

Effect of Promotion and Service Quality on Customer Satisfaction at PT. Surya Karya Prima in Jakarta

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ABSTRACT

Fulfillment of customer desires becomes very important in determining the quality of service, because what determines whether or not the quality of service is not producers or companies but consumers. This study aims to determine the effect of promotion and service quality on customer satisfaction at PT. Surya Karya Prima in Jakarta. The method used was explanatory research with a sample of 100 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this study have a significant effect on customer satisfaction by 38.7%, hypothesis testing obtained significance $0,000 < 0.05$. Service quality has a significant effect on customer satisfaction by 48.5%, the hypothesis test obtained significance $0,000 < 0.05$. Promotion and quality of service simultaneously have a significant effect on customer satisfaction by 56.0%, hypothesis testing obtained significance $0,000 < 0.05$.

Keywords: Promotion; service quality; customer satisfaction

INTRODUCTION

The economic development in Indonesia is increasing, especially in the field of services that are very close to the people of Indonesia, a fast and appropriate strategy is needed to overcome the intense competition in the marketing of specialized technical training services. One of the right strategies is if the company is able to provide customer satisfaction (Irwanto, Rohman, & Noermijti, 2013).

Service Quality at PT. Surya Karya Prima ideally happens by improving services that meet customer expectations, not convoluted and providing customers with quality services. According to (Cahyani, 2016) service quality is an activity or a series of invisible activities that occur as a result of interactions between consumers and employees or other matters provided by the service provider companies intended to solve consumer problems. Meanwhile, according to (Atmaja, 2018; Moenir, 2010; Oliver, 2013) service is any action or activity that can be offered to other parties, which is basically intangible and does not result in any ownership".

PT. Surya Karya Prima should also conduct promotions that are able to attract the attention of customers and provide information that introduces customers to services. This agrees with (Kotler & Armstrong, 2014; Philip Kotler and Gery Armstrong, 2001), promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product.

Customer satisfaction at PT. Surya Karya Prima ideally occurs when the perception of what is felt is in accordance with what is expected. Customer satisfaction as an overall after-

market evaluation comparing perceptions of product performance with pre-purchase expectations, (Artiningtyas, Minarsih, & Hasiolan, 2014; Aryani & Rosinta, 2010).

Understanding of the fulfillment of customer requirements is a condition for continuous improvement in quality and productivity in achieving total customer satisfaction (Jasmani & Sunarsi, 2020; Rozi, 2020; Sunarsi & Baharuddin, 2019). Fulfillment of customer desires becomes very important in determining the quality of service, because what determines whether or not the quality of service is not the producer or the company but the consumptions (Putro, Samuel, & Brahmana, 2014; Supranto, 2001). Thus the company's service quality can find out what needs to be improved or improved to achieve the needs for customer satisfaction. PT. Surya Karya Prima in an effort to improve the quality of service companies create service standards by providing the best, proactive, and optimal service.

The real condition of the services provided by the company today from the results of the research that the author did has found several problems as shown in the table above, showing that there are still many customers who do not get fast handling, less friendly staff and difficult to understand the intent and purpose the officer. Another factor of customer satisfaction is promotion. Promotion is "one of the priority components of marketing activities that inform consumers that the company is launching new products that tempt consumers to carry out purchasing activities (Kotler & Keller, 2009; Swastha, Basu, 2014). In this study ethically promotional activities that use HR, promo-material (brochures, samples, presentations, websites, etc.).

Customer satisfaction is an experience that is based on experience of assessments made by customers regarding the extent of their expectations of products and services that can be realized, (Artiningtyas et al., 2014; Saputra, 2013). The assessment is based on an evaluation of customer perceptions relating to the purchase experience or the value they have that facilitates the achievement of customer goals.

METHOD

The type of research used is associative, where the aim is to find out the connection between. The population in this study amounted to 100 respondents PT. Surya Karya Prima in Jakarta. The sampling technique in this study is saturated sampling, where all members of the population are sampled. Thus the sample in this study amounted to 100 respondents. In analyzing the data used the instrument test, classical assumption test, regression, coefficient of determination and hypothesis testing.

RESULT AND DISCUSSION

Customer satisfaction is an experience that is based on the experience of assessments made by customers regarding the extent of their expectations of products and services that can be realized

Descriptive Analysis

In this test used to determine the highest minimum and maximum scores, rating scores and standard deviations of each variable. The results are as follows:

Table 1
Statistical Descriptive Analysis Results

Descriptive Statistics					
	N	Minimum	Maximum	The mean	Std. Deviation
Promotion (X1)	100	32	48	38.50	4,128
Quality of Service (X2)	100	30	45	38.41	3,674
Customer Satisfaction (Y)	100	32	46	39.27	3,598
Valid N (listwise)	100				

Promotion obtained a minimum variance of 32 and a maximum variance of 48 with a rating score of 3.85 with a standard deviation of 4.128. Quality of service obtained a minimum variance of 30 and a maximum variance of 45 with a rating score of 3.84 with a standard deviation of 3.674. Customer satisfaction obtained a minimum variance of 32 and a maximum variance of 46 with a rating score of 3.93 with a standard deviation of 3.598.

