EXAMINING THE FACTORS AFFECTING CUSTOMER SATISTFACTION

Ohlala Ahrinawangi Prioko[1], Namira Ramadhani Noveriandi[2], Shun Fitriani Natalia[3]
London School of Public Relations Jakarta, Indonesia

Article Information	ABSTRACT
	Purpose-This study aims to determine the quality of service and to determine the level of satisfaction and to determine the effect of service quality on customer satisfaction in the Coffee Industry. **Design/methodology/approach-**The research method used is explanatory. The data analysis technique used in this study uses the simple Linear Regression formula. **Findings-** Based on research and data analysis that has been done, it is found that the quality of service contributes an effect of 73.1% to the formation of Bekasi Post Coffee Station customer satisfaction. The benefits of this study are that the results of the average value of respondents' responses to all indicators of service quality have been well received by consumers of Post Coffee Station Bekasi regarding products and services they have. **Implications-**This research is not comprehensive, because it only looks at the effect of Post Coffee Station service quality on consumer satisfaction in this cafe from a quantitative approach, so for subsequent research needs, it can do other types of research approaches. **Keywords:**Service Quality, Customer Satistfaction

To link this article
http://jrmb.ejournal-feuniat.net/index.php/JRMB/article/view/348

EXAMINING THE FACTORS AFFECTING CUSTOMER SATISTFACTION

Ohlala Ahrinawangi Prioko*, Namira Ramadhani Noveriandi, Shun Fitriani Natalia

London School of Public Relations Jakarta, Indonesia

Email : ahrinawangi@gmail.com

ABSTRAK

Tujuan– Penelitian ini bertujuan untuk mengetahui kualitas layanan dan untuk menentukan tingkat kepuasan dan untuk mengetahui pengaruh kualitas layanan terhadap kepuasan pelanggan di Industri Kopi.

Desain/Metode– Metode penelitian yang digunakan adalah *explanatory*. Teknik analisis data yang digunakan dalam penelitian ini menggunakan rumus Regresi Linier sederhana.

Temuan–Hasil penelitian menunjukkan bahwa kualitas layanan memberikan kontribusi efek 73,1% terhadap pembentukan kepuasan pelanggan Stasiun Pos Kopi Bekasi. Manfaat dari penelitian ini adalah bahwa hasil nilai rata-rata tanggapan responden terhadap semua indikator kualitas layanan telah diterima dengan baik oleh konsumen Post Coffee Station Bekasi mengenai produk dan layanan yang mereka miliki.

Implikasi / keterbatasan– Penelitian ini tidak komprehensif, karena hanya melihat pengaruh kualitas layanan Post Coffee Station pada kepuasan konsumen di kafe ini dari pendekatan kuantitatif, sehingga untuk kebutuhan penelitian selanjutnya, dapat melakukan jenis pendekatan penelitian lainnya.

Kata Kunci: Kualitas Layanan, Kepuasan Pelanggan

1. Introduction

The competitive and dynamic market conditions will lead every company to keep monitoring every competition in the business environment. In order to stand against the harsh and tight competition, every company is forced to optimize its economic resource to increase its competitiveness in the market, and able to make some good marketing strategies that always keep growing and continuously.

Sees the opportunity and lifestyle rotation from people, The coffee shop's existence is considered the best choice for the big city's lifestyle. In an attempt to please the customers and keep the business run in the competition. The store manager of the coffee shop is urged to create a competitive advantage to serve and other products besides it. An effective marketing strategy must be the priority, including efforts to bring in new customers and retain existing customers

Many factors can influence efforts to bring consumers and keep consumers growing. Both from internal factors or from within the consumer or external influences, external stimuli carried out by the business (company) in which the company or business must be able to identify consumer behavior in relation to feel customer satisfaction.

