

The Effect of Service Quality and Promotions towards Customer Satisfaction on PT Gianta Jaya Teknik Kebayoran Baru, Jakarta

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Abstract. Technological explore the jump of the XIX century, according to the Road Map of Making Indonesia 4.0, the electronics industry is one of the five manufacturing sectors in the country that are being prioritized for development so that they are ready to face the Industrial Era 4.0. PT Gianta Jaya Teknik, one part of that company engaged in the field of technology and information which is the metamorphosis of Protecindo Computer, its business is one of the distributors of big sale parts of the computer such as a laptop, printer, scanner, projector, and which located in the Business Centre of Kebayoran Baru, Jakarta - Indonesia. This research aims to get empirical evidence as to the effect of Service Quality and Promotions towards Customer Satisfaction. This research using hypothesis testing which means test to development hypothesis to a certain problem. This research was conducted on enterprise customers to the tune of 98 respondents from March until May 2020 with the sampling technique was calculating use the Slovin method at a precision of 10 percent. Methods of data analysis are operated through the SPSS 23.00 program with the multiply regression analysis. The results showed that Service Quality and Promotions have a significant influence simultaneously towards Customer Satisfaction. The partial test results as well show that each of the Service Quality and Promotions has a significant influence towards Customer Satisfaction.

Key words: customer satisfaction, service quality, promotions.

Introduction

Technological explore the jump of the XIX century, which enriched and becoming leading subsequently and were able to dictate their conditions to other countries, which the growth of technologies and institutions, which took place after the first industrial revolution, became important for the whole of humanity (Syniuta, 2017). Besides that, According the Myers-Briggs, Theory of Decisions Making, personality types must have make decisions by considering getting clients and able to develop the community (Ridwan, 2019). Competition in the world of retail and trading in computers and information technology tools continues to increase in line with the times and community and information technology is increasingly rapid as it is today. Based on the road map of Making Indonesia 4.0, the electronics industry is one of the five manufacturing sectors in the country that are being prioritized for development so that they are ready to face the industrial era 4.0. Also, electronic products and manufacturing are expected to be the driving forces to boost national economic growth, as well the case in PT Gianta Jaya Teknik in Jakarta City of Indonesia that perform the function of marketing and promotion in increasing customer satisfaction.

PT Gianta Jaya Teknik, one part of that company engaged in the field of technology and information, which is the metamorphosis of Protecindo Computer that has been working since 1995. The company in its business is one of the distributors of big sale parts of the computer such as a laptop, printer, scanner, projector, and so on, which

located in the business center of Kebayoran Baru, Jakarta - Indonesia.

The company has established the sales network in almost all regions of the province on the island of Java, Sumatra, Kalimantan, Sulawesi, and others. To answer the challenges of the development of technology and the demands of global business is so rapidly, PT Gianta Jaya Teknik today has expanded and developed its business to contribute more widely to the various elements of the business and the world is prestressed both private and government as well as the world of education which is predicted to continue to experience growth even year. However, based on the results of pre survey by the author on one of the branches of Gianta Jaya Teknik obtained the following data:

Table 1. The results of the Pre-Survey Customer Satisfaction

Statements		Good		Passably		Amount
		Amount	%	Amount	%	
Services						
1	Rate of service	35	40.2	52	59.8	87
2	Responsiveness	63	46.0	74	54.0	137
3	Reliability	56	47.0	64	53.0	120
Subtotal		154		190		344
Promotions						
1	Discount	34	38.2	55	61.8	89
2	Brochure	23	25.0	69	75.0	92
3	Banner	41	42.0	56	58.0	97
Subtotal		98		180		278
<i>Source: PT Gianta Jaya Teknik (2019)</i>						

Based on Table 1, it can be clearly seen the results pre-survey of customer satisfaction through indicators of service quality and promotion at PT Gianta Jaya Teknik obtained the results to the tune of 190 respondents stated the quality of service PT Gianta Jaya Teknik is less good and 154 respondents stated the quality of service at PT Gianta Jaya Teknik better. Furthermore, the statement with the indicator of promotion of the achieved results a total of 180 respondents said that the promotion at PT Gianta Jaya Teknik less attractive and the 98 respondents stated promotion at Gianta Jaya Teknik interesting. Not only that, fluctuations in customer PT Gianta Jaya Teknik in the year 2018 can be seen as follows (Table 2).

