

The Effect of Service Quality, Price and Product Quality on Customer Satisfaction at PT. Bukit Asam Tbk

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Abstract

This study aims to determine the effect of service quality, price, and product quality on customer satisfaction at PT Bukit Asam Tbk. The object of this study is customers of PT Bukit Asam Tbk. The sampling technique used a purposive sampling method with 30 customers. The research method used is associative research, utilizing the type of primary data obtained from the results of questionnaire answers. The analysis technique used is multiple linear regression. The results of this study indicate that simultaneously, there is a positive and significant influence of service quality, price, and product quality on PT Bukit Asam Tbk customer satisfaction. Partial testing shows a positive and significant effect of service quality on customer satisfaction of PT Bukit Asam Tbk. Partially, there is a positive and significant effect of price on customer satisfaction of PT Bukit Asam Tbk. Partially, there is a positive and significant effect of product quality on customer satisfaction of PT Bukit Asam Tbk.

Keywords: service quality, price, product quality, customer satisfaction

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1. Introduction

Every manufacturing and service industry company aims to continue developing and growing sustainably. This goal can be to increase profits or profits obtained by the company. This can be achieved if a company expands and improves a product's distribution sector. Companies must use this opportunity to increase revenue and strengthen their position in the market by implementing effective marketing strategies. Marketing implementation has a huge role in helping increase profits for the company. A marketing strategy is a systematic and planned marketing plan. To achieve optimal results, this marketing strategy must combine various marketing strategies, such as competition strategies within the company, promotions, prices, product development, and services provided to buyers. Companies must know the weaknesses of the products they offer and the company's strengths. This is needed to help companies better

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understand the potential within the company, as well as minimize all forms of shortcomings that the company has. Therefore, a marketing strategy needs to be able to analyze your company and business competitors. Maintaining buyer loyalty is very important to provide a good level of satisfaction for them and encourage them to continue buying the goods and services offered by the company. Satisfaction, in the Big Indonesian Dictionary, is a feeling of pleasure obtained after sacrificing something. All businesses must provide value to their customers while making a profit. A company can only succeed through a well-orchestrated value delivery process, selecting, providing, and communicating superior value to an increasingly broad range of buyers.

PT. Bukit Asam Tbk is a state-owned company in Indonesia focusing on the mining sector, especially managing and producing coal mining products. The company also provides additional services such as marketing, sales of coal products for sale abroad or export, and delivery of coal products according to consumer demand in the Sumatra, Java and Sulawesi regions. Delivery destinations and sales methods are adjusted to customer wishes. The prices set by PT Bukit Asam Tbk are carried out by determining international trading accounts such as the GCI (Global et al.) price index and ICI (Indonesian et al.) price index or reference coal prices (HBA), while for sales contracts with PLN (State Electricity Company) and PTSB (PT Semen Baturaja) refers to the domestic market bond (DMO) reference coal price set by the government. In addition, PT. Bukit Asam is blessed with abundant coal resources and varied types of coal quality. PT Bukit Asam has its brand regarding the type and quality of coal. The brands owned by PT Bukit Asam are the market and mine brands. The owned brand is closely related to performance, additional features, durability and product quality.

One of the phenomena that occur in the field of selling products to customers is by free-on-truck (foto), which is an agreement between the seller and the buyer where the seller is responsible for all risks and transportation costs for goods to the truck when the goods are taken. The existence of an agreement regarding the price and quality of products given by the company to customers in Tanjung Enim. After the sale is made, there is a problem that is a statement that there is dissatisfaction with the customer because not all of the suitability of customer demand expectations regarding the quality of the product that has been received. Customers try to request laboratory testing on independent laboratories (product sample umpire test) and test analysis results issued by third parties. PT Bukit Asam Tbk customers ask for an offer to decline prices because the quality of the products received is not following demand. Customers also ask PT Bukit Asam Tbk to improve product quality, which will be prepared for customers. PT Bukit Asam Tbk was asked to fulfil customer requests following the contract that had been agreed upon. However, not all of them were met, so PT Bukit Asam Tbk made price adjustments to the quality of the product agreed upon with the customer.

