



Analysis of Price and Service Quality's Impact on the Customer Satisfaction of the Mamikos Application of PT. Mama Teknologi Properti in East Jakarta

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ABSTRACT

In this era of digitalization, digital marketing strategy is evolving into a new method that is playing an increasingly essential part in marketing business products. This associative quantitative research is intended to see how far price and service quality influence customer satisfaction on Mamikos application of PT. Mama Teknologi Properti in The East Jakarta area. The study population consists of respondents using the Mamikos application of PT. Mama Teknologi Properti in the area of East Jakarta. Also, several methods are used to analyze the data like reliability test, multiple linear regression, validity test, F and T statistical tests. The F test result shows that price and service quality concurrently have a significant effect on Mamikos application's customer satisfaction based in East Jakarta. Meanwhile, the T test result indicates that the East Jakarta-based Mamikos application's customer satisfaction is also partially significant impacted by the price and service quality.

INTRODUCTION

In this digitalization era, the business world is no longer restricted by spaces, regions, time and distance. Through cyberspace, someone can search for customers' potentials in all levels of world society that are connected to the internet network. All trade transactions can be easily carried out in cyberspace through electronic transactions with electronic payment devices as well. Therefore, digital marketing is evolving into a new method that is playing an increasingly essential part in business' marketing, especially in online shop businesses. Digital marketing can use the online business system across all different digital platforms to develop, improve and maintain the reputation of its business. Nowadays, access to the internet has become easier and the number of internet users is increasing each time because people prefer to spend their time surfing on the internet, even shopping activities are mostly done through online sites. Thus, offline marketing is no longer as effective as it once was.

Aside from reaching a larger audience than traditional approaches, digital marketing also more cost-effective and scalable. Thus, it is not surprising if the government is now intensively encouraging any MSMEs (Micro, Small and Medium Enterprises) to go global and go digital, as a strategy to support marketing. With digital marketing, MSMEs have a great opportunity to dominate the online market. With a digital marketing strategy, MSME actors can easily monitor and provide and fulfill the wishes of their prospective customers. On the other hand, it is also easier for consumers to search for any information by simply exploring the virtual world platform. In addition to the above reasons, another underlying argument is that it cannot be separated from the interests of production, distribution, and marketing in order to meet all of the customer's needs and wants.

Concerning consumer satisfaction, Kotler-Keller (2016: 153) argue that satisfaction (in general) is a person's feeling of pleasure or disappointment that comes from comparing perceived performance or outcome (from product or services that we used) to the expected result. By comparing current conditions to expected conditions for each consumer, customer satisfaction can be assessed. In order to meet customer expectations, satisfaction with products or services depends upon customers' perception of their performance. If customers' expectations are fulfilled or if their expectations have been exceeded, it is satisfying to the customer. Kotler (2005: 70) firmly explains that customer dissatisfaction results from performance that falls short of expectations but if the performance lived up to the expectations, the consumer will be satisfied. Hence, customers are exceptionally satisfied and happy when the service exceeds expectations.

Kotler-Armstrong (2018: 39) explain that to connect and maintain the long-term relationships between companies and customers, customer satisfaction is one of the key factors (main drivers). Meanwhile, Kotler-Kartajaya-Huan-Liu (2005: 105), say that the customer satisfaction index provides feedback on how well the company is working. Furthermore, there are several factors to specify the satisfaction's level felt by customers which according to Irawan (2015: 37),

these factors include: emotional factors, cost and customer convenience, price, product and service quality.

Service quality could be defined as the company's action in the form of intangible things which can be felt by consumers. Quality, as Kotler-Keller (2016: 155) said, is the totality of features and characteristics of product/service that have an impact on how well it can satisfy stated or implied needs (bears on its ability). When a product or service exceeds or at least meets the customer expectations, means the seller has delivered a quality to satisfy needs directly or indirectly. A key role in determining customer satisfaction is played by specially designed service products. Therefore, according to Kotler-Kartajaya-Huan-Liu (2005: 60), the company need to have credibilities in order to be trusted by customers. Companies convince and create not only an image in the minds of customers, but also how to win the trust of customers.

