



The Effect of Service on Customer Satisfaction at PT Pandu Siwi Sentosa

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Abstract

This study aims to measure the effect of service on customer satisfaction at PT Pandu Siwi Sentosa. Data were collected through questionnaires on 50 PT Pandu Siwi Sentosa consumers and analysed using simple linear regression. The results of the investigation prove that service has a positive and significant effect on customer satisfaction. The coefficient of determination of 0.577 indicates that service contributes 57% to customer satisfaction, while the remaining of 43% is explained by other variables not included in this study. Based on the results, the decision holders at PT Pandu Siwi Sentosa should improve the quality of service to increase the level of customer satisfaction.

Keywords: service, customer satisfaction, consumer behavior, marketing

1. Introduction

Service companies engaged in logistics have a role that is quite helpful in the distribution sector of the Indonesian economy, more precisely in the province of South Sumatra, Palembang city. The competition of logistics companies is of course getting tighter, thus making service companies in the city of Palembang compete to provide the best service to create customer satisfaction. Because customer satisfaction has become a central concept in marketing theory and practice. Service problems such as the lack of friendly attitude from company employees, then on time delivery of goods, then transparency services in operational activities, for example customers can track goods on their way to be sent to the intended address, and there are still many problems with service. Poor service is an indicator of customer dissatisfaction that causes losses to the company.

Every company is required to make customers feel satisfied by providing better offers and services, considering that the company must be able to maintain its market position amid increasingly fierce competition. To win the competition, the company must be able to provide customer satisfaction. The survival of a company is very dependent on the satisfaction of its customers on the one hand and the ability to generate profits on the other. Efforts will be made by the company to satisfy consumer needs with various strategies and various ways in the hope that customers are satisfied and want to come back. If the consumer has turned into a generous consumer because he is satisfied that his needs have been met, the consumer will not move to another company. It's easier to find a current customer than it is to find a new customer. This means that the company is easier to maintain current customers, because they already know and know and have evaluated the performance of the company's products or services. Customer satisfaction is a very decisive factor in marketing, on the other hand, customer disappointment in providing services can lead to company destruction in the future.

The author makes an analysis in this study based on observations, namely the existence of service factors that make customers continue to use delivery services at PT Pandu Siwi Sentosa. this is because this company has a safe, easy, on time service, and is a company that operates using the sharia system. Therefore, based on the description of the background above, the writer

gave the title for this study with the title, "The Effect of Service on Customer Satisfaction" which was conducted at PT Pandu Siwi Sentosa".

Based on the background description above, what will be discussed in this study is whether service has an effect on customer satisfaction at PT Pandu Siwi Sentosa? Based on the formulation of the problem written above the objectives to be achieved in this study are "To find out how services have an effect on consumer satisfaction at PT Pandu Siwi Sentosa.

The hypotheses for this study is there is an effect of service on customer satisfaction PT Pandu Siwi Sentosa Palembang, South Sumatra.

2. Literature Review

2.1 Definition of Marketing Management

Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging products of value to other parties. Daryanto (2011) also argues that marketing is a social and managerial process where individuals and groups get their needs and desires by creating, offering, and exchanging something of value with each other. Of course, the definition given will differ according to one expert with another. This is due to the different views of these experts regarding this marketing. Here are some definitions or definitions of marketing according to some experts:

According to Philip Kotler (Principles of Marketing -14 / E. 2012) Marketing is a social process which consists of individuals and groups to get what they need and want by creating, offering and freely exchanging products and values with other parties. According to WY. Stanton (Part on Marketing, 2012) Marketing is something that includes all systems related to the purpose of planning and determining prices to promoting and distributing goods and services that can satisfy the needs of actual and potential buyers. According to William J. Stanton (2012) Marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy needs, both to existing and potential buyers.

2.2 Definition of Quality

Understanding Quality According to Parasuraman in Sangidji and Sopiah (2013: 100), defines "service quality as the level of excellence expected and control over that level of excellence to meet customer desires". The definition of service quality is centered on fulfilling the needs and desires of customers and the accuracy of their delivery to match customer expectations.

2.3 Definition of Service

The definition of satisfaction according to Sofjan Assauri (2018: 87). Generally, satisfaction is a person's feeling of pleasure or the fulfillment of expectations for an outcome, when compared to the expected performance or performance of a product (service) in relation to one's expectations.

2.4 Definition of Satisfaction

The definition of satisfaction is the extent to which a product level is perceived in accordance with the expectations of the buyer (Kotler in Sangidji & Sopiah, 2013: 181). Satisfaction can be felt when consumer expectations for a product or service match the reality obtained. If the product or service is far below expectations, consumers will feel disappointed. Conversely, if the product or service meets expectations, consumers will feel satisfied.

