

THE EFFECT OF PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF PT POS INDONESIA

Tria Amanda Putri^{1*}, Erny Melina², Musthafa Luthfi³

^{1,2,3} Sekolah Tinggi Ilmu Ekonomi Jambi

Jl. Yulius Usman RT.12 Kel. Pematang Sujur Kecamatan Telanaipura, Kota Jambi Provinsi
Jambi, Indonesia

***Email:** triaxiaomi12@gmail.com

ABSTRACT

This study aims to determine the effect of price and service quality on customer satisfaction of PT. Pos Indonesia Agen Nusa Indah I Kota Jambi. The brand of PT. Pos Indonesia has not become a leading brand in the eyes of customers. Most of the demand for package delivery services is controlled by private companies. Although the price offered is affordable, the quality is still not able to meet customer satisfaction. Therefore, the delivery service party must provide good service and in accordance with the price of the delivery service. The study was conducted with a quantitative approach through a survey method by distributing questionnaires to customers of PT Pos Indonesia Agen Nusa Indah I Kota Jambi. The results of the study showed that partially and simultaneously there was a positive and significant influence between price and service quality on customer satisfaction of PT. Pos Indonesia Agen Nusa Indah I Kota Jambi.

Keywords: Customer Satisfaction, Price, Service Quality.

INTRODUCTION

In this era of globalization, it is undeniable that there is a need for goods delivery services, both for individuals and organizations or companies. One of the delivery service companies in Indonesia is PT. Pos Indonesia, which is a BUMN and is engaged in information, money, and goods traffic services. Delivery of goods has not been replaced by any technology with any device. One of the product differentiations offered by PT. Pos Indonesia is package delivery services. Letter and package delivery services, financial services, and logistics services are some of the services owned by PT. Pos Indonesia. Letter and package delivery services include Pos express, Regular Post, Postal Packages, Special Express Post, Express Mail Service, Admail post, and Philately. While the financial services that Pos serves include Pospay, Weselpos, Giropos, Fund Distribution, and Bank Channelling. While logistics services include cargo services and other logistics services such as Warehousing, Customer Clearance, Inventory Management, Marking and Labeling/Praposting, and Tracking. Parcel delivery services have very good prospects but in reality most of the demand for parcel delivery services is controlled by private companies, in order to produce products/services that have high competitiveness in an effort to win market demand. The emergence of these competitors has an impact on PT. Pos Indonesia. The PT.

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Pos Indonesia brand has not become a leading brand in the eyes of customers. For 3 consecutive years, PT. Pos Indonesia (Persero) has been ranked third under TIKI and JNE. Even in the last year, its index decreased from 11.6% in 2018 to 5.40% in 2019. In addition, there were delays in sending letters and packages, damage and loss of shipments, expensive shipping costs, and overly rigid employee attitudes, such as rejecting packages because the packaging of the shipment did not comply with the specified requirements. The quality of PT. POS Indonesia's service makes customers feel satisfied and take the initiative to use services that operate in the fields of courier, logistics, and financial transactions. All users of PT.Pos Indonesia services should get the best quality of service, as well as at PT.Pos Indonesia postal agent Nusa Indah 1 Jambi City. The results of initial observations on the quality of service of PT.Pos Indonesia postal agent Nusa Indah 1 Jambi City showed that consumers were satisfied with the readiness of the officers to serve, the provision of information, consumers have the right to file complaints, but consumers were still not satisfied with the response to complaints and special skills possessed by employees in serving consumers, late packages, damaged package delivery. Another obstacle found was that consumers felt disadvantaged when paying, the service of the Pos Indonesia courier service was sometimes not on time even though the price of the Package service offered by PT. Pos Indonesia was cheaper than others. The price listed online did not match the price of the direct transaction. This means that even though the price is affordable, the quality is still minimal. PT. Pos Indonesia should pay attention to pricing and improve the quality of service so that consumers will continue to use the services of PT. Pos Indonesia (Lumenta, D. J., & Mandey, S. L. 2014). Service quality is a measure of how well the level of service provided is able to meet expectations (Fandy Tjiptono, 2012). With good service, service users will feel satisfied with the service provided. Delivery service users who are satisfied with the service will be seen from their behavior. In addition, price can be the main reason customers choose a service or product. Therefore, the shipping service must provide good service and in accordance with the price of the shipping service. Based on the existing phenomenon, it is necessary to examine how users of PT. Pos Indonesia Agen Pos Nusa Indah 1 Kota Jambi service pay attention to service and price in achieving customer satisfaction. The purpose of the study is to determine the effect of price and quality of service on customer satisfaction of PT. Pos Indonesia Agen Pos Nusa Indah 1 Kota Jambi

