Effect of Price, Quality Service, and Trust on Customer Satisfaction

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ABSTRACT

This researcher took object PT. Stara Bumi Surya because satisfaction decreased customers. Satisfaction customer is motivation customers to evaluate something product or service after use it. Price, quality service and trust be one reason descent satisfaction customers. Approach quantitative used as a method research. This research is manifold descriptive quantitative. Fits the purpose research, this research is descriptive and explanative. Population totaling 137 customers business and the sample for this study consisted of 102 individuals obtained from formula Slovin. Up to 30 customers in the same company used to test validity and reliability. Analysis results linear regression shows satisfaction customers = 4. 609 + 0. 187 price + 0. 539 quality service + 0. 153 trust. kindly partial and simultaneous obtained results show that price, quality service and trust in a manner Partial influential significant to satisfaction PT. Stara Bumi Surya. The adjusted R-squared value of 0. 551 means that variable free own influence to variable bound of 55. 1%, the remaining 44. 9% is influence variable free other.

Introduction

At this time exports and imports have become something every country needs guard stability the world economy where it is export and import help Indonesian producers are stepping up business and develop it. It also delivers enhancement for the state to get income from the country too so activity go out enter goods from abroad to be matter important for within a country. PT. Stara Solar Earth is one company that provides service prioritize export and import accommodation sea in its operational process. PT. Stara Bumi Surya, which is located at Jalan Tembung Raya No. 7A, Medan, North Sumatra, 20225, Indonesia, has been established during more than 10 years to serve the needs of export and import from its customers. However sale from PT. Stara Solar Earth experienced problem Where sale company tend experience fluctuation. Inconsistency sale company can caused by many matter among them is decline satisfaction from customer company

Companies often do not reach their sales targets. Decline achievement sale company will have a major impact on survival company. decline sales experienced by the company caused Because decline decision purchase from customer. Decline decision purchase from customer the can caused by several factors in between is price offered for services from company.

Price will impact on satisfaction customer. Price is something form unit monetary must issued by the customer to get something take advantage or own from A goods along service full sell. Prices to match will product offered will influence interest customers in buying services. customers are also inclined look for services that offer cheap price However own good service, however matter the customer does not receive company. Companies tend give included price tall will the products it offers to customer. Plus a discount the price given is also included A little compared to competitors companies that impact customers become not enough satisfied and choose to buy product from other companies that offer more price cheaper and more discount great with the same services and services

Satisfaction subscriber quality is also affected service. Quality service is circumstances dynamically related products, services, people, processes and environments that meet or exceed hope. Quality service naturally become A demands a must customer fulfilled, which makes it easy customers to do business with companies to influence decision purchase customer. However customer feel matter it is not obtained from PT. Stara Bumi Surya? Lots very customer complained friendliness from employee which company employee often serve disrespectful customers. In addition, the course of the delivery process is frequent experience

delays and also lack help from party company to help exporters and importers in managing owned fileso that customer become dissatisfied and chooseswitch use service from another company.

Trust is very important for satisfaction from customer Where customers who have high trustto company will make customer be will not choose use other services. However customers do not get matter the Where lack of not quite enough answer from party companies in experiencing lost goods at the time delivery and also frequency happen problem file at the moment delivery going on make product from the manufacturer is not up to its purpose of making satisfaction from consumer will services providedbecome less and more choose use service from more other companies can trusted

Literature Review

Price
Kotler and Keller (2016:67), conveyed in their writing that" Price is one part from mix productive marketingincome, which element other produce cost. Although price Possible is element the easiest marketing program to get right, function products, channels, and even communication eat Lots time" Hasan (2016: 72) stated that" Indicators price covers price principal and discount, conditions payment termscredit"

Quality Service
Alma (2018: 296), conveyed in his writings that" Quality service is type level ability something service with everything characteristics are presented in a manner realistic as expectedcustomer." Mutiawati (2019:9), has 5 dimensions known as SERVQUAL (Quality of Service), namely Physical Evidence, Responsiveness, Security, Empathy.

