



The Effect of Product Quality, Responsiveness and Promotion on Customer Satisfaction at Pt Global Graha Sarana Abadi

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ABSTRACT

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The research location was conducted at PT Global Graha Sarana Abadi. PT Global Graha Sarana Abadi is a company engaged in the retail trade of household electrical appliances and lighting equipment. At this time the company is experiencing a decline in customer satisfaction which can be seen from the complaints submitted to the company. In general, product quality is closely related to the product's ability to withstand durability and the ability of the product to carry out its functions. Responsiveness is the ability of employees to serve customers owned by employees. Fast and maximum service will be a separate assessment for employees in the company. Promotion is a product introduction process carried out by the company by providing certain benefits to prospective customers who will buy the product. The theoretical limitation will be limited through marketing management in product quality, responsiveness, promotion and customer satisfaction. This study uses a simple random sampling formula with the Slovin formula. With a population of 136 customers and 30 people to test the validity and a sample of 101 customers. Quantitative research was chosen as the data collection method. The analysis used in the form of multiple analysis methods, determination testing and testing simultaneously test ($28,190 > 3.09$) and partial test ($2,779 > 1,984$), ($5,529 > 1,984$) and ($4.794 > 1,984$). The results showed that product quality, responsiveness and promotion were positive and significant with a coefficient with a ratio of 44.9%..

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1. Introduction

PT Global Graha Sarana Abadi is a company engaged in the retail trade of household electrical appliances and lighting equipment. At this time the company is experiencing a decrease in customer satisfaction which can be seen from the complaints submitted to the company. The number of complaints that occur is quite routine in the company every month.

Product quality is described as a customer's holistic assessment of the production of a good product or service. [1] The phenomenon of problems in product quality is related to the product's ability to withstand durability and the product's ability to carry out its functions. The highest number of complaints experienced by companies occurred in June with 22 product returns that occurred. In other months there are also product returns at the company. This shows that the quality of the products owned by the company is still not good.

Responsiveness includes requiring the readiness and speed of officers in providing services.[2] The phenomenon of problems in responsiveness regarding service complaints is generally accepted by employees because it is often considered to make customers experience losses when providing services. This is also accompanied by complaints from customers about employee service. The highest number of complaints occurred in January with 13 complaints due to services that were considered unsatisfactory.

2005

Accredited "Rank 4" (Sinta 4), DIKTI, No. 36/E/KPT/2019, December 13th 2019.



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Promotion is the most important aspect of a product's marketing strategy to reach the target market and sell the product. Promotion is almost often done for goods, whether marketed or not, in the form of goods and services.[15] The phenomenon of problems in promotion regarding promotional activities carried out by the company is still not frequent because of the limited budget for promotion. In addition, product sponsorship from distribution center companies is also rarely done. This of course makes the current promotion not running effectively.

The purpose of this study is to examine and analyze the effect of product quality, responsiveness and promotion on customer satisfaction in PT Global Graha Sarana Abadi either partially or simultaneously.

2. Research Methods

This research conducted in PT. Global Perpetual Means. This research was conducted from January 2020-June 2021. The population in this study were 136 customers. The sample in this study amounted to 101 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.

3. Results and Analysis

Table 1
Respondent Criteria

No	Gender	Amount	Percentage
1	Man	49	48.51%
2	Woman	52	51.49%
	Subscription Period	Amount	Percentage
1	< 1 Year	10	9.90%
2	1-3 Years	54	53.47%
3	> 4 Years	20	19.80%
4	> 6 Years	17	16.8%
	Age	Amount	Percentage
1	20-30	45	44.55%
2	31-40	30	29.70%
3	41-45	13	12.87%
4	> 45	13	12.87%
	Total	101	100%

Source: Processed data, 2021

In the criteria based on gender, 49 respondents (48.51%) were male and 52 female respondents (51.49%). This is because women understand more about the field of electrical equipment used in the household. On the criteria based on the subscription period, consisting of dominant 1-3 years as many as 54 respondents (53.47%), under 1 year as many as 10 respondents (9.9%), above 4 years as many as 20 respondents (19.8%), above 6 years as many as 17 respondents (16.8%). The dominant subscription period of 1-3 years shows that customers in general have used the company's products and services for a long period of time because the company provides maximum service to them. In criteria based on age, the dominant is at the age of 20-30 years as many as 45 people (44.55%),

3.1 Validity and Reliability Test Results

Table 2
Validity test

Variable	Items	Test result
Product quality	10	Valid
Responsiveness	6	Valid
Promotion	6	Valid
Customer satisfaction	8	Valid

Source: Processed data, 2021



In the valid test the questions carried out have a value greater than the value of r table (.361). Thus, it can be concluded that the value of the tested validity has been declared completely valid and can be continued to reliability testing.

