THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION WITH TRADITIONAL GIFT-GIVING USING A MODERN APPROACH AT KREASI ISTANA WINGKING

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ABSTRACT

Introduction: *This study aims to analyze the effect of service quality on customer satisfaction in traditional gift-giving (seserahan) services with a modern approach at Kreasi Istana Wingking. The growing demand for customized, aesthetically enhanced seserahan services underscores the importance of maintaining high service standards to ensure customer satisfaction and competitiveness in the creative services industry.*

Methods: *This research employs a quantitative explanatory approach involving 35 respondents selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire developed based on SERVQUAL dimensions and customer satisfaction indicators. The instrument was tested for validity and reliability, and the data were analyzed using simple linear regression after satisfying classical assumptions, including normality, multicollinearity, and heteroscedasticity tests.*

Results: *The findings indicate that service quality positively and significantly influences customer satisfaction. Customers generally provided very positive evaluations of the services received, indicating that reliability, responsiveness, assurance, empathy, and tangible aspects play an important role in shaping satisfaction in traditional–modern seserahan services.*

Conclusion and Suggestion: *It can be concluded that improving service quality is essential for enhancing customer satisfaction. Service providers are encouraged to maintain consistent service standards, improve communication clarity, ensure timeliness, and provide personalized attention to strengthen customer trust and long-term business sustainability.*

INTRODUCTION

The creative industry in the wedding services sector continues to grow in line with rising public demand for services that are not only functional but also aesthetically pleasing and culturally meaningful. One element that remains preserved is the *seserahan*, which symbolizes the groom's commitment. Seserahan refers to a set of gifts presented by the groom to the bride before the wedding ceremony, usually consisting of personal items, clothing,

cosmetics, prayer equipment, and other symbolic necessities that symbolize responsibility, respect, and readiness to build a household. Today, *seserahan* services have become part of the creative economy, integrating tradition with modern approaches. Business owners not only maintain the symbolic meaning of *seserahan* but also emphasize artistic packaging to match contemporary wedding concepts (Harahap, 2021). This development is accompanied by rising service standards, where customers expect professional, timely, and responsive service. As a result, service providers such as Kreasi Istana Wingking have begun implementing modern management principles. Service quality has become a key determinant of satisfaction, covering reliability, responsiveness, assurance, empathy, and visual elements (Saputra, 2025). With these expectations, *seserahan* is no longer viewed merely as a creative product but as an essential part of the overall customer service experience.

Customer satisfaction in the service industry is influenced by service quality as explained through the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988), which includes five primary dimensions: tangibles, reliability, responsiveness, assurance, and empathy. In seserahan services, these dimensions are crucial because the process relates to a sacred moment with strict time constraints. Customers expect aesthetic results combined with fast, friendly, and professional service; therefore, service quality becomes a vital factor shaping satisfaction and loyalty. Service quality is reflected in the provider's ability to consistently meet promises. Customers evaluate not only the final product but also the service flow, including communication, timeliness, and accuracy of order details. Lake, Saputra and Taena (2024) emphasize that the reliability dimension has the greatest influence on satisfaction, indicating that effective *service delivery must produce an aesthetically pleasing product while maintaining a disciplined,* trustworthy service process.

The increasing demand for customized services adds complexity to service delivery. Customers desire unique and personalized designs, requiring providers to be more flexible and communicative. If this process is not well-managed, service quality may decline even if the final product appears satisfactory. Budiarno, Udayana and Lukitaningsih (2022) Note that customer satisfaction is shaped by clarity in service procedures, responsiveness to needs, and accuracy of information provided during production. However, overly complex customization requests can be challenging, as not all workers have the technical skills needed to fulfill them. This situation can disrupt workflow and reduce responsiveness and reliability. Azam *et al.* (2025), argue that customization requests require well-planned time and labor management to maintain consistent quality. Providers therefore face a dilemma between maintaining service quality and accommodating all customer requests. Rejecting orders may cause disappointment, yet accepting requests beyond capability may compromise service assurance. For this reason, providers must manage expectations through clear communication, offer alternative designs, and professionally explain service limitations (Kusmiati, 2024).