Table 2. PT Gianta Jaya Teknik Customers in 2018

Years	Month												Total
	1	2	3	4	5	6	7	8	9	10	11	12	
Customer	280	367	256	351	453	292	434	633	469	237	185	847	4831
<i>Source: PT Gianta Jaya Teknik (2019)</i>													

As a company engaged in the field of distributor and trading of computers, Gianta Jaya Teknik strives to meet the needs and desires of customers to create customer satisfaction through the promotion and quality of service. Promotion is a form of marketing communication which means that marketing activities are trying to spread information, influence/persuade and/or remind the target market for the company and its products to willing to accept, buy and loyal to the products offered by the company concerned (Tjiptono, 2015: 219). Besides, service quality as a measure of how good the level of

services provided and following customer expectations. Furthermore, the quality of service based on performance criteria specific that can be measured with five dimensions of service quality (SQ), i.e. physical evidence, reliability, responsiveness, assurance, and empathy (Tjiptono, 2015: 157). Every company has the same goal which is to provide customer satisfaction which will hopefully become loyal customers and faithful. The creation of customer satisfaction can provide several benefits including customer relationship and the company to be harmonious, providing a good basis for repurchase as well as forming positive-mouth recommendations to get profitable for the company (Tjiptono, 2015: 76). Therefore, the importance of this research to get empirical evidence as the effect of service quality and promotions toward customer satisfaction at PT Gianta Jaya Teknik Kebayoran Baru, Jakarta.

Theoretical Framework and Research Models

Management is the science and art of planning, organizing, directing and supervision of the business members of the organization in the achievement to the objectives that have been set previously. Management is a framework process involves a guidance or person direction of a group towards the goals of the organization or purposes of the real (Terry and Rue, 2016: 1). Besides, marketing is the stages of a company to create a value for customer's and develop a strong customer relationships in order to increase customer value in the future marketing is a stages of social and managerial process in which individual and group obtain what they need and want by creating, offering, and turning the product worth with the other side (Kotler and Keller, 2016: 35). Marketing management is the process of analyzing, planning, managing, and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with the target market to achieve company goals (Suparyanto and Rosad, 2015: 1).

According to the Wyckoff, service quality is level of excellence that is expected in other words, there are two main factors that affect the quality of the customer i.e. services that are expected (expected service) and services that are perceived (perceived service) (Tjiptono, 2015: 268). A product can be called usable in use, there is no sense of distress or frustration from the user. Usability is also defined as a measure by which users can access the functionality of a system effectively, efficiently, and satisfactorily in achieving its goals (Sani et al., 2019). The presence of a common history and past social environment nearby and side by side put the company in competitive in between their environment with the analysis of the comparison (Dubovskyi, 2019). From the above understanding, it can be concluded that the service quality is everything that is expected by consumers so the company can meet the desires and needs of consumers. In other words, there are two main factors that affect the service quality, namely expected service and perceived service. If services are received or perceived (perceived service) following the expected, then service quality is perceived as good and satisfying. If the services received exceed customer expectations, then service quality is perceived as the quality of the ideal services. On the contrary, if the services received lower than expected, then the perceived poor quality of service. Thus, whether or not the quality of the services depends on the service provider's ability to meet customer expectations consistently. Dimensions to measure the service quality viz.: tangibles, reliability, responsiveness, assurance, and empathy (empathy) (Tjiptono, 2015: 24).

Promotion is one of the components to the priorities of the marketing activities that inform the consumer that the company is launching new products that tempt the consumer to conduct purchasing activities (Hermawan, 2013: 38). In addition, promotion

is the activities that communicate the merits of the product and persuade target consumers to buy the product (Kotler and Keller, 2016: 76). From the above understanding, it can be concluded that promotion is an important activity carried out in marketing a product so consumers are interested in and make a purchase of these products, so a promotion needs to be designed as attractive as possible and the information presented can be understood easily by the public. Dimensions to measure the promotions viz.:

(1) Advertising, is one of the forms of impersonal communication used by the company with the goal of telling consumers about the product;

(2) Personal selling, namely face to face interaction with one or more prospective buyers to make a presentation, answer questions, and get the order;

(3) Sales Promotion, namely a wide variety of short-term incentives are intended to encourage trial or purchase of products/services;

(4) Public relations / Publicity, namely a wide variety of programs designed to promote the to protect the image of a company or a product individual (Assauri, 2018: 269).

Customer satisfaction is the level of consumer feelings after comparing between what is the acceptable and hope. Besides, customer satisfaction is also often used as one of the main objectives of the marketing strategy of the business, good business that is run by producing goods and services business (Ikasari et al., 2013: 65). Customer satisfaction in the marketing business and distribution is an absolute requirement. Satisfied customers in the services provided will increase the loyalty of customers. Various ways are done by the company marketing and distribution to attract the hearts and loyalty of customers. Satisfaction is the level of one's feelings after comparing the performance/results that he felt with hope. While according to Kotler, customer satisfaction is feeling happy or upset someone who emerged after comparing the perception/impression of the performance (results) of a product and its expectations.

