THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT. SECURINDO PACKATAMA INDONESIA IN TANGERANG

Jasmani
Universitas Pamulang, Tangerang Selatan, Banten, Indonesia
dosen01770@unpam.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menentukan pengaruh kualitas layanan terhadap kepuasan konsumen di PT. Securindo Packatama Indonesia di Tangerang. Metode yang digunakan adalah penelitian eksplanatori dengan sampel sebanyak 96 responden. Teknik analisis menggunakan analisis statistik dengan pengujian regresi, korelasi, determinasi, dan pengujian hipotesis. Hasil penelitian ini menunjukkan bahwa variabel kualitas layanan memperoleh skor rata-rata sebesar 3.41 dengan kriteria baik. Variabel kepuasan konsumen memperoleh skor rata-rata sebesar 3.84 dengan kriteria baik. Kualitas layanan memiliki pengaruh signifikan terhadap kepuasan konsumen dengan persamaan regresi Y = 8.914 + 0.863X, dan nilai korelasi sebesar 0.787 yang menunjukkan hubungan yang kuat, dengan penjelasan sebesar 62.0%. Pengujian hipotesis menunjukkan signifikansi sebesar 0.000 < 0.05.

Kata Kunci: Kualitas Layanan, Kepuasan Konsumen

ABSTRACT

This study aims to determine the effect of service quality on customer satisfaction at PT. Securindo Packatama Indonesia in Tangerang. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research variable service quality obtained an average score of 3.41 with good criteria. The consumer satisfaction variable obtained an average score of 3.84 with good criteria. Service quality has a significant effect on customer satisfaction with the regression equation $Y = 8.914 + 0.863X$, and a correlation value of 0.787 or strong with a determination of 62.0%. The hypothesis test obtained a significance of $0.000 < 0.05$.

Keywords: Service Quality, Consumer Satisfaction

INTRODUCTION

Nowadays, business competition is getting tighter and sharper, companies must be able to compete both in the domestic and international markets. In addition, today's very critical consumer behavior is an input for companies to create products according to consumer desires. Many companies are competing to attract the hearts of consumers with all kinds of products offered, promotions, and all kinds of services provided by consumers as well as possible.

In a company, whether selling products or services, service quality is very important. This makes the benchmark for consumer evaluation of the company. The better the quality of service provided by the company to consumers, it can lead to a high sense of trust from consumers to reuse the products or services that the company offers so as to make these consumers loyal to the company which in turn attracts many consumers and the resulting sense of loyalty.

In Indonesia, various companies that provide parking services began to grow rapidly. The company cooperates with many companies so that many locations such as malls, markets, offices, universities, schools and many other locations cooperate with parking service companies.

At this time marketing has an important role and is spearheading the success of the company, to find out there are new ways and philosophies involved in it, there are three basic factors in the marketing concept, namely: 1. All company planning and activities must be consumer or market oriented. 2. Profitable sales volume should be the goal of the company, and not volume for its own sake. 3. All marketing activities within the company must be coordinated and integrated organizationally.

PT. Securindo Packatama Indonesia is the license holder of the world's largest parking management company, Secure Parking. In Indonesia, PT. Securindo Packatama Indonesia has been

serving the country since 1992 and already has operational parking locations in more than 400 locations spread across major cities in Indonesia

One of the keys to the success of PT. Securindo Packatama Indonesia is a company that combines the latest technologies in all aspects of parking management to provide every property owner and user with one parking service without any restrictions. PT. Securindo Packatama Indonesia is the only parking service management company that has received an ISO 9001:2000 certificate (Systems and Services Certification) for the Carpark Management System.

Competition in the parking management service business is now getting tougher, demanding PT. Securindo Packatama Indonesia to improve the quality of services provided to consumers in order to maintain its existence as a parking management service company that can provide optimal satisfaction to both consumers who use parking services, building owners, employees and companies.

Service quality is important because it will affect the company's image. Good service quality will make an advantage for the company because it gets positive value from consumers for the company. Therefore, it is very important to improve the quality of service provided by the company.

The high level of competition and the increasingly critical attitude and demands of consumers towards factors that give satisfaction are felt to be lacking. There are things that make consumers dissatisfied with the services provided by the company so that it will have a bad impact if there is no handling and evaluation by the company. The process of evaluating and handling consumer complaints is one of the keys to maintaining the company's image and consumer trust.

Another factor that is thought to have an influence on satisfaction is location, which is one of the situational factors that influence buying interest and decisions. In the marketing concept there is the term marketing mix or marketing mix which consists of product, price, promotion, and place or business location. In this marketing mix, the business location can also be called the company's distribution channel because the location is also directly related to the buyer or in other words, the location is also the place where the producer distributes his product to the consumer. The number of competitors can be a threat to the company. With this in mind, it can be used as material for evaluation by the company to improve its image so that investors do not feel disappointed with the company's performance.

Based on the brief description above, the authors are interested in conducting research with the title: Effect of Service Quality on Consumer Satisfaction at PT. Securindo Packatama Indonesia in Tangerang.