Communication plays a crucial role in service quality. Customers are generally willing to accept adjustments when information is communicated honestly from the outset. Kinanthi and Sisilia (2024) explain that customer satisfaction is strongly influenced by expectation management, making transparency about processes, timelines, and technical challenges essential for maintaining satisfaction. Moreover, modern customers evaluate service quality holistically, including ordering systems, clarity of information, and timely completion. Service providers must maintain an organized workflow, clear task distribution, and digital integration to improve efficiency. These strategies are important for maintaining reliability and assurance amid growing demands (Alim, Zufriah and Fathoni, 2025). High-quality service can enhance customer loyalty, as satisfied customers are more likely to place repeat orders or recommend the service to others. In a competitive creative industry, consistent service quality becomes a crucial strategy for sustaining business presence ((Husna, Nugraha and Hilmawan, 2025).

For Kreasi Istana Wingking, the greatest challenge lies in order acceptance. Some customers feel disappointed when their orders cannot be accepted because they exceed the workers' technical capabilities. On the other hand, accepting complex orders may slow down production and reduce service reliability. Therefore, the business needs to re-evaluate its service strategies to maintain quality while ensuring customer satisfaction. These dynamics illustrate that the flexibility of service providers in accepting orders and the capacity of the workforce greatly influence customer satisfaction. Amerta and Madhavi (2023) explain that satisfaction is shaped by a provider's ability to manage processes, respond to needs, and maintain consistent quality. Thus, Kreasi Istana Wingking must assess its workflow and service strategy to continue meeting customer expectations.

Based on this context, it is important to conduct research on the influence of service quality on customer satisfaction in traditional seserahan services with a modern approach. This study is expected to help business owners refine service strategies and enhance competitiveness. Therefore, this study aims to analyze and examine the influence of service quality on customer satisfaction in traditional–modern seserahan services at Kreasi Istana Wingking.

LITERATURE REVIEW
Research Hypothesis
Based on the theoretical framework and previous empirical studies, service quality measured through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy is expected to influence customer satisfaction in traditional–modern seserahan services. Service quality reflects the provider's ability to deliver services that meet or exceed customer expectations, while customer satisfaction represents the evaluation of the overall service experience. Therefore, the hypothesis of this study is formulated as follows:

H1: Service quality has a positive and significant effect on customer satisfaction in traditional–modern seserahan services at Kreasi Istana Wingking.

Traditional Gift (*Seserahan*) Services with a Modern Approach
Traditional *seserahan* services are an essential part of wedding customs in many regions of Indonesia. Culturally, *seserahan* serves not only as a symbolic gesture representing responsibility and respect from the groom to the bride's family but has now evolved into a component of modern aesthetics and lifestyle. In contemporary practice, many *seserahan* service providers have begun integrating traditional values with modern concepts such as minimalist designs, trendy color themes, and more artistic packaging (Handaru and Setiawan, 2023). This modern approach aims to meet the needs of today's consumers, who prioritize practicality, appealing visuals, and unique personal experiences. This transformation encourages business actors to develop service models that focus not only on the *seserahan* items themselves but also on the overall process and quality of service provided.

In analyzing service quality within this transformation, this study adopts the SERVQUAL theory developed by Parasuraman, Zeithaml, and Berry (1988), which explains that service quality is measured through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions provide a theoretical foundation for evaluating how traditional seserahan services with a modern approach can deliver value to customers through both physical presentation and service performance.

Service Quality in the Service Industry
Service quality in the service industry, including traditional *seserahan* services with a modern approach, is a crucial factor that determines customer satisfaction. According to Walke and Winkler (2025) service quality consists of several dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In the context of *seserahan* services, reliability is reflected in the provider's ability to meet customer requests as expected; responsiveness appears in the speed and accuracy of responding to customer inquiries; and assurance relates to customer trust in the provider's expertise. Empathy is shown through personalized attention to each customer's unique preferences, while tangibles are reflected in the aesthetic and neat presentation of the final product. The combination of these five dimensions contributes greatly to creating a positive service experience. Good service quality not only enhances customer satisfaction but also strengthens loyalty, encourages word-of-mouth recommendations, and builds a positive business image in society.

Customer Satisfaction
Customer satisfaction is an emotional response resulting from evaluating service experiences specifically, the degree to which customers' expectations are met or exceeded (Sembiring, 2024). In creative service industries such as *seserahan*, satisfaction is influenced not only by the final output but also by the overall service process, including clarity of information, effective communication, flexibility, and timeliness (Wahyu Pribadi, 2024). Higher customer satisfaction increases the likelihood of loyalty, positive recommendations, and sustainable business growth. In this context, timeliness becomes particularly crucial, as wedding preparation is closely tied to tight schedules and fixed event deadlines.

