

The Influence Of Service Quality, Price Perceptions, And Marketing Communications On Customer Satisfaction PT Borobudur OTO Mobil Mitsubishi

Pengaruh Kualitas Pelayanan, Persepsi Harga, Dan Komunikasi Pemasaran Terhadap Kepuasan Pelanggan PT Borobudur OTO Mobil Mitsubishi

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ABSTRACT

This study aimed to investigate the influence of service quality, price perceptions, and marketing communications on customer satisfaction at PT Borobudur OTO Mobil Mitsubishi. A total of 100 respondents, who were customers of PT Borobudur OTO Mobil Mitsubishi, participated in the study. Data collection was conducted through a questionnaire, and the collected data were analyzed using SPSS 22. The demographic characteristics of the respondents were initially analyzed, revealing that 76% were male and 24% were female. The majority of the customers (45%) fell within the age group of 31-40 years, and education-wise, 45% held a bachelor's degree, 38% had a diploma degree, and 17% had a high school education. The study then examined the variables of service quality, perception of price, and marketing communication. The customers rated the quality of service provided by PT Borobudur OTO Mobil Mitsubishi as satisfactory, with an average score of 4.50. Similarly, the customers had positive perceptions of the price of PT Borobudur OTO Mobil Mitsubishi's products, as indicated by an average score of 4.29. Furthermore, the customers perceived the marketing communication efforts of PT Borobudur OTO Mobil Mitsubishi as effective, with an average score of 4.39. A validity test was conducted to ensure the research instrument's reliability, which confirmed the validity of the questionnaire for further analysis. In conclusion, the study revealed that the customers of PT Borobudur OTO Mobil Mitsubishi were generally satisfied with the quality of service, had positive perceptions of the price, and perceived the marketing communication efforts as effective. These findings provide valuable insights for PT Borobudur OTO Mobil Mitsubishi to enhance customer satisfaction and refine its marketing strategies.

Keywords: Service Quality, Price Perceptions, Marketing Communications, Customer Satisfaction, PT Borobudur OTO Mobil Mitsubishi.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, persepsi harga, dan komunikasi pemasaran terhadap kepuasan pelanggan di PT Borobudur OTO Mobil Mitsubishi. Sebanyak 100 responden yang merupakan pelanggan PT Borobudur OTO Mobil Mitsubishi berpartisipasi dalam penelitian ini. Pengumpulan data dilakukan melalui kuesioner, dan data yang terkumpul dianalisis dengan SPSS 22. Karakteristik demografis responden pada awalnya dianalisis, diketahui bahwa 76% adalah laki-laki dan 24% adalah perempuan. Mayoritas nasabah (45%) termasuk dalam kelompok usia 31-40 tahun, dan dari segi pendidikan, 45% memiliki gelar sarjana, 38% memiliki gelar diploma, dan 17% memiliki pendidikan SMA. Penelitian ini kemudian meneliti variabel kualitas pelayanan, persepsi harga, dan komunikasi pemasaran. Pelanggan menilai kualitas pelayanan yang diberikan oleh PT Borobudur OTO Mobil Mitsubishi memuaskan dengan skor rata-rata 4,50. Demikian pula pelanggan memiliki persepsi positif terhadap harga produk PT Borobudur OTO Mobil Mitsubishi yang ditunjukkan dengan skor rata-rata 4,29. Selain itu, upaya komunikasi pemasaran PT Borobudur OTO Mobil Mitsubishi dinilai efektif oleh pelanggan dengan skor rata-rata 4,39. Uji validitas dilakukan untuk memastikan reliabilitas instrumen penelitian, yang mengkonfirmasi validitas kuesioner untuk analisis lebih lanjut. Sebagai kesimpulan, penelitian ini mengungkapkan bahwa pelanggan PT Borobudur OTO Mobil Mitsubishi umumnya puas dengan kualitas layanan, memiliki persepsi harga yang positif, dan menganggap upaya komunikasi pemasaran efektif. Temuan ini memberikan wawasan berharga bagi PT Borobudur OTO

Mobil Mitsubishi untuk meningkatkan kepuasan pelanggan dan menyempurnakan strategi pemasarannya.

Kata kunci: Kualitas Pelayanan, Persepsi Harga, Komunikasi Pemasaran, Kepuasan Pelanggan, PT Borobudur OTO Mobil Mitsubishi.

