

THE INFLUENCE OF SERVICE QUALITY, SALES PROMOTION, AND BRAND TRUST ON CUSTOMER SATISFACTION OF BARAYA TRAVEL KEBAYORAN BARU, SOUTH JAKARTA IN 2019

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Abstract

This study aims to analyze the effect of Service quality, sale promotion, and brand trust on customer satisfaction at baraya travel Kebayoran baru South Jakarta 2019. The data of this Study used primary data in the form of questionnaires do 100 employees of baraya travel Jakarta. Data analysis techniques using multiple linear regression analysis Ana using The program SPSS program. The results showed an influence between Service quality, customer satisfaction of 0,280 and an influence of 28,0 % similiary, the variable sale promotion on Customer satisfaction of 0,316 and has an influence of 31,6 %. then for the variable Brand satisfaction on Customer satisfaction of 0,303 and has an influence 30,3 %. Partially or simultaneously have a strong influence among the Three variables, the most significant is Band Trust variable of 0,000. The result and of this study expect do improve Service quality that can support Customer satisfaction.

Keywords: service quality, sales promotion, brand trust, customer satisfaction

INTRODUCTION

The development of the transportation business is currently increasingly difficult due to the increasing number of competitors appearing with the same type of transportation services and better services. So the development of the travel business in society in the last few years has experienced very rapid growth. The presence of various types of travel has made people increasingly follow the trend of the transportation lifestyle, as well as market players who are developing not just from one group but covering all market segments. This phenomenon occurs due to people's high use of public transportation, creating intense competition between travel companies.

One of the travel destinations in Indonesia that people are interested in is Baraya Travel. Baraya is a travel company that has been around in Indonesia for quite a long time. If you look at its historical profile, Baraya has been established since May 17 2002 in Indonesia and has been able to stay ahead of its competitors for almost 18 years.

Baraya Travel realizes and strives to provide the values that customers expect and even provides more than what customers expect. If customer satisfaction decreases, the amount of income will also decrease.

Service quality is a level of excellence(excellence) is expected and control over this excellence to fulfill customer desires (Tjiptono, 2011: 260). This is supported by research conducted by Meiliani and Mustikasari (2018) which states that the service quality

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variable has a positive and significant effect on customer satisfaction at PT. Nugraha Ekakurir (JNE) Tiki Line at the Setrasari Mall Bandung Branch. Then it is supported again by research conducted by Rosa Lesmana and Ratnasari (2019) stating that there is a positive and significant influence between service quality on PT customer satisfaction. Radekatama Piranti Nusa.

Then promotional factors also influence customer satisfaction at Baraya Travel Kebayoran Baru, South Jakarta. One of the promotions carried out by Baraya Travel is providing promotional prices to college and university students, with the hope of introducing Baraya Travel Kebayoran Baru South Jakarta service facilities to customers. The influence of sales promotions and the quality of service provided by Baraya Travel Kebayoran Baru, South Jakarta, has increased consumer arrivals, thus affecting passenger sales turnover and other facilities. With a large number of customers/consumers and an attraction for customers/consumers who have long been regular customers of Baraya Travel Kebayoran Baru, South Jakarta, this is one of the assessments of customer/consumer satisfaction with customer/consumer comfort standards. Promotion is a complex form of communication that operates to pursue goals and uses strategies that influence the thoughts, feelings and actions of customers/consumers (Moriarty et al, 2001:6). This is supported by research conducted by Andriani and Kusumawati in their research stating that sales promotion has a positive and significant influence on customer satisfaction. Apart from that, it is also supported by research conducted by Azmi Fauzi (2019) which states that sales promotions have a positive and significant effect on consumer satisfaction when purchasing Garuda plane tickets at PT. Hamsa Tour and Travel.

Brand trust (Brand Trust) can determine consumer satisfaction with a brand and trust has the potential to create high-value relationships. The formation of brand loyalty is based on customer confidence. One element that is starting to be believed to form brand loyalty is brand trust. A brand that is able to meet customer expectations or even exceed customer expectations and provide quality guarantees at every opportunity for its users, and the brand can be produced by a company that has a reputation, then customers will be more confident in their choice and customers will have confidence in the brand, like the brand, and consider the brand as part of themselves. Brand trust is a perception of reliability from a consumer's perspective based on experience, or more on a sequence of transactions or interactions that are told by the fulfillment of expectations for product performance and customer satisfaction (Ferrinadewi, 2008: 135). This is supported by research conducted by Hadi (2018) which states that brand trust has a positive and significant effect on PT customer satisfaction. Mayasari Bakti, East Jakarta.

