

RESPONSIVENESS MARKETING SALES TO CUSTOMER SATISFACTION

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ABSTRACT

submitted: 12-17,2021	Purpose of the study —This study aims to examine the effect of marketing responsiveness on customer satisfaction.
accepted: 01-11, 2022	Research method — Descriptive quantitative research type, the study was conducted by survey method by distributing questionnaires to 100 customers who visited during this research took place at automotive store.
published: 01-31, 2022	Result — The results of research on marketing responsiveness, show that positively significantly influences customer satisfaction.
	Conclusion — (R Square) of 0.75 or (75%). This shows that the percentage contribution of the influence of the independent variable (responsiveness) to the dependent variable (customer satisfaction) by 75%.

Keywords: *Responsiveness, Customer Satisfaction, Automotive Industri*

INTRODUCTION

In the face of rapid changes and developments, quality human resources will be a strength for the company to be able to defend its company, especially from the onslaught of other business competitors who are getting tougher and sharper. Facing increasingly fierce competition, the role of qualified human resources will greatly assist the achievement of company goals. Having quality resources can help utilize technological advances in the face of business competition, to maintain the existence and survival of the company (Hardiyansyah, 2016). Today, every customer is no longer just buying a product (goods) or service (service), but also includes all aspects of services (services) attached to the product, starting from the pre-purchase stage to the after-purchase stage (Soenaryo, 2015).

Companies really need human resources who have competence in their fields. A company will rely on agents or partners as resources to be able to carry out the company's operational activities properly. Compared to other resources, human resources have a more

important role, because it is from them that ideas, creativity, decisions, and innovations emerge that determine the steps in achieving goals (Soemitra, 2009).

To win the competition, companies must be able to provide satisfaction to customers. Customer satisfaction is a post-purchase evaluation where the chosen alternative is at least equal to or exceeds consumer expectations, dissatisfaction arises if the outcome does not meet expectations. The fulfillment of needs and desires as well as the value of service quality expected by consumers is largely determined by the quality of service. Unsatisfactory service will lead to reduced customers or even lost because customers switch to other services, so there is not the slightest doubt about the importance of quality service as the ultimate goal of service providers around the world.

According to (Kotler. & Keller., 2015) quality service products have an important role to form customer satisfaction. The higher the quality of the products and services provided, the higher the satisfaction felt by customers. When customer satisfaction is higher, it can generate profits for the business entity. One of the main ways to maintain a service company is to provide services with a higher quality of service than competitors consistently and meet customer expectations. If the perceived service quality is less than expected, the customer will not be interested in the service provider, but if the opposite is true, it is likely that the customer will continue to use the service provider again. Satisfied customers will continue to make purchases at the business entity. Vice versa, if the customer is not satisfied, it can result in the customer switching to another product.

Another factor that can affect the level of consumer satisfaction is consumer confidence. Consumer trust will arise because there is a belief that the parties involved in the exchange will provide consistent, honest, and responsible quality. This belief will lead to good relations between the parties involved in the exchange. Meanwhile (Akbar Mohammad Muzahid Noorjahan Parvez, 2019) concludes if one party believes that the other party's actions will bring positive results for the first party, trust can be developed.

The creation of customer satisfaction can provide several benefits, including the harmonious relationship between the company and its customers. The existence of good service quality in a company will create satisfaction for its customers. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. If consumers feel really satisfied, they will repurchase and recommend others to buy at the same place. Therefore, companies must start thinking about the importance of more mature customer service through service quality, because now it is increasingly realized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition (Tjiptono & Chandra, 2016).

Responsiveness is a central point for service companies because it will affect customer satisfaction. Customer satisfaction will appear if the quality of service is good. (Kotler, 2017) divides good service quality into five SERVQUAL dimensions, namely: Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee) and Empathy (individual attention).

METHOD

The research method used by the researcher uses descriptive quantitative research methods. In this study, the population is consumers or customers who visit the automotive store from the total visitors who come during the 3 month period, from March 2021 to June 2021, amounting to 1,560 people. Based on the explanation above, the sample using the Slovin formula, the sample size can be calculated as follows:

$$n = \frac{1560}{1 + 1560 \cdot 0,1^2} = 93,75$$

So it is known that the calculation for the sample with an error rate of 10% is "at least" 93 respondents. To optimize the research results better, the authors add 7 respondents so that the total respondents become 100 respondents. The number of respondents as many as 100 people is considered representative because it is greater than the minimum sample limit. The research method that the researcher uses in this research is descriptive quantitative research with a survey approach using a questionnaire, with a Likert scale and calculations using SPSS.

RESULTS AND DISCUSSION

1. Validity Test Results

Table 1. *Validity of Responsiveness Marketing Variables*

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
RM1	15.52	4.818	.766	.344	.756
RM2	15.15	6.412	.679	.455	.709
RM3	15.46	5.685	.754	.334	.735
RM4	15.21	7.056	.791	.275	.758
RM5	15.22	6.476	.682	.420	.720
RM6	15.42	5.642	.734	.314	.721

Based on the results above, it can be said that the correlation of each variable (in the Corrected Item-Total Correlation column) 0.676 means that the data is valid. The highest validity is in question item number 4 of 0.791.