1. Introduction

The company's primary objective is to generate profit, which serves as a measure of successful management. Profitability is a reflection of the company's ability to achieve its goals. However, profit is not solely derived from sales; it must also encompass customer satisfaction through considerations such as environmental consciousness, prompt service, short wait times, and offering greater discounts than competitors, thus fostering customer loyalty. Before customers become loyal, they evaluate the services they receive for their satisfaction. Consumer satisfaction is the feeling of contentment or disappointment that arises after comparing their expectations with the actual product or service they receive. It is a multidimensional concept influenced by factors such as costs, convenience, technical and interpersonal aspects, and end results. Consumer satisfaction is influenced by skills, knowledge, behavior, attitudes, and the facilities provided. When customers' actual experiences align with their expectations, satisfaction is achieved, thereby allowing the company to achieve its goal of creating satisfied customers. Superior and consistent service quality plays a crucial role in fostering customer satisfaction and reaps various benefits, including establishing a harmonious relationship between the company and its customers, providing a strong foundation for repeat purchases, encouraging customer loyalty, generating positive word-of-mouth recommendations, enhancing the company's reputation in the eyes of customers, and ultimately increasing profitability.

While several factors influence satisfaction, this study specifically focuses on three factors: service quality, perceived value, and marketing communications. To create customer satisfaction, companies must employ appropriate marketing strategies, one of which is delivering high service quality. Service quality refers to the extent to which expectations are met or exceeded and is a critical factor in driving customer satisfaction. Research by Wahyuni supports the positive and significant impact of service quality on customer satisfaction, suggesting that satisfaction arises when the performance of the product or service meets or surpasses customer expectations. Similarly, Prasetyo confirms that service quality positively and significantly affects customer satisfaction, with higher levels of customer satisfaction resulting from better service. However, Safavi and Hawignyo hold a different view, stating that service quality does not significantly impact customer satisfaction.

Price perception is another factor influencing customer satisfaction. Customers' understanding and interpretation of price information are crucial in determining satisfaction. Perceived price is often associated with the perceived benefits of a product or service. Higher perceived benefits lead to positive customer perceptions and increased satisfaction. Price is a primary consideration for consumers when deciding to use a service or purchase a product. Prasetyo, Susanto, and Maharani also support the positive and significant effect of price perceptions on customer satisfaction. However, Retno disagrees, stating that price perceptions do not significantly impact customer satisfaction. Marketing communications play a vital role in managing effective communication with consumers or potential customers. It helps shape a positive brand image in the market and consumers' minds. Effective marketing communication ensures that customers are aware of a company's products or services. By aligning with other promotional activities such as advertising, personal selling, sales promotion, public relations, and direct marketing, companies can create a comprehensive marketing mix.

Research by Pratiwi and Miraza supports the positive and significant impact of marketing communication on customer satisfaction. Effective communication conveys

messages to the target audience, allowing customers to gain knowledge about products available in the market. Ariesandi also acknowledges the influence of marketing communication on customer satisfaction, as it helps consumers understand the product and align their expectations accordingly. In the case of PT. Borobudur Oto Mobil, a vehicle sales manufacturing business, customer satisfaction is a key consideration. The company, an authorized Mitsubishi vehicle distributor in Yogyakarta and Central Java, faces certain challenges. Some customers have expressed concerns about the quality of service provided by employees, a lack of price updates on the Mitsubishi website, occasional discrepancies between website and dealership prices, and limited awareness of product specifications due to a reliance on specific exhibitions. Additionally, the registration process for service requests requires contacting the dealer, which customers find inconvenient and inefficient. Given these circumstances, the researcher aims to conduct a study titled **"The Influence of Service Quality, Perceived Price, and Marketing Communication on Customer Satisfaction of PT Borobudur OTO Mobil Mitsubishi."**

2. Methods

The research focuses on the impact of service quality, price perception, and marketing communications on customer satisfaction at PT Borobudur OTO Mobil Mitsubishi, located in Semarang City, Central Java. The population of the study includes all customers of PT Borobudur OTO Mobil Mitsubishi, with an unknown and varying number. To determine the sample size, the researchers used the Moe formula, considering a level of confidence of 90% ($Z=1.96$) and a margin of error of 10%. Based on the calculation, the minimum sample size required for the study is 96.04, rounded up to 100 respondents. The study involves collecting both primary and secondary data. Primary data is obtained directly from the customers through a questionnaire, which includes questions about customer identity, service quality, price perceptions, marketing communications, and customer satisfaction. Secondary data is collected from sales reports and other reports provided by PT Borobudur OTO Mobil Mitsubishi.

