

THE INFLUENCE SERVICE QUALITY AND CORPORATE IMAGE TOWARDS CUSTOMER SATISFACTION AT PT POS INDONESIA**Faif Yusuf^{1*}, Dhea Aprilia²**¹Universitas Bina Sarana Informatika, Indonesia, ²Manajemen, Universitas Bina Sarana Informatika, IndonesiaEmail: ^{1*} faif.fys@bsi.ac.id, ²64191334@bsi.ac.id

Abstract:

The purpose of this study was to see the effect of Service Quality and Corporate Image on Customer Satisfaction. with the Random sampling technique as a determinant of the number of respondents indicated for customers of PT. Post Indonesia (Persero) West Jakarta Post Office, where this data collection method uses a questionnaire. Testing is done with Multiple Regression by testing the classical assumptions first, then testing the hypothesis partially with the t test and simultaneously with the f test. then look for the coefficient of determination to see how much the proportion of independent variables affects the variable bond. The results of the study stated that simultaneously (Test F) the independent variables studied, namely Service Quality and Corporate Image, had a positive and significant effect on Customer Satisfaction. While the results of the partial test (T test) Service Quality has no positive effect on Customer Satisfaction and Corporate Image has a positive and significant effect on Customer Satisfaction with a fairly large determination coefficient value of 74.3% and the rest is influenced by other variables not examined in this study.

Keywords: Service Quality, Corporate Image, Customer Satisfaction

INTRODUCTION

PT Pos Indonesia is one of them company provider postal and logistics services largest in Indonesia. As companies operating in the sector services, PT Pos Indonesia was sued For give quality service to his customers. In industry service, satisfaction customer hold role important as possible factors influence success something company.

There are many factors that become attention main consumer moment use service delivery item, start from proper delivery time until cost expensive shipping. Delivery goods order or package is service main used part big consumers, and facts This own impact significant impact on reputation company that provides service special This. Therefore, it is necessary done repair quality service customer To use push customer For still use service delivery package provided by PT Pos Indonesia so that it doesn't switch to company different logistics (Saebah et al., 2023; Saebah, 2022).

In West Jakarta, PT Pos Indonesia is facing increasing competition strict with exists companies provider postal and logistics services other. For maintain and improve share market, PT Pos Indonesia needs it understand influencing factors satisfaction customers, among others is service quality (quality service) and corporate image (image company) (Yusuf et al., 2020; Saebah & Asikin 2022).

PT. Pos Indonesia West Jakarta branch was chosen as object research, where at the time This satisfaction customers at PT. Pos Indonesia West Jakarta branch is felt less than optimal so customer feel dissatisfaction. Based on observation, satisfaction these less than optimal customers found in aspects services and products provided by PT. Indonesian post. This is very unfortunate remember company This is company belongs to the serving country throughout the West Jakarta area.

Based on background behind that, then study This take title " The Influence of Service Quality and *Corporate Image* Against *Customer Satisfaction* at PT. Pos Indonesia (Persero) West Jakarta Post Office"

RESEARCH METHOD

Based on the background and formulation problem that has been mentioned study, This uses an approach to measure the influence of *service quality* and *corporate image* towards *customer satisfaction* at PT Pos Indonesia (Persero) West Jakarta. Study This use survey method as design his research. The questionnaire used as tool deep data collection method survey.

Population And Sample Study

According to Sugiyono (2019) population is region generalization Which consists on object/subject that has quantity and characteristics certain conditions determined by the researcher For studied and then withdrawn the conclusion. Variable in study This consists from variable independent (variable free) and variable dependent (variable bound). Population from study This is all existing customers of PT Pos Indonesia (Persero) West Jakarta Post Office use service from year to year.

According to Sugiyono (2019) "Part from amount and characteristics Which owned by population " that's what it means with sample. Without ignore characteristic representative in the sense of sample must reflect characteristics population, then big sample in study This can calculated in a way statistics or with estimation study. After that, apply it Slovin's formula with level 5% error. Following is Slovin formula used :

$$n = \frac{N}{1 + N(e)^2}$$

Amount population is known as many as 133 people. With use Slovin's formula for determine sample with known population (N), level 95% confidence and rate error 5% (e), can identified amount sample as following :

$$n = \frac{N}{1 + N(e)^2} = \frac{133}{1 + 133(0,05)^2} = \frac{133}{1 + 0,33025} = \frac{133}{1,33025} = 99,812 \text{ (100)}$$

Samples used a total of 100 people. The sampling technique will be used in research This is Random Sampling with criteria inclusive. This technique is said to be simple or simple Because taking it done in a way random, without Pay attention to strata. Meanwhile, criteria inclusive For sample is existing customers use service services at PT Pos Indonesia (Persero) West Jakarta so technique taking sample used in study This is non-probability random sampling.

