The Impact of Service Quality and Product Quality to the Customer Satisfaction at PT Pos Inddonesia (Persero) Bekasi

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ABSTRACT

This study aims to determine how influential service quality and product quality are on customer satisfaction at PT Pos Indonesia (Persero) Bekasi empirically, both partially and simultaneously. This population is PT Pos Indonesia Bekasi consumers. This study used a sample of 90 respondents where the questionnaire was conducted via Google form. Sampling using the Probabillty Sampling method with a simple random sample method (Sample Random Sampling). The data analysis method uses Multiple Linear Regression Tests, with Partial and Simultaneous Hypothesis Tests processed using the SPSS Version 26.0 program. The results of this study indicate that the two independent variables, namely Service Quality and Product Quality, have a positive and significant effect both partially and simultaneously on Customer Satisfaction. In addition, in this study, service quality and product quality explain customer satisfaction by 70.4%, the remaining 29.6% is influenced by other factors.

Keywords: Service Quality, Product Quality, Customer Satisfaction.

RESEARCH BACKGROUND

The development of delivery services from year to year has increasingly become a concern for the wider community. The tight competition and the increasing number of delivery service companies that have emerged at this time have made owners or managers have to be able to create strategies in order to be able to compete and be superior to their competitors. Business competitors in this case can be interpreted as efforts made by the Company to obtain and retain its customers. Companies are required to work hard by using various resources they have to be accepted by the market and maintain the trust of existing customers and try to attract the interest of new potential customers so that customers do not leave the business actor.

The attraction of delivery services which are considered quite large and promising has made many delivery companies pursue this business. Likewise with PT. Pos Indonesia (Persero) which is an Indonesian State-Owned Enterprise (BUMN) engaged in postal services. PT Pos Indonesia (Persero) is a company that has been established for a long time and has the advantage of having a brand image that is already known among the wider community that PT Pos Indonesia (Persero) is a leading delivery company. However, with only flying hours and experience, of course, it is not enough.

In essence, every package delivery service industry has the same opportunity to be chosen as a delivery service, however, by looking at several cases of complaints from PT Pos Indonesia on the lapor.go.id website, it can change the level of consumer trust in the performance of PT Pos Indonesia. In addition, based on a survey conducted by the top brand award, the number of consumers who choose PT Pos Indonesia (Persero) Bekasi from the existing market, this can indicate that PT Pos Indonesia consumers are starting to switch to using other delivery services that they believe have more satisfying delivery services.

Improving the quality of service at PT Pos Indonesia (Persero) is very necessary in relation to the existence of competition in postal service businesses. In its implementation and development, many people question the quality of PT Pos Indonesia (Persero)'s service in providing services to the community which is considered not optimal. These questions arise because of delays in sending letters and packages, damage and loss of shipments, expensive shipping costs, and the attitude of employees who are too rigid, such as rejecting packages, because the packaging of the package does not comply with the specified requirements.

The existence of good service quality in a company will create satisfaction for its customers. After customers are satisfied with the products and services they receive, consumers will feel like comparing the services provided. If consumers feel truly satisfied, they will come back and give recommendations to others to send packages to the same place. Therefore, the company must start thinking about the importance of customer service more maturely through service quality, because now it is increasingly recognized that customer satisfaction is an important aspect to survive in business and win the competition.

PT Pos Indonesia (Persero) Bekasi Branch was chosen as the object of the researcher's final assignment research, where PT Pos Indonesia Bekasi Branch was considered less than optimal, making consumers feel dissatisfied with the service. Based on observations, less than optimal customer satisfaction is in the service and products. There is only 1 employee in the customer service section and conversely, consumers who come an average of 25 people per day to customer service to ask about things that are still not understood or to stamp stamps for some matters that require stamps from the post office.

Some observations related to other services include the queue system at the counter. The reason is, when consumers want to make a transaction, they have to queue for 10 to 15 people standing because there is no queue system at the counter. The counters that number 6 and should all be open to serve consumers are only open 2 to 3, making the queue worse. The service provided by PT Pos Indonesia (Persero) is very unfortunate considering that the company is state-owned and PT Pos Indonesia Bekasi is the central post office for the Bekasi city area.

