



# Analysis of Service Quality, Price and Customer Experience on Customer Satisfaction at PT Maritim Era Sukses

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## ABSTRACT

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This research intends to test and analyze the effect of service quality, price, customer experience on customer satisfaction at PT Maritim Era Sukses Medan. The phenomenon of a decrease in purchasing decisions from those experiencing a decline from declining sales data, offering expedition prices that are more expensive than other companies with comparable services and services, customer experience regarding complaints from customers when getting service from employees in the form of a process that is considered slow in processing dealing with lost products, often not answering calls from customers are the background of this research. Simple random sampling was used as a method for taking samples. The sample used is 100 people. Data analysis method using multiple linear regression. In partial data testing, the variables of service quality show a positive and significant influence on customer satisfaction at PT Maritim Era Sukses, price show a positive and significant influence on customer satisfaction at PT Maritim Era Sukses, customer experience show a positive and significant influence on customer satisfaction at PT Maritim Era Sukses. In testing the data analysis simultaneously, the variables of service quality, price, customer experience show a positive and significant influence on customer satisfaction at PT Maritim Era Sukses.

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## 1. Introduction

PT Maritim Era Sukses is one of the companies engaged in the field of freight forwarding services. At this time the company is experiencing a decline in customer satisfaction as seen from sales that are not optimal and also caused by the Covid 19 pandemic. The company during the COVID-19 pandemic did not look optimal and was unable to achieve the sales target expected by the company. This shows a decrease in customer satisfaction which is also a factor in influencing the decline in sales.

Service quality is a model of service expected by customers and set by the company in supporting the company's business processes. Service quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. [1] The phenomenon of problems in service quality regarding customers who often complain about the services provided by the company. The number of complaints that routinely occur every month in 2020 with the highest complaints occurring in March reached 30 complaints due to obstacles in delivery. This shows that there is a problem in the quality of service in the company.

Price is the exchange rate provided as a substitute for services in the company's business activities. Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place. The phenomenon of the problem in the price regarding the price quote for the expedition which is more expensive than other companies with comparable services and services. This triggers customers to often compare and tend to seek better price offers. This model shows that the price offered by the company to the customer is not in accordance with the customer's wishes.

*customer experience* is the experience that customers have when getting services or using company services. Customer experience comes from the interaction between the customer and the product, company or



part of the organization. Which can cause a reaction. This experience is completely personal and implies customer engagement on a different level.[4] The phenomenon of problems in customer experience regarding still finding complaints from customers when getting service from employees in the form of a process that is considered slow in handling lost products, often not answering calls from customers and not using impolite language in speaking to customers. This of course triggers an unfavorable customer experience from among customers.

The purpose of this study was to examine and analyze the effect of service quality, price and customer experience on customer satisfaction at PT Maritim Era Sukses either partially or simultaneously.

## **2. Literature review**

Service implies everything that a certain party (individual or group) does to another party (individual or group). One example is customer service.[2] Service quality is a word that for service providers is something that must be done well. Quality has a close relationship with customer satisfaction. Quality provides an impetus to customers to forge a strong bond with the company.[12] Application of quality as a characteristic of product appearance or performance is a major part of the company's strategy in order to achieve sustainable excellence, either as a market leader or as a strategy to continue to grow.[3]. Indicators on service quality are physical facilities, reliability, service alertness and speed, certainty of service and convenience. [19]

Price is an element of a flexible marketing mix, where one day the price will be stable at a certain time but in an instant the price can also increase or decrease and is also the only element that generates revenue from sales.[8] Price is the only element of the marketing mix that generates sales revenue, while the other elements are only cost elements.[9] Products that do not meet needs, more expensive prices and poor service will cause customer dissatisfaction.[11] It's pretty much a fact that customers are willing to pay higher prices for better service and product quality. The strategy of focusing on customer satisfaction is the best alternative in retaining customers against low-cost producers. [10] The longer a customer buys a product/service from a particular company, the more dependent the customer is on the product and service in question, and the less likely the customer is to be tempted to buy the product/service. switch to other companies that offer lower prices.[13]. Indicators on prices are the cost of goods and discounts, payment terms and credit terms. [10]