The Relationship between Service Quality and Customer Satisfaction

Various studies show that service quality has a significant influence on customer satisfaction, especially in service industries strongly rooted in cultural traditions such as *seserahan*. According to Maghfiroh (2023), good service quality encompasses reliability, responsiveness, assurance, empathy, and tangibles. In *seserahan* services, these factors are reflected in meticulous workmanship, clear communication, friendly interactions, understanding of customer needs, and aesthetically pleasing results. Research by Istiyawari, Hanif and Nuswantoro (2021) found that the higher the customer's perception of service quality, the higher their satisfaction level. This occurs because good service quality fosters trust, comfort, and appreciation for customer expectations. Therefore, maintaining and enhancing service quality is essential for sustaining customer loyalty and strengthening the reputation of service providers in a competitive market.

Figure 1. Conceptual Research Model of the Influence of Service Quality on Customer Satisfaction

RESEARCH METHODS

This study employs a quantitative explanatory approach aimed at analyzing the effect of service quality on customer satisfaction in traditional–modern *seserahan* services at Kreasi Istana Wingking. The independent variable in this study is service quality, while the dependent variable is customer satisfaction. The research instrument consists of a questionnaire using a five-point Likert scale, developed based on SERVQUAL indicators and customer satisfaction measures.

The research population includes customers who have previously used traditional–modern *seserahan* services, with a sample of 35 respondents selected through a purposive sampling technique. Data were collected through the direct distribution of questionnaires. Prior to analysis, the instrument underwent validity and reliability testing to ensure the feasibility of each item. Descriptive statistical analysis was then conducted to describe respondents' perceptions of service quality and customer satisfaction.

Data analysis was performed using simple linear regression to examine the influence of service quality on customer satisfaction. Before conducting the regression test, classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests were carried out to ensure that the model met statistical requirements. The analysis results were evaluated using the regression coefficient, significance value (*t*-test), and the coefficient of determination (R^2) as the basis for hypothesis testing.

RESULT AND ANALYSIS

The initial and crucial step in the data analysis process of this research is conducting an instrument quality assessment. The purpose of this stage is to ensure that the data collected through the questionnaire are truly appropriate and valid for further analysis in order to test the research hypothesis. The assessment of data quality consists of two main stages, namely validity testing and reliability testing.

Validity

Validity testing was conducted to determine whether the questionnaire items were able to measure what they were intended to measure. The Pearson Product Moment correlation technique was used by comparing the calculated *r* value (*r-count*) of each item with the critical *r* value (*r-table*). The number of respondents was 35, resulting in degrees of freedom (df) of 33, with an *r-table* value of 0.339 at a significance level of α = 0.05. The criteria for assessment were as follows: an item is considered valid if the *r-count* value is greater than the *r-table* value (0.339), whereas an item is considered invalid if the *r-count* value is equal to or less than the *r-table* value.

Table 1. Results of the validity test for Service Quality (X) and Customer Satisfaction (Y)

No	Item Code	r-count (correlation with total)	r-table (df = 31, α = 0.05)	Description
1.	X1	0.754	0,339	Valid
2.	X2	0.357	0,339	Valid
3.	X3	0.543	0,339	Valid
4.	X4	0.351	0,339	Valid
5.	X5	0.638	0,339	Valid
6.	X6	0.558	0,339	Valid
7.	X7	0.577	0,339	Valid
8.	X8	0.633	0,339	Valid
9.	X9	0.339	0,339	Valid
10.	X10	0.430	0,339	Valid
11.	Y1	0.825	0,339	Valid
12.	Y2	0.449	0,339	Valid
13.	Y3	0.473	0,339	Valid
14.	Y4	0.467	0,339	Valid
15.	Y5	0.447	0,339	Valid
16.	Y6	0.537	0,339	Valid
17.	Y7	0.503	0,339	Valid
18.	Y8	0.503	0,339	Valid
19.	Y9	0.479	0,339	Valid
20.	Y10	0.482	0,339	Valid

Based on Table 4, it can be seen that all statement items for both the service quality variable (X) and the customer satisfaction variable (Y) have *r-count* values greater than the *r-table* value of 0.339. Therefore, it can be concluded that all research instruments (X1–X10 and Y1–Y10) are valid and suitable for use in data collection.