Table 3
Reliability Test

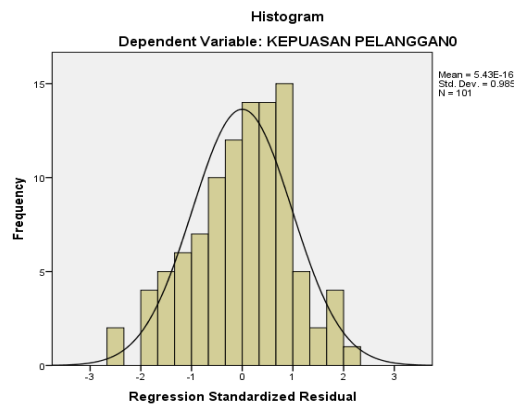
Variable	Cronbach's Alpha	N of Items	Information
Product quality	0.849	10	Reliable
Responsiveness	0.760	6	Reliable
Promotion	0.772	6	Reliable
Customer satisfaction	0.809	8	Reliable

Source: Processed data, 2021

In testing the reliability for all the variables studied had a reliability value greater than 0.6, and reliability testing was declared reliable for all variables.

3.2 Classic Assumption Test Results

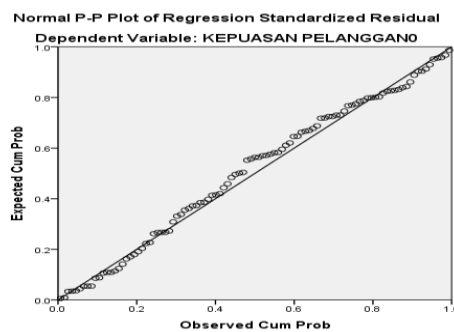
The results of testing the classical assumptions of normality, multicollinearity and heteroscedasticity.



Source: Processed data, 2021

Figure 1. Histogram Normality Test

In the test on the histogram graph, it shows that the data moves parallel to form an inverted U and fulfills the assumption of normality.



Source: Processed data, 2021

Figure 2. PP Plot Normality Test

The scatterplot graph shows that the data spreads along the line and has fulfilled the assumption of normality. In the next test using statistics using the one sample Kolgomorov Smirnov test

Table 4
Kolmogorov Smirnov . Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		101
Normal Parameters, b	mean	.0000000
	Std. Deviation	3.14330386
Most Extreme Differences	Absolute	.078
	Positive	.045
	negative	-.078
Test Statistics		.078
asympt. Sig. (2-tailed)		-.141c

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Processed data, 2021

Based on the results on the test *one sample kolmogorov smirnov* taking into account the value of significant is $0.141 > 0.05$, it is stated that the data has a normal distribution.

Table 5
Multicollinearity Test
Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PRODUCT QUALITY	.846	1.182
	RESPONSIBILITY	.981	1.019
	PROMOTION	.861	1.161

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Processed data, 2021

In normality testing, the tolerance value for product quality is $0.846 > 0.1$, $0.981 > 0.1$ and responsiveness, $0.861 > 0.1$ for promotion, while the VIF value for product quality is $1.182 < 10$, responsiveness $1.019 < 10$ and promotion $1.161 < 10$ that there is no the relationship between all independent variables studied in this study.

