

## The Influence of Service Quality and Customer Value on Customer Satisfaction at PT. KONSUIL Pringsewu Area from an Islamic Economics Perspective

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### ***Abstract***

*This study is motivated by issues in service quality within the electrical installation inspection service sector at PT. KONSUIL Pringsewu, which potentially reduce customer value and user satisfaction and are not fully aligned with Islamic economic principles. Therefore, this study aims to analyze the effect of service quality and customer value on customer satisfaction, both partially and simultaneously. This research employs a quantitative approach with an explanatory design, where data were collected through questionnaires distributed to 155 respondents who are users of PT. KONSUIL services, selected using purposive sampling from a population of 257 individuals. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS. The results indicate that service quality and customer value have a positive and significant effect on customer satisfaction, both partially and simultaneously, with the model explaining 41.7% of the variance in customer satisfaction.*

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### **INTRODUCTION**

The increasingly competitive service sector requires companies to continuously improve service quality as a key strategy to maintain business sustainability and competitiveness (Sari, 2024; Juliamida et al., 2024). Service is no longer understood merely as the provision of products or services, but encompasses the entire process of interaction between service providers and users (Mahendra & Prastian, 2025; Triyono & Hadi, 2025). Service quality plays a strategic role in creating added value for companies, as it directly influences the level of user satisfaction and loyalty (Azhari & Ali, 2024; Umatin et al., 2024). Prompt, accurate, and courteous service enhances users' trust in the company's competence. Such trust fosters long-term relationships between the company and its users, ultimately contributing to business sustainability (Suchita et al., 2025). Purnandika & Septiana, (2023) the study states that service quality has a significant influence on the level of customer satisfaction among public transportation users. When consumers perceive that their needs and expectations are fulfilled, they tend to evaluate the company more positively. This positive evaluation subsequently contributes to higher satisfaction with the services received (Umatin et al., 2024). Yeong et al., (2022) the study emphasizes that service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangible aspects make a significant contribution to enhancing customer satisfaction. High service quality not only directly influences

satisfaction but also shapes customers' perceived value toward the company (Krisnanto & Yulianthini, 2021; Zusrony, 2021).

When consumers receive prompt, accurate, and courteous service, they perceive that the benefits obtained are comparable to or even exceed the costs, time, and effort they expend. This perception is commonly referred to as customer value. Kusniati et al., (2016) the study states that customer value acts as a bridge linking service quality and customer satisfaction. Consumers who perceive high value tend to develop more positive emotional evaluations of their service experience. Consequently, an increase in perceived customer value strengthens the impact of service quality on satisfaction and long-term loyalty (Akmaz & Akmeşe, 2025). Optimal service quality functions not only as a fulfillment of operational standards but also as a mechanism for creating customer value, which ultimately determines the level of user satisfaction (Hidayat et al., 2025).

Based on the preliminary survey and interviews with the management of PT KONSUIL Area Pringsewu, several service-related issues experienced by consumers were identified. First, a number of consumers reported uncertainty regarding inspection schedules, as inspection officers sometimes arrived at times that did not correspond with the initial information provided, leading to inconvenience and disruption to their activities. Second, consumers experienced difficulties in contacting officers when they required additional information regarding the inspection process and the issuance of the Certificate of Feasibility (*Sertifikat Laik Operasi SLO*). These findings indicate that service quality, particularly in terms of responsiveness and reliability in providing schedule certainty, still requires greater attention from the company. Parasuraman et al., (1988) The study states that high service quality is not only determined by the technical competence and friendliness of service personnel but also by the reliability in delivering services according to the information provided and the responsiveness to consumer needs. When consumers perceive uncertainty in scheduling and difficulties in communication, the value they derive from the service may decline. This occurs because customer value is a critical factor influencing user satisfaction (Zeithaml, 1988; Akmaz & Akmeşe, 2025). A gap exists between consumer expectations and the actual service received. Consumers expect services that are not only technically competent but also timely, responsive, and easy to communicate. However, field conditions indicate that these aspects have not been fully met. This situation may lead to a decline in customer satisfaction, which can ultimately affect customer loyalty toward PT KONSUIL.