Different results are obtained on each indicator assessed based on a customer satisfaction survey conducted on the five companies. First, the indicator of the compliance of coal delivery time with an agreement shows that the five companies agreed that PT Bukit Asam Tbk could send coal on time following the mutual agreement. This shows that PT Bukit Asam Tbk has a good ability in terms of product delivery. Rarely is there a delay in shipping because management at PT Bukit Asam Tbk needs better coordination to allow adjustments to the available coal stock, vehicles, equipment and administration to manage timely delivery to all customers. PT Bukit Asam Tbk realizes that delays in shipping can worsen the company's image and cause shipping costs and higher operational costs, so PT Bukit Asam Tbk constantly adjusts the delivery agreement to the capabilities and resources owned. Second, in the case of services provided by

PT Bukit Asam Tbk, all companies agree that PT Bukit Asam Tbk can provide services that follow the needs of each company. PT Bukit Asam Tbk can provide the quality of coal that follows the desired standards, send products on time, provide accessible information services and many alternative channels to contact the company if there is a shortage or constraints in product delivery. Third, in terms of suitability of coal quality with demand, one company disagrees that PT Bukit Asam Tbk can provide coal quality following demand. This shows there are still things that need to be corrected from PT Bukit Asam Tbk in sending customer requests. Errors can arise because quality control is not reasonable and comprehensive, so coal still needs to be according to the quality that passes QC and is sent. That is, PT Bukit Asam Tbk has yet to improve the technology used to do quality checks on coal quality before being sent to customers.

Fourth, regarding good coal quality, two companies still disagree with the statement that PT Bukit Asam Tbk Bagus sent the quality of coal. This shows that PT Bukit Asam Tbk has yet to provide consistent coal quality to customers. Lack of quality control and frequent human error in checking coal quality can cause inconsistency in every shipment. Fifth, regarding the compatibility of coal prices with an agreement, all companies agree that PT Bukit Asam Tbk can meet the agreement related to coal prices well. In establishing cooperation with other companies, PT Bukit Asam Tbk always provides an affordable price by considering the quality of coal, ease of delivery, delivery distance and other factors so that in the process of shipping, there is no unexpected cost that causes an increase or decrease in prices that are not appropriate agreement. PT Bukit Asam Tbk always tries to fulfil the agreement that has been agreed upon with other companies, given that there are more and more competitors. Suppose PT Bukit Asam Tbk cannot provide the quality and price of coal according to the agreement. In that case, the customer will be disappointed and dissatisfied, so the customer's trust will fall, which ultimately causes a decrease in the amount of coal demand by the customer.

Sixth, in terms of suitability of coal prices with the quality provided, all companies agree that PT Bukit Asam Tbk can provide coal quality following the price offered. PT Bukit Asam Tbk realizes that price and quality are the determining factors for the most excellent customer satisfaction, so PT Bukit Asam Tbk constantly optimizes the suitability of coal quality with the price offered. The quality coal production process requires more operational costs. However, the quality produced also follows the benefits obtained because customers prefer to buy quality coal products at appropriate prices compared to coal, whose quality is not guaranteed at a lower price. Seventh, in terms of ease in getting coal at PT Bukit Asam Tbk, one company does not agree. Some customers still feel that the coal ordering process at PT Bukit Asam Tbk still needs to be solved. This is due to the need for more response speed and the capability of PT Bukit Asam Tbk to produce much coal. PT. Bukit Asam Tbk prioritizes coal quality so that sometimes it cannot fulfil all incoming orders. The coal ordering process must also go through strict administration and agreement with security considerations so that there are still customers who feel the process of getting coal from PT Bukit Asam Tbk is quite complex compared to other coal companies. Regarding the procedure for obtaining complicated coal, all customers agree that PT Bukit Asam Tbk can provide a firm and easy procedure for customers in the ordering process. Although PT Bukit Asam Tbk prioritizes the safety and quality of customer service, PT Bukit Asam Tbk continues to create a procedure that is strict, concise and easy to understand so that the process of ordering and forming agreements with customers takes place quickly and does not spend too long time. The conclusion obtained from the customer satisfaction survey of PT Bukit Asam Tbk is that customers still need to be more satisfied with several service

indicators provided by the company, namely in terms of suitability. The survey results show that there are still indicators that need to be improved by PT Bukit Asam Tbk in increasing customer satisfaction through optimizing product quality and service quality.

