



Research Paper

The Influence of Price, Product Quality and Service Quality on Customer Satisfaction: Case Study of Investors in Pt. Kawasan Berikat Nusantara (Persero)

Fitria Anjar Kusumawati¹, Sugeng Suroso², Husnil Khatimah³

Student of Magister Management, Faculty of Economic and Business, Bhayangkara Jakarta Raya University, Jakarta

Corresponding Author: Fitria Anjar Kusumawati

ABSTRACT: *The Effect of Price, Product Quality and Service Quality on Customer Satisfaction: A Case Study of PT. Nusantara Bonded Zone (Persero). This study aims to determine the effect of price, product quality, service quality on customer satisfaction at PT. Kawasan Berikat Nusantara (Persero). The method used is a quantitative method of causal survey using non-probability sampling techniques, namely purposive sampling using the criteria for the type of garment business, amounting to 31 (thirty-one) samples. Data collection techniques using questionnaires to 31 people with manager level. The technical analysis of this research uses multiple linear regression analysis techniques by testing research instruments, classical assumptions and hypothesis testing. Data processing tools use SPSS version 25. The results of this study are that there is no influence on customer satisfaction, product quality has no effect on customer satisfaction, while the most influencing customer satisfaction is service quality. Simultaneously, price, price quality and service quality affect customer satisfaction.*

KEYWORDS: *Price, Product Quality, Service Quality, Customer Satisfaction, Bonded Zone, Investors, Purposive Sampling System*

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I. INTRODUCTION

Currently, economic competition in the world market is getting tougher with the many developments and increasing human needs. Moreover, business competition is dynamic, complex, and uncertain, thus spurring company managers to be able to think creatively, innovatively in order to always provide differentiation and advantages for their company compared to its competitors.

Entrepreneurs and companies are only pursuing sales targets, but during a pandemic like this, it is prioritized to attract customers and maintain relationships with customers. This means that the strategic approach is directed to customers in the hope that the customer will provide important input for the company to design a marketing strategy in order to create satisfaction for its customers (Kotler and Armstrong, 2007) as well as promotion to increase the brand that is obtained through emotional closeness between the customer and the company.

The number of Industrial Estates in Indonesia attracts domestic and foreign investors to invest in Indonesia and can help improve Indonesia's economy. One of the cities that is in great demand for investment is Jakarta. The city is not only the capital of the country but is a center for a fast growing economic activity that must be able to facilitate various activities of domestic and foreign investors. One of the ways the government provides easy services for investors is to build PT. Kawasan Berikat Nusantara (Persero) as a place or facility that makes it easy to carry out export and import.



Table 1.1 Number of Investors with Type of Business Q II of 2020
(source: Data from PT. KBN (Persero))

Based on the recapitulation, the highest number of types of business in the SBU Cakung area is Garment.

II. LITERATURE VIEW

Price

Saladin (2008: 95) states that price is an amount of money as a medium of exchange for obtaining a product or service or it can be said that the determination of the value of a product in the minds of consumers

Product Quality

Products are defined as "any offer that can satisfy needs and wants" (Kotler 2002: 13). So that the above understanding can be interpreted regarding the types of products described as:

- Goods, physical goods mostly from production and marketing efforts.
- Services, services in today's life are increasing in proportion along with an increasingly advanced economy.

Service Quality

The definition of service quality focuses on efforts to meet the needs and desires of consumers in accordance with consumer expectations. Rust, et al. (Tjiptono, 2011: 331) states that consumer expectations can be of three types. First, will expectation, which is the level of expectation that consumers often mean when assessing service quality. Second, should expectation, namely the level of performance is considered to have been accepted by consumers. Usually the demands of what should be accepted are greater than what will be accepted. Third, the ideal expectation, which is the level of best performance that is expected to be accepted by consumers.

Customer satisfaction

Customer satisfaction (Oliver: 1992) is a psychological condition that results when the emotions surrounding expectations are mismatched and multiplied by feelings created by the experience of use.

