

## The Effect of Promotion and Service Quality on Customer Satisfaction PT. Pbm Tao Abadi Jaya

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**Abstract :** PT. Pbm Tao Abadi Jaya is a company engaged in loading and unloading, this company makes various efforts to seek and improve promotion and service quality to support loading or unloading activities so that it takes place properly. Customer satisfaction often cannot be realized due to obstacles from within and from outside the company, there are various factors that can affect customer satisfaction such as promotion and service quality. Therefore, this research is aimed at customers who use the loading and unloading services of PT. Pbm Tao Abadi Jaya to determine and analyze the effect of promotion and service quality on customer satisfaction of PT. Pbm Tao Abadi Jaya . This study uses descriptive methods and quantitative descriptive analysis techniques as well as reliable questionnaires and uses the SPSS version 24 application which is used to analyze the data. Researchers distributed 32 questionnaires to customers of PT. Pbm Tao Abadi Jaya. The results of this study indicate that promotion and service quality have a positive and significant effect on customer satisfaction.

**Keywords:** Promotion, Service Quality, Customer Satisfaction

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## INTRODUCTION

### Background

Customer or consumer is the level at which the benefits of the product are felt in accordance with consumer expectations (Tuju, Loindong 2018:1799). Promotion and quality of service have a very big role to determine customer satisfaction, if the promotion and quality of service provided are good, it will lead to great expectations for customers. Therefore, in this study, the focus is on the factors that influence customer satisfaction, including promotion and good service quality, with both of these things will have an influence and provide full encouragement and customer trust to establish a good bond with the company so that customers will continue to use loading and unloading services at the company.

PT. Pbm Tao Abadi Jaya is a company engaged in loading and unloading, this loading and unloading company plays a very important role in the Indonesian economy. Company PT. Tao Abadi Jaya makes various efforts to seek and improve service quality to support loading and unloading activities so that they take place quickly and efficiently. The company is dedicated to building long-term relationships with customers and related associations and a commitment to a wide range of services to provide consistent, reliable, and cost-effective solutions to meet customer needs and satisfaction.

PT. Pbm Tao Abadi Jaya evaluates employees, in order to provide good service quality for service users and prospective service users. Service quality is a measure of how well the level of service provided is able to meet customer expectations (Tjiptono, 2012). Promotion has an effect on customer satisfaction, if the company provides a good and attractive promotion then customers or prospective customers will always be interested in using the company's services. Likewise with service quality, service quality is very influential on customer satisfaction if the quality of service provided to customers is very good, the satisfaction felt by customers will be higher. The

purpose of this study was to see the effect of promotion and service quality on customer satisfaction of PT. Pbm Tao Abadi Jaya

## Research Objectives

purpose of this study was to determine the effect of:

1. Promotion on Customer Satisfaction
2. Service Quality on Customer Satisfaction
3. Promotion and Service Quality Simultaneously on Customer Satisfaction

## Promotion

Promotion is one of the steps that companies must take to continue to compete and develop in the business world . According to Kotler and Armstrong (2014: 17) Promotion is an activity that communicates the advantages of a product and persuades customers to buy the product. Meanwhile, according to Fahmi (2016: 90) Promotion is an activity that is inseparable from sales activities as a means to increase sales.

Main factors influencing promotion mix has been briefly discussed as under:

### 1. Type of Product:

Type of product plays an important role in deciding on promotion mix. Product can be categorized in terms of branded products, non-branded products, necessity products, luxury products, new products, etc. All these types of products need different promotional tools. For example, advertising is suitable for the branded and popular products. Personal selling may be fit for non-branded products. Advertising, personal selling, sales promotion and publicity – all four tools – are used for a newly launched product to get a rapid consumer acceptance.

## **2. Use of Product:**

Product may be industrial product, consumable and necessity product, or may be luxurious product that affects selection of promotion tools and media. For example, advertising and sales promotion techniques are widely used for consumer goods while personal selling is used for industrial goods.

## **3. Complexity of Product:**

### **ADVERTISEMENTS:**

Product complexity affects selection of promotional tools. Personal selling is more effective for complex, technical, risky, and newly developed products as they need personal explanation and observation. On the other end, advertising is more suitable for simple and easy-handled products.

## **4. Purchase Quantity and Frequency:**

Company should also consider purchase frequency and purchase quantity while deciding on promotion mix. Generally, for frequently purchase product, advertising is used, and for infrequently purchase product, personal selling and sales promotion are preferred. Personal selling and advertising are used for heavy users and light users respectively.

## **5. Fund Available for Market Promotion:**

Financial capacity of company is a vital factor affecting promotion mix. Advertising through television, radio, newspapers and magazines is too costly to bear by financially poor companies while personal selling and sales promotion are comparatively cheaper tools. Even, the company may opt for publicity by highlighting certain commercially significant events.

