

**CUSTOMER SATISFACTION IN TERMS OF PRODUCT QUALITY, SERVICE,
PROMOTION AND MARKETER COMPETENCE ON PT. TIGA SERANGKAI
PUSTAKA MANDIRI SURAKARTA BRANCH**

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Abstract : *This study aims to determine customer satisfaction in terms of product quality, service quality, sales promotion, marketer competence. The research was conducted at PT. Tiga Serangkai Pustaka Mandiri of Surakarta Branch Independent with a sample of 100 customers by providing a questionnaire through google.form for the period 5 May – 11 June 2022. Data analysis techniques use multiple linear regression with the help of the IBM SPSS 21 computer program. The results of the study found that statistically customer satisfaction is predicted to be influenced by factors of product quality, service quality, sales promotion and marketer competence. The predictive range with adjusted R Square obtained customer satisfaction influenced by product quality, service quality, sales promotion and competence reached 71.6%. The value of the regression coefficient of the marketer's competency variable is the largest value among other variables, this indicates that the competence of marketers has a very large influence on customer satisfaction at PT. Tiga Serangkai Pustaka Mandiri of Surakarta Branch.*

Keywords: *customer satisfaction , product quality, service quality, sales promotion, marketer competence*

1. Introductions

In this era of industry 4.0, the development of industry and free trade is increasing rapidly with an increasingly high level of competition, there demands that all business worlds compete openly, from that, every company must be supported by superior Human Resources (HR) and supported by adequate tools and the right marketing strategy to take the greatest opportunity in winning business competition. In addition to the increasingly fierce free competition, our country is currently even the world is facing a Covid-19 pandemic that has not shown any signs of when it will end. The spread of Covid-19 has affected and had a significant impact on industry and trade.

In the current situation, a company that can survive and even develop is a company that is able to maintain and improve company performance by increasing employee productivity and performance in all aspects of business management. Trading companies in maintaining and improving company performance are by increasing market share, namely by maintaining the number of customers (customer retain) and creating the number of new customers (new open customers).

Mengesha (2021: 44) stated that the purpose of business is to create and retain customers, meaning that the purpose of business is to create and retain customers, so that customer control is the main thing in winning the competition. So important is customer mastery, the marketing strategy must be directed to retain customers and get new customers.

Rita, et.al, (2019: 2) explained that marketing has important elements consisting of strategy, tactic, and value. The strategy itself includes three aspects, namely segmentation, target determination, and self-positioning (segmentation, targeting, positioning). The elements of tactics carried out must also include three aspects, namely differentiation, marketing mix, and sales (differentiation, marketing mix, selling). Meanwhile, brands, services, and processes (brand, service, process) are included in the scope of customer values. *nguasaan* is the main thing in winning the competition. So important is customer mastery, the marketing strategy must be directed to retain customers and get new customers.

All marketing strategies created are directed to win customers, namely by providing customer satisfaction and even exceeding customer expectations. By having many loyal customers, the company will get extraordinary benefits, including: loyal customers will make repurchases in larger quantities, the company can reduce promotional costs and loyal customers will willingly provide constructive input for the development of the company (Rita, et.al, 2019: 3).

Ellinger, et.al, (2012: 250) states: Customer satisfaction is a measure of how the products and services provided by a company meet or exceed customer expectations. This means that customer satisfaction is a measure of how the products and services provided by the company meet or exceed customer expectations.

The quality of service (service quality) is known through comparing consumer perceptions of the services received or obtained with the services actually provided by the company. Dabholkar (1996, in Rita, et.al, 2019: 2) conducted a preliminary study on the quality of electronic services that examined how customers form expectations on the quality of technology-based self-service and suggested five attributes of e-service quality: speed of delivery, ease of use, reliability, pleasure, and control.

Sales promotion is one of the ways management introduces its products to customers. Promotion is a communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, who previously did not know to be familiar so that they become buyers and keep in mind the product. The promotion stage creates regular or continued use of the product and continues to be loyal to the product offered.

Competence is a basic character of the person that indicates a way of behaving or thinking, which prevails in a very wide scope of the situation and persists for a long time. Competence refers to the characteristics underlying behavior that describe motives, personal characteristics (distinctive features), self-concept, values, knowledge or expertise that a person performs superiorly in the workplace brings.

Romdonny, et.al, (2019) in his research on factors affecting customer loyalty in product found that brand image, competitive prices and product quality have a positive and significant effect on PT customer loyalty. Sinjaraga Santika Sport. The competitive prices variable is the variable that most affects the level of customer loyalty, while brand image is the smallest factor in its influence on the level of customer loyalty to PT. Sinjaraga Santika Sport.

Research by Albari & Kartikasari (2019) customer satisfaction is convincingly influenced by important factors including product quality, service quality, price. In his research sequentially from the highest ranking of service quality, product quality, price convincingly increases the level of customer satisfaction with adj value. R^2 is 0.240 or 24%.