Overall activities carried out by the company, will ultimately lead to the value that will be given by consumers regarding perceived satisfaction. According to Day in Tjiptono (2010) that consumer satisfaction is the consumer's response to the evaluation of the discrepancy perceived between initial expectations before making a purchase (or other performance norms) and the actual performance of the product felt after its use. Meanwhile, Engel, J.F. et.al, in Tjiptono (2010) states that consumer satisfaction is a post-purchase evaluation in which the alternative is chosen is at least the same or exceeds consumer expectations, while dissatisfaction arises when the results do not meet expectations. Mowen in Tjiptono (2010: 349) also formulates consumer satisfaction as an overall attitude towards an item or service after acquisition and use.

Consumer satisfaction can be interpreted as an evaluation value resulting from a specific purchase selection. Consumer satisfaction contributes to a number of important aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs and increasing employee efficiency and productivity (Tjiptono, 2010). The services provided to consumers will cause satisfaction or failure of a consumer of the servicesIn the era of increasingly fierce business competition in the field of coffee shops. In one corner of the city of Bekasi there is a coffee shop named The Post Coffee Station that is not too large but crowded with customers. This is certainly supported by a place that is provided so comfortably with outdoor and indoor rooms, Wi-Fi and recorded music. This coffee shop also implements some strategies and other activities that are carried out, for example, holding NOBAR (watch together) events of national/international soccer league matches. Other important things to improve are the quality of the menu, create new menu innovations, and also by improving the quality of service for employees to always give satisfaction to their customers.

Satisfaction is intended so that consumers are more loyal and continue to make purchases and recommend to other consumers to come to Post Coffee Station and become permanent consumers as well. This satisfaction is used as a tool by consumers to compare the results they feel with their expectations, therefore satisfaction is an aspect that is highly considered by Post Coffee Station. Consumers will be increasingly interested in coming back to Post Coffee Station, even attracting new customers by fulfilling that satisfaction.Previous researches have not systematically addressed these issues. We thus gain insight into the relationships between service quality and customer satisfaction. Numerous researches found different results. Sevice quality found to have a positive effect but insignificanton customer satisfaction (Tee, Preko and Tee, 2018) while Zafirah (2014) found that was significant influenced. Therefore, our research purposed to confirming the different results found by recent researches. Our findings will also offer useful implications.

2. Literature Review
Communication
The term "Communication" comes from the Latin word Communicatio, and comes from the word Communis which means same in one meaning. So, if two people are involved in communication then communication will occur or last as long as there is a common meaning about what is communicated, that is, both the recipient and the sender agree on a particular message (Effendy, 2009).

Citing the paradigm put forward by Harold Lasswell in his work, "The Structure and Function of Communication in Society". Lasswell said that a good way to explain

communication is to answer the following questions: "Who Says What In Which Channel To Whom With What Effect?". The Lasswell paradigm above shows that communication includes five elements as an answer to the question raised, namely: Communicator (communicator, source, sender), Message (message), Media (channel / media), Communicator (communicant, communicate, receiver, recipient), Effect (effect, impact, influence).

So based on the Lasswell paradigm, the communication process is simply that the communicator forms (encodes) the message and conveys it through a certain channel to the recipient that causes certain effects. And also communication is a process of delivering messages in the form of information, and understanding from one person to another which is communicative and persuasive, where someone can change the attitude or behavior of others Especially in communication between customers and Quality of Service(Effendy, 2009)

Public Relations

According to Ruslan (2008), Public Relations is a management function that is distinctive and supports coaching, maintaining a common path between an organization and its public, involving communication activities, understanding, acceptance and cooperation: involving in-depth management of problems / problems, help management be able to respond to public opinion support management in following and utilizing change effectively, acting as an early warning system in anticipating the tendency to use research and healthy and ethical communication techniques as the primary means.

Service quality

The role of Service Quality is to maintain old customers to remain loyal consumers of Coffee Shop businesses through fostering closer relationships with consumers, Trying to get new customers, through various approaches and good communication, for example, through convincing products (Kasmir, 2008).

Customer Satisfaction

Customer satisfaction according to Kotler (2005) is a feeling of pleasure or disappointment after comparing between product performance (results) that are thought of against product performance or expected results. Customer satisfaction are satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono and Chandra's, 2005).