Table 2. *Validity Test of Customer Satisfaction Variables*

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	19.86	6.166	.898	.601	.682
KP2	20.21	4.832	.780	.302	.773

KP3	19.77	5.594	.676	.513	.642
KP4	19.72	6.411	.695	.546	.684
KP5	19.87	6.180	.766	.567	.689
KP6	19.70	6.608	.857	.483	.684

Based on the results above, it can be said that the correlation of each variable (in the Corrected Item-Total Correlation column) 0, 0.676 means that the data is valid. The highest validity is in question item number 1 of 0.898.

For the reliability test can be seen in the table below:

Table 3. Reliability Test

Variable	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Responsiveness Marketing	0.776	0.803	6
Customer Satisfaction	0.728	0.78	6

And from the table above, it can also be seen that the Cronbach's Alpha value of all research variables > 0.70 means that the data is reliable data.

2. Classic assumption test

1. Normality Test

Normality test in this study is to use the Kolmogorov-Smirnov value obtained the following results:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.26569219
Most Extreme Differences	Absolute	.132
	Positive	.089
	Negative	-.132
Test Statistic		.132
Asymp. Sig. (2-tailed)		.010 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

From the results of the normality test above, it can be seen that the asymp.Sig (2-tailed) value of 0.10 is greater than 0.05, so it can be concluded that the research data is normally distributed.

2. Heteroscedasticity Test

With the Glejser Test: namely by regressing the independent variable to the absolute residual value.

Table 5. Heteroscedasticity Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.402	1.629		.391
	Resposiveness	-.013	.057	-.023	.823

a. Dependent Variable: ABRES

The interpretation based on the output results in the table above shows that the value of Sig Responsiveness Marketing (X) is 0.823 > 0.05, meaning that this variable does not occur or is free from heteroscedasticity symptoms and this variable is called homoscedasticity.

3. Autocorrelation Test

This test is conducted to determine whether there is a correlation between the members of a series of observation data described by time (time series) or space (cross section).

Table 6. Durbin Watson . Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.273 ^a	.075	.065	1.272	1.602

a. Predictors: (Constant), Resposiveness
b. Dependent Variable: Kepuasan_Pelanggan

Durbin Watson Table Testing Criteria $dk = k, n$

$K=2$ dan $n=100$

$dL = 1.6337$

$dU = 1.7152$

$4-dU = 2,248$

$4-dL = 2,367$

Simple Linear Regression Test

Table 7. Simple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	47.913	3.240		14.787	.000
	x	.243	.086	.273	2.812	.004

a. Dependent Variable: y

Based on the table, the simple regression equation model is:

$$y = 47,913 + 243x$$

- The constant value of the regression coefficient is 3.240, this means that if there is no increase in the value or score of the Marketing Service variable, the Customer Satisfaction variable is 2.812.
- The regression coefficient value of the Responsiveness Marketing variable (b) of 0.243 indicates that when there is an increase in the Responsiveness Marketing variable of 1 unit, Customer Satisfaction will also increase by 0.243 units (assuming other value variables).

4. Hypothesis Testing

The t test is an individual partial regression coefficient test that is used to determine whether the independent variable (X) individually affects the dependent variable (Y).

Table 8. Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	47.913	3.240		14.787	.000
	x	.243	.086	.273	2.812	.004

a. Dependent Variable: y

To see if there is an influence between responsiveness marketing on customer satisfaction, it can be done with the following analytical steps:

- Calculating the magnitude of the ttable

Provisions: significant level 0.05 and degrees of freedom (df) = n - 2 or 100 - 2 = 98. From the provisions obtained a ttable number of 0.677

- Testing Criteria

If tcount > ttable then H0 is rejected and Ha is accepted

If tcount < ttable then H0 is accepted and Ha is rejected

- Decision

Based on the table above, the calculation results obtained $t_{count} > t_{table}$, namely $2.812 > 0.677$. Then H_0 is rejected and H_a is accepted, meaning that there is a significant influence between responsiveness marketing on customer satisfaction.

The results of data analysis statistically prove that there is a positive and significant influence between the responsiveness variable on customer satisfaction in the automotive shop, it is shown from the Standardized coefficients beta value of 0.86, besides that, it can also be seen from the t_{count} value of the responsiveness variable of 2.812 with a sig value of 0.04. This partial can be said that the responsiveness hypothesis affects customer satisfaction is acceptable.

CONCLUSION

Based on the results of the regression analysis test, it can be seen that this independent variable in influencing customer satisfaction is 75.0%, this means that there are other factors of 25.0% that are not included in this study that affect customer satisfaction. It is acceptable because the spearhead in providing services to customers is an employee. If this responsiveness decreases and is not good, it will be certain that the organization's targets will not be realized. Meanwhile, from the partial test results (t test) it is known that the independent variable responsiveness has a positive and significant influence on the customer satisfaction variable, it is obtained that $t_{count} > t_{table}$ is $2.812 > 0.677$ and both variables have a Sig value of $0.04 < 0.05$.

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