III. RESEARCH METHOD

The method used is the quantitative method of causal survey using non-probability sampling technique, namely purposive sampling using the criteria for the type of garment business, amounting to 31 (thirty one) samples. The technical analysis of this research uses SPSS by testing the Research Instruments, Classical Assumptions and hypothesis testing.

IV. RESEARCH RESULTS AND DISCUSSION

For the value of r table is taken using the formula $df = n - 2$. Namely $df = 31 - 2 = 29$, so that r table is 0.355. The questionnaire can be said to be valid if the results of the questionnaire validity test have a calculated r value greater than the r table value. For complete results of the validity test, it is shown in the following table:

INDICATOR	VALIDITY (R table 0.3555)	RELIABILITY (Alpha value 0.6)
PRICE	0.457-0.810	0.882
PRODUCT QUALITY	0.605-0.816	0.880
SERVICE QUALITY	0.561-0.805	0.902
CUSTOMER SATISFACTION	0.688-0.827	0.909

From the table above, it can be seen that the calculated r value of the 30 variable statements tested and the 30 statements are positive or have a value greater than r table which has a value of 0.355 so it can be concluded that 10 statements from each variable in this study are declared valid.

Reliability Test

Reliability test results can be seen in the Reliability Statistic output. You can get Cronbach's Alpha value of 0.882. According to the criteria, this value is already greater than 0.60. Then the results of the questionnaire variable Price Quality, Product Quality and Service Quality that are distributed have a good level of reliability, or in other words, the data from the distributed questionnaires can be trusted.

Normality test

One-Sample Kolmogorov-Smirnov Test

		PRICE	PRODUCT QUALITY	SERVICE QUALITY	CUSTOMER SATISFACTION
N		31	31	31	31
Normal Parameters ^{a,b}	Mean	31.5806	32.0000	32.0645	32.8710
	Std. Deviation	4.61717	4.26615	4.45672	4.17726
Most Extreme Differences	Absolute	.109	.132	.143	.189
	Positive	.109	.132	.143	.189
	Negative	-.085	-.079	-.069	-.097
Kolmogorov-Smirnov Z		.607	.735	.795	1.052
Asymp. Sig. (2-tailed)		.855	.652	.552	.218

a. Test distribution is Normal.

b. Calculated from data.

Based on the test, the variables are normally distributed so that they qualify for inference statistical analysis.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.063	2.917		1.393	.175		
	PRICE	.093	.164	.103	.568	.575	.237	4.211
	PRODUCT QUALITY	.234	.203	.239	1.156	.258	.181	5.515
	SERVICE QUALITY	.573	.127	.612	4.521	.000	.424	2.360

a. Dependent Variable: CUSTOMER SATISFACTION

V. DISCUSSION

1. Partially there is no positive and significant influence between Price on Customer Satisfaction. This shows that at the time of this pandemic, prices did not really have an effect on customer satisfaction. The price does not significantly affect customer satisfaction, it is also influenced by the product being sold which is an item that people rarely use so that price is not a heavy consideration for the user.

2. Partially there is no positive and significant influence between Product Quality on Customer Satisfaction. This shows that product quality does not have a significant effect on customer satisfaction, indicating that product quality at PT. Kawasan Berikat Nusantara (Persero) which is classified as good is not necessarily able to meet consumer expectations in terms of satisfaction.

3. Partially there is a positive and significant influence between Service Quality on Customer Satisfaction. This shows that the ability to provide service performance at PT. The area is good enough so that the perceptions and desires of the tenants are achieved.

4. There is a direct and positive effect of Price (X1), Product Quality (X2) and Service Quality (X3) together on Customer Satisfaction (Y) and it means that the regression model can explain the independent variables as a whole.

VI. CONCLUSION

1. Partially there is no positive and significant influence between Price on Customer Satisfaction.
2. Partially there is no positive and significant influence between Product Quality on Customer Satisfaction.
3. Partially there is a positive and significant influence between Service Quality on Customer Satisfaction.
4. There is a direct and positive effect of Price (X1), Product Quality (X2) and Service Quality (X3) together on Customer Satisfaction (Y) and it means that the regression model can explain the independent variables as a whole.

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