Tripitakananda & Parwati, (2025) The study states that service quality has a positive and significant influence on customer satisfaction, while service innovation and price perception act as supporting factors that strengthen the relationship between service quality and customer

satisfaction. Wicaksono & Rachman, (2024) the study confirms that service quality has a positive and significant influence on customer satisfaction, with reliability and responsiveness emerging as the primary predictors of satisfaction. Fitria, (2025) the study states that religiosity in a certification or labeling system does not merely function as compliance with formal regulations, but also builds consumer trust through spiritual values such as honesty (*sidq*), transparency, and *barakah* (blessing). Muhlis & Syarif, (2023), islamic law provides comprehensive guidelines for business activities, including the obligation to fulfill promises, maintain transparency, uphold fairness in service delivery, and avoid practices of *gharar* (uncertainty) that may harm either party. Supriyadi, (2022) business ethics require a balance between material and spiritual dimensions, where honesty (*sidq*) and trustworthiness (*amanah*) constitute fundamental values that must be implemented in every business interaction.

In Indonesia, where the majority of the population is Muslim, service quality is not assessed solely from a functional perspective. Principles such as honesty (*sidq*), trustworthiness (*amanah*), and justice (*adl*) constitute fundamental values that underpin business activities, including electrical inspection services. Therefore, service delivery should not only be evaluated based on technical aspects but also on the ethical values derived from Islamic teachings. The Qur'an explicitly outlines the ideal criteria for service provision, as stated in Surah Al-Qashash (28:26):

قَالَتْ إِحْدَاهُمَا يَا أَبَتِ اسْتَأْجِرْهُ إِنَّ خَيْرَ مَنِ اسْتَأْجَرْتَ الْقَوِيُّ الْأَمِينُ

“One of the two women said, ‘O my father, hire him; indeed, the best person you can employ is the one who is strong and trustworthy.’” (*Qur'an, Surah Al-Qashash 28:26*).

The existing issues indicate that the value of *amanah*, reflected in commitment to promises and responsibility in communication, has not been fully realized. When inspection officers fail to arrive according to the scheduled information or when consumers experience difficulties in obtaining responses, uncertainty in scheduling and ineffective communication may create *gharar* (ambiguity or uncertainty) in service transactions. In Islamic principles, *gharar* is prohibited because it may cause harm to one of the parties involved. Such uncertainty not only creates administrative inconvenience but may also threaten the protection of life and property if consumers are unable to obtain clear assurance regarding the safety of their electrical installations.

This condition indicates a gap between consumer expectations and the actual services received. Consumers naturally expect services that are not only technically competent but also timely, responsive, and easily communicable. In reality, these aspects have not been fully met in the field. If left unaddressed, this may lead to a decline in consumer satisfaction and, ultimately, affect their loyalty to PT KONSUIL.

This study is important because service quality in the electrical installation inspection sector not only affects consumer satisfaction but also determines users' perceived value and level of trust in the company. Survey results indicate that the problems lie in the reliability and responsiveness of services at PT KONSUIL Pringsewu Area, which potentially create a gap between consumer expectations and the actual services received. This condition highlights the need for a more comprehensive analysis of the relationship between service quality, customer value, and user satisfaction.

Based on the background of the problem outlined, this study focuses on analyzing the relationship between service quality, customer value, and user satisfaction at PT KONSUIL Pringsewu Area. The study aims to examine whether service quality affects user satisfaction and to assess the extent to which customer value also influences this level of satisfaction. This research analyzes the simultaneous effects of service quality and customer value on user satisfaction at PT KONSUIL Pringsewu Area, thereby providing a more comprehensive understanding of the factors that determine consumer satisfaction in the context of electrical installation inspection service.

### **Expectation Confirmation Theory (ECT)**

The theory first proposed Oliver (1980), it explains that customer satisfaction is not an instantaneous state but rather the result of a dynamic cognitive process. Essentially, satisfaction is formed through a systematic comparison between initial expectations (pre-consumption expectations) and actual performance perceptions (post-consumption performance). This process occurs in three sequential stages: 1) the formation of expectations based on prior experiences, social recommendations, and service provider promises; 2) the formation of performance perceptions after consumption; and 3) the evaluation of confirmation or disconfirmation through cognitive comparison. Nguyen & Hoang Nguyen, (2025) they developed an extended expectation-confirmation model by incorporating game-like elements and complaint-handling mechanisms in the context of digital wallets in Vietnam. This extends the traditional ECT constructs while also confirming that, in the digital economy, interactive elements and dispute resolution systems are integral parts of the expectation confirmation process. The concept of complaint handling is highly relevant to PT KONSUIL services, where complaints related to electrical installation safety require serious, transparent, and responsive management to restore consumer trust.

