

**THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AT
PT. ANDALAS CARGOTATAMA GLOBAL**

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ABSTRACT

This study aims to determine how much influence of service quality and price to customer satisfaction on PT. Global Andalas Cargotama. The research methodology was used descriptive quantitative, unit analysis in this research was PT. Global Andalas Cargotama and its observation units were customers PT. Global Andalas Cargotama. Population in this research was customer at PT. Global Andalas Cargotama 1,260 people. The technique of determining the number of samples used in this study was the slovin formula and amounted to 93 respondents. The research method used data collection techniques through interviews, literature studies, and questionnaires conducted systematically based on research objectives. The method of analysis used to solve the problem and prove the hypothesis was by descriptive analysis, regression analysis. This analysis includes: validity and reliability, classical assumption test, multiple regression analysis, hypothesis testing through t and F test, and test of coefficient of determination (R²). From the analysis obtained regression analysis Customer Satisfaction = 1.931 + 0.467 Service Quality + 0.226 Price + e. The result of determination coefficient test (R²) showed that 58.1% variable of customer satisfaction is influenced by service quality and price variable, while the rest equal to 41.9% explained by the influence of other factors or variables outside of models such as advertising, distribution channels, and others are not addressed in this study. F test results showed that $F_{count} > F_{table}$ is $62.330 > 3.10$ which means free variables (service quality and price) simultaneously affect the dependent variable (customer satisfaction). While the t test showed that the service quality variable has a positive and significant effect on customer satisfaction at PT. Global Andalas Cargotama where $t_{count} 7,748 > t_{table} 1,66177$ and price variable have positive and significant influence to customer satisfaction at PT. Global Andalas Cargotama where $t_{count} 3.224 > t_{table} 1$.

Keywords : Service Quality, Price, Customer Satisfaction

PRELIMINARY

In the current era of globalization where the needs that must be met by someone more and more, be it personal needs, company needs or shared needs. Because it is the need that makes the consumer's expectations grow to fulfill something he wants. This condition requires every company to be able to provide satisfaction to its customers. In order to achieve customer satisfaction, the company provides a good value for the various qualities provided to consumers, especially the quality of service. With good service quality, this is a good basis for consumers to repurchase because of the satisfaction that has been achieved. In addition to service quality, price is also another factor that affects the level of customer satisfaction. Many companies go bankrupt because they set prices that do not match the market. The price set must be in accordance with the consumer's economy, so that consumers can buy these goods. As for consumers, price is a material consideration in making purchasing decisions. Because the price of a product or service affects consumer perceptions of the product or service. According to Kotler (2005: 194), basically customer satisfaction and dissatisfaction with a product or service will affect subsequent behavior patterns. This is shown by the customer after the purchase process. According to Tjiptono (2008:151), increasing consumer satisfaction is not only caused by good service quality, but price is also a factor in increasing consumer satisfaction and increasing sales within the company. Price is the only marketing mix that provides income or income for the company, while the other three elements (product, distribution, and promotion) cause costs

(expenses). In the current era of globalization and digitalization where there are more and more needs that must be met, a logistics service business was established named PT. Global Andalas Cargotama. PT. Global Andalas Cargotama serves the delivery of goods in the form of packages or wholesales. By using the services of PT. Global Andalas Cargotama will make it easier to get the desired goods from any area. This service has an important role in the community and business environment, because it facilitates the achievement of the desired needs. Problems that occur in PT. Global Andalas Cargotama is the lack of satisfaction achieved by consumers so that it is rare for consumers to repurchase services. The cause of the lack of satisfaction achieved by consumers is according to some consumers who say that the services of PT. Global Andalas Cargotama is unsatisfactory and the price at PT. Global Andalas Cargotama is less affordable.

RESEARCH METHODOLOGY

Research Sites

The research was located at PT. Global Andalas Cargotama, Jalan Jl Marelan Raya/Titi Pahlawan Classical Park Complex Block H7. The time of the study was from April to July 2020.

Population And Sample

The population of this research was all people who have used the delivery service at PT. Global Andalas Cargotama from 2018 – 2020 totaled 1,260 people because they were visitors who might be found during the distribution of the questionnaire. The sampling technique in this research used simple random sampling. The sample of this study were 93 people.

Variables And Operational Definitions

Research Variable

The variables to be analyzed in this study consist of :

1. The independent variable (X1) is service quality.
2. The Independent Variable (X2) is the price.
3. The independent variable (Y) is customer satisfaction.

Operational Definition Of Research Variables

Service quality is the totality of characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. Price is the amount of money charged for an item or service or the sum of the value of money exchanged by consumers for the benefits of having or using the product or service. Consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of the product thought to the expected performance (results).

Data Analysis Technique

Multiple Linear Regression Analysis

The data analysis model used in this study is the multiple regression analysis model. Researchers use multiple linear regression because this model is useful for finding the effect of two or more independent variables on the existing dependent variable. The multiple regression equation model is :

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information :

Y = Customer satisfaction (dependent variable)

a = Constant

b1 = Coefficient for variable service quality

b2 = Coefficient for variable price

X1 = Quality of Service (independent variable)

X2 = Price (independent variable)

e = Standard Error.