The level of satisfaction is a function of the difference between the perceived performance with expectations, if performance matches or is less than what is expected, then the customer will be disappointed. On the contrary, if the performance exceeds expectations, the customer will be very satisfied (Fasochah and Harnoto, 2014). Customer expectations can be shaped by experience, comments from their relatives as well as appointments and information marketers, and rival. Satisfied customers will be loyal longer, less price-sensitive, and give good comments about the company. Satisfaction is a function of performance and expectation. In measuring customer satisfaction (Maulana, 2016). Dimensions to measure the customer satisfaction viz.:

(1) Conformity of expectations;

(2) Interest of returning;

(3) Willingness to recommend (Tjiptono, 2015: 453-454).

These research background several case studies regarding the customer value and service quality influence toward customer satisfaction at Semarang Poncol Station in 2013 with research subject is train passengers KA Kaligung Mas, the sample use accidental sampling to the 100 respondents. The findings show that there is significant influence each of customer value and service quality toward consumer satisfaction with determination of coefficients is 43,3 percent (Ikasari et al., 2013). Service quality and price in predicting customer satisfaction at PT. TOI in 2016. The crucial finding show that three overall hypotheses of the study have also been tenably accepted (Maulana, 2016). The influence of product quality and service quality toward customer satisfaction on the CV. Independent Business, South Jakarta with the Rao Purba calculate sample size is

amount of 100 respondents. The findings show that there is significant influence each of product quality and service quality toward consumer satisfaction with determination of coefficients is only 28,7 percent (Noviyanti, 2018). Customer satisfaction is the main aspect that must be met by the company, with the creation of customer satisfaction, demand will also rise, especially price factors (Kencana, 2020). The dissent in this research adds an element of promotional-mix which is very important factors in determining customer satisfaction.

The framework is exploited in a model research. The Model actually is something that is small-sized is intended to draw the reality (Supranto and Limakrisna, 2019: 31). Besides, the model is everything that is constructed through specific parameters that are measured both in structure, form, content, number, and meaning with all limitations (Husain, 2019). The research model is formulated as follows (Fig. 1):

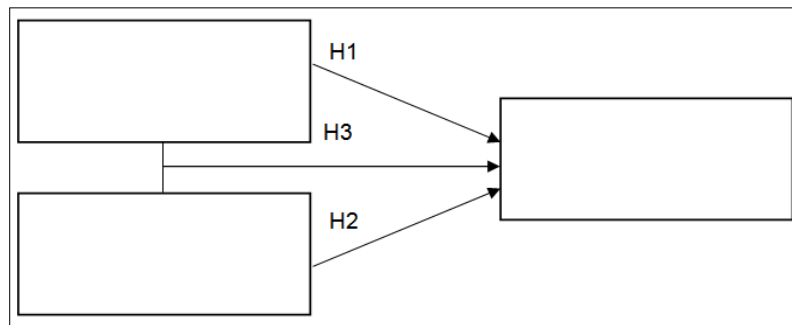


Fig. 1. Simulation Research Model

The simulation research model is compute to the following hypothesis:

H₀, Service Quality; *Promotions* each is no influence onto the Customer Satisfaction

H_a, Service Quality; *Promotions* each is influence onto the Customer Satisfaction, who is revealed to be some alternative hypothesis.

H₁, Service Quality has a significant influence onto the Customer Satisfaction

H₂, *Promotions* has a significant influence onto the Customer Satisfaction

H₃, Service Quality and *Promotions* have a significant influence onto the Customer Satisfaction simultaneously.

Methodology

This study is using hypothesis testing research which means research that aims to develop hypothesis and test it empirically over a certain problem (Supranto & Limakrisna, 2019, hal. 4). This research was implementing at the PT Gianta Jaya Teknik is located Sunan Kalijaga street Number 65, Kebayoran Baru, Jakarta of Indonesia from March until May 2020. The population in this study also involves the respondents whose enterprise consumer is counted by 4,381 person until 2019. The sampling technique was calculated using the Slovin' method at a precision of 10 percent with a final sample size of 98 person. Data collection using secondary data and primary data taken from secondary data, interviews, and distributing surveys as well as if the study of literature.