### **The Concept of Islamic Economics**

Chamidi et al., (2021) the concept of Mabādi' Khairul Ummah represents a set of principles that shape the exemplary character of Muslims in various aspects of life, including economic and business activities. In the context of service provision, these principles serve as an ethical

foundation guiding service providers to act not solely for material profit, but also in accordance with divine values, justice, and collective well-being. There are five main principles of Mabādi' Khairul Ummah that are relevant to service quality management and customer value: 1) the Principle of 'Tauhid (Mabda' at-'Tauhid), 2) the Principle of Justice and Balance (Mabda' al-'Adalah wa at-'Tawazun), 3) the Principle of Effort and Responsible Freedom (Mabda' al-Ikhtiyar al-Mas'ul), 4) the Principle of Trustworthiness and Responsibility (Mabda' al-Amanah wa al-Mas'uliyah), and 5) the Principle of Ihsan and Social Benevolence (Mabda' al-Ihsan).

### **Service Quality**

Parasuraman et al., (1988) Service quality is defined as the comparison between consumer expectations of a service and the perception of its actual performance, where satisfaction arises when performance exceeds expectations. Sulistiyawan et al., (2019) it states that Sharia-compliant service quality affects loyalty, with satisfaction acting as a mediator, emphasizing the role of indicators such as reliability and empathy in building long-term trust. SERVQUAL, when adapted for Islamic economics, not only measures performance but also ensures that services align with Sharia values for the welfare of the community.

### **Customer Value**

Zeithaml, (1988) Customer value is defined as a comprehensive evaluation of the utility of a product or service based on the perception of what is given and what is received, where consumers feel satisfied when the benefits are comparable to or exceed their sacrifices (cost, time, effort). From an Islamic economics perspective, this value goes beyond material aspects and includes spiritual and ethical dimensions such as halal, thayyib, and interest-free (riba-free), which influence holistic satisfactio. Khan, (2020), islamic consumers maximize utility through four dimensions: moderation, luxury, extravagance, and stinginess, with ethical value serving as the dominant factor. Eid & Gohary, (2015) It emphasizes that Muslim religiosity moderates the relationship between customer value perception and loyalty, with fair and transparent services enhancing satisfaction.

### **Kepuasan Pengguna Jasa**

Oliver, (1980) user satisfaction is defined as a psychological state that arises from the fulfillment of expectations and positive experiences during consumption, encompassing feelings of contentment, pleasure, and relief. This satisfaction is not only functional but also ethical, where halal transactions and freedom from gharar (uncertainty) elicit ridha (willingness of the heart) Rahman et al., (2023) satisfaction arises from expectation confirmation, with ethical dimensions serving as the primary driver in Islamic banking. Anjelisa et al., (2023) It was found that satisfaction is measured through performance perception, with religiosity serving as a moderating factor

H<sub>1</sub>: It is hypothesized that service quality has a positive and significant effect on user satisfaction at PT KONSUIL Pringsewu Area.

H<sub>2</sub>: It is hypothesized that customer value has a positive and significant effect on user satisfaction at PT KONSUIL Pringsewu Area.

H<sub>3</sub>: It is hypothesized that service quality and customer value simultaneously have a positive and significant effect on user satisfaction at PT KONSUIL Pringsewu Area.

## **METHODS**

This study employs a quantitative approach with an explanatory research design, aiming to explain causal relationships among variables through empirical hypothesis testing (J. Hair & Alamer, 2022). A quantitative approach was chosen because it allows for the objective measurement of research variables using numerical data, enabling the statistical analysis of relationships among variables. This study examines the effect of service quality and customer value on user satisfaction in electrical installation certification services. The research is based on the Expectation Confirmation Theory (ECT), which explains that consumer satisfaction is formed through the evaluation of service performance and perceived benefits after using a service.

The study was conducted at PT KONSUIL Pringsewu Area, Lampung Province. This location was selected because PT KONSUIL is a technical inspection institution that provides electrical installation certification services for the public applying for new PLN KWh meter installations. Pringsewu Area was chosen due to its relatively high service activity, which enables the researchers to obtain respondents relevant to the study's objectives. The study was conducted over six months, from November 2025 to February 2026. The research stages included the development of research instruments, field data collection, data processing and analysis, and the preparation of the research report.