Based on the two definitions of customer satisfaction above, it can be concluded that the purpose of a business is not only limited to the amount of profit received, moreover the more important goal is customer satisfaction. Understanding the needs and desires of consumers are an important thing that affects customer satisfaction, consumers who are satisfied with the services provided are very valuable assets because they will remain loyal to use the services of their choice, but if they are not satisfied then they will tell others unpleasant experience he experienced.

The Symbolic Interaction Theory

Understanding symbolic interaction (symbolic interactionism) is a way of thinking about the mind, self and society that has contributed a lot to the sociocultural tradition in building communication theory.According to the view of symbolic interaction, the meaning of social objects and attitudes and plans of action are not isolated from one another. The whole idea of understanding symbolic interaction states that meaning arise through interaction. The closest

people give the biggest influence in our lives. These are people with whom we have emotional relationships and ties like parents or siblings. They introduce with new words, certain concepts or certain categories all of which affect us in seeing reality. Our relatives and friends help us learn to distinguish between ourselves and others so that we continue to have a sense of self (Morrisan, 2013).

Research Model Framework

Effect of Service Quality on Consumer Satisfaction. Zafirah (2014) from the results of his research there is a significant influence between the Quality of Service Quality of Service on the Satisfaction of Aviation Airlines Mutiara SIS Al-Jufri Airport in Palu.Prasastiningtyas (2014) from the results of his research showed that the public relations service of Perum Peruri in providing information to visitors was going well and the satisfaction of the information provided to visitors was quite good.Based on the description, the research hypothesis proposed is:

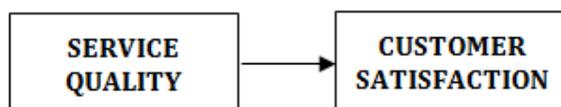H1: Service Quality has a significant effect on Customer Satisfaction.

Figure 1. Conceptual Research Model

3. Metode Penelitian

Research design

The type of research used by the writer is explanative. According to Singarimbun and Efendi (2011) explanatory, namely explaining the correlation relationship (cause-effect) between a main social phenomenon (variable) with other social (variable), as well as answering why it can occur, through hypothesis testing.

Sample Procedure

This research was conducted at Post Coffee Station. According to data obtained from the informant, the CEO of Post Coffee Station, there are 80-100 customers visiting the Café per day. Researchers will distribute 20 questionnaires per day for five days at Post Coffee Station.According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population, so that the sample should be truly representative or represent the population.The sampling technique used in this study is to use non-probability sampling, namely incidental sampling, is a technique of determining samples based on coincidences, ie anyone who incidentally / incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to meet is suitable as a source data (Sugiyono, 2016).

Measurement

Dependent Variable (Y) of this study is Consumer Satisfaction. According to Kotler (2005) is a feeling of pleasure or disappointment after comparing between the performance (results) of products thought to product performance or expected results.The Independent Variable (X) of this research is Service Quality, "Service is any action or activity that can be offered by one party to another party basically does not materialize and does not result in any ownership". (Kotler, 2002) Service is one of the most important elements for a company, for that the term service problems must be really noticed, lest the customer is not satisfied with the services

provided.Customer satisfationwas assesed using the 10 itemsscale adapted Kotler (2005) while service quality was assesed using the 10 itemsscale adapted Kotler (2000). All construct were asked using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

Analysis Techniques

The data analysis technique used in this study uses the simple Linear Regression formula. According to Kriyantono (2008), correlation and regression both have a close relationship. Every regression is confirmed to have a correlation. However, the correlation is not necessarily followed by regression. Regression analysis is done if the correlation between two variables has a causal relationship (cause-effect or functional relationship. According to Mustikoweni (2002) cited by Kriyantono (2008) regression is intended to find the form of relations between two or more variables in the form of functions or equations, whereas Correlation analysis aims to find the degree of closeness of relations between two or more variables.

