure of trial products, and cases involving the purchase of services. A common characteristic in such cases is that consumers base their evaluations on products, services, and brands that are absent from their initial perceptions (Muhtasim et al., 2022). Value-Percept Disparity theory has also been applied to explain why consumers value some brands, products, and services over others, even if these other brands, products, and services are more highly expected. The Value-Percept theory explains customer satisfaction by two factors that are central to customer perception of value – Actual Value (AV) and Ideal Value (IV). AV is the actual quality or performance of a product that is perceived by a customer. IV is the “ideal” quality or performance of a product that a customer expects before purchasing the product. The difference between AV and IV can be named Perceptual Discrepancy (PD).

The Attribution theory has been mostly used in dissatisfaction/ complaining behavior models than in satisfaction models (Samosir et al., 2024). According to this theory of the customer satisfaction model, consumers are regarded as rational processors of the information who seek out reasons to explain why a purchase outcome, for example, dissatisfaction, has occurred (Barboza & Roth, 2009). These reasons may include the product itself, the service, the price, and even the person who sold the product.

Equity theory in customer satisfaction is the idea that individuals require consistency between what was expected and what was experienced (Yesitadewi & Widodo, 2024). Consistency between both sides of this equation is key to providing customers with a positive customer experience. Learning how to manage expectations and consistently deliver an experience that meets and exceeds them builds goodwill and trust, which leads to strong customer satisfaction (Sampe & Limpo, 2020). From my understanding, equity theory in customer satisfaction applies to any kind of purchase. The buyer has a sense of how the product or service is going to turn out, with what to expect from the business or brand. When that buying decision takes place, the seller needs to make sure that the experience is consistent with the seller’s promise of what is to be received. If not, then the buyer has been provided with an uneven or inequitable exchange of money for goods or services. This causes dissatisfaction.

Evaluative congruity theory (sometimes abbreviated as EC theory) is a dual-process model of attitude formation and change. The goal of EC theory is to explain the formation and change of attitudes, although it has a broader application as well (Yesitadewi & Widodo, 2024). The EC theory posits that attitudes are formed from two different types of evaluations: “incorporating” evaluations and “social comparison” evaluations. It assumes that incorporating evaluations are automatically processed whereas social comparison evaluations require additional effort to process. It can be applied to all types of services such as hospitality, retail, leisure, and healthcare (Barboza & Roth, 2009). Evaluative congruity has also been extended to other areas such as organizational behavior, marketing, and management.

From the seven theories, comparison level theory and evaluative congruity theory were chosen because the theories are believed to be the most suitable in the study context.

## **2.2. Service Quality**

Through a series of studies on various service industries, the main dimensions of service quality identified later by Parasuraman et al. (2005) were simplified into 5 main dimensions in assessing service quality. The five dimension are physical evidence, reliability, responsiveness, assurance, and empathy.

Physical evidence (tangibles), including physical facilities, equipment, employees and means of communication. According to Parasuraman et al., (2005) physical evidence (tangibles) is the ability of a company to show its existence to external parties. The appearance and ability of reliable facilities and physical infrastructure of the company as well as the condition of the surrounding environment is one of the ways in which service companies provide quality service to customers.

Physical evidence is a crucial aspect of service quality that can influence customers' perceptions and satisfaction (Ali et al., 2023). It includes the tangible elements that customers can see, touch, or experience when interacting with a service. These physical cues can range from the cleanliness and layout of a retail space to the appearance and demeanor of service personnel (Chen et al., 2022). Some examples of physical evidence in service quality include the design and comfort of an office lobby, the packaging and presentation of a product, the cleanliness and ambiance of a restaurant, and the appearance and professionalism of staff members. Effective management of physical evidence can enhance the overall service experience and contribute to positive customer perceptions.

Reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily (Akhil & Suresh, 2021). Speed is an ability to serve quickly which refers to customer satisfaction (Arumugam & Arumugam, 2020). Speed is the time used in serving consumers or consumers, at least the same as the service standard set by the company. Fast service determines customer satisfaction. Speed without accuracy in work does not guarantee customer satisfaction. Therefore, accuracy is very important in service (Desmal et al., 2019). Appropriate service will increase satisfaction. Likewise, with Timeliness, in the sense that the implementation of services must be completed at the specified time. For example, the accuracy of clothing or the results after the laundry process is not exchanged with other people's clothes. The attributes in the Reliability dimension are:

1. Providing services according to promises
2. Accountability about handling consumers for service problems
3. Providing good service when first impressions to consumers and not differentiating from one another
4. Providing services on time
5. Providing information to consumers about when the service that has been promised will be realized.

Responsiveness, which is the desire of staff and employees to help consumers and provide responsive service (Cao et al., 2022). One of the key components of responsiveness is the ability to promptly address customer queries and issues. This requires not only efficient communication channels, but also well-trained and empowered frontline staff who can quickly and effectively resolve customer issues (Yesitadewi & Widodo, 2024). Stay tuned as we unravel the intricacies of responsiveness in service quality and provide practical insights for implementing these strategies within your organization.

Customers today have high expectations when it comes to service quality, and one of the key components of delivering exceptional service is responsiveness (Muhtasim et al., 2022). This means that organizations must be able to quickly and effectively address customer needs, concerns, and inquiries (Butkus et al., 2023). The attributes that exist in the dimensions of responsiveness are:

1. Providing services quickly
2. Willingness to help or help consumers
3. Ready and responsive to handle demand responses from consumers.

Assurance, including the knowledge, competence, politeness, and trustworthiness of the staff, free from danger, risk or doubt (Darmawan et al., 2020). Assurance is knowledge, politeness and the ability of company employees to foster trust in consumers to the company. These include several components, including:

1. Communication (communication), which is continuously providing information to consumers in language and the use of clear words so that consumers can easily understand what is informed by employees and quickly and responsibly respond to complaints and complaints from consumers.
2. Credibility, the need for guarantees for a trust given to consumers, believability or the nature of honesty, instilling trust, providing good credibility for the company in the future.
3. Security (security), the existence of a high trust from consumers of services received. Of course the services provided are able to provide a guarantee of trust.
4. Competence (competence), namely the skills possessed and needed so that in providing services to consumers optimally.
5. Courtesy, in the service of a moral value that is owned by the company in providing services to consumers. Guarantees will be courtesy offered to consumers in accordance with existing conditions and situations. In serving consumers it is expected that the company can provide a feeling of security to use its service products. Security, in the sense that there are processes and products that result from services that can provide security, comfort and certainty for customers. For example, clothes that are worn on the back are guaranteed to have no damage, color or physical disability.

Empathy including ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of consumers (Butkus et al., 2023). Empathy plays a crucial role in service quality management as it directly affects the satisfaction and perception of customers. Empathy allows service providers to understand and connect with the emotions and needs of their customers. It helps in creating a positive and personalized experience for the customers, leading to higher satisfaction and loyalty. In service quality management, empathy also enables employees to actively listen to customer concerns and tailor their responses to address those specific needs. By fostering empathy within the organization, businesses can build strong relationships with their customers and differentiate themselves in a competitive market. Additionally, empathetic interactions can result in constructive feedback and valuable insights for improving overall service quality. According to Parasuraman et al., (1988) the dimension of empathy is a combination of dimensions:

1. Access, including the ease of utilizing the services offered by the company.
2. Communication, is the ability to communicate to convey information to consumers or obtain input from consumers.
3. The ability to understand consumers, including the company's efforts to know and understand the needs and desires of consumers.