Research by Rahadi & Yusup (2020) found that customer satisfaction is influenced by the competence of leaders who take important policies in the development of Ritz-Carlton Hotels Jakarta. Hotel customer satisfaction is mostly good, this is evidenced by the high level of

satisfaction with hotel services. The high customer satisfaction is due to the competence of the hotel managerial who

Tamba's research (2021) found that customer satisfaction at Bank XY Syariah Central Jakarta Branch was influenced by factors of service quality and employee competence. The results of his research found that the quality of service convincingly had a significant effect on customer satisfaction of bank XY Syariah, employee competence also tended to have a very convincing effect in increasing customer satisfaction at the bank.

Mengensha's (2021) research in Ethiopia on Commercial Bank customer satisfaction found results that employee competence affects the high low satisfaction of bank customers. Employee competencies which include business understanding, focus, service, teamwork, communication, personal significantly affect the customer satisfaction of Commercial Bank customers in Ethiopia.

PT. Tiga Serangkai Pustaka Mandiri is a publishing company for school textbooks and general books, as well as a distributor of school textbooks, general books and products directly related to the world of education. In today's era of global competition, of course, companies face competitors from school textbook publishers who offer licensed products from abroad and many LKS book publishers have emerged which are competitors to the school textbook business with customized products and services at lower prices.

The current pandemic period is also one of the challenges in the school textbook business, where the government implements a policy of transferring the education budget to the health budget, the Implementation of Community Activity Restrictions (PPKM) and schools implementing Distance Learning (PJJ), so that the fulfillment of the needs of books as teaching materials is relatively varied. This policy is certainly a challenge for PT. Triumvirate of Surakarta Branch Independent Libraries to improve ability and competitiveness in order to maintain and even increase the sales turnover of its products.

Based on the background of the problems and research above, the author is interested in conducting a research with the title: Customer Satisfaction In Terms of Product Quality, Service Quality, Promotion and Competence of Marketers at PT. Tiga Serangkai Pustaka Mandiri of Surakarta Branch.

2. Research Methods

The research method used in this study is descriptive quantitative research. The object of this study is the customer of Tiga Serangkai Pustaka Mandiri Independent Tiga Serangkai Pustaka Mandiri related to antecedents of product quality, service quality, sales promotion and marketers' competence to customer satisfaction. This research was conducted in May 2022.

The population is a customer of PT. Triumvirate of The Surakarta Branch of the Independent who are willing to become respondents by filling out a questionnaire that has been prepared in advance by the researcher. Since the number is not fixed, then the population belongs to the category of infinit population. Using the Lemeshow formula, the sample value (n) obtained was 96.04 which was then rounded to 100 people. Sampling in this study used the Nonprobability Sampling method. The sampling technique used is incidental sampling technique.

The data obtained are then processed with multiple linear regression analysis tools to determine the effect of free variabel on bound variables. The formulation is as follows:

$$\text{Kepel} = \alpha + \beta_1 \text{Kuapro} + \beta_2 \text{Kuala} + \beta_3 \text{Propen} + \beta_4 \text{Kompe} + e$$

Keterangan:

Kepel = Customer satisfaction
 Kuapro = Product quality
 Kuala = Quality of service
 Propen = Sales pitch
 Kompe = Competence of marketers
 e = Error disturbance

3. Result And Discussion

Table 1. Result Kinier Regresion

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3.490	1.709		-2.043	.044
Product quality	.198	.078	.244	2.529	.013
Quality of service	.203	.079	.252	2.559	.012
Sales pitch	.171	.072	.194	2.370	.020
Competence of marketers	.320	.097	.275	3.297	.001

Based on the table above can be arranged multiple linear regression equations as follows:

$$Y = -3,490 + 0,198 \text{ Kuapro} + 0,203 \text{ Kuala} + 0,171 \text{ Propen} + 0,320 \text{ Kompe} + e$$

Discussion

The discussion of the research results is carried out according to the existing theoretical basis compared to relevant research and the author's opinion in an effort to explain the results of the research that has been carried out by the researcher.

1. Customer Satisfaction In Terms of Product Quality

The results of hypothesis testing are known that customer satisfaction is predicted to be influenced by product quality factors, where a positive regression coefficient value of 0.198 is calculated to be 2.529 with a significance of 0.013, so that it can be statistically ascertained customer satisfaction at Tiga Serangkai Pustaka Mandiri Surakarta Branch independent Tiga Serangkai Pustaka Mandiri is predicted to be influenced by product quality factors. The result of a positive regression coefficient indicates if the product offered by Tiga Serangkai Pustaka Mandiri three Serangka Pustaka Mandiri Surakarta Branch are increasing, so customer satisfaction is increasing as well.

Product quality is the ability of a service product to demonstrate its function, which is included in the overall durability, reliability, accuracy, ease of operation and repair of products and other product attributes. (Kotler and Keller, 2014: 85). A similar statement was also conveyed by Tjiptono (2015: 12) customer satisfaction is a match between expectations and the perception of service received (the results obtained or the reality experienced). Customer satisfaction is created during the purchase period, the experience of using the product or service and the period after the purchase. Customers who are satisfied with the products they use will return to use the products offered.