*customer experience* is the creation of customer satisfaction through experience. So, the point rests on the final product of a product or service. Therefore, customer experience is a matter of understanding the customer's lifestyle and broadening marketers' views from the product to the consumption process.[5] Customer experience is the result of physical and emotional customer interaction with the company. The results of this interaction can make an impression on the minds of customers and affect customer ratings of the company.[6] *customer experience* can stimulate customer motivation, thereby increasing the value of products and services. A positive customer experience can encourage the creation of an emotional bond between the company's brand and customers which in turn increases customer loyalty because they are satisfied with the company's performance.[14] Customer experience is a customer's response internally and subjectively as a result of direct or indirect interaction with the company. Customer satisfaction is defined as the overall level of pleasure felt by customers from the ability of a product to meet customer needs.[15]. Indicators on Customer experience are sense, feel, think, act and relate [15]

Customer satisfaction is a concept that has long been known in marketing theory and application, customer satisfaction is one of the essential goals for business activities, is seen as one of the best indicators for achieving future profits, triggering efforts to increase customer satisfaction. 10] Satisfaction is the level of one's feelings after comparing product performance and perceived results with customer expectations. [12] Satisfaction is a function of the difference between perceived performance and expectations [8] Indicators of customer satisfaction are the complaint system and advice, ghost shopping, lost customer analysis and customer satisfaction surveys [2]

## **3. Research methods**

This research was conducted at PT Maritim Era Sukses. This research was conducted from January 2020-June 2021. The population in this study were customers totaling 132 people. The sample in this study amounted to 100 people. The sampling technique in this study used simple random sampling. Measurement

of the questionnaire using a Likert scale interval 1 to 5 (strongly disagree - strongly agree).Data analysis using multiple linear regression. To test the research instrument using validity and reliability testing.

**4. Research Results and Discussion**

**Table 1**  
Respondent Criteria

No	Gender	amount	Percentage
1	Man	54	54%
2	girl	46	46%
	Total	100	100%
Subscription Period		amount	Percentage
1	< 1 year	15	15%
2	1-3 years	24	24%
3	4-6 years	52	52%
4	> 6 years	9	9%
Education		amount	Percentage
1	high school	20	20%
2	D3	10	10%
3	S1	60	60%
4	S2	10	10%

sourcer: Processed primary data, 202

On the criteria based on gender, consisting of male dominant as many as 54 people (54%) and women as many as 46 respondents (46%). This is because men are customers who are more familiar with the procedures for shipping via ship shipping services for industrial purposes and product imports. On the criteria based on the subscription period, consisting of dominant 4-6 years as many as 52 respondents (52%), under 1 year as many as 15 respondents (15%), 1-3 years as many as 24 respondents (24%), over 6 years as many as 9 respondents (9%). The dominant subscription period of 4-6 years shows that customers in general have used the company's services for a long time and have trusted the company to help them ship the products they want to import. On the criteria based on education, consisting of dominant S1 as many as 60 respondents (60%), D3 as many as 10 respondents (10%), high school as many as 20 people (20%), S2 as many as 10 people (10%). With a dominant S1 education, it shows that customers who have an S1 education understand that a Bachelor's education is needed as part of understanding and developing a business that requires delivery services from the company.

**4.1 Validity and Reliability Test Results**

**Table 2**  
Validity test

Variable	Items	Test result
Service quality	10	Valid
Price	6	Valid
Customer Experience	10	Valid
Customer satisfaction	8	Valid

Source: Processed primary data, 2021

The validity of the test carried out has a value greater than the r table equation (.361). Then it can be concluded that the value of the tested validity has been declared completely valid.The following are the results of the reliability test as follows.

