



THE INFLUENCE OF SERVICE QUALITIES AND PROMOTION FOR CUSTOMER SATISFACTION AT PT. INDONESIA AIR & OCEAN LOGWIN

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Abstract

This study aims to determine how much influence the quality of service and promotion either partially or simultaneously on knowing the customers of PT. Logwin Air & Ocean Indonesia. The research method used is quantitative. The population in this study are respondents who still use the products/services provided by PT. Logwin Air & Ocean Indonesia. By using a sample of 85 respondents. Data collection techniques by means of observation, and questionnaires, and data analysis techniques are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, simple and multiple linear regression analysis, coefficient of determination analysis and hypothesis testing (t_{test}) and (F_{test}). The results of this study indicate the influence of Service Quality on customer satisfaction of PT. Logwin Air & Ocean Indonesia with partial test results (t_{test}) between Product Quality (X) and Purchase Decision (Y) shows the $t_{value} > t_{table}$ 2,987 with a significance level of 0.000 where the value is smaller than 0.05. And there is the effect of promotion on customers at PT. Logwin Air & Ocean Indonesia with partial test results (t_{test}) between Promotion (X₂) and target (Y) shows $t_{count} > t_{table}$ 8.474 with a significance level of 0.000 where the value is less than 0.05. results Based on the simultaneous test (F test) obtained the value of $F_{arithmetic} > F_{table}$. where the value is smaller than 0.05, which indicates that the quality of service and promotion simultaneously affect the customer satisfaction of PT. Logwin Air & Ocean Indonesia.

Keyword: Service Qualities, Promotion Customers

INTRODUCTION

Technological developments, rapid globalization, and social and economic movements have all led to profound and profound changes in markets. Along with changes that occur in the marketing world, the actors in it must change because competition between similar and dissimilar companies in an effort to dominate the market will increase and consumers are increasingly demanding companies to maximize their resources so that consumer needs can be met. fulfilled.

Customer satisfaction has become a central concept in marketing theory and practice, and is one of the essential goals of business activity. Customer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, improving company reputation, reducing future transaction costs, and increasing employee efficiency and productivity. Besides, customer satisfaction is also seen as one of the best indicators for mass profit. The fact

that attracting new customers is much more expensive than retaining current customers is also one of the triggers for increased attention to customer satisfaction (Tjiptono, 2014: 101).

Companies will always be faced with a number of challenges, if these challenges are faced properly then the company will continue to grow and develop in excellence and will ultimately win the competition. To be able to attract consumers and be able to compete with other companies, the thing to do is to meet the needs and desires of consumers (Munthe, 2019).

The existence of business competition and these challenges, the company must be able to survive and advance its business, by attracting consumers to make purchasing decisions. Thus, several companies were obtained for comparison, including DHL Global Forwarding, Schenker, Fedex and so on. By comparing some of these companies that are already quite well known and include competing companies.

Factors that can affect customer satisfaction are service quality, efforts to fulfill customer needs and desires and the provision of delivery in balancing customer expectations (Tjiptono, 2017). Good service that can determine customer satisfaction is service quality, namely: physical evidence or (Tangible), reliability, responsiveness, assurance and empathy.

From the background of the problem in this study, it will examine more deeply about the effect of service quality and promotion on consumer satisfaction. The title of the research is "The Influence of Service Quality and Promotion on Customer Satisfaction at PT. Logwin Air & Ocean Indonesia.

Kotler and Keller (2016:580) state that marketing communications are used by companies to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. From the statement above, it can be concluded that marketing activities include various marketing strategies carried out by the company with the aim of attracting consumers to buy or try the products offered by the company. Which means the company must be able to meet the needs and desires of the market so that consumers use the products offered by the company.

This is justified by Tajudin & Mulazid (2017:32) Promotion are activities to communicate or provide information on the benefits contained in a product or service to customers to encourage and invite them to buy these products and services. In order to achieve the sales target. According to Tjiptono (2015, p.387) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products.

METHOD

In this study, the author uses a causal research method where the method aims to test hypotheses regarding the effect of one or several variables (independent variables) on other variables (dependent variables). A causal relationship is a causal relationship. So in causal research there are independent variables, namely variables that influence and dependent variables that are influenced (Sugiyono, 2018:44).

The approach used in this research is a quantitative approach. Quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sample collection techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing hypotheses. has been determined (Sugiyono, 2018:44).

The research model used in this type of research is Associative, according to Sugiyono (2018:44), namely "research that aims to determine the effect or relationship between two more variables" or cause and effect. Associative Research has a higher level when compared to descriptive and comparative, further Sugiyono (2018:44) explains "with associative research, a theory is built that functions to explain, predict and control a symptom".