The results of this study support the research of Sari & Rivai, (2015); Cristo, et.al (2017); Wahyudi and Wibowo (2018); Albari & Kartikasari (2019); Wantara & Tambrin (2019); Romdonny, et.al (2019); Tanba (2020) which found product quality had a positive and significant effect on customer satisfaction.

On the other hand, the results of this study are contrary to the results of research conducted by Hermawati (2018) which has found that service quality has a significant negative effect on customer satisfaction.

2. Customer Satisfaction In Terms of Service Quality

The results of hypothesis testing are known to be predicted to be influenced by service quality factors, where a positive regression coefficient value of 0.203 calculated value of 2.559 with a significance of 0.012 can be obtained, so that it can be statistically ascertained customer satisfaction at Tiga Serangkai Pustaka Mandiri Surakarta Branch Independent Tiga Serangkai Pustaka Mandiri is predicted to be influenced by service quality factors. The result of a positive regression coefficient indicates if the services provided by Tiga Serangkai Pustaka Mandiri three Serangka Pustaka Mandiri Surakarta Branch are increasing, so customer satisfaction is increasing as well.

Service quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Service quality is the expected level of excellence and control over that level of excellence to meet customer desires (Tjiptono, 2015: 51). The same thing was conveyed by Lupiyoadi (2012: 216) who said that the quality of service is how far the difference between reality and customer expectations for the service they receive. Service quality is a form of consumer assessment of the perceived service level with the expected value.

The results of this study support the research of Sari & Rivai (2015); Wahyudi & Wibowo (2019); Khansa (2020); Tamba (2020); and Oktavanny & Sulistiadi (2022) who have found that service quality has a positive and significant effect on customer satisfaction.

On the other hand, the results of this study are contrary to the results of Apriyanto's research (2018) which has found that service quality has a significant negative effect on customer satisfaction. Hermawati's research (2018) also contradicts the results of this study where it has found that service quality has a negative insignificant effect on customer satisfaction.

3. Customer Satisfaction Reviewed from Sales Promotion

The results of hypothesis testing are known that customer satisfaction is predicted to be influenced by sales promotion factors, where a positive regression coefficient value of 0.171 calculated value of 2.370 with a significance of 0.020 can be obtained, so that it can be statistically ascertained customer satisfaction at Tiga Serangkai Pustaka Mandiri Surakarta Branch o is predicted to be influenced by sales promotion factors.

The results of the positive regression coefficient indicate the more successful sales promotion applied by the management of PT. Tiga Serangkai Pustaka Mandiri of Surakarta Branch in providing information about the products offered in the market, the more satisfied the customers.

Promotion is a communication from sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, who were previously unfamiliar to become familiar so that they become buyers and keep in mind the product (Swastha and Irawan, 2012: 31). On the other hand, Tjiptono (2018: 221) states that promotion is a form of marketing communication that seeks to disseminate information, influence or persuade and or

remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

The results of this study support the research conducted by Khansa (2020); Oktavanny & SUListiadi (2022), who have found that promotion has a positive and significant effect on customer satisfaction.

4. Customer Satisfaction In Terms of Marketer Competence

The results of hypothesis testing are known that customer satisfaction is predicted to be influenced by service quality factors, where a positive regression coefficient value of 0.320 is calculated 3.297 with a significance of 0.001, so that it can be statistically ascertained customer satisfaction at PT. Tiga Serangkai Pustaka Mandiri Surakarta Branch is predicted to be influenced by marketers' competence factors. The results of the positive regression coefficient indicate the competence of marketers in offering if it is increasingly improved, customer satisfaction will increase.

The results of this study support the research of Sari & Rivai (2015); Putra & Mujiati (2016); Hermawati (2018); Apriyanto (2018); Wahyudi and Wibowo (2018); Rahadi & Yusup (2020); Tamba (2020); Sumerdana & Heryanda (2021); and Mengesha (2021) who has found marketers' competencies have a positive and significant effect on customer satisfaction.

4. Conclusion

This study aims to determine customer satisfaction in terms of product quality, service quality, sales promotion, marketer competence. Data analysis techniques use multiple linear regression with the help of the IBM SPSS 21 computer program. The results of the study found that statistically customer satisfaction is predicted to be influenced by factors of product quality, service quality, sales promotion and marketer competence. The predictive range with adjusted R Square obtained customer satisfaction influenced by product quality, service quality, sales promotion and competence reached 71.6%. The value of the regression coefficient of the marketer's competency variable is the largest value among other variables, this indicates that the competence of marketers has a very large influence on customer satisfaction at PT. Tiga Serangkai Pustaka Mandiri of Surakarta Branch. Statistically, is predicted to be influenced by factors such as product quality, service quality, sales promotion and marketer competence. The results of the predicted research on the competence of marketers are the most dominant factor in influencing customer satisfaction, while the sales promotion factor is the weakest factor in influencing customer satisfaction.

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