## Quality of Service

Tjiptono and Chandra (2012: 74) state that in order to create customer satisfaction, the products offered by the organization must be of quality. In the sense that quality describes all dimensions of service offerings or product offerings that generate benefits for customers. Meanwhile, according to Manus & Bode Lumanuw (2015:696) explains that service quality is one factor that is no less important in creating the value of customer satisfaction because of good service quality, customers will feel comfortable and tend to continue to use what is offered.

To facilitate the assessment and measurement of service quality, a service quality measurement tool was developed called SERQUAL (service quality). SERQUAL is a multi-item scale that can be used to measure customer perceptions of service quality which includes five dimensions, namely:

1. Tangibles (direct evidence), namely the amount of one party's ability to provide services to external parties. Performance and strength in providing various facilities and a tangible form of the company and the life around it are tangible evidence of the services provided.
2. Reliability (reliability), namely the ability to meet the promised needs immediately and satisfactorily.
3. Responsiveness (capturing power), namely the ability to help and provide fast (responsive) and appropriate service to customers by delivering clear information.
4. Assurance (guarantee), is knowledge that must be possessed by employees to foster customer dependence on company services which has several components, including:
  - a. Communication (communication), which is always providing information continuously with polite words and grammar that can be understood by consumers.
  - b. Credibility (credibility), there is a guarantee for the trust given to customers, honesty.

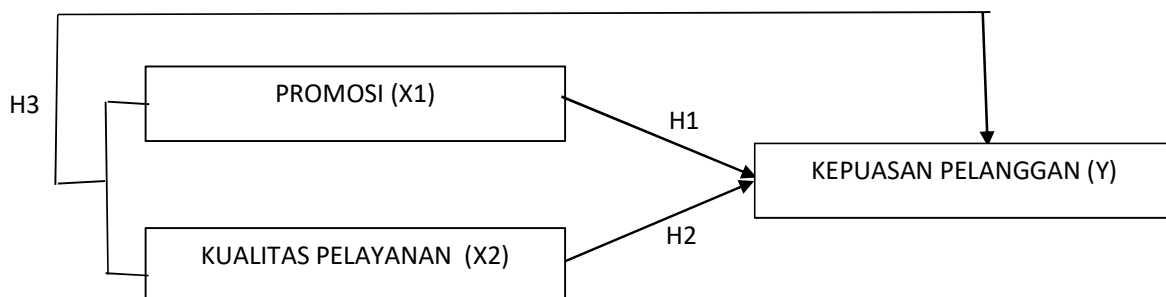
- c. Security (security), there is high confidence from customers about service.
  - d. Competence (competence) is the ability that is owned and needed so that can provide services to customers
  - e. Courtesy (courtesy) in providing services to customers. Existence guarantee of the hospitality offered.
5. Empathy (empathy), which can understand the wishes of customers.

## Customer Satisfaction

Satisfaction with services, services, especially the fulfillment of customer needs and desires, are a measure of success in a company, if customers or prospective customers use services and the company is able to meet customer needs, customer satisfaction will occur. According to Tjiptono in Majid (2013) customer satisfaction or not customer satisfaction is the customer's response to the evaluation of the perceived discrepancy or confirmation between previous expectations and the actual performance of the product that is felt in use. According to Lupoyoadi in Atmaja (2018), the factors that influence consumer satisfaction include:

1. Product
2. quality, service quality or service
3. prices
4. Emotion, and
5. costs.

## CONCEPTUAL FRAMEWORK



## RESEARCH METHOD

### Object of research is

PT. Pbm Tao Abadi Jaya is a loading and unloading company with registration number 23/7477 published in 2011 having its address at Jl. Kebon Bawang III No.36, RT.004/008, Kebon Bawang, Tanjung Priok. The object of this research is the customer of PT. Pbm Tao Abadi Jaya. The research was conducted by distributing questionnaires directly to the customers of PT Tao Abadi Jaya, totaling 32 companies.

### Data collection steps

This research is a descriptive study with quantitative methods and data collection using a questionnaire that is manifested in the form of questions, and given to respondents to be filled in according to the actual situation. The population of this research is the customers of PT. Pbm Tao Abadi Jaya as many as 32 companies. The variables in this study are the influence of promotion and service quality on customer satisfaction at PT. Pbm Tao Abadi Jaya. And this study uses three variables, namely the promotion variable as the X1 variable, service quality as the X2 variable, and customer satisfaction as the Y variable. Where these two variables are analyzed to determine the promotion and service quality affect the customer satisfaction of PT. Pbm Tao Abadi Jaya. Therefore, the data analysis technique carried out in this study used quantitative descriptive analysis techniques using reliable questionnaires.