Apart from service quality, Kotler (2005: 160) says that the management must also consider the reaction of all parties to the proposed price. According to Umar (2009: 32), the amount of value that consumers are required to exchange for the benefits which they derive from owning or using a product/service which price is determined by seller at the same price as the purchaser. Prices can influence people to get their own satisfaction by expecting the expected price to match. Customers, competitors, distributors, and suppliers will be affected by any change in prices which could provoke a reaction from the government. According to Kotler in Haque, et al. (2022: 292), price changes will cause customer reactions. The motivation for these price adjustments is frequently questioned by customers. A seller can charge a higher price on a certain product than competitors and its product still sold well if customers can be convinced that their lifetime total costs are lower. For sensitive customers Irawan (2015: 37), said that the best source of satisfaction is usually affordable prices as customers are going to get a good price.

Mamikos, as one of the MSMEs in Indonesia, has succeeded in connecting the property industry sector with customers through online connection services. Through the application that was built, Mamikos has succeeded in connecting more than 110 thousand house room rental owners that is spread across various cities in Indonesia with more than 8 million users of the Mamikos application every month. There are various features on the Mamikos service side that really help new users to directly order boarding rooms according to the intended area. Until now users and consumers of the Mamikos application have spread widely in various regions on the island of Java, Indonesia, such as Greater Jakarta, Yogyakarta, Solo, Semarang, Surabaya, and Malang.

In this study, based on that background and description, the research question formulation is as follows:

1. Does Price and Service Quality simultaneously have a significant impact on Customer Satisfaction of the Mamikos application of PT Mama Teknologi Properti in East Jakarta?
2. Does Service Quality partially have a significant impact on Customer Satisfaction of the Mamikos application of PT Mama Teknologi Properti in East Jakarta?

3. Does Price partially have a significant impact on Customer Satisfaction of the Mamikos application of PT Mama Teknologi Properti in East Jakarta?

LITERATURE REVIEW

Concerning consumer satisfaction, Kotler-Keller (2016: 153) argue that satisfaction (in general) is a person's feeling of pleasure or disappointment that comes from comparing perceived performance or outcome (from product or services that we used) to the expected result. By comparing current conditions to expected conditions for each consumer, customer satisfaction can be assessed. In order to meet customer expectations, satisfaction with products or services depends upon customers' perception of their performance. If customers' expectations are fulfilled or if their expectations have been exceeded, it is satisfying to the customer. Kotler (2005: 70) firmly explains that customer dissatisfaction results from performance that falls short of expectations but if the performance lived up to the expectations, the consumer will be satisfied. Hence, customers are exceptionally satisfied and happy when the service exceeds expectations.

Kotler-Armstrong (2018: 39) explain that to connect and maintain the long-term relationships between companies and customers, customer satisfaction is one of the key factors (main drivers). Meanwhile, Kotler-Kartajaya-Huan-Liu (2005: 105), say that the customer satisfaction index provides feedback on how well the company is working. Furthermore, there are several factors to specify the satisfaction's level felt by customers which according to Irawan (2015: 37), these factors include: emotional factors, cost and customer convenience, price, product and service quality.

METHODOLOGY

The study applies an associative research method, which attempts to identify the relation of two or more variables. (Sugiyono, 2007:244). This study based on the respondents who use the Mamikos Application of PT. Mama Teknologi Properti in East Jakarta. Questionnaire and literature studies are used for data collection, whereas non-probability was used as the technique of sampling that does not provide an equal opportunity for each element or member of a population selected as a sample (Sugiyono, 2018: 81). Meanwhile, for data processing, the author used a quantitative method with multiple regression analysis techniques to analyze data. Then, using the validity test, multiple linear regression and reliability test, the results of the regression output were analysed, F statistical test (ANOVA) and T statistical test (Partial).

RESULT AND DISCUSSION

Research Instrument Validity Testing

Based on the validity test of the Service Quality questionnaire with a sample of 97 respondents(Wibisono, 2003:43), shows a significance level at 0.05 with the results obtained as attached below:

Table 1. Processing Results of Service Quality Validation Test Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR0001	29.2268	19.469	0.785	0.929
VAR0002	29.4021	19.222	0.761	0.931
VAR0003	29.4124	18.891	0.841	0.925
VAR0004	29.4021	19.180	0.803	0.928
VAR0005	29.4021	19.160	0.788	0.929
VAR0006	29.4639	19.439	0.728	0.933
VAR0007	29.2784	19.578	0.713	0.934
VAR0008	29.3814	19.405	0.828	0.927

Based on the results of table 1, calculated r value is obtained in the Corrected Item-Total Correlation column for 8 Service Quality statements as shown in table 2 below:

Table 2. Questionnaire Validity Test *Service Quality*

No.	r Count	r Table	Category
1	0,785	0,361	valid
2	0,761	0,361	valid
3	0,841	0,361	valid
4	0,803	0,361	valid
5	0,788	0,361	valid
6	0,728	0,361	valid
7	0,713	0,361	valid
8	0,828	0,361	valid

The results above showed that all r values for 8 questions were greater than r tables with $n = 30$ and an error level of 5% was 0.361. Hence, the instrument has a good construction validity test and the data can be continued.