Table 6
Glejser Heteroscedasticity Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,756	1.483		1.858	.066
	PRODUCT QUALITY	.031	.031	.110	1.016	.312

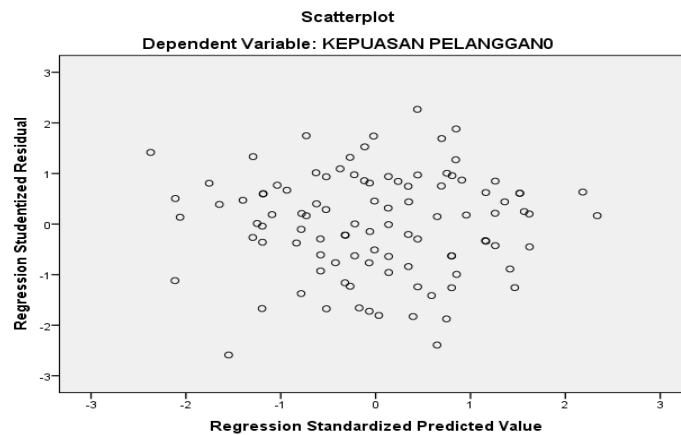


RESPONSIBILITY	-.076	.046	-.164	-1.632	.106
PROMOTION	.019	.053	.038	.355	.723

a. Dependent Variable: ABSUT

Source: Processed data, 2021

In the test results from SPSS, each variable has a value greater than 0.05 for its significant value. In product quality variables $0.312 > 0.05$, responsiveness $0.106 > 0.05$, promotions $0.723 > 0.05$. 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 data, 2021

Figure 3. Scatterplot Heteroscedasticity Test

The results of the scatterplot graph test show that the information is scattered and forms a random pattern, so it can be concluded that there are no signs of heteroscedasticity in the tests carried out.

3.3 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
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,733	2,619		1.425	.157
PRODUCT QUALITY	.150	.054	.224	2,779	.007
RESPONSIBILITY	.452	.082	.414	5.529	.000
PROMOTION	.448	.094	.383	4.794	.000

a. Dependent Variable: CUSTOMER SATISFACTION

Source: Processed data, 2021

$$Y = 3.733 + 0.150 X_1 + 0.452 X_2 + 0.448 X_3 + e$$

The constant value of 3,733 states that product quality, responsiveness and promotion of customer satisfaction is 3,733 units if it does not exist or is constant. The value of product quality is defined as 0.150 and is positive, which means that customer satisfaction will increase by 0.150 in accordance with each increase in the product quality variable by 1 unit, considering that other factors do not change. The responsiveness coefficient value is 0.452 and which means that customer satisfaction can be increased by 0.452 with each

increase in the responsiveness variable by 1 unit, considering that other factors do not change. The promotion value is 0.448 and has a positive value, which means that customer satisfaction will increase by 0.448 according to each increase in the promotion variable by 1 unit, with other factors unchanged.

At degrees of freedom (df) = 101-4 = 97, the probability of 0.05 is 1,984. The results of the partial theory test are partial testing of the product quality hypothesis partially obtained $2.779 > 1.984$ and significant obtained $0.007 < 0.05$ which means H_a is approved and H_o is rejected, that is partially responsiveness has a positive and significant effect on satisfaction. The partial test of the responsiveness hypothesis was partially obtained $5.529 > 1,984$ and it was important that it was obtained $0.000 < 0.05$ which indicates that H_a is approved and H_o is rejected, that is partially responsiveness has a positive and significant effect on satisfaction. Partial testing of the promotion hypothesis partially obtained $4.794 > 1.984$ and substantially $0.000 < 0.05$ which means that H_a is approved and H_o is rejected,

Table 8
F Test
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	861,410	3	287,137	28.190	.000b
	Residual	988.036	97	10.186		
	Total	1849,446	100			

a. Dependent Variable: CUSTOMER SATISFACTION0

b. Predictors: (Constant), PROMOTION, RESPONSIBILITY, PRODUCT QUALITY

Source: Processed 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 ($28.190 > F$ table (3.09)) and a significance value of $0.000 < 0.05$, meaning that H_a is accepted and H_o is rejected simultaneously variable product quality, responsiveness and promotion tested showed a positive and significant effect on customer satisfaction.

Table 9
Determination Test
Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682a	.466	.449	3.19154

a. Predictors: (Constant), PROMOTION, RESPONSIBILITY, PRODUCT QUALITY

b. Dependent Variable: CUSTOMER SATISFACTION

Source: Processed data, 2021

In the explanation of the test table, it means that the variables of product quality, responsiveness and promotion in the results of the coefficient of determination test produced have an Adjusted R Square value of 44.9%, while the remaining 55.1% is explained by other variables not analyzed in this analysis.