Quality Service
Alma (2018: 296) states," Service Quality is sort of level ability something services with everything attributes that are presented in real terms as expectedcustomer". Mutiawati (2019:9), stated there are 5 dimensions known as SERVQUAL (Service Quality) namely Physical Evidence (Tangibles), Responsiveness, Assurance, Empathy"

Trust
Priansa (2017: 116) says :" Trust customer is willingness party to take risk on action others with hope the other party will do action important for those who believe in it." Priansa (2017: 122), states :"The strategy used by companies and marketers to build trust customer is Honesty, Willingness, Ability, Result"

Satisfaction Customers
Maulana (2016: 39) states :" Satisfaction can interpreted as feelings satisfied, happy and relieved somebody consequence consume something product or services in order obtain service the." Maulana (2016: 40) states :"There are four indicator to measure satisfaction customer, that is identify customers, understand hope quality customers, understand the quality strategy service customers, understand cycle measurement and deliver bait come back about satisfaction customer."

Method

Approach associative (relational) is the approach used in this study, namely research whose purpose is to find out influence or relationship between two variables or more. Research usedis quantitative, that is type This research is based on philosophy learned positivismpopulation or sample certain. Retrieval technique sample usually done in a manner random. Sugiyono (2016:13) noted that data analysis is quantitative / statistical, the goal is to test presented hypothesisPopulation base this research is PT staff Stara Bumi Surya as many as 137 customers. Method taking a targeted sample, called random sampling, is used to collect sample : possible respondent explained indicator research in kind statement before survey finished, so results answer respondent from sample will become clear Then represent characteristics population. Sample technique this research uses sample random simple that when calculated usingformula Slovin obtained 102 people outside the valid test 30 people. This research data collection technique consists of from questionnaires, interviews and also studies documentation with consumers. Draft this research uses analysis multiple linear regression in a manner partial and testing hypothesis in a manner simultaneous
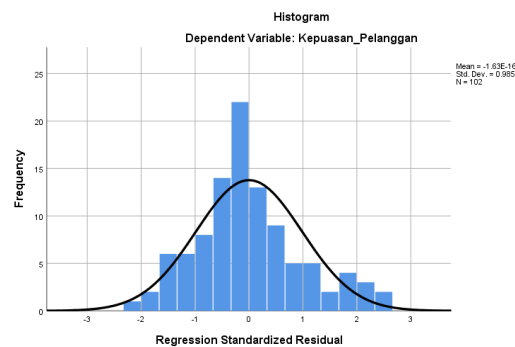
Results

Analysis Statistics Descriptive

Table 1. Analysis Statistics Descriptive
Descriptive Statistics

	N	Minimum	Maximum	Means	std. Deviation
Price	102	9.00	26.00	18.0490	4.10355
Service quality	102	14.00	30.00	23.4902	3.67961
Trust	102	11.00	28.00	21.1667	3.59616
Customer satisfaction	102	14.00	31.00	23.8725	3.44022
Valid N (listwise)	102				

Source : Research Results, 2022

From Table 1 it is obtained results, the amount of data used as many as 102 respondents came from from consumer PT. Stara Solar Earth, Price variables have minimum value of 9 and value a maximum of 26 with an average of 18.0490 and standard deviation 4.10355. Variable Quality Service own minimum value of 14 and value a maximum of 30 with an average of 23.4902 and standard deviation 3.67961. Variable Trust own minimum value of 11 and value a maximum of 28 with an average value of 21.1667 and standard deviation 3.59616. Variable Satisfaction Customer own minimum value of 14 and value maximum 31 with an average value of 23.8725 and standard deviation 3.44022.
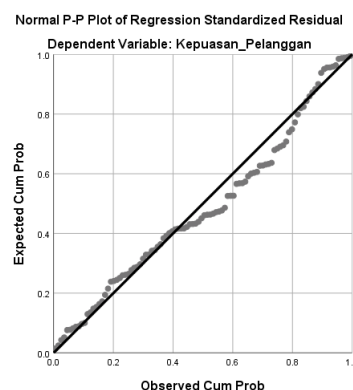
Normality Test

Source : Research Results, 2022

Figure 1 Normality Test with Histogram Graph

Figure 1 above, visible that shaped line bells, where shape symmetrical not deviate to the left nor to the right. It can be concluded data has normal distribution and It can be said fulfil assumption normality.

Source : Research Results, 2022

Figure 2 Normality Test with the Probability Plot Method

Figure 2 presents the data spread around the diagonal line, following line direction diagonally. It can be said that the regressed data in this study were normally distributed.