In determining consumer satisfaction, information about gender is very important, because gender differences in respondents greatly affect attitudes that are more selective in choosing and using the products/services of PT. Logwin Air & Ocean Indonesia. Based on the results of the questionnaires that have been collected and received, the following data are based on the gender of the respondents;

Table 1 Respondent Data by Gender

No	Jenis Kelamin	Jumlah	Presentase %
1	Male	48	55%
2	Female	40	45%
Total		88	100%

Based on the percentage of data in Table 1.1 above, it can be seen that the gender characteristics of male respondents are 48 people or a percentage of 55% and female respondents are 40 people or a percentage of 45%. So, it can be concluded that the majority of respondents based on gender in this study were male, as many as 48 respondents or a percentage of 55%.

RESULTS AND DISCUSSION

The variables used in this study are the influence of Service Quality (X_1), and Promotion (X_2) on Customer Satisfaction (Y), in analyzing the authors use descriptive analysis and in accordance with the purpose of descriptive analysis, namely to provide an overview of the results of the study, how the characteristics of the subject examined with respect to the variables studied.

Before conducting a deeper analysis, first the weighting of the scores of each variable is carried out by giving a total score with the number of items from the variables that are weighted through the statements given by the author in the list of numbers or questionnaires, Service quality will be revealed through respondents' answers to the statements submitted on the questionnaire. Service quality is measured using 5 (five) indicators and operationalized into 10 statement items. Following are the responses from respondents;

Distribution of Questionnaire Answers for Service Quality Variables (X_1)

Based on the respondents' responses to the service quality variable (X_1), an average score of 4.44 was obtained, including the scale range from 4.20 to 5.00, which means that the majority of respondents answered Strongly Agree. Respondents who answered strongly agree and agree were 93.88%, respondents who answered neutral were 7.29%; and respondents who answered disagree and strongly disagree by 2.35%. So the respondents strongly agree on the quality of service provided by PT. Logwin Air & Ocean Indonesia.

Distribution of Promotional Variable Questionnaire Answers (X_2)

Promotional variables will be revealed through respondents' answers to the statements submitted on the questionnaire. Promotion is measured using 4 (four) indicators and operationalized into 8 statement items.

Based on the respondents' responses to the promotion variable (X_2), an average score of 4.20 was obtained, including the scale range from 4.20 to 5.00, which means that the majority of respondents answered Strongly Agree. Respondents who answered strongly agree and agree were 84.71%, respondents who answered neutral were 15.88%; and respondents who answered disagree and strongly disagree by 2.94%. So the respondents strongly agree on the quality of service provided by PT. Logwin Air & Ocean Indonesia.

Distribution of Questionnaire Answers Customer Satisfaction Variable (Y)

Customer Satisfaction variable will be revealed through respondents' answers to the statements submitted on the questionnaire. Customer satisfaction is measured using 4 (four) indicators and operationalized into 8 statement items.

Based on the table above, the respondents' responses to the customer satisfaction variable (Y) obtained an average score of 4.15 including the scale range from 3.40 to 4.19, which means that the majority of respondents answered Agree. Respondents who answered strongly agree and agree were 80.59%, respondents who answered neutral were 19.85%; and respondents who answered disagree and strongly disagree by 3.08%. So the respondents agree on the quality of service provided by PT. Logwin Air & Ocean Indonesia.

Validity Test

1. Testing the validity of the Service Quality variable (X_1)

Based on the table above, it is known that all statement items on the Product Quality variable are declared valid. This is evidenced by the value of r arithmetic $>$ r table, $(df = N-2) = 88 - 2 = 86$ which is 0.2096. Thus, the data deserves to be forwarded as research data.

2. Validity test for Promotion variable (X_2)

Based on the table above, it is known that all statement items in the Promotion variable are declared valid. This is evidenced by the value of r arithmetic $>$ r table, $(df = N-2) = 88 - 2 = 86$ which is 0.2096. Thus, the data deserves to be forwarded as research data.

3. Testing the validity of the Purchase Decision variable (Y)

Based on the table above, it is known that all statement items on the Customer Satisfaction variable are declared valid. This is evidenced by the value of r arithmetic $>$ r table, $(df = N-2) = 88 - 2 = 86$ which is 0.2096. Thus, the data deserves to be forwarded as research data.

Reliability Test

1. Service Quality Variable Reliability Test (X_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.964	10

Based on the table above, it is known that the service quality variable has a Cronbach's alpha value of 0.964 where the value is more than 0.60, so the product quality variable is said to be reliable.

2. Promotion Variable Reliability Test (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.958	8

Based on the table above, it is known that the Promotion variable has a Cronbach's alpha value of 0.958 where the value is more than 0.60, so the Promotion variable is said to be reliable.

3. Customer Satisfaction Variable Reliability Test (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.973	8

Based on the table above, it is known that the purchasing decision variable has a Cronbach's alpha value of 0.973 where the value is more than 0.60, so the purchasing decision variable is said to be reliable.

Classical Assumption Test

1. Normality test

Based on the table above, obtained a significance value (2-tailed) of 0.200 where the value is greater than 0.05, so the data is normally distributed. Variable Residual Normality Test can be detected by looking at the spread of residual points following the direction of the diagonal line.