### Processing Data

Data obtained from respondents were tested for validity and reliability because to avoid doubting the validity of the research. This test uses the SPSS version 24 Application

## 1. Validity test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that is measured by the questionnaire, Ghozali (2011). The tool used in analyzing the validity of the data in this study uses factor analysis techniques, namely to test and analyze whether the questions or indicators used can confirm a factor or variable.

## 2. Reliability

Test Data reliability test was conducted to test and analyze the reliability of a questionnaire to be trusted as a data collection tool. The number of reliability coefficients ranges from 0.00 to 1.00. The questionnaire is declared reliable if it gives  $\alpha > 0.60$ .

## DISCUSSION AND RESULT

Company PT. Pbm Tao Abadi Jaya which is located at Jl. Kebon Bawang III No. No.36, RT.004/008, Kebon Bawang, Tanjung Priok. The object of this research is the customer of PT. Pbm Tao Abadi Jaya. The research was conducted by distributing questionnaires directly to customers of PT Tao Abadi Jaya, totaling 32 companies, the questionnaire in this study was in the form of a *rating scale*, in the form of questions followed by columns indicating levels. There are 5 levels used in the questionnaire in this study, namely: Strongly Disagree (STS) with a value of 1; Disagree (ST) with a score of 2; Doubt (R) with a value of 3; Agree (S) with a value of 4; and Strongly Agree (SS) with a value of 5. The

data that has been collected is tested for validity, to test this validity it is calculated using the help of the *Statistical Product and Service Solution* (SPSS) software version 24. The validity test can be measured if  $r\text{-count} > r\text{-table}$  then it will be declared valid, and if  $r\text{-count} < r\text{-table}$  it will be declared invalid.



**Table 1.**

**Promotion**

Variables	Statement	Pearson Correlati on	R Table	Information
Promotion (X1)	X1.1	0.533	0.349	Valid
	X1.2	0.598	0.349	Valid
	X1.3	0.827	0.349	Valid
	X1.4	0.577	0.349	Valid
	X1.5	0.68	0.349	Valid

*Source: SPSS v. data processing results. 24*

Based on table 1 above, it is stated that the promotion variable has valid criteria for all question items with an r-count > r-table. This means that the questions on the Promotion variable (X1) are valid and worthy of research.

**Table 2.**

**Service Quality**

Variables	Statement	Pearson Correlatio n	R Table	Descript ion of
Service Quality (X2)	X2.1	0.756	0.349	Valid
	X2.2	0.555	0.349	Valid
	X2.3	0.706	0,349	Valid
	X2.4	0,517	0,349	Valid
	X2.5	0.476	0.349	Valid
	X2.6	0.622	0.349	Invalid
	X2.7	0.756	0.349	Valid
	X2.8	0.613	0.349	Valid
	X2.9	0.611	0.349	Valid

*Source: SPSS Data Olah v. 24*

According to the table 2 above states that the variable quality of service, look no questions were not valid because it has the *Pearson Correlation* > 0.349, thus the question worthy of analysis for service quality variables are 9 valid question. Because *r* count from the lowest to the highest is 0.476 to 0.756. > *r* table is 0.349.

**Table 3.**  
**Variable Customer Satisfaction**

Variable	Statement of	Pearson Correlation	R Table	Description of
Customer Satisfaction (Y)	Y1	0.471	0.349	Valid
	Y2	0.52	0.349	Valid
	Y3	0.656	0.349	Valid
	Y4	0.797	0.349	Valid
	Y5	0.66	0.349	Valid
	Y6	0.377	0.349	Valid
	Y7	0.654	0.349	Valid

*Source: SPSS v. Data Processing Results. 24*

Based on table 3, it states that the customer satisfaction variable has valid criteria for all question items with a value of *r*-count > *r*-table. this means that the customer satisfaction variable (Y) is valid and worthy of research.

### Data Reliability

Data reliability test is carried out by calculating the value *Chrobach alpha* in SPSS version 24 software, the data can be declared reliable if  $\alpha > 0.6$

Table 4.

**Data Reliability Test Results**

Variable	Cronbach's Alpha	Information
Promotion (X1)	0.629	Reliable
Service Quality (X2 )	0.802	Reliable
Customer Satisfaction (Y)	0.696	Reliable

*Source: SPSS data processing v. 24*

Value *Cronbach alpha* of all the variables and the dependent both indenpen> 0.6 so that it can be concluded that the questionnaire used variables Promotion and Service Quality on Customer Satisfaction can be expressed reliably as a measurement variable.

**Coefficient Significant Test (Partial T-Test)**

Table 6.