### **2.3. Consumer Behavior**

Consumer behavior refers to the study of how individuals, groups, or organizations make decisions and take action regarding the purchase, use, and disposal of goods and services (Dovlatova, 2020). It encompasses a wide range of factors, including psychological, social, cultural, and economic influences. By understanding consumer behavior trends, businesses can better adapt their marketing strategies and product offerings to meet the evolving needs and preferences of their target audience (Barbu et al., 2022). This understanding can help businesses stay ahead of their competitors and maximize their sales and profitability (Li et al., 2023). To gain insight into consumer behavior trends, businesses can utilize a variety of sources. These sources may include market research studies, surveys, customer feedback, social media analytics, and

industry reports. By analyzing these sources of information, businesses can identify patterns and trends in consumer behavior that can inform their marketing decisions.

When it comes to understanding consumer behavior, there are several key factors that influence consumer purchases (Hoffmann & Akbar, 2023). These factors include psychological, social, cultural, and personal elements that impact how and why consumers make buying decisions. Understanding these key factors is essential for businesses to develop effective marketing strategies and create products that resonate with their target audience.

The psychological factors that influence consumer behavior are essential for businesses to comprehend (Hawkins, 2019). These factors include motivation, perception, learning, beliefs, and attitudes. Understanding how these psychological elements shape consumer decision-making can help businesses tailor their marketing messages and product offerings to better meet consumer needs and desires.

Social factors such as family, reference groups, social roles, and status can significantly impact consumer behavior (Costa & Da Cunha, 2015). These factors influence the way individuals choose products, brands, and services, making it crucial for businesses to consider social influences when developing their marketing strategies and targeting specific consumer segments.

Cultural factors encompass values, beliefs, customs, and traditions that shape consumer behavior within a particular society (Baikov et al., 2020). Recognizing and adapting to cultural nuances is vital for businesses operating in diverse markets to ensure their products and marketing efforts align with the cultural context and resonate with the target consumers.

Personal factors like age, occupation, lifestyle, and personality play a pivotal role in shaping consumer decisions (Kim et al., 2020). Tailoring products and marketing messages to align with these personal factors can enhance consumer engagement and resonate with diverse consumer segments.

In today's digital age, technology has become a significant factor influencing consumer behavior (Çakirkaya et al., 2021). The widespread use of the internet and social media has transformed the way consumers discover, evaluate, and purchase products and services. With the rise of e-commerce platforms and mobile applications, consumers now have access to a vast array of options at their fingertips, allowing for greater convenience and informed decision-making. Moreover, the prevalence of online reviews, influencer marketing, and personalized advertising has further shaped consumer perceptions and preferences (Barčić et al., 2021). Businesses must recognize the impact of technology on consumer behavior and adapt their marketing strategies to leverage digital platforms effectively.

Understanding the role of technology in consumer behavior can enable businesses to optimize their online presence, engage with consumers across various digital touchpoints, and deliver personalized experiences that align with modern consumer expectations (Anjum et al., 2020). Incorporating data analytics and customer relationship management tools can also provide valuable insights into consumer behavior patterns, allowing businesses to tailor their offerings and communications more effectively. The Influence of Social Networks on Consumer Behavior Social networks have revolutionized consumer behavior by providing platforms for information, brand recognition, and opinions.

Consumers now seek out social networks for product recommendations, reviews, and insights from other users (Adwan & Altrjman, 2024). These social interactions heavily influence their purchasing decisions and brand preferences (Cuong, 2023). Businesses can capitalize on this by actively engaging with consumers on social networks, building brand loyalty and trust. Additionally, social networks offer the opportunity for businesses to leverage social proof and influencer marketing. By partnering with influential individuals or celebrities who have a large following on social media, businesses can significantly impact consumer behavior and

preferences. Furthermore, the rise of social media has also given consumers a platform to voice their opinions and share their experiences with a wider audience.

#### **2.4. Service quality and consumer behavior**

Several studies have found a positive relationship between service quality and purchase intentions (Parasuraman et al., 2005). When consumers perceive high service quality, they are more likely to develop positive purchase intentions towards a brand or company (Samosir et al., 2024). This can lead to increased customer loyalty and repeat purchases, ultimately benefiting the business in the long run (Desmal et al., 2019). Furthermore, the influence of service quality on purchase intentions can also impact word-of-mouth recommendations, as satisfied customers are more likely to advocate for the brand to others. In addition to purchase intentions, service quality can also influence other aspects of consumer behavior, such as post-purchase satisfaction and willingness to pay premium prices for superior service. Thus, it is crucial for businesses to prioritize and continually monitor the service quality they provide, as it directly correlates to consumer behavior and overall success in the marketplace.