The population of this study consists of housewives who are users of PT KONSUIL Pringsewu Area services, totaling 257 individuals. This population was selected because they directly interact with PT KONSUIL services and have experience with the electrical installation certification process. The sampling technique used was purposive sampling, which involves selecting samples based on specific criteria that align with the research objectives. The respondent criteria for this study include: (1) housewives registered as users of PT KONSUIL services, (2) residing in the Pringsewu Regency area, and (3) having used PT KONSUIL services at least once. The sample size was determined using the formula Slovin, (1960) With a 5% margin of error and a 95% confidence level, based on the calculation for a population of 257 respondents, the sample size was determined to be 155 respondents.

Data were collected through observation and questionnaires (Daruhadi & Sopiati, 2024). Observation was conducted by directly monitoring the service process provided by PT KONSUIL to users in order to obtain an overview of the service conditions in the field. The observation was non-participatory, where the researcher acted solely as an observer without directly engaging in service activities. In addition, this study used a structured questionnaire as the primary data collection instrument. The questionnaire was developed based on the research variable indicators and measured using a four-point Likert scale: strongly disagree (1), disagree (2), agree (3), and strongly agree (4). The questionnaires were distributed online via Google Form to respondents who met the study criteria

**Table 1.1** Operational Definition of Variables

<b>Variables</b>	<b>Indicators</b>	<b>Measurement Statements</b>	<b>Scale</b>	<b>Source</b>
<b>Service Quality</b>	Tangibles	The inspection equipment used by PT KONSUIL is modern and adequate.	Likert (1–4)	Parasuraman et al., (1988)
	Reliability	PT KONSUIL delivers certification results on time as promised.		
	Responsiveness	PT KONSUIL staff respond promptly to questions or complaints		
	Assurance	PT KONSUIL staff are competent and able to explain procedures clearly		
	Empathy	PT KONSUIL staff understand the needs of service users		
<b>Customer Value</b>	Value for money	The certification fee is proportional to the safety benefits I receive	Likert (1–4)	Zeithaml, (1988)
	Price reasonableness	PT KONSUIL's service fees are reasonable compared to alternative providers.		
	Safety value	I feel safer after the electrical installation has been certified		
	Additional benefit	PT KONSUIL provides safety education as an added value		
<b>User Satisfaction</b>	Comparative value	PT KONSUIL services are more beneficial than those offered by similar providers		Oliver, (1980)
	Overall satisfaction	I am satisfied with the services provided by PT KONSUIL	Likert (1–4)	
	Decision confirmation	My decision to use PT KONSUIL services was the right one		
	Reuse intention	I am willing to use PT KONSUIL services again in the future		
	First choice	PT KONSUIL is my primary choice for electrical installation certification.		
	Recommendation	I would recommend PT KONSUIL to others		

*Source: Adaptasi dari Parasuraman et al. (1988); Zeithaml (1988); Oliver (1980).*

Data analysis in this study was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the assistance of SmartPLS version 4.0. The PLS method was chosen because it has the capability to analyze relationships among latent variables simultaneously and does not require the assumption of normally distributed data. In addition, this method is relatively flexible for use with a moderate sample size, as it employs bootstrapping techniques to obtain stable parameter estimates (Hair et al., 2020). The data analysis process was carried out in two main stages: the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model). The evaluation of the measurement model aims to test the validity and reliability of the research constructs. Construct validity is assessed through convergent validity and discriminant validity. Convergent validity is evaluated based on the loading factor and Average Variance Extracted (AVE), where an indicator is considered valid if it has a loading factor  $\geq 0.70$  and an AVE  $\geq 0.50$ . Discriminant validity is assessed using cross-loading and the Fornell–Larcker criterion, which involves comparing the square root of the AVE with the correlations between constructs.

The reliability of the constructs in this study was assessed using Composite Reliability and Cronbach's Alpha. A construct is considered reliable if it has a Composite Reliability and Cronbach's Alpha  $\geq 0.70$ . The structural model evaluation was conducted to examine the causal relationships among the research variables. The structural model was tested by examining the coefficient of determination ( $R^2$ ), which indicates the ability of the independent variables to explain the dependent variable. Hypothesis testing was performed using the bootstrapping procedure to obtain t-statistics and p-values. A hypothesis is considered supported if the t-statistic is greater than 1.28 or the p-value is less than 0.10. In addition, the original sample value is used to determine the direction of the relationships among variables, indicating whether the relationship is positive or negative (Hair et al., 2020).