PT Bukit Asam Tbk, in selling coal, the firm is trying to hold the concept of customer satisfaction, whereby guiding these concepts is expected by customers of PT. Bukit Asam becomes very satisfied and will make it a permanent buyer. This will make the company PT Bukit Asam remain sustainable in the business of regulation in Indonesia. Several phenomena occur in the field; first, suitability with hope. This is not fully compatible with what PT Bukit Asam Tbk offers as a producer of coal products. Not entirely the suitability of PT Bukit Asam Tbk's services that are expected to be the customer. Second, the desire to re-buy and continuously. Some customers are interested in buying again, and some customers run to other producers; finally, the customer returns to buy coal products produced by PT Bukit Asam Tbk. Third, their willingness to recommend. Some customers still need to be willing to recommend PT Bukit Asam Tbk coal products to friends, relatives or relatives. Based on preliminary research, several phenomena are found in the quality of services provided by PT Bukit Asam Tbk, including not fully the best service provided to customers of PT Bukit Asam Tbk. Then, not all of the PT Bukit Asam Tbk customers get the ease of getting products. This is because PT Bukit Asam Tbk adjusts the number of products to be produced to the sales plan before the product sales are carried out. Also, not all PT Bukit Asam Tbk customers are applied to the same service because it is seen from the length of the subscription and the value obtained from the customer, for example, in the case of the facilities provided differently between customers who have bought with prospective customers. Not fully PT Bukit Asam Tbk understands and is sensitive to customer desires, for example, to the desired spec and patience and gives a little leeway the customer wants to the desired product.

In addition, there are several phenomena found in the price given by PT Bukit Asam Tbk. in practice, not all customers want to buy directly the existing products even though the price drops, but the requested products may not be obtained because PT Bukit Asam Tbk still maintains prices above the price world reference. Then, there is no according to the value of the product that is an agreement received by customers of PT Bukit Asam Tbk. Then, the price of the company's products cannot compete with its competitors, and even the price tends to be higher. The rise in world coal prices will make PT Bukit Asam Tbk customers wait and see developments in the event of a price change. Furthermore, there is a phenomenon found in the quality of the product provided by PT Bukit Asam Tbk: a product that customers get can occur (defects) or burn products themselves. This results if the product is not immediately used and will be related to the product's endurance that also participates.

2. Literature Review

Customer satisfaction is a reciprocity given by buyers because of the suitability they obtain based on the value of a product or service after the buyer uses it (Sentiana, 2018). After buyers use it, they can feel customer satisfaction. After that, customers can assess whether the product or service exceeds what the company offers and what they want. (Armanto, 2018). Customer satisfaction is influenced by short-term emotional reactions obtained by buyers based on a short time and comparing the service they understand with the expected service (Prihandoyo, 2019). With a product, whether the buyer is satisfied or not, is an important thing that influences its growth and development. Customer satisfaction can be a benchmark for consumers to repurchase the products or services offered, including ways for loyal customers to get free

promotions. It is vital to achieve this sustainably and over time. This can be achieved by improving the quality of service in various ways. Each company has its own methods and services when it wants to meet buyers' needs. This is not only very important for the company but can also provide something that stands out and looks superior to other companies. Buyers have a greater tendency to buy goods according to their wishes and feel satisfied and will recommend the goods to their friends. This can be a potential for companies to have customers who are loyal to the brand or product, and they will also be more prepared to pay premium prices, and buyers will not be easily tempted to move to another product or brand. (Tjiptono & Diana, 2019).

Service quality is a perception or thought of buyers regarding the services they provide that exceed their expectations (Javed et al., 2021). Companies that strive to provide quality service often try to find out what the concerns or concerns of customers, both external and internal, are. This relates to customer requests, complaints and questions that must be answered promptly and attentively (Joudeh & Dandis, 2018). The level of excellence in meeting customer needs is known as service quality, which comes from understanding and fulfilling customer needs rather than the company (Putri & Utomo, 2017). Marketing strategy is essential, especially concerning the services the company provides. To achieve this quality, companies must provide services that customers can access and use and meet or exceed their expectations. The higher the company's service quality, the higher the consumer satisfaction will be.

Research by (Jalaludin, 2021), (Triana et al., 2017) found that the level of consumer satisfaction influences the services provided by the company. However, (Sundari & Tanjung, 2023) and (Wahyuningsih, 2023) in their research explained that the company's services did not significantly impact consumer satisfaction. Buyers will consider the quality of service and the price of a product. The advantage companies get in marketing is the price (Keller, 2021). This price is calculated based on the total money buyers spend to get what they want (Indrasari, 2019). Customers will usually use price as an indicator of satisfaction because they will check the price of a product before purchasing (Sudirman et al., 2020). Price is one of the factors behind satisfaction because customers know that they get the most benefit from the product compared to what they spend (Wantara & Tambrin, 2019). Price is an integral part of the product because price influences customers' choice to buy. Price is the total value consumers spend to get what they need, various goods put together, or a combination of products and services. Thus, price will also influence what the company will get (Budiono, 2020).