Problems that often arise in the field of package delivery are the implementation of deliveries that end in delays. The Special Express Post Package which provides priority services for sending goods to certain destination cities in Indonesia with a guaranteed 4-day delivery time, in its implementation sometimes there are obstacles that end in delays. Problems also often occur with regular packages or packages from or to abroad that are hampered because the inspection process by customs or the destination area is difficult to reach, which ultimately becomes a problem that must be resolved by PT Pos Indonesia itself.

Based on the background above, the variables in the problem are to describe whether or not there is "The Influence of Service Quality and Product Quality on Consumer Satisfaction at PT Pos Indonesia (Persero) Bekasi.

LITERATURE REVIEW
Customer Satisfaction
According to Lager (Retnowati et al., 2021) customer satisfaction is a basic concept of business containing responsibility and competence regarding the needs required by consumers, managing and predicting their desires. According to Ferrinadewi (Sunarsi, 2020) in the attitude model, three components are formed that form attitudes in customer satisfaction consisting of cognitive, affective and conative components.

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Service Quality

According to Groonroos (Erlangga & Madiawati, 2023) explains that service is an activity or series of activities that cannot be seen clearly by the eye which is caused by the interaction of consumers with employees intended to overcome consumer and customer problems. According to Endar Sugiarto (Restiani Widjaja & Wildan, 2023) states that service quality is an action taken to satisfy the needs of others (consumers, customers, guests) whose level of satisfaction can only be felt by the person serving or being served.

Product Quality

According to Mowen (Susanto & Realize, 2022) product quality is an overall evaluation process for consumers regarding improvements in the performance of a product. According to Damayanti (Herlambang & Komara, 2022) stated that product quality is an important thing that must be sought and implemented by every company if they want their production to compete in the market to meet customer needs and satisfaction.

CONCEPTUAL FRAMEWORK

Service quality is a dynamic condition related to products, services, human resources, processes, and environments that meet or exceed expectations. If the quality of service provided is good and in accordance with consumer desires, it will increase consumer satisfaction with the service, Tjiptono and Chandra (Kasinem, 2020). Product quality is the ability of a product's function such as durability, reliability, accuracy, and ease of use of a particular product. If the quality of the product produced is good, it will increase consumer satisfaction, Kotler and Armstrong ((Riyanto & Satinah, 2023).

One way that can be used to achieve this excellence is to implement the right quality of service and product quality so that it can increase customer satisfaction and create consumer satisfaction, (Widjoyo, 2014)

RESEARCH METHODOLOGY

This research method uses quantitative descriptive. The population in this study were consumers of PT Pos Indonesia (Persero) Bekasi with a population of 90 respondents. Data collection techniques were carried out through field research, using questionnaires and library research. This collection technique uses the probability sampling method.

RESULTS AND DISCUSSION

Descriptive statistical test

The results of this study aim to identify the effect of service quality and product quality on consumer satisfaction at PT Pos Indonesia (Persero) Bekasi.

Table 1 Descriptive Statistic Test Result

	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	90	15	75	62.21	8.690
Product Quality	90	9	45	37.03	5.628
Customer Satisfaction	90	9	45	36.12	6.280
Valid N (listwise)	90				

Sources: Data from SPSS v.26.0. 2022

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Based on the results of the descriptive statistical test conducted by the author using SPSS V.26.0 software. That the number of valid variables is 90. From the total of 90 samples of service quality (Y), the maximum value is 75 and the minimum is 15 from the period November-December 2022, the mean value is 62.21 and the standard deviation value is 8.690. Service quality (X1) from sample 90, the maximum value is 45 and the minimum is 9 from the period November-December 2022, the mean value is 37.03 and the standard deviation value is 5.628. Product quality (X2) from sample 90, the maximum value is 45 and the minimum value is 9 from the period November-December 2022, the mean value is 36.12 and the standard deviation value is 6.280, meaning the mean value is greater than the deviation value, it can be concluded that the distribution of these values is even.

Data Quality Test
The results of the data quality test are contained in table 2 items. The value of Cronbach's alpha based on standardized item variables of service quality (0.915), product quality (0.875), consumer satisfaction (0.895) > 0.60 or has been reliable.

