

Research Article

The Effect of Promotion and Service Quality on Customer Satisfaction of Bakso Juragan Perindustrian 1 Branch in Palembang City

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Abstract.

This study aimed to analyze the effects of promotion and service quality on customer satisfaction at Bakso Juragan Perindustrian 1 Branch 1 in Palembang City. The research method was quantitative. The probability sampling technique was used to select 100 respondents. Data analysis was done through the t-test, f-test and multiple linear regression analysis. The t-test results showed that the promotion and service quality variables partially had a significant effect on customer satisfaction. The results of the f-test showed that the variable promotion and service quality simultaneously affected customer satisfaction. The results of the multiple linear regression analysis of the dominant variable were a promotion (X1) with a significance value of 0.00 and the largest beta value (0.398).

Keywords: promotion, service quality, customer satisfaction

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1. Introduction

The branded meatball culinary business in Palembang is showing a fairly rapid increase day by day. This is proven by the increasing number of outlets and fast food restaurants expanding and spreading in various places. This competition requires that business actors must be able to attract consumers so they can buy the products they sell, namely by improving sales promotion strategies and good service.

Beef is quite popular among Indonesian people because has many ingredients that humans need. According to [1] meat is a source of protein animal. Foods that contain protein and help the body in order maintain the function of the organs contained therein.

According to [2] Meatballs are a processed product traditional meat, which is very well known and loved by all levels community and can be expected to be a source of sufficient nutritious food. Material The raw material for making meatballs can come from various other meats, including beef, chicken and fish, and added binders such as tapioca.

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Bakso Juragan is a type of fast food restaurant that sells various branded meatballs in the city of Palembang. Meatball lava is one of the mainstay menus as well as being the best seller menu for meatball skipper. Bakso Juragan Palembang has 5 branches located on Perindustrian 1 street, Plaju, Inspector street Marzuki, Ariodillah III street, and Perum Sako. Bakso Juragan Perindustrian 1 branch is the 4th branch and is the largest branch. Bakso Juragan is able to follow current trends by providing a comfortable place and providing wifi for pupils, students and workers for the convenience of consumers of Bakso Juragan industrial branch 1 Palembang.

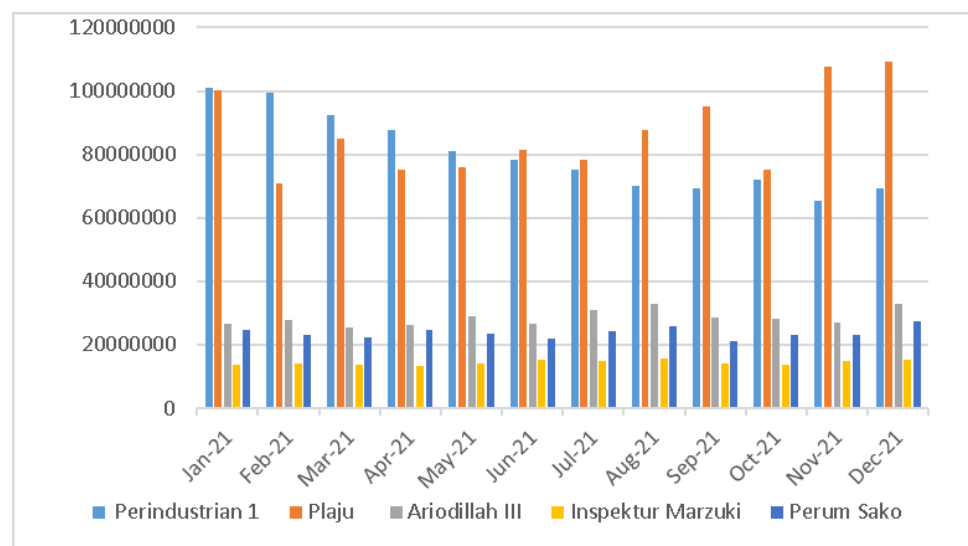


Figure 1:

However, judging from the sales data for January - December 2021, sales of Juragan Meatballs are erratic or unstable, you can also see fluctuations up and down each month. Meanwhile, the Bakso Juragan of the Industrial 1 branch did not experience an increase in sales from January to October and there was another decrease in November to December. Based on the background of the problem and data evidence showing a decrease in sales of Juragan Meatballs in January - December 2021. Therefore, the title of this study is “The Effect of Promotion and Service Quality on Consumer Satisfaction in Juragan Meatballs, Industrial Branch 1 Palembang City”.