The data analysis technique is operated through the SPSS 23.00 program. A trial run in this research was carried out hypothesis test which is done first, namely the quality test of research instruments, classical assumption test, correlations and determination coefficients using the view the R-Square score and hypothesis testing with the criteria for acceptance that is H₀ is rejected, H_a is accepted, if t-statistics is greater than t-table

(partial test) and F-statistics is greater than F-table (simultaneous test) and through multiple regression analysis by the following equation:

$$Y = a + b_1.X_1 + b_2.X_2 + e$$

Results and Discussions

The results of this study were conducted by collecting data through observation activities and distributing of questionnaires, which were then compared or strengthened with theories obtained from the results of literature studies.

The Quality Test of Research Instruments

Validity and reliability test results are presented in the Table 3.

Table 3. Validity and Reliability Test Results

Independent Variables	Indicators	r-Pearson Correlation Score	Validity Test Results	Cronbach's alpha Score	Reliability Test Results
Service Quality (X1)	Tangibles	0.385	Valid	0.687	Reliable
		0.566	Valid		
	Reliability	0.572	Valid		
		0.516	Valid		
	Responsiveness	0.559	Valid		
		0.368	Valid		
	Assurance	0.587	Valid		
		0.500	Valid		
Empathy	0.475	Valid			
	0.596	Valid			
Promotions (X2)	Advertising	0.639	Valid	0.735	Reliable
		0.517	Valid		
	Personal Selling	0.458	Valid		
		0.541	Valid		
	Sales Promotion	0.750	Valid		
		0.415	Valid		
		0.490	Valid		
	Publicity	0.427	Valid		
0.432		Valid			
0.683		Valid			
Dependent Variables	Indicators	r-Pearson Correlation Score	Validity Test Results	Cronbach's alpha Score	Reliability Test Results
Customer Satisfaction (Y)	Conformity of Expectations	0.668	Valid	0.746	Reliable
		0.487	Valid		
		0.484	Valid		
		0.546	Valid		
	Interest of Willingness	0.729	Valid		
		0.429	Valid		
		0.505	Valid		
	Willingness to Recommend	0.457	Valid		
0.478		Valid			

		0.685	Valid		
Source: Calculated from SPSS 23.00 (2019)					

The Quality Test of Research Instruments produces each of *r-Pearson Correlation* score is greater than ($>$) 0.198 (*r-table*). Then, all the instruments formed have a Cronbach's alpha score are greater than or equal to (\geq) 0.60, so it can be concluded that the questionnaire is valid and reliable as a research instrument.

Classical Assumption Test

Normality Test

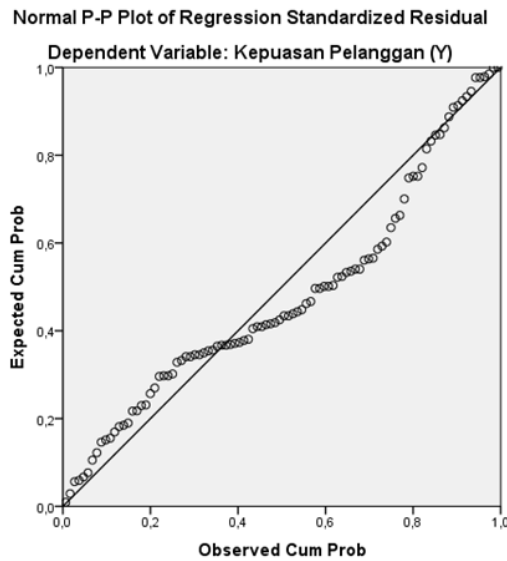


Fig. 2. Normal P-Plot of Customer Satisfaction. Source: Output from SPSS 23.00 (2019)

The normal *p-plot* graph produces an un-standardized residual distribution about the crosswise line and follows the way of the line, so that the residual values from the regression models are normally distributed or have met the normality of the data (Fig. 2).

Heteroscedasticity Test

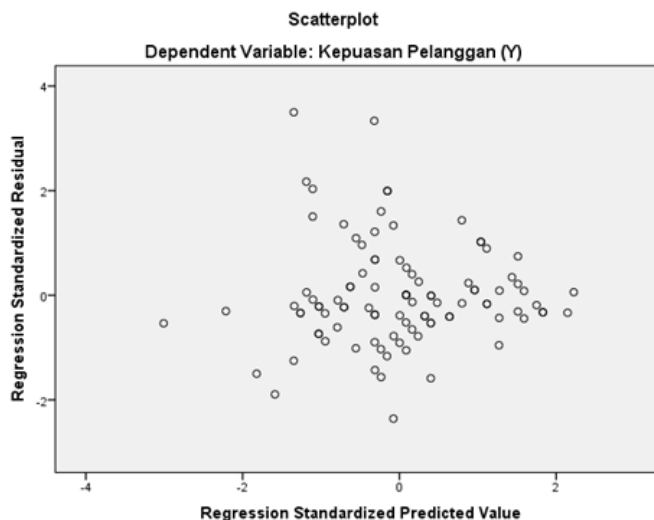


Fig. 3. Scatter Diagram. Source: Output from SPSS 23.00 (2019)

The scatter graph produces information about customer satisfaction, there does not appear to be a pattern in scatter-plots, accordingly it does not show heteroscedasticity (Fig. 3).