An essential factor to consider during the planning process is product quality. Product quality refers to the product's ability to perform its function (Khoironi et al., 2018). Customers desire to get goods of the best quality (Doležalová et al., 2016). To ensure the success of a product, consumers must be satisfied with its quality and continue to purchase products that meet their needs. So, the development and innovation of a company's product are consumer-oriented, and of course, the product must be of high quality (Albari & Kartikasari, 2019). Based on Meisara and Napitupulu (2019), research explains that there is a positive influence between product quality and customer satisfaction. Sambara et al. (2021) explain the same thing through their research. However, research (Putri et al., 2020) and (Bansaleng et al., 2021) explain that product quality does not impact consumer satisfaction.

According to Indrasari (2019), product quality, service quality, price, emotions, and cost are the five main factors that underlie someone's satisfaction. *Service quality* meets customers' needs, desires, and provisions or delivery utilizing the desired expectations. Service quality is closely

related to the level of satisfaction, and high service quality will make customer satisfaction very high (Ragmandika & Purwanto, 2020). Research (Umami et al., 2019) also stated that service quality influences customer satisfaction at Kedai Warsu Cofee. So, in Kedai Warsu, Cofee has quality products. Other research that is in line (Putri et al., 2020) explains that the quality of service affects customer satisfaction in Shopee. In serving customers, PT Bukit Asam Tbk prioritizes customer satisfaction by providing high-quality services. Suppose PT Bukit Asam Tbk meets the customer's wishes. In that case, customer satisfaction and excellent quality of service become very important because the company's value in the customer's eye becomes more positive.

The most essential factors in their influence regarding prices are price competitiveness, affordability, suitability based on quality, and suitability based on the usefulness and use of the product (Kumrotin & Susanti, 2021). Studies conducted by Sari and Marlius (2023) explained that prices influence consumer satisfaction. In other words, product prices reflect product quality and customer satisfaction in line with (Rumagit et al., 2020), who researched how the quality of service and prices impact the satisfaction or failure of customers in Casey Music Studio. The results explained that the two were significantly affected by a high significant level. PT Bukit Asam has many businesses in increasing customer satisfaction through the best prices based on the quality of coal customers desire. Prices are approved based on contracts with customers, and it is expected that coal products are provided according to price.

According to Indrasari (2019), other indicators exist, such as labour, product quality, and warehousing. The quality of the product reduces the possibility of the product to provide value to customers. Customer experience when using the product will determine the customer's assessment of the product (Dujya et al., 2022). *Product quality* is defined as the process of processes, products, individuals, services, and conditions around the environment (Lestari & Iskandar, 2021). Previous studies explained that customer satisfaction affects the quality of company goods (Saputro & Swih, 2022). This means that customer satisfaction is more significant if the product is high quality, and vice versa; customer satisfaction is lower if the product is of low quality. High-quality products will provide features and advantages expected by customers. PT Bukit Asam has many types of products. The products' quality has the best to the best type of product. Customers can choose the products needed; PT Bukit Asam will later provide products according to the agreement.

3. Research Method

The research object is PT Bukit Asam Tbk, located on Jalan Parigi No.1 Tanjung Enim, Lawang Kidul District, Muara Enim Regency, South Sumatra. Using operational variables is to learn how the variables are related. The research variable is everything researchers offer to be examined in gathering information and making conclusions (Sugiyono, 2016). Service Quality (X1), Price (X2), and Product Quality (X3) are the independent variables, and customer satisfaction (Y) is the dependent variable. Before the variable is used as a research tool in this study, the satisfaction variable (Y) must be operational. The population used in this study was 35 customers of PT Bukit Asam. The sample used in research on consumers of PT. Bukit Asam is 30 customers. The company's criteria used as a sample are companies that purchase products in 2022 and companies that make payments on time during 2022. This study uses multiple regression analysis.