## **RESULTS AND DISCUSSION**

### **Overview of the Research Location**

PT KONSUIL Perdana Indonesia originated from the establishment of the KONSUIL Inspection Institution on March 25, 2003, in South Jakarta, as a response to the national need for independent technical supervision of electrical installations with a focus on electrical safety. Its status as an inspection institution was reinforced through the Decree of the Minister of Energy and Mineral Resources Number 1109/K/30/MEM/2005. Following the enactment of Law Number 30 of 2009 concerning Electricity, which required technical inspection institutions to be legally incorporated, KONSUIL transformed into PT KONSUIL Perdana Indonesia in 2014 and began full operations in 2015. As an accredited institution, PT KONSUIL holds legitimacy as a

Low Voltage Technical Inspection Institution (LIT TR) and is also recognized as an Occupational Health and Safety Service Company (PJK3)(Kemenkumham RI, 2009). Its main activities include inspection, testing, and the issuance of Operational Feasibility Certificates (SLO) for low-voltage electrical installations. In the Pringsewu area, PT KONSUIL services have been operating since 2013, serving various sectors such as households, industry, commerce, and government. This institution provides a relevant empirical context to examine the relationship between service quality, customer value, and user satisfaction.

### Respondent Characteristics

The respondents in this study were users of PT KONSUIL Perdana Indonesia services in the Pringsewu Regency area who met the research criteria, namely residing in Pringsewu, having used PT KONSUIL services at least once, and specifically being housewives registered as service users. Based on the questionnaire distribution, the study successfully collected 155 respondents who met the eligibility criteria for analysis. The characteristics of the respondents analyzed included age, education level, type of occupation, residence, and status as service users, which were used to provide a demographic profile of the sample and to strengthen the descriptive validity of this study.

**Table 2.** Respondent Characteristics

Characteristics	Category	Frequency (f)	Percentage (%)	
Age	23-27 years	45	29,0	
	28-35 years	62	40,0	
	35-45 years	48	31,0	
	<b>Total</b>	155	100	
Education	Senior High School or Equivalent	98	63,2	
	Bachelor's Degree	57	36,8	
	<b>Total</b>	155	100	
Occupation	Homemaker	112	72,3	
	Self-Employed	26	16,8	
	Private Sector Employee	17	10,9	
	<b>Total</b>	155	100	
Domicile and Service User Status	Residing in Pringsewu	Yes	155	100
		No	0	0
	Has used PT KONSUIL services at least once	Yes	155	100
		No	0	0
	Registered homemaker as a service user	Yes	112	72,3
		No	43	27,7

Based on the respondent characteristics table, the majority of respondents were aged 28–35 years (40.0%), followed by 35–45 years (31.0%) and 23–27 years (29.0%). This indicates that PT KONSUIL service users are predominantly in the productive age group, who have higher demands for the safety and feasibility of electrical installations. Most respondents had a Senior High School or equivalent education (63.2%), while 36.8% held a Bachelor's degree. These

findings suggest that electrical installation inspection services are utilized by various segments of society, particularly at the secondary education level. The respondents were predominantly homemakers (72.3%), followed by self-employed individuals (16.8%) and private sector employees (10.9%), indicating that the use of PT KONSUIL services is mainly related to household electrical installation needs. All respondents (100%) resided in Pringsewu and had previously used PT KONSUIL services, thereby meeting the research criteria. Overall, these characteristics confirm that PT KONSUIL users in Pringsewu are dominated by the household sector, which provides an important context for analyzing service quality, customer value, and user satisfaction.

### Test Quality Instrument

**Table 3.** Validity Test Results

Variable	Item	Loading Factor	AVE	Remark
Service Quality (X <sub>1</sub> )	KL 1	0.703	0,565	Valid
	KL 2	0.749		Valid
	KL 3	0.792		Valid
	KL 4	0.732		Valid
	KL 5	0.778		Valid
Customer Value (X <sub>2</sub> )	NK 1	0.777	0,592	Valid
	NK 2	0.824		Valid
	NK 3	0.713		Valid
	NK 4	0.715		Valid
	NK 5	0.812		Valid
Customer Satisfaction (Y)	K 1	0.705	0,705	Valid
	K 2	0.906		Valid
	K 3	0.907		Valid
	K 4	0.829		Valid
	K 5	0.834		Valid

The results of the convergent validity test show that all indicators for the variables Service Quality (X<sub>1</sub>), Customer Value (X<sub>2</sub>), and Customer Satisfaction (Y) have loading factor values above the recommended threshold (>0.70). For the Service Quality variable, the loading factors range from 0.703 to 0.792, with an AVE of 0.565, indicating that the construct adequately explains the variance of its indicators. The Customer Value variable shows loading factors ranging from 0.713 to 0.824 with an AVE of 0.592, thus meeting the convergent validity criteria as more than 50% of the indicator variance is explained by the measured construct. The Customer Satisfaction variable

has relatively high loading factors, ranging from 0.705 to 0.907, with an AVE of 0.705. All indicators used are considered valid and effectively represent their respective research variables