1.1. Formulation of the problem

1. Does the promotion affect consumer satisfaction at the Bakso Juragan Industrial Branch 1 Palembang City?
2. Does the quality of service affect consumer satisfaction at the Bakso Juragan Industrial Branch 1 Palembang City?

3. Do promotion and service quality have a joint effect on consumer satisfaction at Bakso Juragan, Perindustrian 1 Branch, Palembang City?

2. Theory, Literature Review and Hypothesis

2.1. Promotion

According to [3] Promotion is an activity in an effort to convey product benefits and persuade customers to buy the products offered. Promotion is one of the determining factors regarding the success of a marketing program. If consumers have never heard of or know the products offered by the company and also the benefits that consumers will receive, then consumers will never buy the products offered.

According to [4] Promotion is a marketing activity companies disseminate information, influence or persuade, and remind the target market of the company and its products so that they are willing accept, buy and be loyal to the products offered by the company concerned. According to [3] there are several internal indicators carry out sales promotions, namely:

1. Coupons
2. Rebates
3. Price pack / cents-off-deals
4. Sample
5. Premium
6. Cashback
7. Continuity program
8. Contest and sweepstakes

2.2. Service Quality

According to [4] service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Service excellence can be formed through the integration of the four pillars of service excellence which are closely related to each other, namely: speed, accuracy, friendliness and service convenience.

According to [5] service quality is consumer evaluate the quality of service obtained starting from the process and The delivery results provided are in line with expectations consumers, in determining whether the service they receive is fulfilled well, it will eventually be returned to consumers because of the views consumers will vary according to consumer desires and expectations. According to [6] Suggest that there are five service dimensions often used to measure service quality. These five dimensions are as follows :

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

2.3. Customer Satisfaction

According to [3], customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations. If performance fails to meet expectations, consumers will be dissatisfied. If performance matches expectations, consumers will be satisfied. If performance exceeds expectations, consumers will be very satisfied or happy.

According to [7] Satisfaction is an attitude that decided based on the experience gained. Satisfaction is assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer enjoyment related to fulfillment consumer consumption needs. Consumer satisfaction can be created through quality, service and value. The key to generating customer loyalty is provide high customer value.

According to [8] Indicators of consumer satisfaction will be explained in more detail as follows:

1. Expectations
2. Performance
3. Comparison
4. Experience
5. Confirmation

2.4. Conceptual Framework

2.5. Hypothesis

The hypothesis in this study is:

H1: It is suspected that promotion has an effect on consumer satisfaction at Bakso Juragan, Industrial Branch 1, Palembang City.

H2: It is suspected that service quality has an effect on consumer satisfaction at Industrial Branch 1 Meatballs, Palembang City.

H3: Allegedly Promotion and Service Quality have a joint effect on consumer satisfaction at Industrial Branch 1 Meatballs in Palembang City.

3. Research Methods

This research uses quantitative research methods. This research is a comparative causal research. This type of research examines whether there is a causal relationship between various variables. The types of data for this research are primary and secondary data. The data collection technique is using a questionnaire. The sample in this research is 100 respondents. The instrument test consists of a validity test and a reliability test. Data analysis techniques consist of multiple linear regression and correlation coefficient. Hypothesis testing consists of the F test and t test.

4. Results and Discussion

4.1. Validity test

It can be seen from the comparison of r_{count} with r_{table} which has a value of 0.196 from r_{table} 5% (0.05). So all statements are valid.

4.2. Reliability Test

In this research, the Cronbach's Alpha value was more than 0.6, meaning that the variable instrument used in this study was declared reliable.

TABLE 1:

Variable	Number Statement	rcount	Rtable	Results
Promotion (X1)	X1.1	0.809	0.196	Validity
	X1.2	0.892	0.196	Validity
	X1.3	0.836	0.196	Validity
	X1.4	0.839	0.196	Validity
Service Quality (X2)	X2.1	0.565	0.196	Validity
	X2.2	0.771	0.196	Validity
	X2.3	0.698	0.196	Validity
	X2.4	0.732	0.196	Validity
	X2.5	0.738	0.196	Validity
Consumer Satisfaction (Y)	Y1.1	0.696	0.196	Validity
	Y1.2	0.790	0.196	Validity
	Y1.3	0.602	0.196	Validity
	Y1.4	0.777	0.196	Validity
	Y1.5	0.557	0.196	Validity

Source : Data Processing Results (IBM SPSS 25), 2023

TABLE 2:

Variable	Cronbach's Alpha	Results
Promotion (X1)	0.866	Reliable
Service quality (X2)	0.742	Reliable
Consumer Satisfaction (Y)	0.718	Reliable

TABLE 3:

Model Summary ^b				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	0.742 ^a	0.551	0.542	1.36090

a. Predictors: (constant), X2, X1

4.3. Results of Analysis of the Coefficient of Determination

Based on the results of the coefficient of determination above, it is known that the R Square value is 0.542 (54.2%), which means that variable This.