Research Variables Definition of Operational Indicators Customer satisfaction (Y) Customer satisfaction is the level of feelings of PT Bukit Asam Tbk consumers after comparing what they

receive and their expectations a) Conformity to expectations b) Interest in visiting again c) Willingness to recommend. Service quality (X1) Service quality is an effort to fulfil customer needs and desires as well as delivery provisions to balance PT Bukit Asam Tbk customer expectations: a) Reliability, b) Responsiveness, c) Guarantee, d) Empathy Price. (X2) Price is a value created to be a benchmark for the value of goods or services at PT Bukit Asam Tbk a) Affordability of prices b) Price compliance with product quality c) Price competitiveness d) Price can influence consumers in making decisions. Quality Product (X3) Quality of PT products. Bukit Asam Tbk is a product advantage offered by the company based on suitability to customer tastes or suitability to customer needs and requirements: a) Product durability, b) Performance, c) Product diversity function

4. Findings and Discussions

Based on the results of respondent data collection, seen from the length of subscription with PT Bukit Asam Tbk, data was obtained that as many as 22 respondents or 73.3 per cent, who had subscribed for more than 5 years; 7 respondents or 23.4 per cent, have subscribed for less than 3 years; and 1 respondent or 3.3 per cent who have subscribed between 4 years to 5 years. The results of multiple linear regression analysis can be seen in the following table.

Table 1. Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	3.015	2.344	
	Service Quality	0.192	0.088	0.213
	Price	0.545	0.093	0.513
	Product Quality	0.203	0.079	0.310

The following equation model was obtained based on the analysis results:

$$Y = 3,015 + 0,192X_1 + 0,545X_2 + 0,203X_3$$

The model can be explained as follows: The constant value above is 3,015; the value means that if the variable service quality, price, and product quality are considered ceteris paribus, then the customer satisfaction variable is 3.015 points. The beta value of the service quality variable is 0.192, which shows if the service quality variable is plus 1 point. At the same time, other factors are considered ceteris paribus; customer satisfaction will increase by 0.192 points. The beta value of the price variable is 0.545, indicating that if the price variable plus 1 point while other factors are considered ceteris paribus, customer satisfaction will increase by 0.545 points. The beta value of the product quality variable is 0.203, which shows that if the product quality variable plus 1 point. At the same time, other factors are considered ceteris paribus; customer satisfaction will increase by 0.203 points.

Table 2. F test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	851.509	3	283.836	120.405	0.000 ^a
	Residual	61.291	26	2.357		
	Total	912.800	29			

The testing results simultaneously show the Fcount value of 120.405 while the Ftable at the significance confidence level of 5% and DF of K = 3 and DF2 = N-K-1 (30-3-1 = 26), then the F-table value is 2.97. Therefore, F-count 120,405 is more significant than F-table 2.97, and the above table also shows a significance value of 0,000, more minor than the alpha value of 0.05. It can be said that simultaneously, the quality of service, price, and product quality significantly influence the customer satisfaction of PT Bukit Asam Tbk.

Table 3. t-test

Model	t	Sig.
(Constant)	1.286	0.210
Service Quality	2.171	0.039
Price	5.827	0.000
Product Quality	2.579	0.016

The influence of service quality on customer satisfaction. The value of the t count is 2.171, and the t table value is 1.697, while the significance value is 0.039 and the alpha value is 0.05. The value of the t count is greater than the t table value, and the significance value is smaller than the alpha value. It can be concluded that H0 is rejected or there is a positive and significant influence on service quality on customer satisfaction of PT Bukit Asam Tbk. The effect of price on customer satisfaction. The value of the t count is 5.827, and the t table value is 1.697, while the significance value is 0,000 and the alpha value is 0.05. The value of the t count is greater than the t table value, and the significance value is smaller than the alpha value. It can be concluded that H0 is rejected or there is a positive and significant influence on customer satisfaction of PT Bukit Asam Tbk. The influence of product quality on customer satisfaction. The t value is 2.579, the t table value is 1.697, the significance value is 0.016, and the alpha value is 0.05. The value of the t count is greater than the t table value, and the significance value is smaller than the alpha value. So, it can be concluded that H0 is rejected or there is a positive and significant influence on product quality on customer satisfaction of PT Bukit Asam Tbk.

The influence of service quality, price, and product quality on customer satisfaction of PT Bukit Asam Tbk. The results of the analysis together or the F test shows that there is an influence of service quality, price, and product quality on customer satisfaction of PT Bukit Asam Tbk. The influence is positive, so it can be said that for the effectiveness of increasing customer satisfaction can be improved by improving quality services, prices that are in accordance with quality, and improve product quality. The results of this study are in line with theory (Indrasari, 2019) which states that the factors that affect customer satisfaction are product quality, service quality, price, emotional and cost. Customers will feel satisfied if they get good service or as expected. If the service from the seller is good, the customer will be satisfied and give a good impression to the business. In terms of price, if a product that has the same quality but sets a