Customer satisfaction is one dimension of several concepts or understandings of strategy that underlie company policies within the framework of the marketing efforts carried out. Customer satisfaction is the main goal of a company's business which always aims to satisfy its customers and will always know what to do in its business. Consumer satisfaction is the feeling that buyers feel from company performance that meets their expectations (Kotler and Keller, 2011: 52).

Behavior after purchase will give rise to an attitude of satisfaction or dissatisfaction in consumers, so consumer satisfaction is a function of the buyer's expectations of the product and service with its perceived performance. To provide quality service, sales promotions and Baraya Travel must really maintain good brand trust, so that it always gives trust to customers and builds their interest in using public transportation.

Based on the phenomenon and description of the background problems above, the researcher is interested in taking a research title regarding "The Influence of Service Quality, Sales Promotion, and Brand Trust on Customer Satisfaction Baraya Travel Kebayoran Baru South Jakarta 2019".

RESEARCH METHOD

Analysis Techniques

The data collection technique in this research was carried out using a data collection instrument by distributing questionnaires to respondents. The questionnaire in this research is data collection in the form of a list of statements in the form of close end questions (closed statements) patterned on an assessment priority scale in accordance with the principle of weighting scores according to a Likert scale. Respondents will be asked to provide responses to questions or choose one of the five answers available using score assessment, the highest weight is given a score of 5 for the answer strongly agree (SS) and the lowest weight is given a score of 1 for the answer Strongly Disagree (STS). The Likert scale weighting is presented in the table:

Table 1. Likert Scale Instrument

Statement	Score Weight
Strongly Disagree (STS)	1
Disagree (TS)	2
Undecided (RR)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Arifin (2017 : 14)

Descriptive Analysis Method

According to Ferdinand (2014: 229), descriptive analysis is providing an empirical description or description of the data collected by research. The data comes from respondents' answers to the items contained in the questionnaire and then processed by grouping them and then giving explanations to differentiate them. In this case the author will analyze data relating to service quality, sales promotion and brand trust on customer satisfaction.

Inferential Analysis Method

Inferential analysis is an analytical technique used to analyze data and samples whose results are applied to the population (Arifin 2017: 201). In this research, inferential statistical data analysis was measured using SPSS (Statistical Package for the Social Science) software. Starting from instrument testing, classical assumption testing, multiple linear regression, model feasibility testing and hypothesis testing.

Multiple Linear Regression Analysis

Regression analysis is basically a study of the dependence of a dependent variable on one or more independent variables, with the aim of estimating and predicting population averages or dependent viable values based on known independent variable values (Ghozali, 2005). In this study, variable X has three independent variables, so a multiple linear equation is used with the following formula:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Information :

Y	= decision to use services
a	= constant
$\beta_1 \beta_2 \beta_3$	= regression coefficient
X ₁	= consumer behavior
X ₂	= service quality
X ₃	= digital marketing
e	= error

Research Instrument Test

Validity test

Validity Test is used to measure whether a questionnaire is valid or not (Ghozali 2011:53). A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. The high or low validity of the measuring instrument shows the extent to which the data collected does not deviate from the description of the variable. In making decisions to test the validity of the indicators, they are:

- 1) If r count (positive) > r table then the item or variable is valid.
- 2) If r count (negative) < r table then the item or variable is invalid.

Reliability Test

According to Ghozali (2011:47) Reliability testing is a tool for measuring a questionnaire that has indicators of variables or constructs. A questionnaire is declared reliable if a person's answers to statements are consistent or stable over time. This reliability test uses the Cronbach Alpha (α) statistical test. According to Ghozali (2011: 148) decision making for a construct or variable is said to be reliable as follows:

- 1) If Cronbach Alpha (α) > 0.60 then the questionnaire used is reliable.
- 2) If Cronbach Alpha (α) < 0.60 then the questionnaire used is not reliable.

Classic assumption test

Normality test

According to Ghozali (2011: 160), the normality test aims to find out whether in the regression model, confounding or residual variables have a normal distribution or not because a good regression model has a normal or close to normal data distribution. In this study, to test the residual value, the One Sample Kolmogorov-Smirnov test was used by correlating the residual value (Unstandardized residual) of each variable using a significant value of 0.05. According to Ghozali (2011: 34) decision making is carried out using the following criteria:

- 1) If the 2-tailed sig > 0.05 then the data is normally distributed.
- 2) If the 2-tailed sig < 0.05 then the data is not normally distributed.