Results of Multiple Linear Regression Analysis

Based on the table above, it can be seen that the results of multiple linear regression analysis have a constant value (a) of 7.468. The regression coefficient value of the

TABLE 4:

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.468	1.494		4.998	0.000
	Promotion	0.398	0.046	0.589	8.647	0.000
	Service quality	0.359	0.059	0.418	6.131	0.000

promotional brand variable (X1) is 0.398, service quality (X2) is 0.359 and the t-count value is 8.647 and 6.131 with a significance value of 0.000 and 0.000. To be able to determine the multiple linear regression equation, you can use the formula $Y = a + b_1X_1 + b_2X_2 + e$ so you get the following regression equation: $Y = 7.468 + 0.398X_1 + 0.359X_2 + e$

1. A constant of 7.468 means that if there is no promotion and service quality, then customer satisfaction is 7.468.
2. The regression coefficient X1 is 0.398, meaning that every increase of one promotional unit will increase consumer satisfaction by 0.398, and conversely, every decrease of one promotion unit will decrease consumer satisfaction by 0.398, assuming that X2 remains the same.
3. The regression coefficient X2 is 0.359, meaning that every one unit increase in service quality will increase customer satisfaction by 0.359, and vice versa, every one unit decrease in service quality will reduce customer satisfaction by 0.359, assuming that X1 remains the same.

4.4. F Test

TABLE 5:

ANOVA ^a						
	Model	Sum Squares	of df	Mean Square	F	Sig.
1	Regression	220.512	2	110.256	59.532	0.000 ^b
	Residual	179.648	97	1.852		
	Total	400.160	99			

a. Dependent Variable : Y

b. Predictors: (Constant), X2, X1

Obtained Ftable value of 3.09. So Fcount > Ftable (59.532 > 3.09) and significance value < α (0.000 < 0.05), meaning the probability value (sig. 0.000) is smaller than α (0.05) which means that the independent variables (Promotion and quality service) together have a significant effect on the dependent variable.

4.5. t test

TABLE 6:

Coefficients ^a						
	type	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	7.468	1.494		4.998	0.000
	Promotion	0.398	0.046	0.589	8.647	0.000
	service quality	0.359	0.059	0.418	6.131	0.000

a. Dependent Variable : Y

Based on the table above, the promotion variable (X1) shows a significant value of 0.000

<0.05 and the statistical results t show the t-count value = 8.647 which is greater than the t- table of 1.660, which means that there is a significant influence between the promotion variable on consumer satisfaction in Industrial Branch Meatballs Juragan 1 city of Palembang.

5. Finding and Conclusion

Based on the results of the research analysis, it can be concluded that the hypothesis model in this study is proven so that it can determine the relationship between promotion and service quality on consumer satisfaction of Bakso Juragan. It can be concluded :

1. The promotional variable partially has a significant effect on consumer satisfaction at Bakso Juragan, Perindustrian 1 Palembang branch.
2. The service quality variable partially has a significant effect on consumer satisfaction at Bakso Juragan, Perindustrian 1 Palembang branch.
3. Promotion variables and service quality simultaneously have a significant effect on consumer satisfaction at the Bakso Juragan branch of Perindustrian 1 Palembang City.

6. Implications, Limitations, and Suggestions

Based on the results of the analysis and discussion in this research, several suggestions are given, including:

1. For the Juragan Meatball company, Perindustrian 1 branch, Palembang city, based on the results of existing research, promotion and service quality have a significant effect on consumer satisfaction. This proves that promotion and service quality are important indicators at Bakso Juragan, Perindustrian 1 branch, Palembang city, therefore Bakso Juragan must be able to maintain their promotion and service quality.
2. For further research, it is hoped that this research will be developed by using broader research subjects. Apart from that, it is also hoped to add or test other variables that are thought to influence consumer satisfaction, such as purchasing decisions, consumer loyalty, and other variables.

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