3. Research Methods

The object in this research is the consumers at PT Pandu Siwi Sentosa, February, 2020. The object of this research is made to answer the problems that have been formulated and the objectives to be achieved. So that researchers can get answers to questions. This study uses variable X and variable Y. Variable X is the brand image while Y is the purchase decision.

The population in this study are consumers at PT Pandu Siwi Sentosa, February 2020, with a total of 100 respondents. The sampling method uses the Slovin formula technique method and sample collection is used to determine the minimum number of samples.

3.1 Types of Data

The type of data used in research at PT Pandu Siwi Sentosa is a type of research that uses quantitative data, according to Gay, et al. In Sutanto Leo (2013: 98). Quantitative research is research based on collecting and analyzing numerical data to explain, predict, and / or control the phenomena of interest. Quantitative analysis emphasizes theory testing by measuring research variables with numbers and analyzing data using statistical procedures. This method is used to determine the relationship between the dependent variable (Y) and the independent variable (X) and to find out how much influence the independent variables have on the dependent variable either partially or simultaneously (together).

3.2 Data Collection Techniques

The understanding of data collection techniques according to experts, one of which is explained by Sugiyono (2014,401), who reveals that data collection techniques are a top priority that has strategic value in research. In a scientific research, data collection techniques are intended to obtain materials that are relevant, accurate, and reliable.

3.3 Population

Population According to Sugiyono (2014: 80) population is an area of generalization of objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions.

3.4 Samples

According to Arikunto (2012: 174) argues that the sample is part or representative of the population under study. Meanwhile, according to Sugiyono (2014: 81) argues that the sample is part of the number and characteristics of the population.

3.5 Analysis Technique

- a. Validity Test
- b. Reliability Test
- c. Normality Test
- d. Simple Regression Analysis Test
- e. T test
- f. Determination Coefficient Test R^2

4. Results and Discussion

4.1 Research Results

Partial test to test the significant level of Service Influence on Customer Satisfaction PT Pandu Siwi Sentosa, used the t test for each variable. Decision making is done by comparing the value of rcount with rtabel at a significant level of 5%. Table 4.9 shows that the calculated r value for



the service variable is 8,277. In the service variable because $r_{count} > r_{table}$ is $8,277 > 0,2787$, thus the decision taken is that H1 is accepted, it means that service has a positive effect on customer satisfaction at PT Pandu Siwi Sentosa.

4.2 Discussion

4.2.1 Validity Test Results

The validity test is needed in order to obtain a valid instrument, meaning the right instrument to measure what should be measured. The validity test can be done by correlating the score of each questionnaire item with the total score. The validity of the instrument was calculated using the Pearson Product Moment (PPM) formula using the Statistical Product and Service Solutions (SPSS) version 22.00 for 95 for Windows program. This trial was conducted on respondents. The validity results can be seen in the table below.

Table 1. Brand image validity

Question	r value	r table	Description
X 1	0,282	0,2787	Valid
X 2	0,282	0,2787	Valid
X 3	0,478	0,2787	Valid
X 4	0,511	0,2787	Valid
X 5	0,553	0,2787	Valid

Table 2. Purchase decision validity

Question	r value	r table	Description
Y 1	0,295	0,2787	Valid
Y 2	0,683	0,2787	Valid
Y 3	0,519	0,2787	Valid
Y 4	0,530	0,2787	Valid
Y	1,000	0,2787	Valid

From the results of the validity test, it shows that the r_{count} value of each indicator of the Brand Image variable on the Purchase Decision is greater than the r_{table} value. Thus the indicators or questionnaires used by each selection variable and the brand image are valid as a variable measuring tool.

4.2.2 Reliability Test Results

To find out the level of reliability of the questionnaire, the author uses the Cronbach's calculation technique where the calculations use the help of a computer program called SPSS.



Reliability Test Criteria for a variable contract is said to be good or reliable if it has a Cronbach's alpha value > 0.60 . The following are the results of the reliability calculation for the variable questionnaire (X):

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Service Effect	0,672	Reliable
Consumer Satisfaction	0,724	Reliable

Based on table 3, it can be seen that the Cronbach's alpha value of the brand image variable is 0.672 and the purchasing decision variable is 0.724. Both of these variables have a value greater than 0.6. This shows that the instruments of these variables are reliable.

4.2.3 Normality Test Results

Based on table 4. below the results of the normality test, it can be seen that the Kolmogorov-Smirnov value of the regression equation on the variable is 0.200, significant 0.05. This means that the regression model fulfills the normality assumption. From the results of the normality test, it can be concluded that the regression models in this study are suitable for use because they meet the assumption of normality.

Table 4. Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.99974157
Most Extreme Differences	Absolute	.237
	Positive	.212
	Negative	-.237
Test Statistic		.237
Asymp. Sig. (2-tailed)		.200 ^c

Test distribution is Normal

Calculated from data.