Multicollinearity Test

According to Ghozali (2011:105) this test aims to test whether in the regression model a correlation is found between the independent variables. This test will measure the level of association or relationship of influence between the independent variables through the magnitude of the correlation coefficient R. In this study, to detect whether or not there is multicollinearity in the regression model, namely:

- 1) If the tolerance value is > 0.1, the VIF value is < 10, then there is no multicollinearity between the independent variables in the regression model.
- 2) If the tolerance value is < 0.1, the VIF value is > 10, then there is multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

The aim of the heteroscedasticity test is whether in the regression model there is inequality of variance and the residuals of other observations are still called homoscedasticity and if they are different it is called heteroscedasticity. A good regression model is homoscedastic or there is no heteroscedasticity (Ghozali, 2013: 125). The heteroscedasticity test uses the Glejser test. The Glejser test proposes to regress the absolute value of the residual against the independent variable. To make decisions in the heteroscedasticity test, the indicators determined are:

- 1) Heteroscedasticity does not occur, if $t \text{ count} < t \text{ table}$ and the significance value is > 0.5 .
- 2) Heteroscedasticity occurs, if $t \text{ count} < t \text{ table}$ and the significance value is > 0.5 .

Autocorrelation Test

According to Ghozali (2011: 110), the autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in period $t-1$ (previously). If correlation occurs, it is called an autocorrelation problem. To test whether autocorrelation occurs or not, the Durbin-Watson test is used with the following criteria:

- 1) $du < dw < 4 - du$, then there is no autocorrelation.
- 2) $dw < dl$ or $dw > 4 - dl$, then autocorrelation occurs.

Information :

Du is the upper limit of the Durbin – Watson (DW) value in the DW table. Meanwhile, dl is the lower limit of the Durbin Watson value in the DW table.

Model Feasibility Test

F test

This test is used to determine the joint influence of the independent variable on the dependent variable. To determine the significance or not of the joint influence of the independent variables on the dependent variable, a probability of 5% ($\alpha = 0.05$) is used.

Basis for decision making:

- 1) If $F \text{ count}$ is at $\text{sig} \leq 0.05$ then H_0 is rejected (the regression model is valid).
- 2) If $F \text{ count}$ is at $\text{sig} \geq 0.05$ then H_0 is accepted (the regression model is invalid).

Coefficient of Determination (R²)

The coefficient of determination measures how far the model's ability is to explain the dependent variable (Ghozali 2011:97). If the coefficient of determination R^2 is equal to 0% then it can be stated that the independent variable cannot explain the dependent variable at all, but if the coefficient of determination gets closer to 100% then it can be said that the independent variable is increasingly able to explain the dependent variable.

Hypothesis Testing (T Test)

The t test is a test used to determine the significance of the influence of the independent variable on the dependent variable partially (individually). This test was carried out to determine the influence of the independent variable (X) service product quality consisting of service quality, sales promotion and brand trust partially on the dependent variable (Y) customer satisfaction. The significance of this influence can be estimated by comparing the calculated T value at significance ≤ 0.05 using the following basis for decision making:

- 1) H_0 is rejected and H_1 is accepted if $T \text{ count} > T \text{ table}$ or if the sig value < 0.05 then service quality, sales promotion and brand trust partially have a positive and significant effect on Baraya Travel Kebayoran Baru South Jakarta Customer Satisfaction.

- 2) H_0 is accepted and H_1 is rejected if $T_{count} < T_{table}$ or if the value is $sig. > 0.05$, then service quality, sales promotions and brand trust do not partially have a positive and significant effect on Baraya Travel Kebayoran Baru South Jakarta Customer Satisfaction.

RESULTS AND DISCUSSION

Structural Validity Testing

Validity test

The instrument validity test aims to determine the extent of accuracy and accuracy of the measuring instrument in carrying out its measuring function. The calculation is by comparing the calculated r with the r table.

Table 2. Validity Test Results

Variable	Statement	r Count	r Table	Information
Service quality (X1)	X1.1	0.622	0.196	Valid
	X1.2	0.699	0.196	Valid
	X1.3	0.549	0.196	Valid
	X1.4	0.601	0.196	Valid
	X1.5	0.670	0.196	Valid
Sales Promotion (X2)	X2.1	0.529	0.196	Valid
	X2.2	0.675	0.196	Valid
	X2.3	0.444	0.196	Valid
Brand trust (X3)	X3.1	0.777	0.196	Valid
	X3.2	0.476	0.196	Valid
	X3.3	0.340	0.196	Valid
	X3.4	0.744	0.196	Valid
Customer satisfaction (Y)	Y.1	0.613	0.196	Valid
	Y.2	0.726	0.196	Valid
	Y.3	0.647	0.196	Valid

Source: Data processed by SPSS 23.0 (2019)

From table 2 shows that all statement items on the variables of service quality (X1), sales promotion (X2), and brand trust (X3) and customer satisfaction (Y) are valid, because the r_{count} of each statement is greater than the r_{table} (0.196) and significantly smaller than alpha 0.05.