**Table 3**  
Reliability Test

Variable	Cronbach's Alpha	N of Items	Information
Service quality	0.938	10	Reliable
Price	0.946	6	Reliable
Customer Experience	0.969	10	Reliable
Customer satisfaction	0.917	8	Reliable

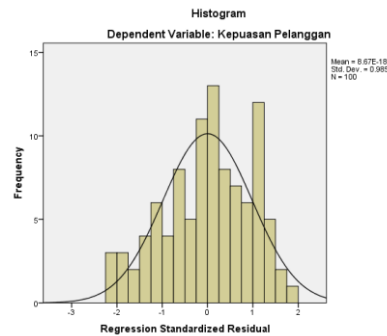
Source: Processed primary data, 2021



The results of the reliability test for all variables have a value greater than 0.6, then the reliability is declared reliable for all variables.

#### 4.2 Classic Assumption Test Results

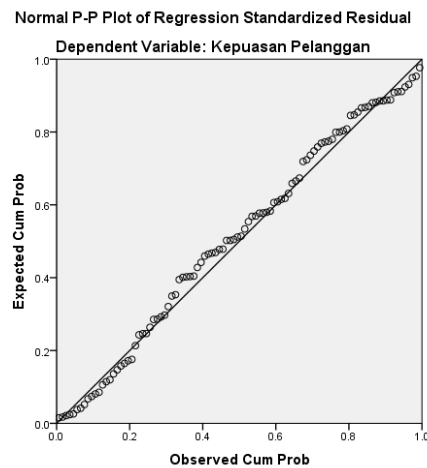
The following tests the classical assumptions of normality, multicollinearity and heteroscedasticity.



Source: Processed primary data, 2021

**Fig 1.** Histogram Normality Test

The histogram graph model in Fig. shows that the data moves parallel to form an inverted U and fulfills the assumption of normality.



Source: Processed primary data, 2021

**Fig 2.** PP Plot Normality Test

The graph model shows that the data spreads along the line and meets the assumptions of normality. In the next test using statistics using the one sample Kolmogorov Smirnov test

**Table 4**

Kolmogorov Smirnov . Normality Test  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.87027071
Most Extreme Differences	Absolute	.063
	Positive	.038
	negative	-.063
Test Statistics		.063
asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		

c. Lilliefors Significance Correction.  
 d. This is a lower bound of the true significance.

Source: Processed primary data, 2021

Based on the results on the test *one sample kolgomorov smirnov* taking into account the significant value of  $0.200 > 0.05$ , it is stated that the data has a normal distribution.

**Table 5**  
 Multicollinearity Test

Model	Coefficients <sup>a</sup>	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service quality	.886	1,128
	Price	.927	1.079
	Customer Experience	.947	1.056

a. Dependent Variable: Customer Satisfaction

Source: Processed primary data, 2021

From the findings of the evaluation of the variables, it can be seen that the tolerance value of service quality is  $0.886 > 0.1$ ,  $0.927 > 0.1$  and price,  $0.947 > 0.1$  for customer experience, while the VIF value for service quality is  $1.128 < 10$ , price is  $1.079 < 10$  and customer experience is  $1.056 < 10$ . there is no relationship between all the independent variables studied in this study.

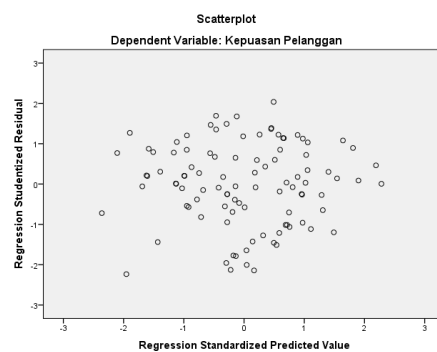
**Table 6**  
 Glejser Heteroscedasticity Test

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients		Sig.	
	B	Std. Error	Beta	t		
1 (Constant)	2,361	1,589		1.486	.140	
	Service quality	.018	.026	.075	.700	.486
	Price	-.045	.050	-.096	-.907	.367
	Customer Experience	.011	.037	.030	.289	.773

a. Dependent Variable: absut

Source: Processed primary data, 2021

After going through the results of SPSS, each variable has a value greater than 0.05 for its significant value. The service quality variable is  $0.486 > 0.05$ , price is  $0.367 > 0.05$ , customer experience is  $0.773 > 0.05$ . So that it can be given the results that there are no heteroscedasticity symptoms that occur and meet the criteria of classical assumptions.