**T-Test Results of**

Model	UnstandardizedC oefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.725	3.667		4.016	0
Promotions	0.346	0.162	0.33	2.135	0.041
Services Quality	0.212	0.077	0.424	2.741	0.01

*Source: data processing SPSS V. 24*

T test results in this study are:

1. Indicates that the promotion variables have an influence on customer satisfaction, seen from the table on the value of Tcount 2.135 where  $Tcount > Ttable$  ( $2.135 > 2.045$ ) with a sig level of  $0.041 < 0.05$ . then partially the promotion variable has a significant effect on customer satisfaction. And it can be concluded that the first hypothesis is accepted.
2. The service quality variable has a significant influence on customer satisfaction, because it can be seen from the table above that Tcount is 2.741 where  $t\text{-count} > t\text{-table}$  ( $2.741 > 2.045$ ) with a sig level of  $0.01 < 0.05$ . then partially service quality variable has a significant effect on customer satisfaction.

### Significance test model of F (F test)

test is done by comparing the test significantly  $F_{hitung} > F_{tabel}$

**Table 5. Test Results F**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	84.452	2	42.226	8.954	.001 <sup>b</sup>
Residual	136.76	29	4.716		
Total	221.21	31			

*Source: Results of SPSS v. data processing. 24*

Based on the table above, the Fcount value obtained is 8.954 while the Ftable value is 3.33. Then the value of Fcount is  $8.954 > Ftable$  3.33 ( $df1 = 2$ ,  $df2 = 29$ ) with a significant value of  $0.001 < 0.05$ . This means that  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the promotion and

service quality variables together (simultaneously) have a significant effect on customer satisfaction.

## Discussion

### The effect of promotion on customer satisfaction

Based on the results of data processing, the promotion variable shows a regression coefficient of 2.135. Where the value of  $t\text{-count} > t\text{-table}$  ( $2.135 > 2.045$ ) so that  $H_1$  is accepted, this shows that there is a promotion effect on PT Tao Abadi Jaya's customer satisfaction. In addition, the significant value of promotion is  $0.041 > 0.05$ , so promotion has a significant effect on customer satisfaction of PT. Pbm Tao Abadi Jaya.

The results of this study are in line with research conducted by Grahito Anindyojati (2018) which states that promotion has a positive and significant effect on customer satisfaction. This means that promotions that are carried out properly and regularly will make customers feel satisfied with the products/services provided compared to companies that do not or rarely promote their products/services.

### Effect of Service Quality on customer satisfaction

Based on the results of data processing, the service quality variable shows a regression coefficient of 2.741. Where the value of  $t\text{-count} > t\text{-table}$  ( $2.135 > 2.045$ ) so that  $H_2$  is accepted, this shows that there is an influence of service quality on customer satisfaction of PT Tao Abadi Jaya. In addition, the significant value of service quality is  $0.01 > 0.05$ , then service quality has a significant effect on customer satisfaction at PT Tao Abadi Jaya.

The results of this study are in line with research conducted by Eulin Karlina, Oki Rosanto, Nur Eka Saputra (2019) which states that service quality has a

positive effect on customer satisfaction. This means that the higher the quality of service provided, the customer satisfaction will also increase.

### **The effect of promotion and service quality on customer satisfaction**

Based on the results of data processing of promotion and service quality variables, the f-count value obtained is 8.954 while the f-table value is 3.33. Then the f-count value is  $8.954 > f\text{-table } 3.33$  ( $df_1=2$ ,  $df_2=29$ ) with a significant value of  $0.001 < 0.05$ . So that H3 is accepted, this shows that there is a simultaneous (simultaneous) effect of promotion and service quality on PT Tao Abadi Jaya's customer satisfaction. This means that companies that carry out good promotions and appropriate service quality on products / services provide increased customer satisfaction to continue to use their products or services.

### **CONCLUSION**

1. Promotion has a positive and significant effect on customer satisfaction of PT. PBM Tao Abadi Jaya. The results of hypothesis 1 which states that the promotion has a positive effect on customer satisfaction, which means that the promotion is done very well and makes customers feel satisfied with the services provided to PT. Pbm Tao Abadi Jaya, and also (H1 Accepted)
2. Service Quality has a significant effect on Customer Satisfaction of PT. Pbm Tao Abadi Jaya, so that Hypothesis 2 is accepted. Which means the higher the quality of service provided by PT. Pbm Tao Abadi Jaya, the greater the level of customer satisfaction. (H2 is accepted)
3. Promotion and Service Quality have a positive and significant effect on customer satisfaction, the results of Hypothesis 3 show that promotion and service quality together (simultaneously) have a significant effect on customer satisfaction at PT. Pbm Tao Abadi Jaya,

which means companies that do promotions and good service quality will increase customer satisfaction and also customers will continue to use the services of PT. Pbm Tao Abadi Jaya. (H3 accepted)

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