Multiple Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2
Multiple Regression Testing Results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	9,040	2,733		3,308
	Promotion (X1)	291	.071	.334	4,069
	Quality of Service (X2)	496	.080	.506	6,172

a. Dependent Variable: Customer Satisfaction (Y)

Based on the test results in the above table, the regression equation $Y = 9.040 + 0.291X_1 + 0.496X_2$ is obtained. A constant of 9,040 means that if there is no promotion and quality of service, there is a customer satisfaction value of 9,040 points. Promotion regression coefficient of 0.291, this number is positive, meaning that every time there is an increase in promotion of 0.291, customer satisfaction will also increase by 0.291 points. Service quality regression coefficient of 0.496, this number is positive, meaning that every time there is an increase in service quality by 0.496, customer satisfaction will also increase by 0.496 points.

Correlation Coefficient Analysis

Correlation coefficient analysis intended to determine the strength of the relationship of the independent variables on the dependent variable either partially or simultaneously. The test results are as follows:

Table 3
Test Results Correlation Coefficient Promotion of customer satisfaction.

Correlations ^b		Promotion (X1)	Customer Satisfaction (Y)
Promotion (X1)	Pearson Correlation	1	.622 **
	Sig. (2-tailed)		.000
Customer Satisfaction (Y)	Pearson Correlation	.622 **	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N = 100

Based on the test results obtained a correlation value of 0.622 means that promotion has a strong relationship to customer satisfaction.

Table 4
Correlation Coefficient Testing Results Quality of service to customer satisfaction.

Correlations ^b		Quality of Service (X2)	Customer Satisfaction (Y)
Quality of Service (X2)	Pearson Correlation	1	.696 **
	Sig. (2-tailed)		.000
Customer Satisfaction (Y)	Pearson Correlation	.696 **	1
	Sig. (2-tailed)	.000	

**. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N = 100

Based on the test results obtained by a correlation value of 0.696 means that service quality has a strong relationship with customer satisfaction.

Table 5
Test Results Correlation Coefficient Promotion and Service Quality Simultaneously to Customer Satisfaction.

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.560	.551	2,412

a. Predictors: (Constant), Service Quality (X2), Promotion (X1)

Based on the test results obtained a correlation value of 0.748 means that promotion and service quality simultaneously have a strong relationship to customer satisfaction.

Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 6 .
Test Results for Promotion Determination Coefficient on Customer Satisfaction.

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.387	.381	2,832

a. Predictors: (Constant), Promotion (X1)

Based on the test results obtained a determination value of 0.387 means that promotion has an influence contribution of 38.7% on customer satisfaction.

Table 7 .
Test Results for the Determination of Service Quality Coefficient on Customer Satisfaction.

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.485	.479	2,596

a. Predictors: (Constant), Service Quality (X2)

Based on the test results obtained a determination value of 0.485 means that service quality has an influence contribution of 48.5% on customer satisfaction.

Table 8 .
Test Results for Promotion Determination Coefficient and Service Quality on Customer Satisfaction.

Summary Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.560	.551	2,412

a. Predictors: (Constant), Service Quality (X2), Promotion (X1)

Based on the test results obtained a determination value of 0.560 means that simultaneous promotion and service quality has an influence contribution of 56.0% to customer satisfaction, while the remaining 44.0% is influenced by other factors.

Hypothesis testing

Hypothesis testing with t test is used to find out which partial hypotheses are accepted.

Table 9 .
Promotion Hypothesis Test Results on Customer Satisfaction.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	18,400	2,670		6,892	.000
Promotion (X1)	.542	.069	.622	7,862	.000

a. Dependent Variable: Customer Satisfaction (Y)

Based on the test results in the above table, the value of $t_{\text{count}} > t_{\text{table}}$ or $(7.862 > 1.984)$ is obtained, thus the first hypothesis proposed that there is a significant influence between promotion and customer satisfaction is accepted.

Table 10
Hypothesis Test Results of Service Quality on Customer Satisfaction.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,084	2,741		4,774	.000
Quality of Service (X2)	.682	.071	.696	9,598	.000

a. Dependent Variable: Customer Satisfaction (Y)

Based on the test results in table 10 , the value of $t_{\text{count}} > t_{\text{table}}$ or $(9.598 > 1.984)$ is obtained, thus the second hypothesis is proposed that there is a significant influence between the quality of service on customer satisfaction received. Hypothesis testing with the F test is used to find out which simultaneous hypotheses are accepted.

Table 11 .
Promotion Hypothesis Test Results and Service Quality on Customer Satisfaction.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	717,342	2	358,671	61,646	.000 ^b
	Residual	564,368	97	5818		
	Total	1281,710	99			

a. Dependent Variable: Customer Satisfaction (Y)

b. Predictors: (Constant), Service Quality (X2), Promotion (X1)

Based on the test results on the table above, the value is $F_{\text{count}} > F_{\text{table}}$ or $(61.664 > 2,700)$, thus the third hypothesis proposed that there is a significant influence between promotion and service quality on customer satisfaction is received.

CONCLUSION

Based on the results of the study, promotion has a significant effect on customer satisfaction with a contribution of 38.7%. Hypothesis testing obtained values of $t_{\text{count}} > t_{\text{table}}$ or $(7.862 > 1.984)$. Service quality has a significant effect on customer satisfaction with an influence contribution of 48.5%. Hypothesis testing obtained $t_{\text{count}} > t_{\text{table}}$ or $(9.598 > 1.984)$. Promotion and service quality significantly influence customer satisfaction with a contribution of 56.0% while the remaining 44.0% is influenced by other factors. Hypothesis testing obtained the value of $F_{\text{count}} > F_{\text{table}}$ or $(61,646 > 2,700)$.

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