3.4 Discussion

The results of the partial regression analysis show that product quality has a positive and significant effect on customer satisfaction in PT. Global Perpetual Means. In testing the value of t count $> t$ table ($2,779 > 1,984$) and a significant value of $0.007 < 0.05$ so that it supports the H_1 hypothesis. The first hypothesis is accepted and proves that product quality is important in increasing customer satisfaction. By providing the best products that have high quality and durable will make customers satisfied in using these products. The results of the study indicate that H_1 is accepted, this is also in line with research conducted which shows product quality has an effect on satisfaction [20] and is in line with the theory Satisfied consumers will consume the product continuously, encourage consumers to be loyal to the product or service and be happy to promote these products and services to others by word of mouth. [12]

The results of the partial regression analysis show that responsiveness has a positive and significant effect on customer satisfaction at PT. Global Perpetual Means. It can be seen from the value of t count $> t$ table ($5.529 >$



1,984) and a significant value of $0.000 < 0.05$ so that it supports the H2 hypothesis. The second hypothesis is accepted by stating that responsiveness affects customer satisfaction. With high responsiveness, customers will feel more valued. The results of the study indicate that H2 is accepted, this is also in line with research conducted which shows responsiveness has an effect on satisfaction and is in line with theory quite a lot of facts that the responsiveness of the customer will be a benchmark in the assessment of customer satisfaction. [19] Service recovery plays an important role in achieving customer satisfaction. In the long term, service recovery also affects customer loyalty and future profitability of the company. Service recovery provides benefits through customer satisfaction and loyalty. [8]

The results of the partial regression analysis show that promotion has a positive and significant effect on customer satisfaction in PT. Global Perpetual Means. It can be seen from the value of $t_{count} > t_{table}$ ($4.794 > 1.984$) and a significant value of $0.000 < 0.05$ so that it supports the H3 hypothesis. The third hypothesis is accepted with promotion 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 Global Perpetual Means. The company is able to provide an experience that can only be obtained by customers at PT Global Perpetual Means and differentiate the company from other competitors. The results of the study indicate that H3 is accepted, this is also in line with research conducted by which shows that promotion has an effect on satisfaction [21] and is in line with the theory of Promotion is a necessary requirement to attract the interest of customers in order to maintain their loyalty to the products purchased. [6]

The results of the regression analysis simultaneously show product quality, responsiveness and promotion has a positive and significant influence on customer satisfaction on PT Global Perpetual Means. This can be seen from the calculated F value $> F_{table}$ or $28.190 > 3.09$. significantly $0.000 < 0.05$ so hypothesis 4 is supported. Simultaneously product quality, responsiveness and promotion has an effect on customer satisfaction on PT Global Perpetual Means.

The result of the coefficient of determination test is that the adjusted R Square is 0.449, then the effect of product quality, responsiveness and promotion of satisfaction customer on PT Global Perpetual Means is 44.9%. The remaining 55.1% is influenced by other variables not examined in this study such as consumer loyalty, purchasing decisions, and customer relations.

4. Conclusion

Product quality variable of $2,779 > 1,984$, it was found that product quality has a positive and significant effect on customer satisfaction at PT Global Graha Sarana Abadi. Responsiveness variable $5.529 > 1,984$ produces a positive and significant influence on customer satisfaction at PT Global Graha Sarana Abadi, Promotion variable $4.794 > 1.984$ produces a positive and significant impact on customer satisfaction at PT Global Graha Sarana Abadi. The value of $28.190 > 3.09$ was obtained from the finding of determination of 44.9 percent, namely product quality, responsiveness and promotion had a strong and important influence on customer satisfaction at PT Global Graha Sarana Abadi.

Suggestions for the company as a consideration for problem fixing product quality, responsiveness and promotion in increasing customer satisfaction. To implement good product quality, companies must maintain the standards and quality of the products they have, such as: controlling the products sold by customers, serving product returns properly, providing product guarantees to customers. In terms of responsiveness, companies must be responsive to various customer needs such as: providing fast service to customers, providing solutions to problems faced by customers. In terms of promotion, companies need to provide promotions that will increase customer interest in shopping, such as: providing promotions in the form of price cuts, promotional gifts for customers. For further researchers can add other variables such as brand image,

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