METHODS

This research is a quantitative descriptive study. Data collection methods through observation, interviews, questionnaires. The data used are primary data and secondary data. Primary data in this study is data taken directly from customers of PT. Pos Indonesia Agen Nusa Indah 1 Kota Jambi by filling out a questionnaire. Secondary data comes from books, articles published by journals. The implementation of the research starts from November 2022 to December 2023. The population in this study are customers at PT. Pos Indonesia Agen Pos Nusa Indah 1 Kota Jambi in the last year, namely 2022, totaling 1,200 customers.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

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Determination of the sample size is using the Krejcie table. Krejcie in calculating the sample size is based on a 5% error. So the sample obtained has a 95% confidence in the population. So with a population of 1,200, the sample used was 291 customers. Data analysis using multiple linear regression. Adapun model regresinya sebagai berikut:

Description:

Y = Customer Satisfaction

a = Constant

β = Regression Coefficient

X1 = Price

X2 = Service Quality

e = error

RESULTS

Sample Demographics

Based on the distribution of questionnaires to customers of PT Pos Indonesia Agen Nusa Indah I Kota Jambi, it can be seen that the number of respondents based on gender is 128 people (44%) of whom are male and 163 people (56%) of whom are female. This means that it is more dominated by female respondents. Based on age distribution, there are 98 people (34%) of whom are under 25 years old, 145 people (50%) are between 26-35 years old and as many as 48 people (16%) are over 36 years old. It can be concluded that it is dominated by samples in the age range of 25-35 years. Based on education level, it is dominated by customers with an education level of junior high school-high school. There are 134 people (55%) of whom have a last education between junior high school-high school, as many as 89 people (37%) have a last education of D1-D3 and the remaining 20 people (8%) have an education level of S1-S2. Based on the distribution of jobs, the majority of jobs are private employees, namely 163 people (56%) of respondents work as private employees, 76 people (26%) work as entrepreneurs and the remaining 52 people (18%) work in other professions.

Validity Test Results

Table 1. Results of Validity Test of Price, Service Quality, Customer Satisfaction Variables

Variabel	Statement	Pearson Correlation r table (r county)		Validitas
Price (X1)	X1.1	0,440	0,1150	VALID
	X1.2	0,567	0,1150	VALID
	X1.3	0,424	0,1150	VALID
	X1.4	0,684	0,1150	VALID
	X1.5	0,651	0,1150	VALID
	X1.6	0,536	0,1150	VALID
	X1.7	0,608	0,1150	VALID

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	X1.8	0,662	0,1150	VALID
	X1.9	0,653	0,1150	VALID
	X1.10	0,303	0,1150	VALID
Service Quality (X2)	X2.1	0,325	0,1150	VALID
	X2.2	0,367	0,1150	VALID
	X2.3	0,312	0,1150	VALID
	X2.4	0,460	0,1150	VALID
	X2.5	0,377	0,1150	VALID
	X2.6	0,628	0,1150	VALID
	X2.7	0,637	0,1150	VALID
	X2.8	0,724	0,1150	VALID
	X2.9	0,600	0,1150	VALID
	X2.10	0,530	0,1150	VALID
Customer Satisfaction (Y)	Y.1	0,480	0,1150	VALID
	Y.2	0,348	0,1150	VALID
	Y.3	0,545	0,1150	VALID
	Y.4	0,565	0,1150	VALID
	Y.5	0,541	0,1150	VALID
	Y.6	0,546	0,1150	VALID
	Y.7	0,704	0,1150	VALID
	Y.8	0,744	0,1150	VALID
	Y.9	0,718	0,1150	VALID
	Y.10	0,468	0,1150	VALID

Source: Data Processing Results, 2023

The validity test criteria are by comparing r count $>$ r table with a significance value of 0.05. The number of respondents in this study was 291 respondents, then it can be searched using the formula $df = N - 2$, then the r table number is 0.1150. Table 1 above shows that all statement items on the price variable (X1), service quality (X2), and customer satisfaction (Y) have a calculated r value $>$ 0.1150, so the data on all items on the price and quality variable statements and customer satisfaction are valid.