Source: Processed primary data, 2021

**Fig 3.** Scatterplot Heteroscedasticity Test

The test results on the scatterplot graph show that the information is scattered and does not form a regular (random) pattern, so it can be concluded that there are no signs of heteroscedasticity in the details.

**Hypothesis test**

The following are the results of data analysis, which are obtained from the results of the t test as a result of research on the following variables:

**Table 7**  
Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.194	2,726		-.438	.662
Service quality	.098	.045	.156	2.164	.033
Price	.664	.085	.550	7,801	.000
Customer Experience	.318	.063	.353	5.070	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed primary data, 2021

$$Y = 1.194 + 0.098 X1 + 0.664 X2 + 0.318 X3 + e$$

The constant of 1.194 states that the quality of service, price, customer experience on customer satisfaction is 1.194 units if there is no or constant. units, considering that other factors have not changed. The value of the price coefficient is 0.664 and is optimistic, which means that customer satisfaction can be increased by 0.664 with every increase in the price variable by 1 unit, considering that other factors have not changed. The customer experience coefficient value is 0.318 and is positive, which means customer satisfaction will increase by 0.318 in accordance with each increase in the customer experience variable by 1 unit, provided that other factors do not change

At degrees of freedom (df) = 100-4 = 96, then the t table means the probability of 0.05 is 1.984. The results of the partial theory test are partial testing of the service quality hypothesis partially obtained 2.164 > 1.984 and significant obtained 0.033 < 0.05 which means Ha is approved and Ho is rejected, that is partially service quality has a strong and significant effect on satisfaction. Partial testing of the price hypothesis partially obtained 7,801 > 1.984 and important obtained 0.000 < 0.05 which indicates that Ha is approved and Ho is rejected, that is partially the price has a positive and significant effect on satisfaction. Partial testing of the customer experience hypothesis partially obtained 5.070 > 1.984 and substantially 0.000 < 0.05, which means Ha is approved and Ho rejected,

**Table 8**  
F Test

Model		ANOVA <sup>a</sup>			F	Sig.
		Sum of Squares	df	Mean Square		
1	Regression	1031,953	3	343,984	40,488	.000b
	Residual	815,607	96	8,496		
	Total	1847,560	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Customer Experience, Price, Service Quality

Source: Processed primary data, 2021

With the df degree, the F table value at the 0.05 significance level of confidence is 3.09. The test results obtained the calculated F value (40,488) > F table (3.09) and the significance probability was 0.000 < 0.05, meaning that Ha was accepted and Ho was rejected, namely simultaneously the three variables tested had a positive and significant effect on customer satisfaction.



**Table 9**  
Determination Test  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747a	.559	.545	2.91477

a. Predictors: (Constant), Customer Experience, Price, Service Quality  
b. Dependent Variable: Customer Satisfaction

Source: Processed primary data, 2021

This means that 54.5% of satisfaction can be clarified by the variables of service quality, price, customer experience in the coefficient of determination test results produced with an Adjusted R Square value of 54.5, while the remaining 45.5% is explained by other variables not analyzed in this analysis.

### 4.3 Discussion

The results of partial regression analysis show that service quality has a positive and significant effect on customer satisfaction at PT Era Maritim Sukses. It can be seen from the value of  $t_{count} > t_{table}$  ( $2.164 > 1.984$ ) and a significant value of  $0.033 < 0.05$  so that it supports the H1 hypothesis. The first hypothesis is accepted here proving that service quality is a thing that supports in developing customer satisfaction. With excellent service in handling complaints and handling the needs of consumers properly will make consumers achieve the expected satisfaction. The results of the study indicate that H1 is accepted, this is also in line with research conducted which shows service quality has an effect on satisfaction [18] and is in line with the theory of Products that do not meet the needs, prices are more expensive and service is not good will cause customer dissatisfaction. [11]