**Table 4.** Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>	Remark
Service Quality (X <sub>1</sub> )	0,808	0,816	0,866	Reliability
Customer Value (X <sub>2</sub> )	0,829	0,843	0,879	Reliability
Customer Satisfaction (Y)	0,893	0,895	0,922	Reliability

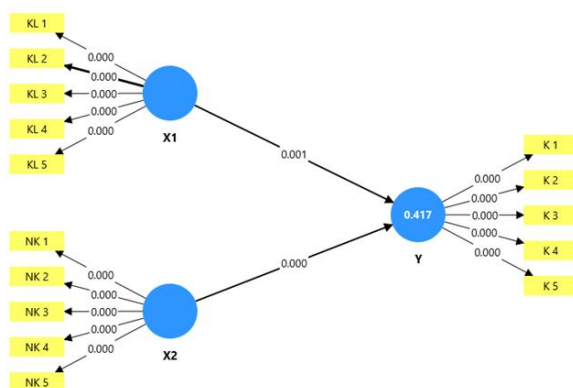
The results of the construct reliability test indicate that all variables have an adequate level of internal consistency. This is demonstrated by Cronbach's Alpha and Composite Reliability values (rho\_a and rho\_c), all of which are above the recommended threshold (>0.70).

### Validitas Diskriminan

**Table 5.** Uji Validitas Diskriminan

Variabel	X <sub>1</sub>	X <sub>2</sub>	Y
Service Quality (X <sub>1</sub> )			
Customer Value (X <sub>2</sub> )	0,807		
Customer Satisfaction (Y)	0,667	0,688	

The correlation value between Service Quality (X<sub>1</sub>) and Customer Value (X<sub>2</sub>) is 0.807, while the correlation between Service Quality (X<sub>1</sub>) and Customer Satisfaction (Y) is 0.667, and between Customer Value (X<sub>2</sub>) and Customer Satisfaction (Y) is 0.688. These results indicate that the measurement model meets the criteria for discriminant validity.



**Figure 1.** Inner Model

**Table 6.** t-test Results

Hipotesis	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics ( O/STDEV )</i>	<i>P values</i>
X <sub>1</sub> -> Y	0.311	0.314	0.097	3.194	0.001
X <sub>2</sub> -> Y	0.396	0.398	0.096	4.108	0.000

Service Quality (X<sub>1</sub>) has a positive and significant effect on Customer Satisfaction (Y), with a path coefficient  $\beta = 0.311$ , t-statistic = 3.194, and p-value = 0.001 (< 0.05). This finding indicates that the better the service quality provided, the higher the level of user satisfaction. Customer Value (X<sub>2</sub>) also has a positive and significant effect on Customer Satisfaction (Y), with a path coefficient  $\beta = 0.396$ , t-statistic = 4.108, and p-value = 0.000 (< 0.05). This suggests that consumers' perceptions of the value obtained from the service contribute to increasing user satisfaction.

**Table 7.** F-test Results

Sumber Variasi	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>P Value</i>
Regression	258,899	2	129,449	52,001	0,000
Residual	380,871	153	2,489		
Total	639,769	155			

The results of the F-test (simultaneous test) indicate that the regression model has a high level of significance. This is demonstrated by an F-value of 52.001 with a p-value of 0.000 (<0.05), indicating that the research model is statistically significant. Thus, the independent variables simultaneously influence the dependent variable in the research model. The Sum of Squares Regression value of 258.899 indicates the proportion of variation in Customer Satisfaction that can be explained by the independent variables, while the Residual Sum of Squares value of 380.871 represents the variation that is not explained by the model.

**Table 8.** Coefficient of Determination (R<sup>2</sup>)

Variabel	<i>R-square</i>	<i>R-square adjusted</i>
Y	0,417	0,410

The R-square value of 0.417 indicates that 41.7% of the variation in Customer Satisfaction (Y) can be explained by the variables Service Quality (X<sub>1</sub>) and Customer Value (X<sub>2</sub>) in the research model. Meanwhile, the remaining 58.3% is influenced by other factors outside the model that were not analyzed in this study. The explanatory power of Service Quality and Customer Value on Customer Satisfaction can therefore be considered to be at a relatively moderate level.