Reliability Test Results

Tabel 2. Reliability Test Results

Variabel	Cronbach Alpha Value	Limit Value	Description
Price (X1)	0,744	0,60	Reliabel
Service Quality (X2)	0,652	0,60	Reliabel

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Customer Satisfaction (Y)	0,749	0,60	Reliabel
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Source: Data Processing Results, 2023

The reliability test of this study uses the Cronbach's Alpha test method, where the provisions used for the Cronbach's Alpha value > 0.60 . The price variables (X1), service quality (X2), customer satisfaction (Y) each have Cronbach's Alpha values of 0.744, 0.652 and 0.749, so it can be stated that all of these statement instruments are reliable because they have Cronbach's Alpha values above 0.60.

Normality Test Results

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		291
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,02163511
Most Extreme Differences	Absolute	,049
	Positive	,049
	Negative	-,044
Test Statistic		,049
Asymp. Sig. (2-tailed)		,087 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processing Results, 2023

The results of the normality test in table 3 above show a significance value of 0.087 > 0.05 , so it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a							
Unstandardized Coefficients			Standardized Coefficients		Collinearity Statistics		
				t	Sig.		
Model	B	Std. Error	Beta			Tolerance	VIF
1	(Constant 28,715	3,221		8,914	,000		

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)							
Harga	,174	,051	,194	3,381	,001	,999	1,001
Kualitas_Pelayanan	,126	,063	,115	1,995	,047	,999	1,001

a. Dependent Variable: Kepuasan_Pelanggan

Source: Data Processing Results, 2023

The results of the multicollinearity test in table 4 tolerance values show that no independent variables have a tolerance value of less than 0.10, which means there is no correlation between independent variables in the regression model. The results of the calculation of the Variance Inflation Factor (VIF) value also show the same thing, none of the independent variables have a VIF value of more than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

Heteroscedasticity Test Results

Table 5 Heteroscedasticity Test Results

Coefficients ^a						
Unstandardized Coefficients				Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	,031	,014		2,231	,026
	Harga	,000	,000	-,105	-1,786	,075
	Kualitas_Pelayanan	,000	,000	,034	,581	,562

a. Dependent Variable: Kepuasan_Pelanggan

Source: Data Processing Results, 2023

Based on table 5, it can be seen that the significant value of the price variable is 0.075 and the service quality variable is 0.562 which is greater than 0.05. So it can be concluded that the regression model does not experience heteroscedasticity.

Autokorelasi Test Results

Table 6 Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,115 ^a	,013	,010	4,14135697	1,978

a. Predictors: (Constant), Harga, Kualitas_Pelayanan

b. Dependent Variable: Kepuasan_Pelanggan

Source: Data Processing Results, 2023

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Based on the table 6 output above, it is known that 1.978 is the calculated value of durbin watson. The value of the durbin watson table at a significance level of 5% is: dL: 1.80416 and dU: 1.81749. The durbin Watson value (d) of 1.978 is greater than the dU limit of 1.81749 and less than (4 - dU) of 2.18251. This means that there are no problems or symptoms of autocorrelation.

Regression Analysis Test Results

Table 7. Multiple Linear Regression Test Results

Coefficients ^a					
Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	28,715		8,914	,000
	TOTAL_HARGA	,174	,194	3,381	,001
	TOTAL_KUALITAS PELAYANAN	,126	,115	1,995	,047

a. Dependent Variable: TOTAL_KEPUASAN_PELANGGAN

Source: Data Processing Results, 2023

From the coefficient table above, the following regression equation results can be obtained:

$$Z = a + b_1X_1 + b_2X_2 + e_1$$

$$Z = 28.715 + 0.174X_1 + 0.126X_2$$

Based on the results of the multiple linear regression test above, it can be interpreted as follows: The constant value is 28.715, meaning that if the value of the independent variable (price and service quality) is equal to 0, then the value of customer satisfaction is 28.715. While the price coefficient value of 0.174 means that if the price variable increases by 1 unit, it will increase the customer satisfaction variable by 0.174 units. This can indicate that the price variable at PT Pos Indonesia Agen Nusa Indah I Kota Jambi contributes positively to customer satisfaction, so that if the price is set appropriately, it will further increase customer satisfaction at PT Pos Indonesia Agen Nusa Indah I Kota Jambi. The service quality coefficient value is 0.126, which means that if the service quality variable increases by 1 unit, it will increase the customer satisfaction variable by 0.126 units. This shows that the service quality variable at PT Pos Indonesia Agen Nusa Indah I Kota Jambi can contribute positively to customer satisfaction at PT Pos Indonesia Agen Nusa Indah I Kota Jambi. If PT Pos Indonesia Agen Nusa Indah I Kota Jambi maintains or continues to improve the quality of their services, it will be able to increase customer satisfaction. However, if seen from the beta value, it can be seen that the price variable has a greater contribution when compared to other variables tested. From the equation it can be concluded that price and quality of service have a positive contribution to customer satisfaction. If the

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price and quality of service provided are appropriate, it will increase customer satisfaction of PT Pos Indonesia Agen Nusa Indah I Kota Jambi.