Reliability

Reliability testing was conducted to determine the extent to which the instrument (questionnaire) can produce consistent and stable results when administered repeatedly under the same conditions. A reliable instrument indicates that the items within it consistently measure the intended construct. The reliability test was carried out using the Cronbach's Alpha method, which is the most commonly used technique for assessing the reliability of Likert-scale instruments.

Table 2. Reliability Levels

Alpha Value	Reliability Level
≥ 0.90	Very high / very reliable
0.80 – 0.89	High
0.70 – 0.79	Moderate
0.60 – 0.69	Low
< 0.60	Not reliable

Table 3. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.810	20

With a Cronbach's Alpha value of 0.810, the instrument falls into the category of highly reliable. This indicates that all questionnaire items demonstrate excellent internal consistency and can be trusted as a dependable data collection tool for this research.

Descriptive Analysis

To complement the validity and reliability tests, a descriptive statistical analysis was also conducted for each questionnaire item. This descriptive analysis includes the mean, median, mode, and standard deviation of each item. The purpose of this analysis is to identify response tendencies for each statement in the questionnaire and to determine the extent to which the data are dispersed from the average.

Tabel 4. Descriptive Test

Item	Mean	Median	Std. Deviation
X1	45.143	5.00	0.50709
X2	46.000	5.00	0.55307
X3	46.000	5.00	0.81168
X4	46.000	5.00	0.49705
X5	42.571	5.00	112.047
X6	48.857	5.00	0.32280
X7	44.286	5.00	0.85011
X8	46.286	5.00	100.252
X9	45.714	5.00	0.50210
X10	43.429	5.00	110.992
Y1	45.143	5.00	0.50709
Y2	44.286	5.00	0.69814
Y3	45.714	5.00	0.50210
Y4	46.000	5.00	0.49705
Y5	46.000	5.00	0.49705
Y6	44.571	5.00	0.81684
Y7	46.571	5.00	0.48159
Y8	45.143	5.00	0.61220
Y9	44.857	5.00	0.61220
Y10	46.857	5.00	0.47101

Based on the descriptive statistical analysis of 35 respondents for each item in the service quality variable (X) and the customer satisfaction variable (Y), it was found that all items had mean values above 4. This indicates that the majority of respondents provided positive assessments, with a tendency to select the "agree" to "strongly agree" categories. The median value for all items was 5, which is the highest score on the Likert scale, suggesting that respondents' perceptions were highly homogeneous and consistently at the highest level of agreement. Furthermore, the standard deviation values, which ranged from 0.32 to 1.12, indicate that the data distribution was relatively stable and did not show significant outliers. Thus, respondents' perceptions can be considered uniform, and the instrument is proven to measure the variables effectively without substantial bias. Overall, the total mean scores of the service quality variable (45.43) and the customer satisfaction variable (46.00) further confirm that respondents provided very positive evaluations of both variables in this study.

Classical Assumption Test

1. Normality Test

In quantitative research, testing classical assumptions is an essential step prior to conducting regression analysis, as the validity of the model greatly depends on the fulfillment of the underlying statistical assumptions. One of the key assumptions is the normality of residuals, which ensures that the prediction errors in the regression model are evenly distributed and do not form any specific pattern. This test is particularly relevant in the context of examining the influence of service quality on customer satisfaction, considering that service quality is a subjective variable assessed by customers and may generate a wide range of perceptions. Therefore, before drawing conclusions regarding the strength of the influence of service quality on customer satisfaction, it is necessary to ensure that the residuals from the regression model meet the criteria of a normal distribution.

Tabel 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		35
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.90671622
Most Extreme Differences	Absolute	.110
	Positive	.085
	Negative	-.110
Test Statistic		.110
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

The results of the normality test using the One-Sample Kolmogorov–Smirnov Test show that the residual data have an Asymp. Sig. (2-tailed) value of 0.200, which is far above the significance threshold of 0.05. This finding indicates that the residuals of the regression model are normally distributed, meaning that the normality assumption is fulfilled. The conformity of the residual distribution to a normal pattern is an important indicator that the regression model used is appropriate and does not exhibit serious deviations in terms of error distribution. Thus, the relationship between service quality and customer satisfaction can be analyzed based on valid statistical assumptions.

