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MULTIPLE REGRESSION ANALYSIS : DETERMINANT OF CUSTOMER SATISFACTION OF PT PEGADAIAN (PERSERO) IN INDONESIA

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Abstract: The purpose of this study is to determine the effect of service and promotional activities with customer satisfaction. To measure the quality of service by using the theory of service quality criteria consisting of physical evidence, reliability, assurance, responsiveness and empathy. This research uses quantitative method of descriptive analysis, data collecting technique that is questionnaire, interview and documentation. The sampling technique used random sampling with 72 people informants that is Pawn share customer in Indonesia. The analysis model uses simple linear regression and correlation analysis. The result of research shows that service quality influence over customer satisfaction equal to 0,815. And promotion activities to customer satisfaction with 0805. And on the basis of the result it is suggested as follows. Quality of service and promotional activities should be improved to maintain customer satisfaction in Sharia Pawn Shops in Indonesia.

Introduction

Competition is very tight where more and more organizations or service providers engaged in efforts to meet the needs and desires of customers and placing it as the main goal. In order for the goods or services offered to be chosen by the customer then the company must know what the customer needs and how to provide the best service. Quality of service is seen as one means to attract customers to use our service products.

In addition to service factors to introduce the company's products of the company can perform promotional activities aimed at the target market. For that in the promotion should the company do research on the market that will be in the target. Promotional activities are the provision of information or one-way persuasion made to direct a person or audiences to actions that create exchanges in marketing.

Currently financial institutions have a very important role, all economic activities is almost impossible to avoid the role of financial institutions. Financial institutions are one of the factors driving the economic growth of a country one of which is Pawnshop. as a State-Owned Enterprise (BUMN) which is a Limited Liability Company is one of the non-bank financial institutions engaged in the distribution of credit on the basis of legal lien. PT Pegadaian (Persero) performs a function as a substitute for the bank that is channeling the loan to the public and one of the sources of development funds, therefore Pegadaian is required to show good financial performance in order to become one of the reliable non-bank financial institutions for the current period and the period will come.

Keywords: Service Quality, Promotion, Customer Satisfaction *JEL Code:* M310

The big challenge to the development of PT Pegadaian (Persero) business is how to improve the service to maintain customer loyalty one of the ways is through giving customer satisfaction.

Satisfaction is very important in relation to business development. Satisfied customers will continue to use the products or services provided by the company, will not be affected by the services offered by others, and when things they do not like will notify the service provider and not disclose to others. Customer satisfaction is influenced by the quality of service, while the quality of service is very important in relation to the existence and development of the success of service companies. Quality of service will affect customer satisfaction that will ultimately affect the revenue revenue of the service company. Factors affecting customer satisfaction are the quality of service, (Tjiptono, 2000: 15) which includes expectations of reliability, Responsibility, Assurance, Empathy and Direct evidence (Tangible).

Literature Review

Services

Service is the offering of a person's attitude to others, intangible services. The service has four characteristics: intangible, inseparability, variability and perishability.

Service Quality

Quality is the company's weapon in order to win the competition, but almost all companies, especially companies engaged in service trying to produce the same quality. For that quality is not the only powerful way taken by the company to be able to compete with its competitors. According to the American Society for Quality Control, quality is the whole of the characteristics and characteristics of a product or service in terms of ability to meet predetermined or latent needs (Lupiyoadi, 2001). According to Triyana (in Ferdinand, 2006) service or service is an important part of product marketing activities. The consumer also asks how the after-sales service of the product he bought.

How to measure the quality of service

1. Consumer research

   Reviewing consumer perspectives on company strengths and weaknesses, and covering aspects such as consumer complaints, after-sales surveys, focus group interviews, and service quality surveys.

2. Non-consumer research

   Review employee perspective on company weakness and strength, and employee performance, and also can assess the performance of competitor services and can be used as a basis of comparison.

Promotion

Promotion is one of the critical success factors of a marketing program. In essence promotion is a form of marketing communication. What is meant by marketing communications is a marketing activity that seeks to disseminate information,

influence, persuade and or remind the target market of the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned. Promotional programs are important, as they can help customers with information that strengthens awareness and knowledge about the products or services they offer. And can affect the attitude and desire for customers, while for the company, can manage the production process efficiently and effectively. The purpose of the promotion that is modification of behavior, notify, persuade and remind.

How to Measure Consumer Satisfaction

1. Complaints and suggestions system

   Companies that provide full opportunity for their customers to express an opinion or even a complaint is a consumer-oriented company.

2. Consumer satisfaction survey

   Occasionally companies need to conduct a survey of customer satisfaction with the quality of services or products of the company. This survey can be done by distributing questionnaires by company employees to consumers. Through the survey, the company can know the shortcomings and advantages of the company's products or services, so that the company can make improvements on things that are considered less by consumers.