METHODS

The research conducted in this study utilized various research methods. The population of interest consisted of consumers at PT. Securindo Packatama Indonesia in Tangerang, and a total of 96 respondents were included in the study. The researchers employed a non-probability sampling technique to select the participants. Regarding the type of research, an associative approach was adopted. The main objective was to investigate the relationship between independent variables, specifically the quality of service, and the dependent variable, which was customer satisfaction.

To analyze the collected data, several methods were employed. The researchers conducted a validity test to ensure the accuracy and appropriateness of the measurement instruments. They also performed a reliability test to assess the consistency and stability of the data. In addition, the authors employed simple linear regression analysis to examine the relationship between the independent and dependent variables. They utilized correlation coefficient analysis to determine the strength and direction of the relationship.

Furthermore, the researchers conducted an analysis of the coefficient of determination to assess the extent to which the independent variables explained the variation in the dependent variable. Lastly, hypothesis testing was carried out to determine the statistical significance of the findings. Overall, this study employed a combination of methods including validity and reliability tests, regression analysis, correlation analysis, coefficient of determination analysis, and hypothesis testing to investigate the relationship between service quality and customer satisfaction among the consumers of PT. Securindo Packatama Indonesia..

RESULT AND DISCUSSION

1. **Descriptive Analysis**

In this test it is used to determine the minimum and maximum scores of the highest scores, rating scores and standard deviations of each variable. The results are as follows:

Table 1. Descriptive Statistics Analysis Results

Descriptive Statistics

	N	Minimum	Maximum	Means	std. Deviation
Service Quality (X)	96	28	44	34.19	3,818
Consumer Satisfaction (Y)	96	30	49	38.43	4,187
Valid N (listwise)	96				

Service quality obtained a minimum variance of 28 and a maximum variance of 44 with a rating score of 3.41 with a standard deviation of 3.818.

Consumer satisfaction obtained a minimum variance of 30 and a maximum variance of 49 with a rating score of 3.84 with a standard deviation of 4.187.

2. **Verification Analysis.**

In this analysis it is intended to determine the effect of the independent variables on the dependent variable. The test results are as follows:

a. **Simple Linear Regression Analysis**

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Simple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,914	2,400		3,714	0
	Service Quality (X)	0.86	0.07	0.787	12,373	0

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the regression equation $Y = 8.914 + 0.863X$ is obtained. From these equations can be explained as follows:

1) The constant obtained is 8.914 which means that if the service quality does not exist or is constant, then there is a customer satisfaction value of 8.914 points.
2) The regression coefficient for service quality is 0.863, where the number is positive, meaning that every time there is an increase in service quality by 0.863 points, consumer satisfaction will also increase by 0.863 points.

b. **Correlation Coefficient Analysis**

Analysis of the correlation coefficient is intended to determine the level of the strength of the relationship of the independent variable to the dependent variable. The test results are as follows:

Table 3. Test Results for the Correlation Coefficient of Service Quality on Consumer Satisfaction

Correlations[b]

		Service Quality (X)	Consumer Satisfaction (Y)
Service Quality (X)	Pearson Correlation	1	.787**
	Sig. (2-tailed)		0
Consumer Satisfaction (Y)	Pearson Correlation	.787**	1
	Sig. (2-tailed)	0	

**. Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=96

Based on the test results in the table above, a correlation coefficient value of 0.787 is obtained, meaning that service quality has a strong relationship to customer satisfaction.

c. Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable. The test results are as follows:

Table 4. Test Results for the Coefficient of Determination of Service Quality on Consumer Satisfaction

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.787a	0.62	0.616	2,596

a. Predictors: (Constant), Service Quality (X)

Based on the test results in the table above, a coefficient of determination of 0.620 is obtained, meaning that service quality has an influence on consumer satisfaction of 62.0% and the remaining 38.0% is influenced by other factors that were not studied.

d. Hypothesis testing

Hypothesis testing with the t test is used with the aim of knowing which hypothesis is accepted. Hypothesis formulation: There is a positive and significant influence between service quality on customer satisfaction.

Table 5. Results of the Service Quality Hypothesis Test on Consumer Satisfaction

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	8,914	2,400		3,714	0
	Service Quality (X)	0.86	0.07	0.787	12,373	0

a. Dependent Variable: Consumer Satisfaction (Y)

Based on the test results in the table above, the value of t count > t table or (12.373 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence between service quality on customer satisfaction is accepted.

1. Conditions Respondents Answer Variable Quality of Service

Based on the results of the answers given by the respondents, the service quality variable obtained a rating score of 3.41 where this figure is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that service quality is in good condition.

2. Conditions of Respondents Answer Variable Consumer Satisfaction

Based on the results of the answers given by the respondents, the consumer satisfaction variable obtained a rating score of 3.84 where this figure is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that consumer satisfaction is already in good condition.