The results of the partial regression analysis show that the price has a positive and significant effect on customer satisfaction at PT Era Maritim Sukses. It can be seen from the value of  $t_{count} > t_{table}$  ( $7.801 > 1.984$ ) and a significant value of  $0.000 < 0.05$  so that it supports the H2 hypothesis. The second hypothesis is accepted at competitive prices will make consumers continue to use the services of the company. By offering competitive prices to customers will make customers loyal because they get prices that match the quality of the product delivery they do. The results of the study indicate that H2 is accepted, this is also in line with the research conducted which shows that price has an effect on satisfaction and is in line with the theory pretty much the fact that customers are willing to pay higher prices for better service and product quality. [17] The strategy of focusing on customer satisfaction is the best alternative in retaining customers against low-cost producers. [10]

The results of partial regression analysis show that customer experience has a positive and significant impact on customer satisfaction at PT Era Maritim Sukses. It can be seen from the value of  $t_{count} > t_{table}$  ( $5.070 > 1.984$ ) and a significant value of  $0.000 < 0.05$  so that it supports the H3 hypothesis. The third hypothesis is accepted with *customer experience* Good service in the eyes of customers will make customers feel comfortable using the company's services because they have a good track record when working with PT Maritim Era Sukses. The company is able to provide experiences that can only be obtained by customers at PT Maritim Era Sukses and differentiate the company from other competitors. The results of the study show that H3 is accepted, this is also in line with research conducted by which shows that customer experience affects satisfaction [16] and is in line with theory of, *customer experience* can stimulate customer motivation, thereby increasing the value of products and services. A positive customer experience can encourage the creation of an emotional bond between the company's brand and the customer which in turn increases customer loyalty due to getting with the company's performance. [6]

The results of the regression analysis simultaneously show the quality of service, price and *customer experience* has a positive and significant influence on customer satisfaction on PT Maritime Era Sukses. This can be seen from the value of  $F_{count} > F_{table}$  or  $40.488 > 3.09$ . with a significance of  $0.000 < 0.05$  so that hypothesis 4 is supported. Simultaneously service quality, price and *customer experience* have an influence on customer satisfaction on PT Maritime Era Sukses.

The result of the coefficient of determination test is that the adjusted R Square is 0.559, so the effect of service quality, price and *customer experience* to satisfaction customer on PT Maritim Era Sukses is 55.9%. The remaining 45.5% is influenced by other variables not examined in this study such as consumer loyalty, location, and promotion.



## 5. Conclusion

Partial testing of service quality variables of  $2.164 > 1.984$ , it was found that service quality has a positive and significant effect on customer satisfaction in PT Maritime Era Sukses. Partial testing of price variables  $7.801 > 1.984$  produce a positive and significant effect on customer satisfaction on PT Maritim Era Sukses. Partial testing of customer experience variables  $5.070 > 1.984$  produce a positive and significant influence on customer satisfaction on PT Maritime Era Sukses. Score  $40,488 > 3.09$  obtained from the determination finding of 55.9 percent, namely the quality of service, price and customer experience have a strong and important influence on customer satisfaction at PT Maritime Era Sukses.

Suggestions for the company as a consideration for improving service quality, price and customer experience problems in increasing customer satisfaction. To implement good service quality, companies must make clear work standards in serving customers such as: offering competitive prices, maintaining good relationships with customers, providing additional services such as giving gifts to loyal customers and waiving the deadline for paying company service fees. In terms of price, the company must offer competitive prices such as: offering a variety of prices from cheap to expensive, adding a guarantee of on-time delivery, providing price discounts for customers who are loyal to the company. In terms of customer experience, companies need to provide experiences that make customers loyal, such as: giving cashback and gifts to loyal customers using the company's services, offering lower prices to loyal customers, and increasing interaction with customers by frequently asking complaints and suggestions from customers. For further researchers can add other variables such as promotion, brand image, customer loyalty, conduct research with different methods, and examine different research objects such as in manufacturing companies, banking, production and others. then increase interaction with customers by frequently asking customers' complaints and suggestions. For further researchers can add other variables such as promotion, brand image, customer loyalty, conduct research with different methods, and examine different research objects such as in manufacturing companies, banking, production and others. then increase interaction with customers by frequently asking customers' complaints and suggestions. For further researchers can add other variables such as promotion, brand image, customer loyalty, conduct research with different methods, and examine different research objects such as in manufacturing companies, banking, production and others.

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