relatively cheap price will provide a higher value to customers. If an item has a high price but does not have good quality, customers will be more easily disappointed. Adjust the value of an item with the quality it has. Meanwhile, in terms of product quality every customer must expect the product they buy has high quality. Products with high quality can provide high value to satisfaction measurement. If a product has good quality, the product can cover the price that must be spent so as to foster satisfaction because the value is commensurate. The results of this study are in line with research conducted by (Santoso, 2019) which found that together the quality of the product, service quality, and price affect the satisfaction of customers. Research (Linardi, 2019) also found that product quality, service quality, and price have a significant effect on customer satisfaction. In addition, (Bilgies, 2016) also in his research stated that together product quality, price, and service quality had a significant effect on customer satisfaction.

PT Bukit Asam Tbk is also considered capable of providing convenient services with easy-to-understand procedures and fast and responsive information services. Hence, most customers agree that PT Bukit Asam Tbk can provide comfortable services with an average level of agreement of 4.37. The ability of a company to present information on product availability, product quality, production process and return procedures or complaints quickly encourages customers to make purchases because it shows that the company can be responsible and guarantee that the services and products provided are guaranteed quality. Customer confidence also increases if the company can provide comfortable services. The smooth and effortless communication process is a consideration factor for customers of PT Bukit Asam Tbk in determining coal suppliers to be used. While indicators with the lowest level of satisfaction are customer loyalty, complaint response speed and suggestions, satisfying prices and satisfying product quality, most customers of PT Bukit Asam Tbk disagree and have forgotten coal products in other places because they are suitable for coal products produced by PT Bukit Asam Tbk. The level of agreement only reaches 4.03, which shows that customers still need to fully agree with the statement that customers have forgotten competitor products after purchasing coal products at PT Bukit Asam Tbk. This shows that PT Bukit Asam Tbk has yet to fully show the superiority of products and services owned by customers. PT Bukit Asam Tbk still needs to continue conducting regular customer satisfaction studies to determine marketing strategies and improve quality aspects that need to be improved so that customers do not switch to competitors.

Customers also feel that PT Bukit Asam Tbk still needs to be faster in handling customer complaints and suggestions. The average level of customer agreement in terms of the speed of PT Bukit Asam Tbk in responding to complaints and suggestions is 4.17. Although PT Bukit Asam Tbk has provided good information services, the speed of PT Bukit Asam Tbk in handling complaints and customers' suggestions still needs to be faster, which causes customers to feel unnoticed. This causes decreased customer satisfaction, so PT Bukit Asam Tbk needs to speed up improvements based on customer complaints and suggestions. Although PT Bukit Asam Tbk considers complaints and suggestions given by customers to be not precisely adjusted in the company because of the limited time or resources owned, PT Bukit Asam Tbk should give a response that shows why complaints or suggestions given have not been made so that customers feel cared for and remain Willing to give complaints and suggestions to the company. A satisfying price also has an average level of agreement of 4.17, showing that PT Bukit Asam Tbk has yet to provide a satisfying price to customers fully. However, a survey conducted by PT Bukit Asam Tbk stated that the company is more focused on providing high coal quality and

a fast and appropriate shipping process so that the costs incurred are also adjusted. The initial survey conducted shows that PT Bukit Asam Tbk can provide coal prices following mutual agreement with customers so that the price setting is not only decided unilaterally by PT Bukit Asam Tbk but considers the number of products, the distance of shipping and other provisions provided by the customer. The results also showed that the quality of coal products PT Bukit Asam Tbk provided still needs improvement. This is seen from the average level of agreement, which is only 4.17. PT Bukit Asam Tbk has yet to provide consistent product quality every time. The results of this study follow the results of the initial survey of customer satisfaction, stating that a company states that PT Bukit Asam Tbk has yet to be able to provide consistent coal quality.

Effect of Service Quality on Customer Satisfaction of PT Bukit Asam Tbk. The partial analysis results showed an influence of service quality on customer satisfaction of PT Bukit Asam Tbk. The effect is positive, so the effectiveness of increasing customer satisfaction can be improved by improving quality services. The results of this study align with the theory of Indrasari (2019), which states that one factor that influences customer satisfaction is the quality of service. Customers will feel satisfied if they get good service or as expected. If the service from the seller is good, the customer will be satisfied and give a good impression of the business. The results of this study align with research conducted by Setyawati (2023), who found that the quality of service has a significant effect on customer satisfaction. Sulistyawati and Seminary Research (2015) also found that the quality of service to customer satisfaction of the Indus Ubud Gianyar restaurant. In addition, Panjaitan and Yuliat (2016) also stated that the quality of service to customer satisfaction at the Bandung Branch JNE.