The data collection technique employed is a questionnaire distributed to the customers. The questionnaire consists of statements and questions that the respondents answer. This method allows researchers to gather information about customer opinions regarding the variables of interest. The study provides conceptual and operational definitions for the variables under investigation. Customer satisfaction is defined as the level of one's feelings after comparing the performance with expectations, with various dimensions and indicators related to personnel/employees, product, image/description, service, and access. Service quality is defined as a dynamic condition that meets and exceeds customer expectations, with dimensions and indicators such as tangibles, empathy, responsiveness, assurance, and reliability. Price perception refers to how consumers perceive prices as high, low, or fair, with dimensions and indicators like awareness of value, price consciousness, discount price trends, price mavenism, price-quality scheme, and reputation sensitivity. Marketing communications are described as an important aspect of the marketing mission, with dimensions and indicators including advertising, sales promotions, direct marketing, personal selling, public relations and publications, and sales performance.

The variables are measured using a Likert scale, with respondents indicating their level of agreement or disagreement with statements. The scale ranges from strongly agree (5) to strongly disagree (1). Data processing involves editing and coding the questionnaire responses, scoring the data using the Likert scale, and tabulating the results. The researchers used the SPSS 20 computer program for data analysis. Validity and reliability tests were conducted to ensure the quality of the research instrument. The validity test involved measuring the legitimacy of the questionnaire using loading factor and Kaiser-Mayer-Olkin (KMO) value. The

reliability test utilized Cronbach's Alpha Coefficient to assess the consistency of responses over time. In summary, the research aims to investigate the relationship between service quality, price perception, marketing communications, and customer satisfaction at PT Borobudur OTO Mobil Mitsubishi. The study involves collecting data through questionnaires from a sample of 100 customers, analyzing the data using SPSS, and ensuring the validity and reliability of the research instrument.

3. Results And Discussion

The study conducted by PT Borobudur OTO Mobil Mitsubishi aimed to assess the quality of service, perception of price, and marketing communication among its customers. A total of 100 respondents participated in the study, who were customers of PT Borobudur OTO Mobil Mitsubishi. The data collection was done through a questionnaire distributed to the customers, and 100 valid questionnaires were processed for analysis using SPSS 22. The study first analyzed the demographic characteristics of the respondents. It was found that 76% of the respondents were men, while 24% were women. In terms of age, the majority of the customers (45%) were in the age group of 31-40 years. Regarding education, 45% of the customers had a bachelor's degree (S1), followed by 38% with a diploma degree (D3), and 17% with a high school education.

The study then assessed the variable of quality service. The questionnaire included 21 indicators related to quality service, and the respondents provided their responses on a scale of 1 to 5. The average score for the quality service variable was 4.50, indicating that the customers perceived the quality of service provided by PT Borobudur OTO Mobil Mitsubishi as satisfactory. Next, the study examined the variable of perception of price. The questionnaire included 18 indicators related to perception of price, and the respondents rated their agreement on a scale of 1 to 5. The average score for the perception of price variable was 4.29, indicating that the customers had positive perceptions of the price of PT Borobudur OTO Mobil Mitsubishi's products.

Lastly, the study analyzed the variable of marketing communication. The questionnaire consisted of 28 indicators related to marketing communication, and the respondents provided their responses on a scale of 1 to 5. The average score for the marketing communication variable was 4.39, suggesting that the customers perceived PT Borobudur OTO Mobil Mitsubishi's marketing communication efforts as effective. To ensure the validity of the research instrument, a validity test was conducted. The questionnaire was considered valid if the items had a loading factor above 0.4 and a Kaiser Meyer-Olkin Measure of Sampling Adequacy (KMO) greater than 0.5. The validity test results indicated that the questionnaire used in the study was valid for further analysis.

In conclusion, the study found that the customers of PT Borobudur OTO Mobil Mitsubishi were generally satisfied with the quality of service, had positive perceptions of the price, and perceived the marketing communication efforts as effective. These findings can provide valuable insights for PT Borobudur OTO Mobil Mitsubishi to improve its customer satisfaction and enhance its marketing strategies.