4. Results and Discussion

Hypothesis Test Results

Based on the findings of the data above research in column R, to show the magnitude of the correlation of Service Quality with Consumer Satisfaction Post Coffee Station Bekasi, obtained an R count of 0.855 which is interpreted with the correlation coefficient guidelines in the range of intervals of 0.80 to 0.855 which means it is included in the category of very strong (Eriyanto, 2011).

Table 1. Model Summary

Model	R	R Square	Adjusted R Square
1	,855ᵃ	,731	,729

Source: Secondary data processed with SPSS v. 24.0

From the coefficient of determination table 1, the main thing to consider is the size of the R square value because the results of the R value are used to find out the percentage of Post Coffee Station Bekasi Customer Satisfaction after being influenced by Service Quality, it turns out the R square value of 0.731 after being changed as a percentage then (0.731 x n100% = 73.1%) and the rest (100% -73.1% = 26.9%) influenced by other factors not discussed in this study.

Based on the acquisition of the value of the R square value in Bekasi Post Coffee Station Consumer Satisfaction of 73.1% after being interpreted by referring to the interpretation model summary guidelines are in the range of intervals between 75 percent, which means in either category or in other words consumers feel satisfaction after visiting Post Coffee Cafe Bekasi.

T test

The size of the influence of Service Quality on Bekasi Post Coffee Consumer Satisfaction obtained beta coefficient of 0.855, which is interpreted by the correlation coefficient guidelines are in the range of intervals between 0.80 - 1.00, which means it is included in the category of very strong influence (Eriyatno, 2011)

Tabel 2. Partial Test Result (Significant Test / t Test)

Variabel	B	Std. Error	Beta	t	sig.
Constant	7,691	2,031			
Service Quality	,798	,049	,855	16,334	,000

Source: Secondary data processed with SPSS v. 24.0

Simple Linear Regression Equations, in the undstandardized coefficients column is used to make a simple linear regression equation. The formula for a simple linear regression equation: Y = a + bx. So, the linear regression equation that can be used to predict Post Coffee Bekasi consumer satisfaction is:

Y = 7,691 + 0.798 (X).

The size of the regression coefficient is 0.798, stating that each addition of 1 point to the independent variable "Service Quality" will increase Bekasi Post Coffee Station Consumer Satisfaction by 0.798.The findings of research data in this partial test based on table 2 are used to determine whether there is a significant effect or not, as formulated in the hypothesis.It turns out that from the results of this partial test, it is clearly known that the partial effect between Service Quality on Consumer Satisfaction of Post Coffee Station Bekasi, obtained "T" value = 16.333 and sig. = 0,000. Due to the result of sig 0,000 <1,661, the statistical hypothesis (ha) is accepted which states that there is a partial influence between service quality on Consumer Satisfaction of Post Coffee Station in Bekasi which is significant.

Discussion

Based on the research title and thought background described above and related to the object of research, the authors formulated the research problem as follows: how do consumers assess the quality of service at the Bekasi Post Coffee Station?

In this regard, the following understanding of service quality Quality is a dynamic condition that affects products, services, people, processes and the environment that meets or exceeds expectations (Tjiptono, 2010). So that the definition of service quality can be interpreted as an effort to meet the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations (Tjiptono, 2010). It states that service quality is related to consumer expectations. In meeting consumer expectations, it takes products, attitudes and good ways of serving from the person or party concerned to the person being served.

In the statement that the researchers submitted to Bekasi Post Coffee Station consumers on December 19, 2018 to December 23, 2018, the researcher was able to draw the conclusion that based on the results of the calculation of the coefficient of determination test the contribution of Rsquare (R) 2 was 0.731. Rsquare value can be used to analyze the results of the Coefficient of Determination (KD), where the value is obtained from the formula (KD = R2 X 100%) 0.731 X 100% = 73.1%).

Thus, it can be explained that the size of the coefficient of determination can be interpreted that the contribution of Service Quality to the Consumer Satisfaction of Post Coffee Station Bekasi is 73.1%. While the rest (100% - 73.1% = 26.9%) is influenced by other factors not discussed in this study.