Service quality significantly impacts post-purchase satisfaction (Hawkins, 2019). When consumers have positive experiences with a company's service, they are more likely to be satisfied with their purchase and perceive higher value in the product or service received. This not only contributes to customer retention but also increases the likelihood of positive feedback and recommendations to others. Therefore, businesses that consistently deliver high service quality can benefit from improved post-purchase satisfaction, leading to a positive impact on consumer behavior and overall brand perception.

Studies have shown that when customers receive high-quality service, they are more likely to remain loyal to a brand and make repeat purchases (Samosir et al., 2024). This underscores the importance of maintaining a consistently high level of service quality to foster strong customer relationships and retention. Satisfied customers are not only likely to return for future purchases, but they also become advocates for the brand, leading to positive word-of-mouth recommendations. This organic form of marketing is invaluable for businesses and can be directly influenced by the level of service quality provided. Therefore, businesses should strive to exceed customer expectations in order to leverage the power of positive word-of-mouth marketing.

Superior service quality can influence consumers' willingness to pay premium prices for products or services (Andini et al., 2023). When customers perceive that they are receiving exceptional service, they are often willing to pay a premium for the added value and overall experience. This highlights the direct impact of service quality on consumer behavior and the potential for businesses to command premium pricing by consistently delivering high-quality service.

### **3. RESEARCH METHODS**

The type of research used in this proposal is descriptive research. Descriptive research is a study of problems in the form of current facts from an organization, situation, or procedure (Burkinshaw, 2015). The aim is to test the hypothesis related to the influence of service quality on consumer behavior.

The study was conducted at PT XYZ Makassar, located on the Latimojong street shop, Pelita Marga Mas no. b-8. Population in the study were consumers of PT Intim Perkasa. The Nonprobability sampling technique used is saturated sampling. Saturated sampling is a sampling technique if all members of the population are used as samples. Based on 2023 data, the highest number of consumers is 46 companies. Therefore, the authors chose the sample in this study were 46 companies.

The data collection technique used in this study was a survey in the form of a questionnaire. The technique of data collection is done by distributing questionnaires to respondents, so that in

a relatively short time it can reach many respondents (Ahmed, 2019). The questionnaire that is distributed is a closed question questionnaire, so that respondents only choose the alternative answers that are considered to be most suitable for their opinions.

The analytical method used in this study is descriptive analysis prior to regression analysis. Descriptive analysis aims to change the collection of raw data to be easily understood in the form of more concise information (Aziz et al., 2017). Upon the completion of validity and reliability test, and then normality and heteroschedasticity test, regression analysis for testing hypothesis was applied.

## 4. RESULT AND DISCUSSION

### 4.1. Descriptive Analysis

Descriptive analysis aims to provide a description of a data for the reader so that it is easy to understand. The following is a descriptive analysis of the independent variables which consist of tangibles, assurance, responsiveness, reliability, empathy and the dependent variable is consumer behavior.

#### 4.1.1. Tangible dimension

Tangible dimension was measured using three indicators. The descriptive results are presented in table 1 below.

**Table 1**  
**Tangible dimension**

No	Indicator	f	Mean	Std. Dev.
1	Clean PT XYZ Makassar office space	46	4,52	,582
2	The layout of the PT XYZ Makassar office is good	46	4,20	,542
3	The employees at the PT XYZ Makassar office look attractive	46	4,18	,524

*Source: data analysis collected for the study*

As can be seen from table 1, in five points scale, with one as not agree or not favorable and five very agree and very favorable, mean of all dimension indicators are above four indicating that the tangible indicators are favorable. The research object is clean, has good office layout and the office looks attractive.