3. Ghost Shopping

   This method is implemented by employing some company (ghost shopper) to behave as a consumer in a competitor company, with the aim of the ghost shopper can know the quality of service of a competitor company so that it can serve as a correction to the service quality of the company itself.

4. Consumer Analysis Lost

   This method is done by the company by re-contacting customers that have not visited or made another purchase of the company because it has moved to a competitor company. In addition, companies may ask the reasons for the shifting of consumers to competitors.

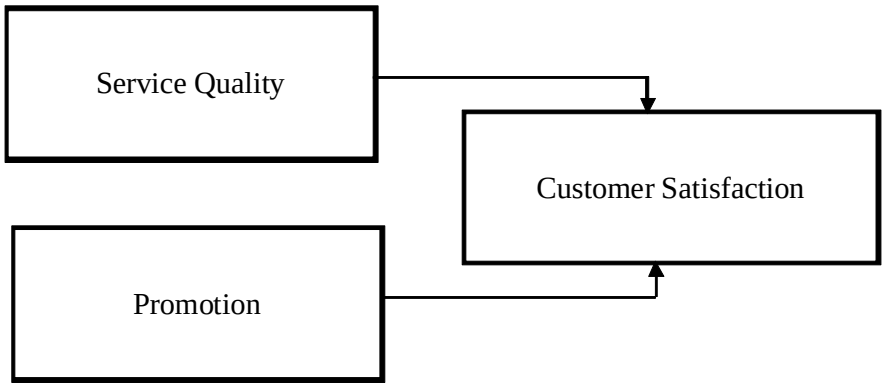

Figure 1: Conceptual Model

Methods

The type of research used is the type of descriptive quantitative research is a method that is empirically, objectively, scientifically to explain the causal relationship between variables through hypothesis testing.

Determination of the number of samples taken in this study by using the Slovin formula :

$$n = \frac{N}{1 + N(e)^2} \tag{1}$$

Where

n = Number of Samples

N = Population

e = Percent leeway inaccuracy due to sample error that can still be tolerated by 10%

Data Analysis Model

Validity test

Test validity is testing the extent to which a measuring instrument used to measure variables that exist (Singarimbun: 1989: 122). An instrument is said to be valid if it is capable of measuring what the researcher wants, and can reveal the data onto the variables studied appropriately and the high degree of instrument validity indicates the extent to which the data collected does not deviate from the image of the intended variable (Arikunto: 2006: 168-169) . Testing validity by using Pearson Correlation Coefficient formula.

The basis for the decision is :

If ρ- value $<$ 0,05 = valid

If ρ-value $>$ 0,05 = No valid

Test Reliability

Test Reliability is an index that indicates the extent to which a reliable or reliable measure (Singarimbun: 1989: 140). When a measuring device is used twice to measure the same phenomenon and the measurement results obtained are relatively consistent, then the gauge is reliable. A reliable instrument is an instrument that, when used multiple times to measure the same object, will produce the same data. Reliability tests for this research is done with Basic decision decision reliability test that is if :

Cronbach's Alpha $\geq$ 0,6$\rightarrow$*Croncbach's AlphaAcceptable/Reliable*

Cronbach's Alpha $<$ 0,6$\rightarrow$*Cronbach's AlphaPoor acceptable/Unreliable*

Multiple Linear Regression

At the stage of data analysis processed and processed into groups, classified, categorized and used to obtain the truth as the answer to the problem of the

hypothesis proposed to the study. This research is intended to reveal the influence of independent variables or independent variables, with dependent variable or dependent variable. In the statistics of analysis method according to the problem is regression analysis, where one dependent variable is influenced by the free variables. The independent variables in this research are service quality (X1) and promotion (X2), while the dependent variable is customer satisfaction (Y).

Hypothesis testing for research conducted to test the research hypothesis there is influence of service quality and promotion of customer satisfaction proposed.

Coefficient of determination

If the best regression line of the data set is linear, then the degree of the relationship will be expressed by the value of r and commonly called the correlation coefficient. Because the formula is general, then it also applies if the relationship pattern of Y and X is linear regression. Statistically, the coefficient of determination is considered a second rank correlation :

$$\boxed{R^2 = Kd}$$

(Bilson Simamora, 2004:334)

R^2 called the coefficient of determination or coefficient determinant. So named because 100% x R^2 is a variation occurs to the dependent variable Y which can be explained by independent variables X1 and X2 in the presence of linear regression Y over X.