2. Multicollinearity Test

Based on the table above, the tolerance value of the Service Quality and Promotion variable is 0.282 where the value is greater than 0.10 and the VIF value is 3.544 where the value is less than 10. Thus, it can be concluded that there is no symptom of multicollinearity among the independent variables.

3. Heteroscedasticity Test

Based on the table above, the significance value of the service quality variable (X_1) is 0.899 and the promotion variable (X_2) is 0.272, both of which are greater than 0.05, so the regression model does not contain symptoms of heteroscedasticity and is suitable for use as research.

4. Regression Analysis Test

Simple Linear Regression Test

Simple Linear Regression Results of Service Quality Variable (X_1)

Based on the results of the regression calculations in the table above, the regression equation is obtained, namely $Y = -0.813 + 0.507X_1$. From these equations, it can be concluded as follows:

1. The constant value of -2.883 means that if the service quality variable (X_1) does not exist, then there has been a purchase decision of -2.883 points.
2. The service quality regression coefficient (X_1) of 0.810 means that if the constant is fixed and there is no change in other variables, then every 1 unit change in the work quality variable will result in a change in purchasing decisions of 0.8107 times.

Promotional Variable Simple Linear Regression Results (X_2)

Based on the results of the regression calculations in the table above, the regression equation obtained is $Y = 0.231 + 0.979X_2$. From these equations, it can be concluded as follows:

1. The constant value of 0.231 means that if the promotion variable (X_2) does not exist, then there has been a purchase decision of 0.231 points.
2. Promotion regression coefficient value (X_2) of 0.979 means that if the constant is fixed and there is no change in other variables, then every 1 unit change in the promotion variable will result in a change in purchasing decisions of 0.979 times.

Multiple Linear Regression Test

Multiple Linear Regression Test Results for X_1 and X_2 Variables against Y

Based on the results of multiple linear regression analysis, the regression equation obtained is: $Y = -2.789 + 0.238X_1 + 0.754X_2$

Based on the multiple regression model formed, the results can be interpreted as follows:

1. Constant

The constant value obtained is -2.789, meaning that if the two independent variables, namely the quality of service and promotion are considered constant (value 0), then the dependent variable, namely customer satisfaction, is -2.789.

2. Service quality

The coefficient value for the service quality variable is 0.238 with a significance level of 0.000 where the value is smaller than 0.05. This means that, if the qualities of service increases by one unit, then customer satisfaction will increase by 0.238 units, assuming the promotion variable is constant.

3. Promotion

The coefficient value for the promotion variable is 0.754 with a significance level of 0.000 where the value is smaller than 0.05. This means that, if the promotion decreases by one unit, the value of customer satisfaction will increase by 0.754 units, assuming the service quality variable is constant.

Correlation Coefficient Test (R)

1. Simple/Partial Correlation Coefficient Test

- a. The correlation coefficient value of service quality to customer satisfaction is 0.839 where the value is in the interval 0.800 - 1,000 which means it has a "very strong" relationship.
- b. The value of the correlation coefficient of promotion to customer satisfaction is 0.908 where the value is in the interval 0.800 - 1,000 which means it has a "very strong" relationship.

2. Multiple/Simultaneous Correlation Coefficient Test

Based on the correlation coefficient table above, the R value is 0.842. This value is included in the coefficient interval 0.80 - 1,000. This means that the level of relationship between the independent variables, namely the quality of service and promotion to the dependent variable, namely customer satisfaction is considered "very strong".

3. Coefficient of Determination Test (R Square)

Based on the results of the coefficient of determination test in the table above, the value of R square (R^2) is 0.842 or 84.2%. This shows that the effect of service quality and promotion on customer satisfaction is 84.2%; while the remaining 15.8% is influenced by other factors outside the model.

CONCLUSION

1. Based on the results of the partial test (t_{test}) between Service Quality (X_1) and Customer Satisfaction (Y) shows the t-count value of 2.987 with a significance level of 0.000 where the value is smaller than 0.05 which means that service quality has a positive effect on

- satisfaction customers of PT. Logwin Air & Ocean Indonesia, so H_1 is accepted. This means, if the quality of service is getting better, then customer satisfaction will also increase. Vice versa, if the quality of service is poor, then customer satisfaction is low.
2. Based on the results of the partial test (t_{test}) between Promotion (X_2) and Customer Satisfaction (Y), it shows that promotion has a t_{count} value of 8.474 with a significance level of 0.000 where the value is smaller than 0.05 which means that promotion has a positive effect on satisfaction. customers of PT. Logwin Air & Ocean Indonesia, so H_2 is accepted. This means, if the promotion of the offering is very affordable, then customer satisfaction will increase. On the other hand, if the promotion offer is not affordable, then customer satisfaction will actually decrease.
 3. Based on the results of the simultaneous test (f_{test}), the F_{count} value is 219.102 and the F significance is 0.000; where the value is smaller than 0.05, which indicates that the quality of service and promotion simultaneously affect customer satisfaction, so H_3 is accepted.

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