## DISCUSSION

### **The Effect of Service Quality on User Satisfaction**

The results of the study indicate that Service Quality has a positive and significant effect on Customer Satisfaction among PT KONSUIL service users in the Pringsewu area ( $\beta = 0.311$ ;  $t = 3.194$ ;  $p = 0.001$ ). These findings confirm that service quality is a key determinant in enhancing user satisfaction. The higher the users' perception of the quality of service provided, the higher the level of satisfaction experienced.

These findings are consistent with the Expectation Confirmation Theory proposed by Oliver, (1980). This theory explains that satisfaction is formed through the evaluation between initial expectations and perceived service performance. When service performance meets or exceeds expectations, a positive confirmation occurs, resulting in satisfaction. The service quality of PT KONSUIL serves as a key factor influencing the users' expectation confirmation process.

These findings are in line with the SERVQUAL model developed by (Parasuraman et al., 1988; Tjiptono, 2007; Laksamana, 2018) the model positions service quality as a key determinant of satisfaction in the service industry. Service quality is measured through five indicators: modernity of inspection equipment, timeliness of certification, staff responsiveness to complaints, staff competence in explaining procedures, and understanding of user needs.

Descriptive analysis shows that staff competence is the indicator with the highest score, indicating that PT KONSUIL users perceive the staff as professionally capable of providing clear and convincing technical explanations. Conversely, the responsiveness to complaints indicator scored relatively lower, highlighting the need for improvement in the speed and effectiveness of complaint handling. Responsiveness is a crucial factor that affects the overall service experience and user satisfaction.

### **The Effect of Customer Value on User Satisfaction**

Customer Value has a positive and significant effect on Customer Satisfaction among PT KONSUIL service users in the Pringsewu area ( $\beta = 0.396$ ;  $t = 4.108$ ;  $p < 0.05$ ). These findings confirm that the higher the value perceived by users from the services received, the higher the level of satisfaction achieved.

Customer value reflects users' evaluation of the trade-off between the benefits received and the sacrifices made. This perspective aligns with the Customer Value Theory proposed by (Zeithaml, 1988; Kumaladewi et al., 2025; Fiona et al., 2024), customer satisfaction arises when the benefits perceived by customers are equal to or exceed the costs they incur. Customer value is not only related to costs but also encompasses the functional and psychological benefits experienced by users after obtaining electrical installation inspection and certification services. In this study, customer value is measured using five main indicators: the alignment of costs with safety benefits,

the reasonableness of costs compared to alternative providers, the sense of safety after certification, acquisition of safety education, and service superiority compared to similar providers. Descriptive analysis shows that the indicator of feeling safe after certification received the highest score, confirming that the primary benefit perceived by users is the assurance of electrical installation safety following the inspection and certification process. The indicator of service superiority compared to similar providers received a relatively lower score, indicating that the perception of PT KONSUIL's competitive advantage still needs to be strengthened.

These findings confirm that perceived value is an important factor in shaping user satisfaction. When users perceive that the benefits of the service, particularly in terms of safety, are equal to or exceed the costs incurred, their level of satisfaction increases. In addition to maintaining service quality, PT KONSUIL needs to strengthen the differentiation of service value, for example, by improving service communication quality, ensuring cost transparency, and enhancing the benefits of safety education. These efforts are essential to reinforce perceived value and ensure that service users view PT KONSUIL as a provider offering superior benefits compared to alternative providers.

### **The Simultaneous Effect of Service Quality and Customer Value on User Satisfaction**

The results of the simultaneous test (F-test) show an F-value of 52.001 with  $p < 0.05$ , confirming that Service Quality and Customer Value together have a significant effect on Customer Satisfaction among PT KONSUIL service users in the Pringsewu area. These findings indicate that user satisfaction is not shaped by a single factor but by a combination of service process quality and the perceived value of benefits by consumers.

The R-square value of 0.417 indicates that these two variables are able to explain 41.7% of the variation in user satisfaction, while the remaining 58.3% is influenced by other factors outside the model, such as company image, trust, or situational factors. This contribution demonstrates that service quality and customer value are important determinants in shaping satisfaction, although there is still room for other variables to explain user behavior more comprehensively.