Technique Collection Data

In study This, researcher spread questionnaire to party - party Which related in research, namely on West Jakarta Post Office customers accordingly with criteria that have been explained previously. Any question open and closed in survey. Question open used For give justification and response to question closed. Whereas question closed is question that own a number of possibility the answer offered researchers and use For collect data from respondents in the object study.

In deployment questionnaire (questionnaire) For collecting data, researcher spread questionnaire online or electronic with Google Form media as well in a way direct give sheet questionnaire to respondents.

Table 1. Score And category measurement data

Score	Category
1	Very No Agree
2	No Agree
3	Neutral
4	Agree
5	Very Agree

Source : Sugiyono (2018, p. 153).

Technique Analysis Data

As for analysis data used in research This is with quantitative namely, test and analyze data with calculation numbers and then interesting conclusion from testing the. Technique analysis data done with use test validity and test reliability, test assumption classic, which consists from the normality test, multicollinearity test, and heteroscedasticity test), analysis multiple linear regression, hypothesis testing (t test and f test), correlation and coefficient tests determination.

Service Quality (Quality Service)

Service Quality (Quality service) is One matter Which must owned all owner business, whether they new start in industry This or has dabbling in inside during many years. Quality service is component important from product And service related consumer (Armaniah et al., 2019). With so, a service can considered quality tall If fulfil minimum threshold for protection consumer (Martahi et al., 2019). There are five dimensions of SERQUAL which are multi-item scale for can used in evaluate perception customer to quality services, things following as marker quality service (Yusuf et al., 2020)that is Reliability (*Reliability*), Power responsive (*Responsiveness*), Guarantee (*Assurance*), Empathy (*empathy*), Physical evidence (*tangibles*).

Corporate Image (Image Company)

Corporate Image (Company image) is gathering meaning client memorize, describe, and interpret results experience as beliefs, memories, emotions and knowledge. (Kholik & Laeli, 2020; Saebah & Merthayasa, 2023).

Customers Satisfaction (Satisfaction Customer)

Customer Satisfaction/Satisfaction customer simultaneously with no satisfaction. It means is response customer to evaluation And nonconformity Which felt between hope previously And

performance actual product Which felt after its use. So, satisfaction is as something response emotions felt by customers at the time they enjoy experience use or consume product/service (Armaniah et al., 2019).

Hypothesis

Based on Formulation problem study This so submitted hypothesis as following :

- H 1 : *Service Quality* influential positive to *Customers Satisfaction* in PT Post Indonesia (Persero) West Jakarta Post Office.
- H 2 : *Corporate Image* influential positive to *Customers Satisfaction* in PT Post Indonesia (Persero) West Jakarta Post Office.
- H 3 : *Service Quality And Corporate Image* in a way together influential positive to *Customers Satisfaction* in PT Post Indonesia (persero) Office Post Jakarta West.

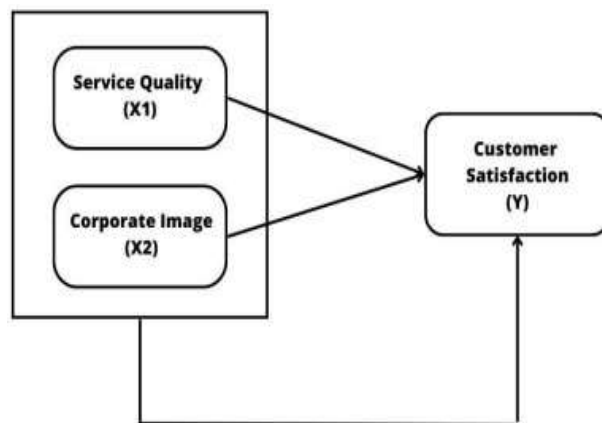


Figure 1. Framework Conceptual

RESULTS AND DISCUSSION

After writer get research data from respondents and then get the result through data processing using SPSS, then analysis findings study about the variables studied using validity tests and reliability tests. As for criteria reliability is as following :

- a.If mark alpha cronbach ≥ 0.6 = reliable
- b.If mark alpha cronbach ≤ 0.6 = No reliable

As for testing instruments reliability from item research items can seen through table following under This :

Table 2. Outputs Reliability Instrument

No. Items	Variable	Cronbach Alpha	r table	Information
1	<i>Service Quality (X 1)</i>	0.814	0.195	Reliable
2	<i>Corporate Image (X 2)</i>	0.832	0.195	Reliable
3	<i>Customers Satisfaction (Y)</i>	0.788	0.195	Reliable

Source : Data Study SPSS, 2023

Based on table test reliability on can concluded that every item instrument variable > from r table value and > 0.6 which means instrument the considered worthy For next to stage data analysis.

