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Analysis of the Role of Service Systems, Quality and Price on Customer Satisfaction at UPPKB in North Jakarta

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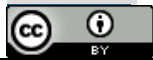
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ABSTRACT

The study was conducted to determine the effect of facilities, quality and service prices on customer satisfaction. This type of research is descriptive quantitative. The sampling technique used is Accidental Sampling which is sampling based on any member of the population who coincidentally meets the researcher and can provide the necessary information. The data analysis method was carried out by analyzing the path diagram data. The results show that service facilities have a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction at the Motor Vehicle Testing Management Unit of Kedaung Angke, DKI Jakarta Provincial Transportation Service

INTRODUCTION

Motorized vehicles as a means of transportation are a very important component for the development of economic, social and cultural growth and equity activities of a country because they play a role as a tool that allows the movement of goods and services from one region to another as a destination in a relatively short time, efficiently and effectively.

Transportation at this time is needed by various layers of society in carrying out activities that are realized in the form of transportation of goods and services, these facilities can cause various aspects of problems in an increasingly developing transportation system, one of which is regarding permits for the eligibility of motorized vehicles on the highway.

Therefore, the Government of the Republic of Indonesia, in carrying out periodic tests on the eligibility of motorized vehicles, is required to test the vehicle's condition as appropriate. From Sabang to Merauke to optimize the implementation of mandatory testing motor vehicle testing services.

The Kedaung Angke Motorized Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency is one of the unit offices that has the task of providing services for mandatory testing of motorized vehicle transportation, be it testing of new vehicles, periodic testing of vehicles subject to mandatory testing, once every 6 (six) months, testing for vehicle mutations and as a test ride for inter-city vehicles or vehicles from other areas. The existence of motorized vehicle testing services is very important as one of the aspects that must be carried out in the governance arrangements in the field of land transportation facilities, therefore the Motorized Vehicle Testing Management Unit (UPPKB) of the Department of Transportation throughout Indonesia, is required to always provide professional services to owners Motorized vehicle transportation in order to want to carry out a motorized vehicle feasibility test must be tested periodically.

One of the efforts made by the Kedaung Angke Motorized Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency in establishing customer satisfaction is through service facilities, quality and price, especially forming human resources (HR) in building solid work to improve performance at the company.

Customer satisfaction is a long-term commitment that is implemented in the form of behavior and attitudes towards purchasing company products, by consuming them regularly and repeatedly, so that company products become an important part of the consumption process carried out by customers, where this will affect the existence of a service company.

Efforts to realize customer satisfaction are not easy, therefore the Kedaung Angke Motor Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency must be able to see what customers want and must be able to pay attention to the quality provided. In general, customers expect the services they consume to be received and enjoyed with good and satisfying service.

The condition of the facilities owned by the Kedaung Angke Motor Vehicle Testing Management Unit (UPPKB), the DKI Jakarta Provincial Transportation Agency is quite adequate and in accordance with the demands of time. The development of the current situation and technology, in addition to the condition of the facilities and the quality of service that must be considered by management in increasing customer satisfaction is the cost of testing motor vehicles.

Price is one of the dominant factors that can affect customer satisfaction, price is the amount of value that must be paid by customers to obtain services whose value has been determined and can provide the best benefits for the short and long term. The wisdom of setting prices is closely related to the satisfaction of the services offered, this is because the price is the offering of a product or service.

Suastini & Mandala (2018) stated that pricing is usually based on a combination of goods or services plus several other services to provide satisfying benefits. According to (Lisdarti, 2016) states, an information system that can be used in the processing process to help motorized vehicle testing services without any mistakes and customers feel comfortable and need not worry even though the amount of data on motorized vehicles being tested is relatively large. The purpose of this study is to test and analyze the role of service facilities, service quality and price partially and simultaneously on customer satisfaction at the Kedaung Angke Motorized Vehicle Testing

Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency.

METHODS

This type of research uses quantitative methods. The data collection used by researchers is through explanatory surveys with purposive and snowball data collection techniques. The population in this study are customers who come to carry out mandatory testing of motorized vehicles at UPPKB Kedaung Angke, DKI Jakarta Provincial Transportation Service, for 6 months from January 2021 - June 2021. Determination of the sample is taken from the population using the slovin formula. Based on the slovin formula for a population of 63,889 people, a sample of 100 people was found. The sample will later be given a questionnaire and the answers from the questionnaire will become the source of the researcher's data and then processed with data analysis tools.