3. The Effect of Service Quality on Consumer Satisfaction

Service quality has a positive and significant effect on customer satisfaction with the regression equation $Y = 17.517 + 0.565X$, a correlation coefficient value of 0.787 or having a strong relationship with a contribution value of 62.0%. Hypothesis testing obtained t count > t table or (12.373 > 1.986). Thus the hypothesis proposed that there is a significant positive and significant effect between service quality on customer satisfaction is accepted.

CONCLUSION

Based on the findings of this study, Firstly, the service quality variable obtained a rating score of 3.41, falling within the range of 3.40-4.19 on the scale, indicating good or agreeable criteria. This suggests that the services provided by PT. Securindo Packatama Indonesia in Tangerang were well-received by consumers. Secondly, the consumer satisfaction variable received a rating score of 3.84,

also falling within the range of 3.40-4.19 on the scale, indicating good or agreeable criteria. This indicates that consumers are satisfied with the services provided by the company. Thirdly, service quality was found to have a positive and significant effect on customer satisfaction. The regression equation $Y = 17.517 + 0.565X$ was derived, with a correlation coefficient value of 0.787, indicating a strong relationship between service quality and customer satisfaction. The quality of service explains 62.0% of the variation in customer satisfaction, while the remaining 38.0% is influenced by other factors. Hypothesis testing yielded a t-value of 12.373, which is greater than the critical t-value of 1.986, and the significance value of 0.000 was less than 0.05.

REFERENCES

Abdullah. M (2014). *Manajemen dan Evaluasi Kepuasan Konsumen.* Yogyakarta: Penerbit Aswaja Pressindo.

Algifari (2015) *Analisis Regresi untuk Bisnis dan Ekonomi*. Yogyakarta: BPFE.

Bashu Swastha dan T. Handoko (2015) *Manajemen Pemasaran Moderen*, Yogyakarta: BPFE.

Buchari Alma. 2014. *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi.

Fandy Tjiptono (2017), *Serivce Quality and Satisfiation*. Tangerang: Edisi tiga. Andi.

Freddy Rangkuti (2016) *Strategi Promosi Yang Kreatif*, Edisi Pertama, Cetakan Pertama Tangerang: Gramedia Pustaka Utama.

Haryadi, R. N., Sunarsi, D., Erlangga, H., Nurjaya, N., & Hamsinah, H. (2022). Pengaruh Komunikasi dan Motivasi Terhadap Kepuasan Kerja Karyawan PT Timur Jaya Prestasi Cileungsi. *JENIUS (Jurnal Ilmiah Manajemen Sumber Daya Manusia)*, *5*(3), 702-709.

Haudi, H., Wijoyo, H., & Sunarsi, D. (2020). Pengaruh Harga Produk dan Kualitas Pelayanan terhadap Kepuasan Pelanggan Kitchen Outlet Berbasis Online di Wilayah Tangerang Selatan. *Jurnal Ilmu Komputer dan Bisnis*, *11*(2a), 9-16.

Imam Ghozali (2017) *Aplikasi Analisis Multivariate Dengan Program SPSS*. Edisi Kelima. Semarang: Badan Penerbit Undip.

Istijanto (2014) *Riset Sumber Daya Manusia.* Tangerang: PT. Gramedia Pustaka

Kharis, Ismu Fadli (2011) *Studi Mengenai Impulse Buying dalam Penjualan Online*. Semarang: Skripsi Universitas Diponegoro.

Kotler dan Amstrong (2017), *Prinsip-prinsip Pemasaran.* Edisi Kedua Belas". Jilid Satu. Tangerang: Erlangga.

Lupiyoadi (2016) *Manajemen Pemasaran Jasa,* Edisi 4, Tangerang: Salemba Empat.

Luthans Fred (2014). *Organizational Behavior. Ney York:* McGraw-Hill. New York.

Nurjaya, N., Erlangga, H., Iskandar, A. S., Sunarsi, D., & Haryadi, R. N. (2022). Pengaruh Promosi dan Store Atmosphere Terhadap Kepuasan Konsumen pada Pigeonhole Coffee di Bintaro Tangerang Selatan. *Jurnal Tadbir Peradaban*, *2*(2), 147-153.

Philip Kotler (2017) *Manajemen Pemasaran,* Edisi Keempat Belas, Tangerang: PT. Indeks.

Phipil Kotler dan Kevin Keller (2017) *Manajemen Pemasaran*, Edisi Kedua Belas, Jilid Satu, Tangerang: Erlangga.

Rao, Purba (2015) *Measuring Consumer Perceptions Through Factor Analysis*, The Asian.

Santoso, Singgih (2015) *Menguasai Statistik Multivariat*. Tangerang: PT Elex Media Komputindo.

Sudjana (2014) *Metode Statistika*, Bandung: Tarsido.

Sugiyono (2019) *Metode Penelitian Administrasi : dilengkapi dengan Metode   R & D*. Bandung: Alfabeta.

Suhartanto (2014) *Metode Riset Pemasaran*. Bandung: Alfabeta.