According to the validity test of the price questionnaire with a sample of 97 respondents, shows a significance level of 0.05 with the results obtained as attached below:

Table 3. Processing Results of the Price Questionnaire Validity Test
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR0001	12.6186	3.197	0.756	0.835
VAR0002	12.7010	3.587	0.716	0.848
VAR0003	12.5670	3.686	0.709	0.851
VAR0004	12.5258	3.669	0.768	0.831

Based on the results of table 3, calculated r value is obtained in the Corrected Item-Total Correlation column for the 4 price statements as shown in table below:

Table 4. Test the Validity of the Price Questionnaire

No.	r count	r Table	Category
1	0,756	0,361	valid
2	0,716	0,361	valid
3	0,709	0,361	valid
4	0,768	0,361	valid

Based on the results of table 4, it was found that all r values for 4 questions were greater than "r tables" with $n = 30$ and an error level of 5% was 0.361. Hence, it can be concluded that: "the instrument has a good construction validity test and the data can be continued"

According to the validity test of the Customer Satisfaction questionnaire with a sample of 97 respondents, shows a significance level of 0.05 with the results obtained as attached below:

Table 5. Result of Questionnaires Validity Test Processing *Customer Satisfaction*
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR0001	8.4021	1.930	0.768	0.801
VAR0002	8.4124	1.682	0.799	0.766
VAR0003	8.4433	1.874	0.686	0.872

Based on the results of table 5, calculated r value is obtained in the Corrected Item-Total Correlation column for 3 Customer Satisfaction statements as shown in table 6 below:

Table 6. Test the Validity of the Customer Satisfaction Questionnaire

No	r count	r table	Category
1	0,768	0,361	Valid
2	0,799	0,361	Valid
3	0,686	0,361	Valid

According to the results of the validity test of the Customer Satisfaction questionnaire, all r count values for 3 questions were greater than “r table” with $n = 30$ and an error level of 5% was 0.361. Hence, the instrument has a good construction validity test and the data can be continued.

Research Instrument Reliability Testing

By using SPSS 16.0 data obtained from the Service Quality reliability test results are as shown in table 7 below:

Table 7. Processing Results of the Service Quality Questionnaire Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
0.938	8

Based on the results of table 7, show that the Service Quality statement item gives Cronbach's Alpha (r count) = 0.938 > greater than “r table 0.361 (r table)”. Thus, according to the reliable category, the Service Quality questionnaire instrument can be used for measurement in the context of data collection.

By using SPSS 16.0, the data obtained from the price reliability test results are shown in table 8 below:

Table 8. Processing Results of the Price Questionnaire Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
0.876	4

Based on the results of the reliability test in table 8, show that the price statement items give Cronbach's Alpha (r count) = 0.876 > greater than “r table 0.361 (r table)”. Thus, according to the reliable category, which means the price questionnaire instrument can be used for measurement in the context of data collection.

By using SPSS 16.0, the data obtained from the results of the Customer Satisfaction reliability test areas shown in table 9 below:

Table 9. Processing Results of the Customer Satisfaction Questionnaire Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
0.868	3

According to the reliability test results in table 9, show that the Customer Satisfaction statement items give Cronbach's Alpha (r count) = 0.868 > greater than "r table 0.361 (r table)". Thus, according to the reliable category, which means the Customer Satisfaction questionnaire instrument can be used for measurement in the context of data collection.