The good residual normality also suggests that customers' perceptions of service quality at Kreasi Istana Wingking do not display extreme patterns or outliers that might affect the accuracy of the model. This implies that customer responses tend to be homogeneous and consistent, both in evaluating service quality aspects and in expressing their level of satisfaction. Such conditions reinforce the notion that customers generally experience stable service quality without significant perceptual differences among individuals.

The presence of normally distributed residuals further strengthens the confidence that the influence of service quality on customer satisfaction found in the regression analysis is not the result of biased or distorted data. Instead, the relationship reflects an empirical condition observed in the field. With the normality assumption fulfilled, the findings of this study possess strong statistical validity, allowing the interpretation regarding the extent to which service quality affects customer satisfaction to be accepted academically and used as a basis for formulating service improvement recommendations.

2. **Multicollinearity Test**

Tabel 6. Multicollinearity Test

| | Coefficients^a | | | | | | | |
| | Unstandardized Coefficients | | Standardized Coefficients | | | | Collinearity Statistics | |
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	19.316	3.912		4.937	.000		
SERVICE QUALITY	.577	.086	.760	6.720	.000	1.000	1.000

a. Dependent Variable: KEPUASAN PELANGGAN

Based on the SPSS output, it can be explained that the regression model testing the influence of service quality on customer satisfaction in Traditional *Seserahan* Services with a Modern Approach at Kreasi Istana Wingking does not exhibit any multicollinearity issues. This is indicated by the Tolerance value of 1.000 and the VIF value of 1.000, both of which are far within the acceptable range (VIF < 10 and Tolerance > 0.10). These values show that the service quality variable does not have a high linear relationship with any other variable in the model, allowing the regression model to be considered stable and free from multicollinearity disturbances.

Furthermore, the regression results demonstrate that service quality has a significant contribution to customer satisfaction. The regression coefficient of 0.577 with a significance value of 0.000 shows that the better the service quality provided, the higher the level of customer satisfaction at Kreasi Istana Wingking. The high *t*-value (6.720) further confirms that this influence is statistically significant. Thus, the regression model is not only free from multicollinearity but also provides strong evidence that service quality is an important factor influencing customer satisfaction in the context of traditional *seserahan* services enhanced with a modern approach at Kreasi Istana Wingking.
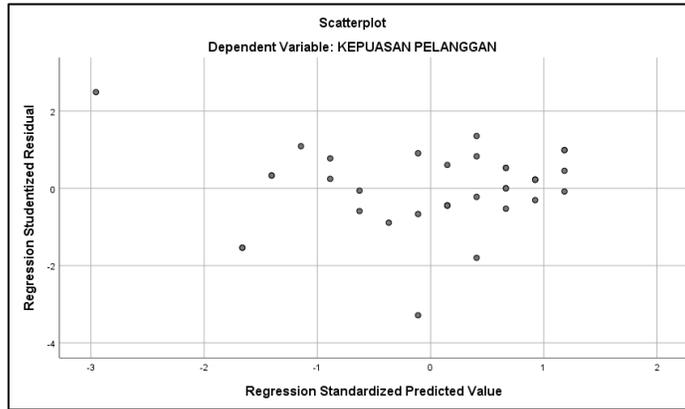
3. Heteroscedasticity Test

Figure 2. Heteroscedasticity Test

Based on the scatterplot between the standardized residual values and the standardized predicted values in the regression model examining the influence of service quality on customer satisfaction, it can be observed that the data points are randomly dispersed across the entire plot area. There is no visible pattern such as clustering, narrowing, widening, or the formation of funnel-shaped, wave-like, or linear patterns. This random distribution indicates that the variance of the residuals is constant at every level of prediction. Under these conditions, it can be concluded that the regression model does not experience heteroscedasticity. This means that the assumption of homoscedasticity is fulfilled, making the model appropriate for measuring the influence of service quality on customer satisfaction in Traditional *Seserahan* Services with a Modern Approach at Kreasi Istana Wingking. The stability of the residuals further confirms that the relationship between service quality and customer satisfaction can be interpreted more reliably because it is not affected by irregular variance in the error terms.