Coefficient Of Determination (R²)

Research Results The coefficient of determination (R²) is used to measure the proportion or presentation of the contribution of the independent variables studied, namely service quality (X1), and price (X2) on customer satisfaction (Y). The coefficient of determination ranges from 0 to 1. This is if R² = 0 indicates the inability of the independent variable to influence the dependent variable. If R² is close to 1, it shows the ability of the independent variable to influence the dependent variable.

Hypothesis Testing

To determine the significance of the hypothesis in this study, it is necessary to carry out several tests as follows.

F Uji Test

The statistical F test shows whether all independent or independent variables included in the model have a joint effect on the dependent or dependent variable. If the value of Fcount is greater than Ftable, then the hypothesis is accepted, meaning that all independent variables simultaneously and significantly affect the dependent variable. The test was carried out using a significance level of 0.05 (α = 5%). The criteria for the simultaneous significance test (Test F) are as follows :

1. If the significance value of F > 0.05 or Fcount < Ftable, then the hypothesis is rejected. This means that together all independent variables have no significant effect on the dependent variable.
2. If the significance value of F 0.05 or Fcount > Ftable, then the hypothesis is accepted. This means that together all independent variables have a significant effect on the dependent variable.

t Test

Statistical t-test shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable, if the t-statistical value is higher than ttable, then the hypothesis is accepted. This states that an independent variable individually affects the dependent variable. The test was carried out using a significance level of 0.05 (α = 5%). Individual significance test criteria (t test) are as follows :

1. If the significance value of t > 0.05 then the hypothesis is rejected. This means that partially the independent variable has no significant effect on the dependent variable.
2. If the significance value t 0.05 then the hypothesis is accepted. This means that partially all independent variables have a significant effect on the dependent variable.

RESEARCH RESULTS AND DISCUSSION

Research Result

Multiple Regression Equation Method

The general multiple regression equation is :

$$Y = 1.931 + 0.467 X1 + 0.226 X2$$

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.931	1.297		1.489	.140
	Kualitas Layanan	.467	.060	.606	7.748	.000
	Harga	.226	.070	.252	3.224	.002

a. Dependent Variable: Kepuasan Pelanggan

The coefficient of 0.467 indicates that if each additional unit of service quality variable (X1) will lead to customer satisfaction at PT. Global Andalas Cargotama will increase by 0.467 one-unit with the condition that other variable factors are considered constant. The coefficient of 0.226 indicates that if each addition of a one-unit price variable (X2) will lead to customer

satisfaction at PT. Global Andalas Cargotama will increase by 0.226 one-unit with the condition that other variable factors are considered constant.

Coefficient Of Determination (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.581	.571	1.832

a. Predictors: (Constant), Harga, Kualitas Layanan

b. Dependent Variable: Kepuasan Pelanggan

The value of R Square = 0.581 means that the relationship between the variables of service quality, price and customer satisfaction is 58.1%. This means that there is a close relationship between variables. The R Square figure of 0.581 means that 58.1% of customer satisfaction is explained by the service quality and price variables. While 41.9% can be explained by other variables not examined in this study.

Hypothesis Test

Simultaneous Hypothesis Testing Using F . Test

The results of the simultaneous significance test can be seen in the following table :

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	418.276	2	209.138	62.330	.000 ^b
	Residual	301.982	90	3.355		
	Total	720.258	92			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Harga, Kualitas Layanan

Based on the table above, the fcount value is 62.330 > ftable 3.10 with a significant level of 0.00. While the level of confidence (α = 0.05). So there is a simultaneous influence between service quality and price on customer satisfaction.

Partial Hypothesis Testing Using t . Test

Effect Of X1 On Y

The service quality variable has a tcount value of 7.748 > ttable 1.66177. This means that H1 is accepted so that it can be concluded that the service quality variable has an effect on customer satisfaction at PT. Global Andalas Cargotama.

Effect Of X2 On Y

The price variable has a tcount value of 3,224 > ttable 1,66177. This means that H2 is accepted so that it can be concluded that the price variable has an effect on customer satisfaction at PT. Global Andalas Cargotama.

DISCUSSION OF RESEARCH RESULTS

Partial hypothesis testing shows that service quality and price affect the customer satisfaction variable. It can be seen from the value of each tcount is greater than ttable. The variable that has a more dominant influence on customer satisfaction is the service quality variable because the regression coefficient value is greater than the price variable. Based on the results of

the analysis above, it is known that $F_{count} > F_{table}$ ($62.330 > 3.10$) which indicates that the hypothesis is accepted. That is, the variables of service quality and price have a significant positive effect together on the variable of customer satisfaction. From the coefficient of determination (R Square) it is known that customer satisfaction is jointly influenced by the service quality and price variables of 0.581 or 58.1% while the remaining 41.9% is influenced by other factors outside of this study.

CONCLUSION

Based on the results of the analysis and discussion that have been described previously, several conclusions can be drawn from the overall research results as follows :

1. Service quality and price variables have a simultaneous effect on customer satisfaction.
2. Service quality variable is the most dominant variable affecting customer satisfaction.

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