Test Normality

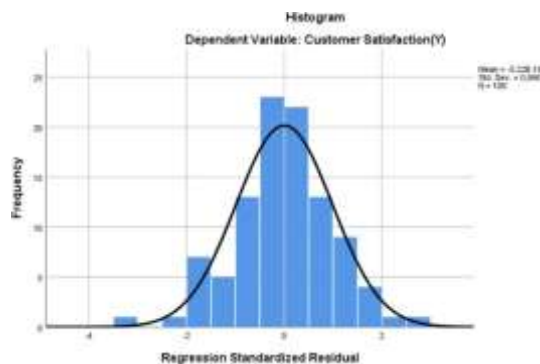


Figure 2. Histogram For Test Normality

Based on picture on can seen data spreads in around the line diagonal and follow diagonal line or chart the histogram show pattern distribution normal (resembling bells), so that can said regression fulfil assumption normality.

Test Multicollinearity

Table 3 Multicollinearity Coefficients ^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Service Quality	,346	2,891
Corporate Image	,346	2,891

Source : Results Processing SPSS, 2023

Variable quality service own VIF value of 2,891 with mark *tolerance* of 0.346, then price own mark VIF Which The same that is as big as 2,891 with mark *tolerance* as big as 0.346 It means second variable free from multicollinearity (because No exceed 4 or 5).

Test Heteroscedasticity

Heteroscedasticity used for test is in model regression This, happen no same variance of the residual of something other observations. Test happen difference *residual variance* a period observation to period other observations, or description connection between predicted value with *studentized deleted residual* value the. Based on results SPSS 2023 calculations no There is the pattern seen in the residual image above, and the dots spread above and below value 0 on the Y axis, indicates No exists heteroscedasticity.

Test Regression Linear Multiple

Based on results processing data Which has done, so can is known that model connection from analysis multiple linear regression can seen through table following This :

Table 4. Results Test Regression Linear Multiple And Test Q

B	Unstandardized Coefficients	Standardized Coefficients
	Std. Error	Beta

Model			Q	Sig.
1(Constant)	3,566	1,348	2,465	,010
Service Quality	,146	,076	,167	1,911 ,059
Corporate Image	,601	.073	,721	8,229 ,000

Source : Results Processing SPSS, 2023

Based on table above, model equation regression can arranged as as follows : $Y = 3.566 + 0.146 X_1 + 0.601 X_2$. According to equation, if *service quality* and *corporate image* are improved, *customer satisfaction* will be increase. However compared to with coefficient regression other, coefficients regression image company (0.601) more tall.

Test Q (Test Partial)

In t-test This used degrees freedom (nk-1), Where n is amount respondents And k is amount variable, with $100-3-1=96$ is amount degrees 95% freedom, or $\alpha = 5\%$, is level Trust used : _

t count $X_1 = 1,911$, t count $X_2 = 8,229$

$$t \text{ table} = (t_{\alpha/2 ; n - k - 1}) = (0.05/2 ; 100 - 3 - 1) = (0.025 ; 96) = \mathbf{1.988}$$

Based on results SPSS testing 26 like seen table, in a way Partial influence between *service quality* (X 1) against *customer satisfaction* (Y) is obtained calculated t value $1.911 < 1.988$ and sig value. $0.059 > 0.05$. Provision taking decision hypothesis accepted or rejected based on big mark significance. If significance more small or The same with 0.05 (≤ 0.05) so hypothesis accepted. Results study obtained mark significance $0.059 > 0.05$, So can concluded hypothesis H_0 accepted and H_a rejected It means variable *service quality* (X 1) No influential significant to *customers satisfaction* (Y) on PT. Post Indonesia (Persero) Post Office West Jakarta. Then variable *corporate image* (X 2) has calculated t value $8.229 > t \text{ table } 1.988$ and sig value. $0.000 < 0.005$ so can concluded H_0 hypothesis rejected and H_a accepted It means variable *corporate image* (X2) has an influence significant to *customer satisfaction* (Y) at PT. Pos Indonesia (Persero) West Jakarta Post Office.