The hypothesis formulated in this study is:

- H1: Service facilities (X1) have a positive and significant effect. The effect of X1 on Y at the Kedaung Angke Motorized Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency.
- H2: Quality (X2) has a positive and significant effect on customer satisfaction (Y) at the Kedaung Angke Motorized Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency.
- H3: Price (X3) has a positive and significant effect on customer satisfaction (Y) at the Kedaung Angke Motorized Vehicle Testing Management Unit (UPPKB), DKI Jakarta Province Transportation Agency.
- H4: Service facilities (X1), quality (X2) and price (X3) together have a positive and significant effect on customer satisfaction (Y) at the Kedaung Angke Motorized Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency.

RESULTS

Descriptive statistical analysis of respondents' or customers' answers about service facility variables (X1), Quality (X2), Price (X3), and Customer Satisfaction (Y) is based on respondents' or customers' answers to statements as contained in the questionnaire distributed to respondents or customers, and the answers of respondents or customers to variables in the form of questionnaires can be analyzed as follows:

1. Service Facility (X1)

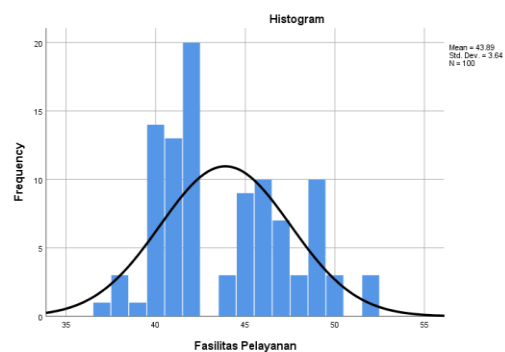


Figure 1. Facility Descriptive Analysis Graph (X1)

Descriptive statistical analysis of service facilities (X1) obtained the test results from 8 statement items, then answers were obtained from respondents or customers with an overall average value of 32.30 with a rating chart forming a normal curve.

2. Quality (X2)

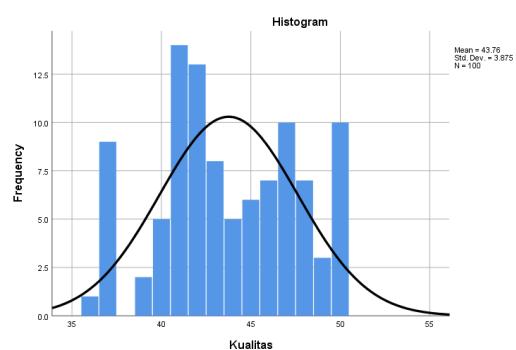


Figure 2. Quality Descriptive Analysis Graph (X2)

Descriptive statistical analysis of service quality (X2) obtained from the test results of 11 statement items, then answers were obtained from respondents or customers with an overall average value of 43.76 with a rating chart forming a normal curve.

3. Price (X3)

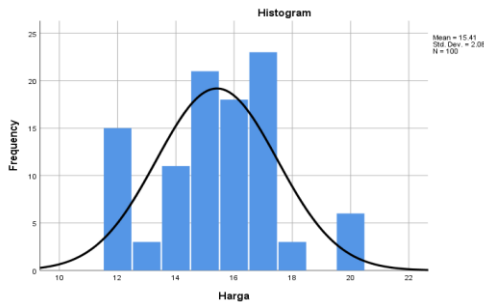


Figure 3. Quality Descriptive Analysis Graph (X2)

Price descriptive statistical analysis (X3) obtained the test results from 4 statement items, then answers were obtained from respondents or customers with an overall average value of 15.41 with the rating chart forming a normal curve.

4. Customer Satisfaction (Y)

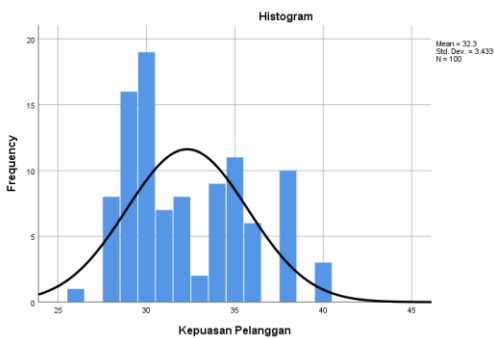


Figure 4. Graph of Customer Satisfaction Descriptive Analysis (Y)

Descriptive statistical analysis of customer satisfaction (Y) obtained from the test results of 8 statement items, then answers were obtained from respondents or customers with an overall average value of 32,30 with a rating chart forming a normal curve.