Simple Regression Test

1. Regression Equation Model

Tabel 7. Regression Equation Model

Coefficientsᵃ

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	19.316	3.912		4.937	.000
	SERVICE QUALITY	.577	.086	.760	6.720	.000
a. Dependent Variable: CUSTOMER SATISFACTION						

SPSS produced the following regression equation:

$$Y = 19.316\,(\alpha) + 0.577(X) + e$$

The interpretation is as follows:
a. 19.316 is the constant value, indicating that if service quality is considered zero, customer satisfaction would still remain at a baseline value of 19.316. This value reflects the presence of other factors beyond service quality that still exert a basic influence on customer satisfaction.
b. 0.577 is the regression coefficient, meaning that for every 1-unit increase in service quality, customer satisfaction will increase by 0.577 units.

The positive coefficient confirms that the relationship between the two variables is positive and linear. From a business practice perspective, this implies that improvements in service quality are almost always directly proportional to increases in customer satisfaction. Based on the analysis results, it can be narratively described that service quality plays a very important role in enhancing customer satisfaction. Customers who experience fast, friendly, and accurate service, use quality materials, and receive attention to their personal preferences tend to respond very positively to the services they receive. This is reflected in the previously high average scores from respondents and is analytically confirmed by a high coefficient of determination and regression significance. In general, quality service provides a more enjoyable experience, builds trust, and increases comfort, ultimately resulting in a high level of customer satisfaction.

2. Hypothesis Testing
a. F-test

Table 8. F-test

ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	169.134	1	169.134	45.154	.000ᵇ
Residual	123.609	33	3.746		
Total	292.743	34			

a. Dependent Variable: CUSTOMER SATISFACTION
b. Predictors: (Constant), SERVICE QUALITY

Based on the results of the descriptive statistical analysis of 35 respondents for each item of the service quality variable (X) and customer satisfaction variable (Y), it was found that all items had mean values above 4. This indicates that the majority of respondents provided positive assessments, with a tendency to choose the "agree" to "strongly agree" categories. The median value for all items is 5, which is the highest score on the Likert scale, suggesting that respondents' perceptions are highly homogeneous and consistently aligned with the most favorable rating. In addition, the standard deviation values, which range from 0.32 to 1.12, indicate that the data distribution is relatively stable and does not show any significant outliers. Thus, the respondents' perceptions toward the research instruments can be considered uniform, and the instruments are proven to measure the variables effectively without notable bias. Overall, the total mean score for the service quality variable is 45.43 and for the customer satisfaction variable is 46.00, further reinforcing that respondents gave very positive evaluations of both variables in this study.

b. T-test

Table 9. T-test

Coefficientsᵃ

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	19.316	3.912		4.937	.000
SERVICE QUALITY	.577	.086	.760	6.720	.000

a. Dependent Variable: CUSTOMER SATISFACTION

Based on the test results presented in the Coefficients table, the t-value obtained is 6.720 with a significance level of 0.000, a regression coefficient (B) of 0.577, and a standard error of 0.086. The significance value of 0.000, which is far below the 0.05 threshold, indicates that the relationship between service quality and customer satisfaction does not occur by chance, but is statistically significant. Furthermore, the t-value of 6.720, which is much greater than the t-table value of 1.692, further reinforces that service quality has a real and positive influence on customer satisfaction. These findings show that customers genuinely perceive the service quality delivered by Kreasi Istana Wingking, particularly in terms of accuracy of workmanship, employee friendliness, attentiveness to customer needs, and the quality of materials used. When these service dimensions are fulfilled properly, customers feel more valued, comfortable, and confident in the services received, which directly contributes to higher satisfaction. Overall, the results of this study affirm that service quality is a key factor determining the level of customer satisfaction. Therefore, the hypothesis stating that service quality has a positive and significant effect on customer satisfaction is accepted.

c. Coefficient of Determination (R Square)

Table 10. Coefficient of Determination (R Square)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760ᵃ	.578	.565	1.935

a. Predictors: (Constant), SERVICE QUALITY

Based on the Model Summary table, the obtained values are:

R   = 0.760
R Square   = 0.578
Adjusted R Square   = 0.565

The R value of 0.760 indicates that the relationship between service quality and customer satisfaction is strong, as it is close to 1. Meanwhile, the R Square value of 0.578 suggests that 57.8% of the variation in customer satisfaction can be explained by variations in service quality. In other words, service quality contributes 57.8% to the increase or decrease in customer satisfaction. The remaining 42.2% is influenced by other variables not examined in this model, such as price, previous experiences, customer trust, brand reputation, or emotional factors. This R Square value demonstrates that service quality is an important and dominant factor in shaping customer satisfaction. The better the service quality experienced by customers, the higher the level of satisfaction they report.