#### 4.1.2. Assurance dimension

Assurance dimension was measured using three indicators. The descriptive results are presented in table 2 below.

**Table 2**  
**Assurance dimension**

No	Indicator	f	Mean	Std. Dev.
1	Employees provide accurate data to consumers	46	3.88	.593
2	Employees have quite good knowledge in dealing with consumer problems	46	3.80	.442
3	Employees provide a guarantee of service safety thereby fostering consumer trust	46	3.76	.527

*Source: Data Analysis collected for the study*

As can be seen from table 2, in five points scale, with one as not agree or not favorable and five very agree and very favorable, mean of all dimension indicators are above three and below



four indicating that the assurance indicators are somehow favorable. The research show that employee at the PT XYZ Makassar is somehow accurate, somehow quite good knowledge in dealing with consumer problems and provide a guarantee of service safety thereby fostering consumer trust.

#### 4.1.3. Responsiveness Dimension

Responsiveness dimension was also measured using three indicators. The descriptive results are presented in table 3 below.

**Table 3**  
**Responsiveness Dimension**

No	Indicator	f	Mean	Std. Dev
1	Employees are responsive in resolving consumer complaints	46	3.72	.562
2	Employees provide clear and easy to understand information	46	3.84	.747
3	Employees are ready and responsive to help consumers in difficulty	46	3.76	.869

*Source: Data Analysis collected for the study*

As can be seen from table 3, in five points scale, with one as not agree or not favorable and five very agree and very favorable, mean of all dimension indicators are above three and below four indicating that the assurance indicators are somehow favorable. The research show that employee at the PT XYZ Makassar is somehow responsive, somehow quite good knowledge in dealing with consumer problems and provide a guarantee of service safety thereby fostering consumer trust.

#### 4.1.4. Reliability Dimension

Reliability dimension was also measured using three indicators. The descriptive results are presented in table 4 below.

**Table 4**  
**Reliability Dimension**

No	Indicator	f	Mean	Std. Dev
1	Proper customer service procedures	46	4.02	.788
2	Employees can solve consumer problems	46	4.12	.912
3	Employees provide services as promised	46	4.08	.827

*Source: Data Analysis collected for the study*

As can be seen from table 4, in five points scale, with one as not agree or not favorable and five very agree and very favorable, mean of all dimension indicators are above four indicating that the reliability indicators are favorable. Employees provide proper customer service procedures, solve consumer's problem and applied consistent promise and actuality.

#### 4.1.5. Empathy Dimension

Empathy dimension was also measured using three indicators. The descriptive results are presented in table 5 on the next page.

**Table 5**  
**Empathy Dimension**

No	Indicator	f	Mean	Std. Dev.
1	Employees give full attention to consumers	46	3.69	,582
2	The company has employees who can provide personal understanding to consumers	46	3.78	,542
3	Services provided to all consumers regardless of social status	46	3.99	,524

Source: data analysis collected for the study

As can be seen from table 5, in five points scale, with one as not agree or not favorable and five very agree and very favorable, mean of all dimension indicators are between three and four indicating that the reliability indicators are somewhat favorable. Employees provide concern on consumers, personal empathy and provide service for all customers in similar way.

#### 4.1.6. Consumer behavior

Consumer behavior dimension was also measured using three indicators. The descriptive results are presented in table 6 below.

**Table 6**  
**Consumer Behavior**

No	Indicator	f	Mean	Std. Dev.
1	I am loyal consumer of PT XYZ Makassar products	46	4,32	,582
2	I want to recommend PT XYZ Makassar to other firm	46	4,22	,542
3	Becoming a PT XYZ Makassar consumer is the right choice	46	4,06	,524

Source: analysis data collected for the study

As can be seen from table 6, in five points scale, with one as not agree or not favorable and five for very agree or very favorable, mean of all dimension indicators are above four indicating that the consumer behavior indicators are favorable. Consumers tend to be loyal and want to recommend the firm to other potential consumers.