The basic concept of the Kolmogorov-Smirnov normality test is to compare the data distribution (which will be tested for normality) with the standard normal distribution. If the Kolmogorov-Smirnov results show significantly below 0.05, the residual data is not normally distributed. Meanwhile, if the Kolmogorov-Smirnov results show a significant value of 0.05, the residual data is normally distributed. The normality test in linear regression is not carried out pervariable, but on residuals.

4.2.4 Simple Regression Analysis Test Results

The definition of simple linear regression analysis according to Ali Muhson (2013) is carried out using the help of the SPSS version 22.0 program. This regression analysis is carried out using the enter method, where all variables are entered to find the effect of the input variables to find the effect of the independent variable on the dependent variable. The results of regression analysis using the enter method can be seen in the following table:

Table 5. Simple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.658	2.446		3.131	.002
X Brand Image	.519	.063	.602	8.277	.000

a. Dependent Variable: Y KEPUTUSAN PEMBELIAN

Based on the results of data processing shown in Table 4.1.4.1 in the Unstandardized Coefficients column part B, a simple linear regression equation model is obtained as follows:

$$Y = 7,658 + 0,519 X$$

Information:

Y = Customer Satisfaction

a = Constant

X = Service

b = Regression coefficient of the independent variable

- The regression constant value is 7,658, indicating that the service with a constant condition or $X = 0$, then the Customer Satisfaction of PT Pandu Siwi Sentosa 7,658.
- X (Service) the regression coefficient is 0.519, indicating that the Service variable (X) has a positive effect on Customer Satisfaction (Y). This means that if the service is getting better with the assumption of other variables being constant, then it can increase

Customer Satisfaction at PT Pandu Siwi Sentosa.

4.2.5 T-test

The results of the study using the T test of the Service variable obtained the value of $r_{count} > r_{table}$ ($8.277 > 0.2777$) and a significant level < 0.05 ($0.000 < 0.05$). So, it can be concluded that Service Variable (X) has a significant effect on Customer Satisfaction at PT Pandu Siwi Sentosa

4.2.6 Determination Coefficient Test Results (R^2)

The results of the study using the Determination Coefficient of Determination (R^2) obtained a value of 0.577. This shows that the contribution of Service Variable (X) can explain the Consumer Satisfaction Variable (Y) of 57.7%. The remaining 42.3% can be explained / influenced by other variables which were not included in this study.

Table 6. Model summary

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.759 ^a	.577	.567	.86076	
a. Predictors: (Constant), Pelayanan (X)					
b. Dependent Variable: KK (Y)					

From table 6 above, it is known that the strong relationship between service and customer satisfaction is evident by the correlation coefficient (R) of 0.759. While the coefficient of determination R Square is 0.577 which shows that customer satisfaction (Y) can be explained by the service of 57.7%. While the remaining 42.3% is influenced by other variables not examined in this study.

5. Conclusions and Recommendations

5.1 Conclusion

Based on the results of the research and discussion of the previous chapter, the following conclusions were drawn:

- The results of the study using the T test of the service variable obtained a count value $> r_{table}$ ($8.277 > 0.2777$) and a significant level < 0.05 ($0.000 < 0.05$). So it can be concluded that Service Variable (X) has a significant effect on Customer Satisfaction at PT Pandu Siwi Sentosa.
- The results of the study using the Simple Linear Regression Test obtained the value of the Regression Coefficient of 0.519. This shows the magnitude of the increase in the Consumer Satisfaction Variable (Y) of (0.519). If the Service Variable increases by 1 unit.
- The results of the study using the correlation coefficient test showed a value of 0.759. It can be concluded that the relationship between Service Variables and Customer Satisfaction Variables is "Strong" (7.59%).
- The results of the study using the Determination Coefficient of Determination (R^2) obtained a value of 0.577. This shows that the contribution of Service Variable (X) can

explain the Consumer Satisfaction Variable (Y) of 57.7%. The remaining 42.3% can be explained / influenced by other variables which were not included in this study.

5.2 Suggestions

Based on the existing conclusions, the authors can provide suggestions as follows:

- a. For the company PT Pandu Siwi Sentosa to better maintain and improve the image of the Service in order to better satisfy Customer Satisfaction PT Pandu Siwi Sentosa Palembang.
- b. Creating high selling value services with better quality, so that they can Stimulate consumers who are not yet self-employed so that they can become more creative and innovative entrepreneurs.
- c. For the next research, we can also add some additional alternatives.
- d. Increase the number of respondents with more specific criteria, so that results can be obtained statistically better.
- e. Adding independent variables to the research model so that research results can be obtained related to the factors that influence the purchase decision.

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