Hypothesis Test Results (T Test)

Table 8. Partial Test Results

Coefficients ^a						
Unstandardized Coefficients			Standardized Coefficients			
Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	28,715			8,914	,000
	TOTAL_HARGA	,174	,051	,194	3,381	,001
	TOTAL_KUALITAS PELAYANAN	,126	,063	,115	1,995	,047

a. Dependent Variable: TOTAL_KEPUASAN_PELANGGAN

Source: Data Processing Results, 2023

Based on table 8 above, it is known that the significance value of the two independent variables, namely price and service quality, on the dependent variable, namely customer satisfaction, is less than 0.05. The probability value of price is $0.001 < 0.05$ and the calculated t is $3.381 > 1.968$ (t table). These results indicate that price (X_1) has a significant positive effect on customer satisfaction (Y). This condition is in line with the results of the Tangerang study by Suwandi, S., Sularso, A., & Suroso, I. (2015) which states that there is a positive and significant effect of price on customer satisfaction at the Indonesian Post Office in Jambi City. Thus, the better the price set by PT Pos Indonesia Agen Nusa Indah I, Jambi City, the more it will increase customer satisfaction. The probability value of service quality is $0.047 < 0.05$ and the calculated t is $1.995 > 1.968$ (t table). This means that service quality (X_2) has a positive and significant effect on customer satisfaction (Y). This study is in line with the research results of Yayan Sudayana (2020); Titissari, A., & Dwihartanti, M. (2017) that there is a positive and significant influence of service quality on customer satisfaction at the Indonesian Post Office in Tangerang City. Thus, the better the quality of service provided will increase customer satisfaction at PT Pos Indonesia Agen Nusa Indah I Kota Jambi.

F Test Results (Godness Fit of Model)

Table 9 Simultaneous Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	275,079	2	137,539	7,905	,000b

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Residual	5011,073	288	17,400		
Total	5286,151	290			

a. Dependent Variable: TOTAL_KEPUASAN_PELANGGAN

b. Predictors: (Constant), TOTAL_KUALITAS_PELAYANAN, TOTAL_HARGA

Source: Data Processing Results, 2023

From table 9 above, it can be seen that the calculated F value is 7.905 and the significance value is 0.000. It is known that the F table value is 3.03, which means that the calculated F value is greater than the F table value, which is $7.905 > 3.03$. And the probability value is less than 0.05, which means that there is a significant influence on the price and service quality variables on customer satisfaction simultaneously. The regression model can be used to predict customer satisfaction. In other words, simultaneously, price and service quality significantly affect customer satisfaction at PT Pos Indonesia Agen Nusa Indah I Kota Jambi.

Coefficient of Determination Test Results (R²)

Table 10. Adjusted R Square Test Results

Model Summary		R Square	Adjusted R Square	Std. Error of the Estimate
Model	R			
1	,228a	,052	,045	4,171

a. Predictors: (Constant), TOTAL_KUALITAS_PELAYANAN, TOTAL_HARGA

Source: Data Processing Results, 2023

If we look at the table above, it can be concluded that the coefficient of determination (R²) test has a value of 0.052 or 5.2%, meaning that the influence of price and service quality variables simultaneously on customer satisfaction variables is 5.2%. If we look at this number, it is very small, but in other words, the regression model obtained still has a fit of 5.2% to the actual model. However, if we look at the correlation coefficient value of this test, it can be seen in the output column, the R value (correlation coefficient) is 0.228. This states that the relationship between price and service quality variables has a simultaneous influence of 22.8% on customer satisfaction variables and the remaining 77.8% is influenced by other variables not discussed in this study. This means that the relationship between price and service quality on customer satisfaction is considered sufficient.

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CONCLUSION

Partially there is a positive and significant influence between price on customer satisfaction of PT Pos Indonesia Agen Nusa Indah I Kota Jambi, a positive and significant influence between service quality on customer satisfaction of PT Pos Indonesia Agen Nusa Indah I Kota Jambi. Simultaneously there is a positive and significant influence between price and service quality on customer satisfaction of PT Pos Indonesia Agen Nusa Indah I Kota Jambi

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