In this study the authors took the number of respondents 100 (one hundred) respondents, then the pre-test / treatment conclusions were obtained as follows:

Table 1. Pre Test

One-Sample Test			
	t	Df	Sig. (2-tailed)
Pre Test	0,390	2,562	0,000

Based on table 1, the pre-test conclusions, then seen in the value distribution table (t) table at the significance level (0.025; 99) is 1.984. Based on the pre-test conclusions obtained, the value (t) count < (t) table is 0.000 < 1.984. This means that H0 is accepted and Ha is rejected, so it can be concluded that the service facility, quality and price variables have a positive effect on customer satisfaction.

Based on the table below, it is known that at a significance level of 5% (0.05) and a sample (N) of 100 (one hundred) people, that the Corrected Item - Total Correlation value of each statement item is greater than the value (r) table of 0.197 (Corrected Item - Total Correlation > r-table). Thus it can be concluded that each statement item from each variable is declared valid.

The reliability test obtained from the results of testing all research variables had a Cronbach's Alpha value that was greater than the Cronbach's Alpha which had been determined at 0.60. Thus it can be concluded that the questionnaire used to measure service facility, quality and price variables on customer satisfaction is classified as reliable.

The mean value of the ethnic behavior of male respondents to answer statements was 135.32 while the ethnic behavior of female respondents to answer statements was 135.45. sig. value (2-tailed) Equal variances assumed is 0.960 > 0.05. Then H0 is accepted and Ha is rejected. There were no significant differences in the ethnic behavior of male and female respondents.

The classical assumption test that was carried out showed that the data used for the study met the assumptions of normality and were normally distributed. And also the data used is free from data heteroscedasticity, and there is no multicollinearity.

The one sample Kolmogorov test - Smirnov test service facility data (X1), quality (X2) and price (X3)

on customer satisfaction (Y) used in the study was carried out using the normality test to obtain a significant level value of $0.001 < 0.05$, then the test to all these variables is said to be normal.

The hypothesis states that service facility (X1), quality (X2) and price (X3) variables have a positive and significant effect on customer satisfaction (Y). The magnitude of the influence of the variable service facilities (X1), quality (X2) and price (X3) has a positive and significant effect on customer satisfaction (Y) is 2.102 and the significant value produced by the variable service facilities (X1), quality (X2) and price (X3)) of $0.005 < \alpha$ (α) 0.05 (5%), then the hypothesis is accepted, this is evident from the increasing number of customers at the Kedaung Angke Motor Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Service.

DISCUSSION

From the results of data processing in a descriptive analysis, respondents filled out questionnaires with an average interval scale for service facilities 3.99, service quality 3.98, price 3.85 and customer satisfaction 4.04 which shows that people are satisfied with the facilities, quality and price offered by the Kedaung Angke Motorized Vehicle Testing Unit.

From the results of the hypothesis as the end of data processing in accordance with research objectives stated that the variable service facilities (X1), quality (X2) and price (X3) have a positive and significant effect on customer satisfaction (Y). The magnitude of the influence of the variable service facilities (X1), quality (X2) and price (X3) has a positive and significant effect on customer satisfaction (Y) is 2.102 and the significant value produced by the variable service facilities (X1), quality (X2) and price (X3)) of $0.005 < \alpha$ (α) 0.05 (5%), then the hypothesis is accepted, this is evident from the increasing number of customers at the Kedaung Angke Motor Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Service.

CONCLUSION

Based on the results of the research and discussion described by the author in the previous chapter, a conclusion can be drawn based on descriptive analysis stating that service facilities (X1), service quality (X2), and prices provided by the Motorized Vehicle Testing Management Unit (UPPKB) Kedaung Angke, DKI Jakarta Provincial Transportation Service to customers is good. states that the customer agrees with the service facilities (X1), quality (X2) and price (X3) at the Kedaung Angke Motorized Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency, customers will be loyal when using services by reusing services and suggest it to others.

The results of the hypothesis state that the variable service facilities (X1), quality (X2) and price (X3) have a positive and significant effect on customer satisfaction (Y). This means that the service facilities (X1), quality (X2) and price (X3) determined by the Kedaung Angke Motor Vehicle Testing Management Unit (UPPKB), DKI Jakarta Provincial Transportation Agency, will be able to influence customer satisfaction (Y) when using services so that the results of the hypothesis indicates that the research conducted by the author is acceptable.

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