Multicollinearity Test

Multicollinearity test results are presented in Table 4.

Table 4. Summary of Multicollinearity Tests

Variable / Score	Tolerance	VIF
Service Quality	0.832	1.202
Promotions	0.832	1.202
<i>Source: Calculated from SPSS 23.00 (2019)</i>		

The tolerance score for each variable is greater than 0.1 and the variance inflation factors (VIF) are smaller than 10. Therefore, the regression model was exempt from multicollinearity problems between independent variables.

Hypothesis of Testing

The Coefficients of Determination (R-Square)

The coefficient of determination (R^2) is done to estimate the strength of influence that occurs between the independent variables on the dependent variable (Table 5).

Table 5. Summary of the Coefficients of Determination Tests (R^2)

	Score
R	0.865
R-Square	0.747
Adjusted R-Square	0.742
Std. Error of the Estimate	1.895
<i>Source: Calculated from SPSS 23.00 (2019)</i>	

The coefficients of determination (R^2) results in 0.747 scores, meaning that 74.7 percent of variables of customer satisfaction can be identified by variables of service quality and promotions while the remaining 25.3 percent is identified by another factor not follow in this research model

The Simultaneous Test (F-test)

Table 6. F-Test Results (ANOVA)

Model Summary	Score
F-Statistics	36.542
Significant Probability	0.000
<i>Source: Calculated from SPSS 23.00 (2019)</i>	

F-test results (Table 6) in 36.542 is greater than F-table (df1; df96; 0.05 probability is 3.94016 score), so H_0 is rejected ($p\text{-value} < 0,05$). This means that the variables of service quality and promotions have significant influence onto the customer satisfaction at PT Gianta Jaya Teknik Kebayoran Baru, Jakarta.

The Partial Test of the Regression Coefficient's (t-test)

Table 7. T-Test Results

Variables	The Regression Coefficient's Score	T-Test Score	Significant Probability Score	Conclusions
<i>Constant</i>	0.434			
Service Quality	0.253	3.820	0,000	Positive significant
Promotions	0.769	13.318	0,000	Positive significant
<i>Source:</i> Calculated from SPSS 23.00 (2019)				

Based on the resulting SPSS 23.00 Output (Table 7), the following regression equation can be made:

$$Y = 0.434 + 0.253X_1 + 0.769X_2 + e$$

Discussion

The results of multiple regression models (Table 7) first hypothesis, service quality has a significant influence towards customer satisfaction. So, hypothesis H0 is rejected or H1 is accepted because significant probability less than 0.05, it means that customer satisfaction with service quality at PT Gianta Jaya Teknik Kebayoran Baru, Jakarta does agree with the all results of the effect of service quality to customer satisfaction (Ikasari et al., 2013; Maulana, 2016; Noviyanti, 2018; Kencana, 2020).

Promotions has a significant influence towards customer satisfaction. So, hypothesis H0 is rejected or H2 is accepted because significant probability less than 0.05, it means that customer satisfaction with promotions at PT Gianta Jaya Teknik Kebayoran Baru, Jakarta considered effective in determining customer satisfaction through activities advertising, personal selling, sales promotion, and publicity. The whole of this activity will be determined by pricing strategy. With his/her experience, people can have insight and knowledge so that they can position the product value and explain a fact, which price is appropriate or true and which is not appropriate or true (Maulana, 2016).

The results of ANOVA results test (Table 6) third hypothesis, service quality and promotions have a significant influence towards customer satisfaction at PT Gianta Jaya Teknik Kebayoran Baru, Jakarta simultaneously. So hypothesis H0 is rejected or Ha is accepted because significant probability less than 0.05 and by the determination of coefficients is 74,7 percent (Table 5).

Conclusion

The conclusion of this research is:

1. Service Quality has a significant influence toward Customer Satisfaction.
2. Promotions has a significant influence toward Customer Satisfaction.
3. Service Quality and Promotions have a significant influence onto the Customer Satisfaction simultaneously.

Recommendations that can be delivered i.e. service quality needs maintain so that customers feel comfortable with provide of service quality and promotions needs improve so that customers are more interested in the promotions being run. Influence of customer satisfaction variations of 74.7 percent to be maintained and improved in the future at PT Gianta Jaya Teknik Kebayoran Baru, Jakarta.

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