Tabel 2 Pengujian Normalitas One-Sample Kolmogrov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			102
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.27167005
Most Extreme Differences	Absolute		.097
	Positive		.097
	Negative		-.051
Test Statistic			.097
Asymp. Sig. (2-tailed)			.020[c]
Monte Carlo Sig. (2-tailed)	Sig.		.276[d]
	90% Confidence Interval	Lower Bound	.269
		Upper Bound	.283

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.
Sumber: Hasil Penelitian, 2022

Table 2show that magnitude the KS value obtained is of 0.097 with a significant 0.276, because mark significant obtainedmore big of 0.05, this means that H1 $_{is}$ accepted, meaning that the residual data is normally distributed.

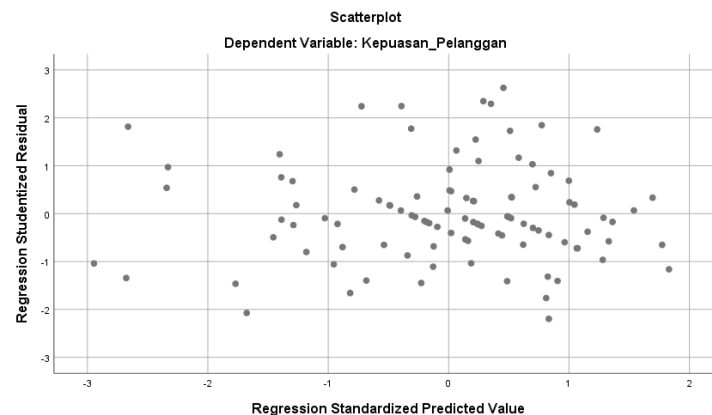**Uji Multikolinearitas**

Tabel 3 Uji Multikolinearitas
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	4.609	1.770		2.604	.011		
Harga	.187	.058	.223	3.211	.002	.922	1,085
Service quality	.539	.070	.576	7,660	.000	.787	1,271
Trust	.153	.073	.160	2.106	038	.772	1,295

a. Dependent Variable: CustomerSatisfaction
Source : Research Results, 2022

From Table 3 shows VIF value on the variable Price is 1.085, Quality Service is 1.271, and Trust is 1.295 where not enough of 10 and value *Tolerance* for the variable Price is 0.922, Quality Service is 0.787, and Trust is 0.772 where more from 0.10. This shows nothing happened symptom multicollinearity

Heteroscedasticity Test

Source : Research Results, 2022

Figure 3 Test Results Heteroscedasticity

Figure 3 shows that point spread not form patternsparticular, distribution data patterns are scattered both above and below the number 0 on the Y axis and based on picture the then it doesn't happen heteroscedasticity so the regression model worthy used.

Tabel4Uji Glejser

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	2. 948	1. 132		2. 605	. 011		
Harga	-. 001	. 037	-. 002	-. 018	. 986	. 922	1. 085
Service quality	-. 014	045	-. 034	-. 303	. 762	. 787	1,271
Trust	-. 042	046	-. 103	-. 903	. 369	. 772	1,295

a. Dependent Variable: abs

Source : Research Results, 2022

Based on Table 4, shows results testing heteroscedasticity, of each value coefficient regression variable independent in the regression model mark absolute residual is not significant in a manner statistics (sig > 0. 05), then can concluded that did not occur heteroscedasticity.

Multiple Linear Regression

Table 5 Multiple Linear Regression Test

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	std. Error	Betas	t	Sig.	tolerance	VIF
1 (Constant)	4,609	1,770		2,604	011		
Price	. 187	058	. 223	3,211	002	. 922	1,085
Service quality	. 539	. 070	. 576	7,660	. 000	. 787	1,271
Trust	. 153	. 073	. 160	2. 106	038	. 772	1,295

a. Dependent Variable: CustomerSatisfaction

Source : Research Results, 2022

Based on Table 5 above, results equality multiple linear regression are as follows :

Satisfaction Customers = 4,609 + 0. 187 Price + 0. 539 Quality Service + 0. 153 Trust

The equation regression the said have meaning as follows.