The Impact of Price and Service Quality on Customer Satisfaction

Furthermore, according to the results of data processing using SPSS version 16, the following output results are obtained:

Table 10. SPSS Coefficients Output Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.284	1.001		1.283	0.203
Quality	0.105	0.032	0.267	3.294	0.001
Price	0.466	0.065	0.582	7.198	0.000

a. Dependent Variable: Satisfaction

According to the SPSS output results in table 10, the regression equation obtained is as follows:

$$Y = 1.284 + 0.105 X_1 + 0.466 X_2$$

From the regression equation above, it can be explained as follows:

1. A constant of 1.284 states that if there is no value for Price and Service Quality then Customer Satisfaction is 1.284.
2. The regression coefficient b1 of 0.105 states that each value added to Service Quality will increase Customer Satisfaction by 0.105 assuming that X2 is constant.
3. The regression coefficient b2 of 0.466 states that any additional value to the Price will increase Customer Satisfaction by 0.466 assuming that X1 is constant.

Coefficient of Determination

Bases on the results of data processing using SPSS version 16, indicate the output results as follows:

Table 11. SPSS Model Summary Output Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.767	0.589	0.580	1.27318

a. Predictors: (Constant), Price, Quality

According to the calculation results in table 11, indicate that “the Adjusted R Square value is 0.580. Hence, the effect of Price and Service Quality on the Customer Satisfaction is 58% and the remaining 42% is influenced by other factors.

Simultaneous Test (Anova/F Test)

Based on the results of data processing using SPSS version 16, the results are obtained as in table 12 as follows:

Table 12. SPSS ANOVA Output Results

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	218.266	2	109.133	67.325	0.000 ^a
	Residual	152.373	94	1.621		
	Total	370.639	96			

a. Predictors: (Constant), Price, Service Quality

b. Dependent Variable: Customer Satisfaction

According to the SPSS output results in table 12, show the calculated “F” value is 67.325 with a significant level of 0.000 which means the probability with a value of 0.000 is less than 0.05. Thus, the regression model can be used to predict customer satisfaction. F table value with dk denominator (N- K- 1) = 97 - 2 - 1 = 94 with an error level of 5%, so the F table is 3.093. Because F count (67.325) > F table (3.093), then Ho is rejected and H1 is accepted. That means, Price and Service Quality together have a significant impact on the customer satisfaction of the Mamikos application users in East Jakarta.

Partial Test (T Test)

Based on the results of data processing using SPSS Software version 16, the results are as shown in table 13 below:

Table 13. SPSS Coefficients Output Results

Model		Unstandardized Coefficients		Standardize	t	Sig.
		B	Std. Error	d Coefficients Beta		
1	(Constant)	1.284	1.001		1.283	0.203
	Quality	0.105	0.032	0.267	3.294	0.001
	Price	0.466	0.065	0.582	7.198	0.000

a. Dependent Variable: *Satisfaction*

The SPSS output results show that value of t count for Service Quality variable is 3,294 and t count for Price variable is 7,198. This means:

- Value of t count of b1 is 3,294 > 1,985 and Sig. 0,001 < 0,05. Thus, Ho is rejected and H1 is accepted. It means that partially Service Quality has significant impact towards Customer Satisfaction of Mamikos application's users based in East Jakarta.
- Value of t count of b2 is 7,198 > 1,985 and Sig. 0,000 < 0,05. Thus, Ho is rejected and H1 is accepted. It means that Price partially has significant impact towards Customer Satisfaction of Mamikos application's users based in East Jakarta.

CONCLUSION AND RECOMMENDATION

On the basis of the results and the discussion above, the following conclusions can be drawn:

- Based on the results of the "F" test the calculated F value is 67.325 > the F table value of 1.985. Then, Ha is accepted which means that Price and Service Quality concurrently have a significant impact for the Customer Satisfaction, especially for Mamikost application users based in East Jakarta.
- Based on the results of the t test, it is obtained that the t value is calculated from b1 3.294 > t table 1.985. Then, Ha is accepted which means that Service Quality partially has a significant effect on Customer Satisfaction in the Mamikost application of PT. Mama Teknologi Properti in East Jakarta.
- Based on the results of the t test, it is obtained that the calculated t value of b2 is 7.198 > t table 1.985. Then, Ha is accepted which means that Price partially has a significant effect on Customer Satisfaction of the Mamikost application of PT. Mama Teknologi Properti in East Jakarta.

ADVANCED RESEARCH

For the next researcher, it is necessary to add the independent variables so that it is clearer which factors have a more influence on the Customer Satisfaction application of the Mamikost PT. Mama Teknologi Properti in East Jakarta. The same research needs to be carried out in various regions of Indonesia, so that it can be used as a comparison.

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