Figure 1. Table t

Titik Persentase Distribusi t (df = 81 - 120)									
df	0,25	0,10	0,05	0,025	0,01	0,005	0,001		
81	0,67763	1,29209	1,66389	1,98909	2,37327	2,63790	3,13092		
82	0,67749	1,29196	1,66369	1,98892	2,37299	2,63762	3,13065		
83	0,67740	1,29183	1,66342	1,98866	2,37272	2,63737	3,13038		
84	0,67742	1,29171	1,66320	1,98851	2,37166	2,63659	3,13011		
85	0,67739	1,29159	1,66299	1,98827	2,37102	2,63491	3,12990		
86	0,67736	1,29147	1,66277	1,98793	2,37049	2,63421	3,12972		
87	0,67732	1,29136	1,66256	1,98761	2,36998	2,63353	3,12957		
88	0,67729	1,29126	1,66236	1,98730	2,36947	2,63296	3,12944		
89	0,67726	1,29114	1,66216	1,98698	2,36898	2,63220	3,12934		
90	0,67723	1,29103	1,66196	1,98667	2,36851	2,63167	3,12927		
91	0,67720	1,29092	1,66177	1,98638	2,36803	2,63094	3,12922		
92	0,67717	1,29082	1,66158	1,98609	2,36757	2,63026	3,12919		
93	0,67714	1,29072	1,66140	1,98580	2,36712	2,62973	3,12919		
94	0,67711	1,29062	1,66123	1,98552	2,36667	2,62916	3,12919		
95	0,67708	1,29053	1,66105	1,98526	2,36624	2,62858	3,12926		
96	0,67705	1,29043	1,66088	1,98500	2,36582	2,62800	3,12924		
97	0,67703	1,29034	1,66071	1,98472	2,36541	2,62747	3,12939		
98	0,67700	1,29025	1,66055	1,98447	2,36500	2,62690	3,12949		
99	0,67698	1,29016	1,66039	1,98422	2,36461	2,62641	3,12960		
100	0,67695	1,29007	1,66023	1,98397	2,36423	2,62589	3,12974		

Based on Table 1 is obtained results mark significance between variable quality service (X1), perception price (X2), and variables communication marketing (X3) against satisfaction

customer (Y) 0.001 means variable quality service (X1), variable perception price (X2), and variables communication marketing (X3) in a manner together influential to performance employee (Y) or regression model worthy used and fulfilled *Goodness Of Fit*.

Table 2. F Test Results

Model	Sum Of Squares	DF	MeanSquare	F	Sig.
Regression	172,357	3	58,137	14,532	0.001
residual	218,883	96	2,280		
Total	391,240	99			

4. Conclusions

Based on the research that has been carried out through the stages of data collection, data processing and data analysis regarding the influence of service quality, price perceptions, and marketing communications on customer satisfaction at PT. Borobudur OTO Mitsubishi cars with a total of 100 respondents, customers of PT. Borobudur OTO Mitsubishi Cars to obtain quantitative data, the following conclusions are obtained:

1. Quality of Service (X1) positive and significant effect on customer satisfaction (Y) PT. Borobudur OTO Mitsubishi Cars. The higher the quality of services provided by PT. Borobudur OTO Mitsubishi Car, the higher the sense of customer satisfaction. And vice versa, if the quality of service is low then the feeling of customer satisfaction is also low.
2. Perceived Price (X2) has a positive and significant effect on customer satisfaction (Y) PT. Borobudur OTO Mitsubishi Cars. The better the price perception given by PT. Borobudur OTO Mitsubishi cars, the higher the level of customer satisfaction. Vice versa, if the price perception given by PT. Borobudur OTO Mitsubishi cars are not good, so the level of customer satisfaction is getting lower.
3. Marketing Communication (X3) positive and significant effect on customer satisfaction (Y) PT. Borobudur OTO Mitsubishi Cars. The better the marketing communications carried out by PT. Borobudur OTO Mitsubishi Car, the higher the satisfaction felt by customers. And vice versa, if the communication made by PT. Borobudur OTO Mitsubishi cars are not good or not optimal, so the level of customer satisfaction will decrease or be lower.

Research Limitations

From the research that the researchers have done, there are still deficiencies and limitations in the study, namely only using three independent variables (service quality, price perception, marketing communications) to explain the dependent variable (customer satisfaction) of 69.2% and the remaining 30.8% (100 %-69.2%) is explained by variables outside this research model. This research model variable can be used as information material for future researchers.

Theory Implications

The results of the study "the effect of service quality, price perceptions and marketing communications on customer satisfaction are expected to provide input for further researchers to support existing theories and contribute to development in the field of marketing management science."

Managerial Implications

1. The quality of service performed by producers to consumers is a major influence on the level of consumer or customer satisfaction. Based on this research, it is necessary to pay attention related to poor service quality which can have an impact on customer satisfaction at PT. Borobudur OTO Mitsubishi Cars.

2. Price perception is one of the basic things to increase customer satisfaction. Based on this research, if PT. Borobudur OTO Mitsubishi cars do not know the price perception desired by customers, it will affect low customer satisfaction.
3. Good marketing communications can affect customer satisfaction. Based on this research, if PT. Borobudur OTO Mitsubishi Cars do not pay attention to and apply good marketing communication methods, it will greatly affect the level of customer satisfaction.

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