#### 4.2. Regression analysis

Prior to regression analysis, validity and reliability analysis were conducted. The result show that corrected item-total correlation for all indicator are between 0.384 to 0.690 which show that all indicators were valid. All Cronbach's Alpha values were above 0.70 showing that the indicators were reliable. Normality test also provided and the data were normally distributed.

Multiple linear regression analysis is used to determine the relationship between two or more independent variables namely physical evidence ( $X_1$ ), guarantee ( $X_2$ ), responsiveness ( $X_3$ ), reliability ( $X_4$ ), and empathy ( $X_5$ ) to the dependent variable namely Consumer Behavior ( $Y$ ) The Regression Equations are:

**Table 7**  
**Regression Analysis**

Model	Unstd. Coeff		Std. Coeff	t	sig
	b	Std. error	Beta		
Constant	,879	,525		1,675	,102
X1	-,130	,102	-,170	-1,273	,210
X2	-,068	,149	-,075	-,453	,653
X3	,312	,164	,320	1,904	,064
X4	,380	,132	,402	2,890	,006
X5	,301	,143	,332	2,113	,041
a.	b. Dependent Variable: YAVERAGE				

Source: Data Analysis from the collected data

Based on the table 7, relationship among dimensions of service quality and consumers' behavior can be determine. In general physical evidence and guarantee dimensions have positive relation but not significant while responsiveness also has positive relation and significant at 0.01 level. The last two dimensions, reliability and empathy have positive and significant influence on consumers' behavior.

The study findings support the previous study results that service quality positively influence the consumers' behavior (Buckè et al., 2020; Darmawan et al., 2020; Yesitadewi & Widodo, 2024). Çakirkaya et al., (2021) have found a positive relationship between service quality and consumer behavior. Consumers perceive high service quality, they are more likely to develop positive purchase intentions towards a brand or company. This can lead to increased customer loyalty and repeat purchases, ultimately benefiting the business in the long run. Furthermore, the influence of service quality on purchase intentions can also impact word-of-mouth recommendations, as satisfied customers are more likely to advocate for the brand to others.

The study results reveal that all of service quality dimensions have positive influence on consumer behaviour. Office layout is good and attractive. The employees at the PT XYZ Makassar were somehow accurate, had good knowledge in dealing with consumer problems and provided a guarantee of service safety thereby fostering consumer trust. In relation to responsiveness, employees were responsive, somehow quite good knowledge in dealing with consumer problems and provide a guarantee of service safety thereby fostering consumer trust. Employees were reliable in solving consumer's problem and applied consistent promise and actuality. Employees provide concern on consumers, personal empathy and provide service for all customers in similar way. Consumers tend to be loyal and want to recommend the firm to other potential consumers.

## 5. CONCLUSION

The Based on the results of the study, the results of the conclusions outlined in several points are as follows:

1. The research object is clean, has good office layout and the office looks attractive. The research show that employee at the PT XYZ Makassar is somehow accurate, somehow quite good knowledge in dealing with consumer problems and provide a guarantee of service safety thereby fostering consumer trust. The research show that employee at the PT XYZ Makassar is somehow responsive, somehow quite good knowledge in dealing with consumer problems and provide a guarantee of service safety thereby fostering consumer trust. Employees provide proper customer service procedures, solve consumer's problem and applied consistent promise and actuality. Employees provide concern on consumers, personal empathy and provide service for all customers in similar way. Consumers tend to be loyal and want to recommend the firm to other potential consumers.

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2. Based on the results of the partial test (T Test), it can be seen that two service quality variables have a significant effect on consumer behavior on the customer PT Intim Perkasa Makassar Branch, namely reliability and empathy variables.

Based on the results of the study, the advice given by researchers, namely companies need to pay attention to the reliability variable. The reliability variable is the most dominant factor that influences the customer of PT XYZ Makassar, so it is recommended that more reliability be improved by providing fast and appropriate services and helping consumers in solving problems so that customers maintain positive consumer behavior regarding the company.

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