Customer assessment of employee hospitality in serving customers also has a high level of satisfaction, with an average level of agreement of 4.27. Some theories also prove that the company can provide good services by providing friendly employees and comfortable facilities so customers feel safe when making purchases. In this case, PT Bukit Asam Tbk also has friendly employees in handling customers. The number of orders that came in caused customers to queue up and understand the procedure for coal ordering. Therefore, PT Bukit Asam Tbk provides friendly employees showing the proper order procedure for customers so that customers feel valued, which ultimately increases customer satisfaction in transactions with PT Bukit Asam Tbk. The service indicator with the lowest satisfaction assessment is the company's ability to understand customer feelings, with an average level of agreement of 3.83. This shows that PT Bukit Asam Tbk can still not provide services following customer feelings. Customer feelings in the form of curiosity, ordering, wanting to be quickly processed, getting discounts and wanting to take precedence are several forms of feelings often shown by customers when making transactions with PT Bukit Asam Tbk. As a company that has responsibilities to all customers, PT Bukit Asam Tbk has a strict service procedure and strives not to prioritize services to specific customers even though the customer buys more significantly than other customers. PT Bukit Asam Tbk only provides discounts on certain purchases that all customers can enjoy without exception. PT Bukit Asam Tbk is trying to provide fair and objective services to all customers so that employees of PT Bukit Asam Tbk do not provide services that follow the feelings of customers who tend to involve emotions. However, PT Bukit Asam Tbk employees provide friendly services and wholeheartedly serve customers.

Service aspects based on sensitivity to customers also have a low level of satisfaction, with an average level of agreement of 3.93. PT Bukit Asam Tbk is a company that focuses on providing quality coal, so the service aspect is not a priority. Unlike companies that focus on services such

as banks, PT Bukit Asam Tbk has different priorities. Services provided by PT Bukit Asam Tbk are focused on delivering good information to customers, receiving complaints, handling shipping constraints, handling shipping errors and suggestions given by customers. So, PT Bukit Asam Tbk is not concerned with empathy in providing services. Nevertheless, PT Bukit Asam Tbk still provides waiting rooms, toilets and other facilities that increase customer comfort. PT Bukit Asam Tbk still needs to provide a particular smoking room, a worship room or other that customers need specifically. PT Bukit Asam Tbk focuses on providing general services and is aimed at all customers. PT Bukit Asam Tbk also provides channels/channels such as telephone and other social media channels to make it easier for customers if they want to order or ask for order procedures from the company.

Effect of Price on Customer Satisfaction of PT Bukit Asam Tbk. The results of the partial analysis showed that there was a price influence on customer satisfaction of PT Bukit Asam Tbk. The effect is positive, so the effectiveness of increasing customer satisfaction can be increased by increasing prices. Prices have the highest contribution value; this shows that prices are essential for customers in deciding their choice of coal products. This study's results align with the theory of Indrasari (2019), which states that price is one-factor affecting customer satisfaction. Suppose a product that has the same quality but sets a relatively low price will provide a higher value to customers. Customers will be more easily disappointed if an item has a high price but needs better quality. Adjust the value of an item with the quality it has.

This study's results align with research conducted by Sari and Mayasari (2022), who found that prices have a positive and significant effect on customer satisfaction. This research was conducted at the Tirta Yasa wholesale shop in Banjar District. In addition, Napitupulu (2019) also found that there was a positive and significant influence on prices on customer satisfaction at PT Ramayana Lestari Sentosa. In line with research (Ariyanti et al., 2022) has also proven that partial prices can have an impact on customer satisfaction. Customers are not fully satisfied that the prices given by PT Bukit Asam Tbk are affordable and also more affordable than other competitors, with an average satisfaction indicator of 3.87. PT Bukit Asam Tbk, in its perception, has provided the best price to customers because it has a benchmark for national and international coal prices. The company can only raise or lower by looking at the price benchmark. Customers also agree with the ability of PT Bukit Asam Tbk to provide prices following the benefits of the product, with an average level of agreement of 4.13. PT Bukit Asam Tbk offers a variety of facilities for customers who buy a certain amount and a specific price. If customers buy high-quality coal, quality control and coal delivery are also better and more careful to satisfy customers with the prices and benefits received. Price suitability with the benefits of coal received causes customers not to feel disappointed to have bought products from PT Bukit Asam Tbk.