Test F (Test Simultaneous)

For ensure is factor independent (variable *service quality* And *corporate image*) own impact combined to variable dependent (*customer satisfaction*), used test simultaneous. Step For do test F is F table searching for on distribution mark r table statistics on significance 5% or 0.05 with use $F \text{ table} = (k; n - k) = 2 ; 100 - 2) = 2 ; 98$, so $F \text{ table} = 3.09$. The conditions, If mark probability sig > 0.05 then H_0 is accepted, you can seen in table 5 below This :

Table 5. Results Test F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	699,691	2	349,846	139,939	,000 ^b
Residual	242,499	97	2,500		
Total	942,190	99			

a. Dependent Variable : Customers Satisfaction(Y)

b. Predictors : (Constant), *Corporate Image* (X1), *Service Quality* (X2)

Source : SPSS Processing Results, 2023

Based on table above, the calculated F value is known $> F \text{ table}$, or $139,939 > 3.09$, with significance $0.000 < 0.05$. Matter This show that Hypothesis accepted or It means in PT. Post Indonesia (Persero) Jakarta West, quality service and image company **influential big** to satisfaction customer.

Autocorrelation

Testing This done For test what model? between variable confounding of each variable free each other influence. As for the results testing autocorrelation is as following :

Table 6. Results Test Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	,862 ^a	,743	,737	1,581	1,793

a. Predictors :(constant), Corporate Image, Service Quality

b. Dependent Variable : Customers Satisfaction

c. Source : SPSS Processing Results, 2023

From results testing with use test Durbin–Watson on residuals equality regression obtained d- count number amounting to 1,793. As guidelines general Durbin–Watson ranges from 0 and 4. If the Durbin–Watson statistical test value is more small from One or more big from three, then residuals or error from the regression model multiple No nature independent or autocorrelation occurs. So based on Durbin–Watson statistical test value in study This is at on One And under three (1,793) so that No happen autocorrelation.

Test R (Test determination)

The model's ability to explain variation variable basically dependent be measured with coefficient determination. Additionally, with check R-Square, will possible For determine how much big Actually two- factor contribution independent to variable dependent.

Table 7. Results Test R (Determination)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,862 ^a	,743	,737	1,581	1,793

a. Predictors :(constant), Corporate Image, Service Quality

b. Dependent Variable : Customers Satisfaction

Source : SPSS Processing Results, 2023

Based on Table IV.10 above, the R-Square value is 0.743 originate from squaring mark coefficient correlation or R, and the R value is 0.862. The size the R-Square value is 0.743 or The same with 74.3 %. That figure means that variable independent in a way simultaneous influential to variable dependent as big as 74.3%, Whereas the rest (100% - 74.3% = 25.7%) influenced by variable other Which No including in study This.

CONCLUSION

Test result Hypothesis First (H 1), Using analysis multiple linear regression in a way partial (t test) was obtained mark t count 1,911 < 1,988 And mark sig. 0.059 > 0.05. So can concluded hypothesis H O accepted and Ha rejected It means variable *service quality* (X 1) **No influential significant** to *customers satisfaction* (Y) at PT. Pos Indonesia (Persero) West Jakarta Post Office. Whereas results testing hypothesis second (H 2), Use analysis regression linear multiple in a way Partial (Test t) own mark t count 8,229 > t table 1.988 and sig value. 0.000 < 0.005 so can concluded H O hypothesis rejected and Ha accepted It means variable *corporate image* (X2) **has an influence significant** to *customer satisfaction* (Y) at PT. Pos Indonesia (Persero) West Jakarta Post Office. And

based on results testing hypothesis third (H 3) Using analysis regression linear multiple in a way simultaneous (test F) can is known Mark F count > F table, or $139,939 > 3.09$, with significance $0,000 < 0.05$. Matter This show that hypothesis accepted or It means in PT. Indonesian post (Persero) Jakarta West, *service quality* And *corporate image* in a way simultaneously influential to *customer satisfaction*.

Based on results study this is known *service quality* (X 1) and *corporate image* (X2) in influence *customer satisfaction* (Y) is at on category strong, so that expected results study This can become reference or reference For develop study furthermore related factors which influence *customer satisfaction* so obtained more results Good.

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