DISCUSSION

The results of the hypothesis testing demonstrate that service quality has a positive and significant effect on customer satisfaction in traditional–modern seserahan services at Kreasi Istana Wingking. This finding confirms that improvements in service quality are directly associated with increased levels of customer satisfaction. Thus, the proposed hypothesis (H1), which states that service quality positively influences customer satisfaction, is empirically supported.

This result indicates that customer satisfaction in seserahan services is not solely determined by the aesthetic quality of the final product but is strongly influenced by the overall service experience. Customers evaluate the service process holistically, starting from the initial consultation, order customization, communication clarity, timeliness of delivery, up to the final presentation of the seserahan. This aligns with the concept that service quality is perceived as the gap between customer expectations and the actual service performance received. When service performance meets or exceeds expectations, satisfaction emerges.

From the SERVQUAL dimensions, reliability appears to be particularly crucial in the context of seserahan services. Since wedding preparation involves strict schedules and emotionally significant moments, customers place high importance on accuracy, punctuality, and consistency in fulfilling orders. Any delay or discrepancy may cause stress and dissatisfaction. Responsiveness also plays a vital role, as customers expect quick responses to inquiries, revisions, and last-minute adjustments. Assurance contributes to customer trust, especially regarding the provider's competence in designing culturally appropriate and aesthetically pleasing seserahan arrangements. Empathy strengthens satisfaction by making customers feel understood and valued, particularly when their personal preferences and symbolic meanings are carefully accommodated. Meanwhile, tangible aspects such as packaging design, decoration quality, and overall neatness enhance visual appeal and reinforce positive perceptions of professionalism.

These findings are supported by previous empirical studies. Maghfiroh (2023) found that service quality dimensions significantly influence customer satisfaction, especially in service industries closely related to cultural traditions.(Singh *et al.* (2023) that higher perceived service quality leads to increased satisfaction because customers feel more secure and appreciated during the service process. Furthermore, Lake, Saputra and Taena (2024) emphasized that reliability has the strongest impact on satisfaction, which is consistent with this study's context where timeliness and accuracy are critical factors. Walke and Winkler (2025) also state that the integration of tangibles and interpersonal service dimensions strengthens emotional attachment and long-term customer loyalty.

Theoretically, this study reinforces the SERVQUAL framework developed by Parasuraman, Zeithaml and Berry (1988), which posits that service quality is a multidimensional construct influencing customer evaluations and satisfaction. Empirically, this research extends prior findings by applying the SERVQUAL model to the traditional–modern seserahan service sector, which combines cultural symbolism with contemporary creative industry practices.

In practical terms, the findings imply that business owners in the seserahan industry should prioritize consistent service standards, improve communication systems, enhance employee professionalism, and maintain strict delivery schedules. By strengthening these service quality dimensions, providers can not only increase customer satisfaction but also build stronger loyalty, positive word-of-mouth recommendations, and sustainable competitive advantage in an increasingly competitive wedding service market.

CONCLUSION

The findings of this study indicate that service quality has a positive and significant influence on customer satisfaction in traditional–modern gift services at Kreasi Istana Wingking. This result is supported by the hypothesis testing, which shows a significant regression coefficient, confirming that better service quality reflected through

reliability, responsiveness, assurance, empathy, and tangible aspects leads to higher customer satisfaction. These findings strengthen previous research while offering new evidence within the context of culturally based creative industries, particularly in customized wedding gift services.

Based on the results, several recommendations can be proposed. Service providers are encouraged to enhance communication clarity, maintain consistent timeliness, and improve accuracy in fulfilling customer requests. Strengthening customer-oriented practices, such as personalized attention and responsive interaction, can directly improve customer satisfaction and loyalty. Consumers may also benefit from choosing service providers who demonstrate transparency, professionalism, and reliability throughout the service process, ensuring a satisfactory and trustworthy experience.

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