Quality indicators with the lowest satisfaction based on customer assessment are high price changes with an average level of agreement of 3.53. This shows customers feel a high price change in PT Bukit Asam Tbk coal products. The price of national and international coal, which tends to fluctuate every month, causes PT Bukit Asam Tbk to fluctuate to increase coal prices suddenly with the factors that cause changes in the index to coal prices. This causes low customer assessment of changes in coal prices at PT Bukit Asam Tbk because PT Bukit Asam Tbk tends to fluctuate. Customers assume that price changes will cause difficult prices to return to their original price, which ultimately causes the price of other products to change. For example, suppose there is an increase in coal prices. In that case, it will be challenging to go back down because the producer also considers the profit factor so that the price increases that

too often provide losses to customers. Customers also feel less satisfied with the delivery of information on coal delivery transportation costs, with an average agreement rate of 3.73. This shows that customers feel that PT Bukit Asam Tbk needs to be more able to communicate transportation costs well to customers. Hence, customers are worried that there is an error in delivering the intended transportation costs. PT Bukit Asam Tbk provides coal at various prices and follows the quality of each product. The price of coal products is not included in the cost of shipping products, so if the customer has a distance from the coal production location, the shipping costs are also high. This causes customer satisfaction to be reduced.

Effect of product quality on customer satisfaction of PT Bukit Asam Tbk. The partial analysis results showed an influence of product quality on customer satisfaction of PT Bukit Asam Tbk. The effect is positive, so the effectiveness of increasing customer satisfaction can be increased by increasing product quality. Quality products are one factor that determines a person's decision to use or not the product produced. Therefore, ensuring and maintaining sustainable product quality can be one of the effective strategies for winning the coal market among customers. This study's results align with the theory (Indrasari, 2019), which states that product quality is one factor that influences customer satisfaction. Every customer indeed expects the product they buy to be of high quality. Products with high quality can provide high value to satisfaction measurement. If a product has good quality, the product can cover the price that must be spent to foster satisfaction because the value is commensurate. The results of this study align with research conducted by Razak (2019); his research found that there is a positive and significant influence on product quality and customer satisfaction. In addition, (Syafarudin, 2021) found that the quality of the product affects consumer satisfaction. Similarly, research (Sambo et al., 2022) also found that product quality positively and significantly influences customer satisfaction. Aspects of brand diversity and varied products also have high satisfaction, with an average level of customer agreement of 4.13. Customers agree that there are variations of products with various brands, making it easy for customers to choose coal that suits their needs and budget of customers. The many choices of coal and quality levels owned by PT Bukit Asam Tbk help customers adjust the product to be purchased with the quality standards of the product that customers want.

In addition, aspects of coal endurance also have high satisfaction based on customer assessment, with an average agreement rate of 4.13. The high durability of coal shows high quality. That is, PT Bukit Asam Tbk can prove that the products sent have guaranteed quality, as evidenced by high product durability. Coal, various kinds of fuel in the industry, requires high product durability so that customers pay low costs for fuel, which is operational costs. The quality aspect that has low satisfaction is an explanation of the risk information of using coal provided by PT Bukit Asam Tbk in each type of product, with an average level of agreement of 3.83. This shows that the risk information on the use of products still needs to be explained in detail in each type of product being marketed. Risks, side effects of using products and how to use the right product are considered the conditions that must be conveyed to the customer to avoid adverse effects due to the use of coal. However, customers assume that PT Bukit Asam Tbk still needs to improve in detail. This explains this to customers, given that PT Bukit Asam Tbk provides various coal products with different levels of quality. Another quality aspect considered low satisfaction is a diverse type of coal with an average level of agreement of 3.90. This shows that customers are unsatisfied with the many types of coal provided by PT Bukit Asam Tbk. A significant type of coal with insignificant differences can confuse customers when choosing the product to be purchased. The confusion will complicate the decision-making process at the time

of the transaction, so customers feel uncomfortable with it. That is, PT Bukit Asam Tbk should provide variations of products with significant differences so customers can choose products easily.

5. Conclusion

Based on the results of the study, it can be concluded from the previous description that: (1) there is an influence of service quality, price, and product quality together on customer satisfaction of PT Bukit Asam Tbk; (2) there is an effect of service quality on customer satisfaction of PT Bukit Asam Tbk; (3) there is an influence on the customer satisfaction of PT Bukit Asam Tbk; (4) There is an influence on product quality on customer satisfaction of PT Bukit Asam Tbk.

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