Therefore, the results of research conducted by researchers show that the quality of service at the Bekasi Post Coffee Station is going well and effectively. This can be seen from the calculation of the recapitulation table of the mean values, the results of the Post Coffee Station Bekasi Service Quality research, obtained a total mean of 4.10 which includes the category of strongly agree or in other words, service activities to consumers contained in the Post Coffee Bekasi take place very well .

In accordance with the title of the research and the background of thought that has been described above and associated with the object of research, the authors formulate this research problem as follows: how high is the formation of the level of customer satisfaction in Post Coffee Station Bekasi?In this case, Goetsch Davis makes a definition of quality, namely "quality is a dynamic condition associated with products, services, people, processes, and the environment that meets or exceeds expectations". (Yamit, 2010)

This approach states that quality does not only concern products and services but also concerns human quality, process quality, environmental quality.Based on the recapitulation of the results of the development of indicators or measuring components of variable Y (Post Coffee Station Bekasi Consumer Satisfaction) obtained a total mean of 4.04 which is included in the category of strongly agree or very good with other words Bekasi Post Coffee Station consumers feel satisfaction, meaning consumers can feel satisfaction good service quality in Post Coffee Station.

Effect of Service Quality on Consumer Satisfaction in Bekasi Post Coffee Station
The research method used is explanatory. The object of his research was the Post Coffee Station Bekasi consumers, totaling 100 people. While the sampling technique using non-probability sampling techniques. The technique of collecting data is done by distributing questionnaires to respondents, as well as the study of literature from existing literature. Then the collected are analyzed quantitatively and interpreted to obtain a picture of the observed variables. After that testing the hypothesis using linear regression.

From the results of the linear regression calculation t arithmetic obtained 16,334 significance of 0,000 greater than t table and the significance level of 5% (0.05) then these results indicate that there is a significant influence of the variable X on the variable Y.Based on the foregoing, in this discussion the research results can be identified that the quality of service at the Post Coffee Station must be good. Thus quality service can be realized.

While consumer satisfaction is a form of assessment and feeling that is influenced by many factors in the service process that is in accordance with the values of consumer needs. In accordance with Kotler's opinion which defines satisfaction, "Satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of products thought to product performance or expected results" (Kotler, 2005).

With regard to the above, the writer can conclude that customer satisfaction will be achieved if a service is considered satisfactory and can meet consumer needs and what is felt by consumers in accordance with the desired expectations. Cafes need to measure the level of customer satisfaction to be able to provide better, effective and efficient services. In this discussion the research results can be identified that consumer satisfaction must be formed properly. If the services provided are able to create positive trust towards consumers, it will lead to customer satisfaction. Satisfaction with quality services will strengthen attitudes and maintain customer loyalty to the Bekasi Post Coffee Station.

5. Limitations and Future Research Agenda

Based on the results of the analysis of the study showed that the responses to the overall den service quality indicators provided by the Sunter Park View Apartment are included in the excellent category with the recapitulation result of variable X of 4.10. This means that respondents state the quality of service Post Coffee Station has been well received by these consumers and has been running effectively related to the service of products and services as well as paying attention to elements such as direct evidence, reliability, comprehension, empathy, and guarantee.

Based on the results of the analysis of the development of variable Y indicators (Post Coffee Station Bekasi Consumer Satisfaction) shows that respondents' responses to the overall indicators of occupant satisfaction formation are included in the excellent category with the result of the recapitulation of Y variables of 4.04. This means that respondents said the formation of consumer satisfaction due to services provided by Bekasi Post Coffee Station has been well created.

The results of hypothesis testing, indicate that there is a partial effect between Service Quality on Customer Satisfaction of Post Coffee Station Bekasi, which is significant, with a magnitude of influence of 73.1% including the category of strong influence. This means that the increasingly improved quality of service to consumers at the Bekasi Coffee Station Post such as friendly and polite communication, conveying information communication messages both about products and services in clear and straight forward language turns out to have a significant impact on customer satisfaction.