Table 2 Cronbach's Alpha Test Result

	Service Quality	Product Quality	Customer Satisfcation
Cronbach's Alpha	0,915	0,875	0,895

Sources: Data from SPSS v.26.0. 2022

Coefficient Determination Test
Table 3 Coefficient Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839[a]	.704	.697	3.456

Sources: Data from SPSS v.26.0. 2022

Based on the table above, the R square coefficient (R2) value is 0.704 or 70.4%, so it is concluded that the magnitude of the influence of service quality and product quality on consumer satisfaction is 0.704 or 70.4% and the remaining 29.6% is influenced by other variables.

Classical Assumption Test
The requirement of no multicollinearity with a VIF value <10 and a tolerance value> L 0.10 is met. The heteroscedasticity test found a P value> 0.05 or not significant, meaning there is no heteroscedasticity. The results of the normality test using the Kolmogorov smirnpvtest showed an asymp value. Sig 0.013> 0.05 or not significant, meaning the residual data is normally distributed. Find a normality test consistent with the results of the normal p-p plot graph which shows the distribution of points following the diagonal line.

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Table 4 Classic Assumption Test Result

	Unstandardized Residual
Kolmogrov Smirnov Z	.107
Asymp. Sig. (2-tailed)	.013[c]

Sources: Data from SPSS v.26.0. 2022
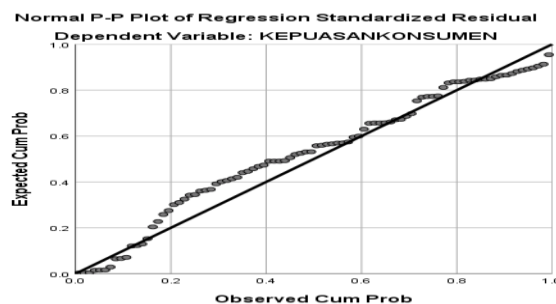
Figure 1 Heteroscedasticity Test Results
Sources: Data from SPSS v.26.0. 2022

Hypothesis Test Result
The results of the hypothesis test show the probability value of the Service Quality variable (0.000) Product Quality (0.000) < Alpha (5%) which means that partially both variables do not have a significant effect on Consumer Satisfaction. Based on the standardized coefficient beta value, the variables that do not affect Consumer Satisfaction are Service Quality and Product Quality.

Table 3

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	-2.024	2.724		-.743	.459
Service Quality	.259	.065	.358	3.982	.000
Product Quality	.595	.100	.533	5.925	.000

Sources: Data from SPSS v.26.0. 2022

CONCLUSIONS & SUGGESTIONS
From the research conducted by researchers on service quality and product quality on consumer satisfaction at PT Pos Indonesia (Persero) Bekasi, the following conclusions can be drawn:
1. Based on the results of the t-test (partial) obtained sig <α and 3.982> 1.663 and produced a correlation coefficient test value of 0.693 so that it has an influence between the Service Quality variable (X1) on consumer satisfaction (Y). the results of the study

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indicate that it will create a sense of consumer satisfaction at PT Pos Indonesia (Persero) Bekasi.

2. Based on the results of the t-test (partial) the sig value $<\alpha$ and 3.982$>$ 1.663 and produced a positive correlation coefficient test so that the Product Quality variable shows that there is a partial or partial influence and has a moderate relationship between Product Quality (X2) and Consumer Satisfaction (Y). the results of the study indicate that the existence of good product quality will create a sense of consumer satisfaction in service users at PT Pos Indonesia (Persero) Bekasi. 3. The results of the sig value of 0.00 < 0.05 and the calculated f value of 103.380 > 3.10 indicate that the variables of Service Quality (X1) Product Quality (X2) on Consumer Satisfaction (Y) indicate that there is a simultaneous influence between X1 and X2 on Y.

Based on the results of research and discussion on service quality and product quality at PT Pos Indonesia (Persero) Bekasi, this study provides suggestions for improving service and product quality at the post office in the following ways:

1. Based on the analysis, PT Pos Indonesia (Persero) Bekasi has fast and best products and services. Therefore, the institute wants to maintain and improve their offerings and excellent product quality so that consumers are always happy with the Company.
   For further researchers who want to see the impact of service quality and product quality on consumer satisfaction, researchers need to conduct research in various locations within the institute and the Company.

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