1. Constant worth positive of 4,609 indicates that if not there variable Price (X1), Quality Service (X2) and Trust (X3) = 0 then Satisfaction Customer will worth of 4,609 units.
2. Variable (X1) has value positive of 0. 187 which means that every increase price variable of 1 unit, then score on Satisfaction Customer will an increase of 0. 187 units with assumptions that the other variables are fixed.
3. Variable Quality Service (X2) is valuable positive of 0. 539 which means that every increase variable Quality Service equal to 1 unit, then score on Satisfaction Customer will rise 0. 539 units with assumptions that the other variables are fixed.
4. Variable Trust (X3) is worth positive of 0. 153 which means that every increase variable Trust equal to 1 unit, then score on Satisfaction Customer will rise 0. 153 units with assumptions that the other variables are fixed

Coefficient Determination (R^2)

Table 6 Coefficient Determination (R Square)
Summary Model [b]

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	. 751 [a]	. 564	. 551	2. 30618

a. Predictors: (Constant), Trust, Price, QualityService
b. Dependent Variable: CustomerSatisfaction
Source : Research Results, 2022

The results of testing the data in table 6 illustrate magnitude mark correlation or relationship (R) between Price (X_1), Quality Service (X_2) and Trust (X_3) with Satisfaction Customer (Y), namely at *Adjusted R Square* of 0. 551 this can be interpreted that influence variable free (Price, Quality Service and Trust) to variable bound (Satisfaction Customer) is by 55. 1%. It shows that variable independent only capable explain variation change variable dependent by 55. 1% meanwhile the rest 44. 9 % is explained by other variables (image brand, channel distribution, etc.) were not used in this study.

Testing F-Test Hypothesis

Table 7 F-test
ANOVA [a]

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	674,134	3	224,711	42,251	. 000 [b]
	residual	521,209	98	5. 318		
	Total	1195. 343	101			

a. Dependent Variable: CustomerSatisfaction
b. Predictors: (Constant), Trust, Price, QualityService
Source : Research Results, 2022

The results of the F test are illustrated in table 7 which states F count > F table (42,251 > 2. 70), then H1 is accepted, this is because calculated F value more big from F table and *Significant* does not exceed 0. 05 then can concluded, so it can be concluded that There is influence positive simultaneous between Price, Quality Service and Trust to Satisfaction Customers at PT. Stara Solar Earth

Pengujian Hipotesis Uji-t

Tabel 8 Uji-t
Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	4. 609	1. 770		2. 604	. 011		
Harga	. 187	. 058	. 223	3. 211	. 002	. 922	1,085
Service quality	. 539	. 070	. 576	7,660	. 000	. 787	1,271
Trust	. 153	. 073	. 160	2. 106	038	. 772	1,295

a. Dependent Variable: CustomerSatisfaction

Source : Research Results, 2022

The results of the t test in this study can be described in table 8 where results testing statistic on the variable X_1 (Price) is obtained t count value = 3. 211, then t table is with df = 102 levels significance of 5% (0. 05) two- tailed test is 1. 98260. becauset count > t table (3. 211 > 1. 98422) and significant 0. 002 <0. 05 then H_0 is rejected and H_1 is accepted, Price is Partial influential positive and significant to Satisfaction Customers at PT. Stara Solar Earth.

Variable X_2 (Quality Service) is obtained mark tcount = 7. 660, t count > t table (7. 660 > 1. 98422), and significant 0. 000 <0. 05. then H_0 rejected and H1 accepted, that is Quality Service in a manner Partial influential positive and significant to Satisfaction Customers at PT. Stara Solar Earth

Variable X_3 (Trust) is obtained mark tcount = 2. 106, tcount > ttable (2. 106 > 1. 98422), and significant 0. 038 <0. 05. then H_0 rejected and H1 accepted, that is Trust in a manner Partial influential positive and significant to Satisfaction Customers at PT. Stara Solar Earth

Conclusion

Based on result data analysis and discussion then it can be concluded as follows :
1. Test (X_1) effect positive and significant to Satisfaction Customer (Y) PT. Stara Solar Earth
2. Testing Quality Service (X_2) effect positive and significant to Satisfaction Customer (Y) PT. Stara Solar Earth
3. Testing Trust (X_3) has an effect positive and significant to Satisfaction Customer (Y) PT Central Proteina Prima
4. Testing Price(X_1), Quality Service (X_2) and Trust (X_3) are influential and significant to Satisfaction Customer (Y) at PT. Stara Solar Earth.

From the results above, then the advice from researcher are :
1. This research provides insight and knowledgemore clear to researcher about for the midwife Marketing Management knowledge.
2. research can also be input As a company namely PT. Stara Solar Earth to pay attention matter regarding Price, Quality Service and also Trust, so expected with things the can increase sale company.
3. research can also be material reference For the University, especially for studies librarianship, learning and adding outlook about study science at Prima University of Indonesia.
4. research can also be references and presumably can be perfected by researchers next researchabout Purchase Decisions, such as : Channels Distribution and Perception Consumer

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