These findings are in line with the framework of Expectation Confirmation Theory developed by Oliver, (1980) it explains that satisfaction arises through an evaluative process between consumers' initial expectations and their perceptions of actual service performance. Service quality represents consumers' assessment of service process performance and interactions, while customer value reflects the evaluation of benefits relative to the costs incurred. The integration of these two dimensions forms the perception of actual performance, which determines whether a positive confirmation or negative disconfirmation of consumer expectations occurs. An increase in satisfaction can only be achieved if the company is able to manage service

quality and customer value simultaneously (Purnandika & Septiana, 2023; Yeong et al., 2022; Krisnanto & Yulianthini, 2021; Kusniati et al., 2016).

These results indicate that strategies to enhance user satisfaction at PT KONSUIL should not focus solely on improving the technical quality of services but also on strengthening the value perceived by consumers. High staff competence should be accompanied by clear communication of service benefits, cost transparency, and improved responsiveness to complaints. This approach is essential to ensure that consumers not only experience professional services but also receive benefits commensurate with the costs and efforts they incur.

These findings align with the main principles of Mabādi' Khairul Ummah, which provide an ethical foundation for service management in accordance with Islamic values. The principles of Tauhid (Mabda' at-Tauhid) and Ihsan (Mabda' al-Ihsan) emphasize that services should be delivered professionally, with moral integrity and social benevolence. The principles of Justice and Balance (Mabda' al-'Adalah wa at-Tawazun) and Trustworthiness and Responsibility (Mabda' al-Amanah wa al-Mas'uliyah) highlight the importance of fairness, transparency, and accountability in service interactions, while the Principle of Effort and Responsible Freedom (Mabda' al-Ikhtiyar al-Mas'ul) encourages proactive and responsible staff behavior. The integration of these principles with empirical findings indicates that PT KONSUIL can enhance user satisfaction not only by improving technical service quality and perceived value but also by ensuring that service delivery aligns with ethical and spiritual norms, thereby fostering trust, loyalty, and socially responsible service practices (Haron et al., 2020; Akmaz & Akmeşe, 2025).

This study provides a significant contribution by integrating modern service management approaches with an Islamic economic perspective in the context of technical inspection services. The research object, PT KONSUIL as a technical inspection institution, presents a unique context because the services provided are not only administrative in nature but also directly related to public safety and trust. The integration of service quality, customer value, and Islamic ethical principles offers a more comprehensive understanding of the formation of user satisfaction in the regulated technical service sector.

## CONCLUSION

Based on the empirical analysis of the effects of Service Quality and Customer Value on Customer Satisfaction among PT KONSUIL service users in the Pringsewu area from an Islamic economic perspective, several key conclusions can be drawn as follows:

1. The Effect of Service Quality on Customer Satisfaction. The results of the study indicate that Service Quality has a positive and significant effect on Customer Satisfaction ( $\beta = 0.311$ ;

- $t = 3.194$ ;  $p < 0.05$ ). This finding confirms that improvements in perceived service quality directly enhance user satisfaction levels. Therefore, the first hypothesis (H<sub>1</sub>) is accepted.
2. The Effect of Customer Value on Customer Satisfaction. The study also shows that Customer Value has a positive and significant effect on Customer Satisfaction ( $\beta = 0.396$ ;  $t = 4.108$ ;  $p < 0.05$ ). This indicates that the higher the perceived benefits received by consumers relative to the costs incurred, the higher the level of satisfaction achieved. Therefore, the second hypothesis (H<sub>2</sub>) is accepted.
  3. The Simultaneous Effect of Service Quality and Customer Value on Customer Satisfaction. The simultaneous test results show an F-value of 52.001 with  $p < 0.05$ , indicating that Service Quality and Customer Value together have a significant effect on Customer Satisfaction. Therefore, the third hypothesis (H<sub>3</sub>) is accepted.

Based on the research findings, several strategic recommendations can be formulated. For PT KONSUIL Pringsewu Area, improving service quality should focus on enhancing responsiveness in handling customer complaints through a faster, more transparent, and integrated complaint management system. In addition, the company should strengthen service differentiation and provide greater education to consumers regarding the safety benefits of electrical installations, so that the perceived value received by users is enhanced. These efforts are expected to increase user satisfaction and loyalty sustainably while reflecting the principles of trustworthiness, integrity, and responsibility in service practices aligned with Islamic economic values.

For future researchers, it is recommended to develop the research model by incorporating additional variables that may influence user satisfaction, such as trust, corporate image, or religiosity. Furthermore, subsequent studies can examine the mediating role of customer value in the relationship between service quality and customer satisfaction, as well as conduct comparative studies across different technical inspection institutions or geographic regions to gain a more comprehensive understanding of service quality dynamics from an Islamic economic perspective.

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