6. Conclusion

There are a number of limitations in this study, the first is the distribution of questionnaires to prospective respondents who do not want to fill out questionnaires, respondents fill out questionnaires for a very long time, thus hampering the authors complete thesis. Future research suggested that it should examine other variables that also affect consumer satisfaction that have not been discussed in this study, because there are 26.9% of other variables that affect customer satisfaction at Bekasi Post Coffee Station. Because consumer satisfaction is the priority.This research is not comprehensive, because it only looks at the effect of Post Coffee Station service quality on consumer satisfaction in this cafe from a quantitative approach, so for subsequent research needs, it can do other types of research approaches.

About the Authors

Ohlala Ahrinawangi Prioko S. Ars, BappSC is a business development staff in an IT Industry. She gained her bachelor degree from Universitas Indonesia and Curtin University majoring in Architecture. She is currently taking her master degree in London School of Public Relation majoring in Corporate Communication. Her research interests covering in architecture, design, and public relation. Author can be contacted at ahrinawangi@gmail.com

Namira Ramadhani Noveriandi S.Ked is a general administration in casemix section at Bekasi City Regional Hospital. She gained her Bachelor degree from University Christian of Indonesia majoring in Medicine. Research interest generally in medical-communication and Public Relations. Author can be contacted at ramadhaninamira294@gmail.com

Shun Fitriani Natalia S.pd is a permanent employee in online learning industry. She gained her bachelor degree from Guidance and Counseling in Sanata Dharma University Yogyakarta. She currently studying her master degree from Corporate Communication in London School of Public Relations. Research interest generally In Communication and online learning. Author can be contact at fitrianinataliashun@gmail.com

Citation information

References

Cutlip, S. M., Center, A.H dan Broom, G.M. (2011). Effective Public Relations, Edisi Kesembilan. Jakarta: Kencana.

Effendy, O. U. (2009). Ilmu Komunikasi Teori dan Praktek. Bandung : PT Remaja Rosdakarya.

Kasmir. (2005). Etika Customer Service. Jakarta : Raja Grafindo Persada

Kotler, P (2000). Prinsip – Prinsip Pemasaran Manajemen, Jakarta : Prenhalindo

Kotler, P (2005). Manajemen Pemasaran, Jilid I dan II, Jakarta : PT. Indeks

Kotler, P (2002), Manajemen Pemasaran, Jilid 1, Edisi Milenium, Jakarta: Prehallindo

Kriyantono, R. (2008). Teknik Praktis Riset Komunikasi. Jakarta : Kencana Prenada Media Group

Morrisan. (2013). Teori Komunikasi : Individu Hingga Masa. Jakarta : Kencana

Ruslan,R. (2008). Manajemen Public Relations & Media Komunikasi.Jakarta : PT Rajagrafindo Persada.

Singarimbun, M & Effendi, S (2008). Metode Penelitian Survei, Jakarta: LP3E

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabet

Sugiyono. (2016). Metode Penelitian Kuantitatif Kualitataif dan Kombinasi (Mixed Methods). Bandung: Alfabeta

Tee, D. K., Preko, A., & Tee, E. (2018). *the Relationships Between Service Quality, Customer Satisfaction and Customer Loyalty: an Investigation in Vietnamese Retail Banking Sector*. (April), 423. https://doi.org/10.7441/dokbat.2016.43

Tjiptono, F., & Chandra, G. (2010). Service, Quality & Satisfaction. In *Edisi 4*. Yogyakarta : Andi Offset

Tjiptono, F dan Chandra, G. (2005). Service, Quality Satisfaction. Yogyakarta : Andi Offset

Tjiptono, Fandy. (2010). Strategi Pemasaran, Edisi 2, Andi Offset, Yogyakarta.

Usman, Hundaeni dan P.S Akbar. (2003). Metodologi Penelitian Sosial. Jakarta: Bumi Aksara.

Usman, Hundaeni. (2006). Manajemen, Teori, Praktik, dan Riset Pendidikan. Jakarta:Bumi Aksara.