Result and Discussion

Quality Analysis of Sharia Pawn Services in Indonesia Against Customer Satisfaction

Service quality is the difference between acceptable performance and expectations. Quality of service has a very important role and will affect the level of customer satisfaction with services provided Sharia Pawnshop In Indonesia which will further to determine the level of loyalty to the customers Pawnshops In Indonesia. Therefore the quality of service should get the main attention and priority. The results of data analysis conducted on the quality of service Sharia Pawnshop in Indonesia as a whole entered into the good category. This is indicated by the mean score of overall service quality score of 3.81. This criterion can be achieved due to several factors namely the indicators that support and influence the process of analysis of service quality in Sharia Pawnshop In Indonesia is the reliability, responsiveness, assurance, empathy and direct evidence provided Pawnshops to customers. customer satisfaction with customers will be satisfied if the quality of service received better.

The results of calculations with simple linear regression can be seen that the variables of service quality (X) with some indicators of reliability, responsiveness, assurance, empathy and tangibles have a positive effect and significant to customer satisfaction (Y) Sharia Liabilities in Indonesia. The results of data analysis proved that there is a significant influence over service variables on customer satisfaction

variables, this is indicated by the value of probability value <0,05ie 0.000 then Ho rejected and Hi received.

From result of regression analysis there is influence of R value equal to 0,805 indicate that correlation / relation between variable x with variable y is strong, because this number is above 0,5.Angka R square show coefficient of determination. R square is 0.857 This means that 85.7% change in y variables is caused by changes in variable x while the remaining 15.3% is caused by factors of the variable change of x. The R square number is used because the number of variables is not more than 2. If more than 2 then used is Adjusted R square. Based on the above analysis Pawn share in Indonesia So the higher the quality of service will increasingly improve customer satisfaction with services received. From this analysis Sharia Pawnshop In Indonesia need a major attention to the variable quality of service, because this variable will determine the level of satisfaction with the customer and will further determine the loyalty to customers Pawnshops In Indonesia. The results of this study were obtained from the primary data source results of questionnaire answers to customers Pawnshops in Indonesia who have answered statements by service and customer satisfaction.

Analysis of Sharia Pawn Promotion Activities in Indonesia Against Customer Satisfaction

Promotion strategy of PT Pegadaian (Persero) In Indonesia Central Jakarta, designed or arranged jointly by marketing division and division of Pawnshop operation, while the method used by company in preparing its promotion budgets is method of Goal and Duty, that is promotion budget determined by defining specific purpose, determine the tasks that must be done to achieve these objectives, and estimate the cost to carry out tasks or programs that has been defined.

Promotion has a role that is also important, and will affect the level of customer satisfaction provided Sharia Pawn Shop. Therefore promotional activities should get the main attention. The results of data analysis conducted on promotional activities conducted by Sharia Pawnshop in Indonesia as a whole entered into good category. This is indicated by the mean score of promotion activity as a whole of 3.77. This can be achieved due to several factors namely indicators that support and influence promotion activities on the Pawnshop Sharia in Indonesia that are Advertising, Personal Sales (Sales Selling) (Sales Promotion), Public Relations, Direct Marketing promotional activities undertaken by Sharia Pawnshop In Indonesia Raya affect customer satisfaction.

The result of calculation with simple linear regression can be known that promotion variable (X2) has positive and significant influence over customer satisfaction (Y) Pawnshop PT Pegadaian (Persero) In Indonesia. The results of data analysis proved that there is a significant influence over promotion variables on customer satisfaction variables, this is indicated by the value of probability value <0,05ie 0.000 then Ho rejected and Hi received.

From result of regression analysis there is influence of R value equal to 0,805 indicate that influence over variable x with variable y is strong, because this number is above 0,5.Angka R square show coefficient of determination. The large R square

is 0.805. This means that 80.5% change in y variables is caused by changes in variable x while the remaining 20.5% is caused by factors of the variable change x. The R square number is used because the number of variables is not more than 2. If more than 2 then used is Adjusted R square. Based on the above analysis Sharia Pawn in Indonesia So the higher the promotional activities will increase customer satisfaction. From this analysis Sharia Pawnshop In Indonesia need a major attention to the promotion variable, because this variable will determine the level of customer satisfaction and then will determine the satisfaction with customers of PT Pegadaian (Persero) In Indonesia Central Jakarta. The results of this study were obtained from the primary data source of questionnaire results from customers of PT Pegadaian (Persero) In Indonesia Central Jakarta which has answered statements by the promotion and customer satisfaction

Conclusion

1. In general, the perception of high quality of service to customers of Pawnshops Sharia in Indonesia Raya to customer satisfaction with the value of Service Quality Variable (x) has a significant effect on customer satisfaction variable (y). Customer satisfaction is the satisfaction with customers to service providers that have provided services to him. With this case, the influence over satisfaction with service is very strong influence over the value of 0.815 then The higher the Perception of Service Quality (x), the higher the customer satisfaction (y).
2. Promotion variable (X2) has a significant effect on customer satisfaction variable (y). With this case, the closeness of the relationship between promotion and customer satisfaction is very strong relation with the value of 0805 then The higher the Perception of promotion (X2), the higher the customer satisfaction (y).

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