Reliability Test

A measuring instrument can be said to be reliable if Cronbach's Alpha (CA) is above 0.60 ($CA > 0.60$). The results of the reliability test for the variables service quality, sales promotion (X2), brand trust (X3) and customer satisfaction (Y) are as follows:

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Limit Cronbach's	Information
Service quality	0.828	>0.60	Reliable
Sales promotion	0.723	>0.60	Reliable
Brand trust	0.769	>0.60	Reliable
Customer satisfaction	0.810	>0.60	Reliable

Source: data processed by SPSS 23.0 (2019)

The results of reliability testing in table 4.10 show that all variables in the research variable service quality, sales promotion, brand trust and customer satisfaction have Cronbach's alpha values above the minimum Cronbach's alpha value > 0.60 so it can be said that all the measuring concepts for each variable from the questionnaire are reliable. This means that the questionnaire used in this research is a reliable and reliable questionnaire.

Coefficient of Determination

Analysis of the coefficient of determination (R2) is used to provide an understanding of how large the percentage influence of the independent variable is on the dependent variable.

Table 4. Coefficient of Determination Test Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,686a	,471	,454	1,103	1,822

a. Predictors: (Constant), totalx3, totalx2, totalx1

b. Dependent Variable: total

Source: data processed by SPSS 23.0 (2019)

In table 4 above, the correlation coefficient (R2) value is 0.471, which means that there is a correlation between the variables of service quality, sales promotion and brand trust on customer satisfaction, which means that the customer satisfaction variables are 47.1% while the remaining are 52%. .9% is explained by other factors outside this research.

Multiple Regression Analysis Test

Table 5. Multiple Linear Analysis Test Results Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		Q	Sig.
		B	Std. Error	Beta			
1	(Constant)	1,307	1,371			,953	,343
	Service quality	,176	,062	,280		2,856	,005
	Sales promotion	,338	,102	,316		3,324	,001
	Brand trust	,242	,062	,303		3,890	,000

a. Dependent Variable: Customer Satisfaction Source: Processed Data

Y = 0.280 X1+ 0.316X2 + 0.303X3

Information :

- Y = Satisfaction Customer
- X1 = Service Quality
- X2 = Sales promotion
- X3 = Trust brand

The meaning of these numbers is as follows:

- 1) The regression coefficient for the service quality variable (X1) is 0.280 and is positive. This indicates that the better the quality of service provided, the better the level of customer satisfaction
- 2) The regression coefficient for the sales promotion variable (X2) is 0.316 and is positive. This indicates that the better the sales promotion provided, the better the level of customer satisfaction
- 3) The regression coefficient for the brand trust variable (X3) is 0.303 and positive. This indicates that the higher the level of brand trust given, the better the level of customer satisfaction.
- 4) Based on table 5, the variable that makes the biggest contribution is the sales promotion variable, which is 0.316 and is followed by the brand trust variable of 0.303 and followed by the service quality variable of 0.280.

Discussion

The Influence of Service Quality on Customer Satisfaction

Based on the results of hypothesis testing, it was found that service quality has a positive and significant effect on customer satisfaction. This positive and significant influence indicates that the quality of service at Baraya Travel can influence customer satisfaction.

According to the research results, in the service quality variable it can be seen that the lowest average result is found in the statement "Baraya Travel employees are able to meet customer needs and desires". Based on service quality indicators, the author suggests that Baraya Travel can improve service quality by improving existing facilities at Baraya Travel so that customers prefer Baraya Travel over other travel.

According to Tjiptono (2014:59) service quality is the expected level of excellence and control over that level of excellence to meet customer expectations. The results of the study (Cronin and Taylor, 2002) suggest that service quality is formed by expectation, performance and disconfirmation. (According to Zeithaml et al., 1996), service quality includes: Reliability, Responsiveness Assurance, Empathy, Tangibles. This is also in accordance with research (Normasari, et al., 2013), (Manus Lumanuw, 2015). Kholuq, et al. 2016), which influences visitor satisfaction.

The Effect of Sales Promotion on Customer Satisfaction

Based on the results of hypothesis testing, it was found that sales promotions had a positive and significant effect on customer satisfaction. This positive and significant influence indicates that sales promotions at Baraya Travel can influence customer satisfaction.

According to the research results, in the sales promotion variable it can be seen that the lowest average result is in the statement "The price discount given by Baraya Travel is very large so it attracts customers". This shows that Baraya Travel must improve the quality of its sales promotions by providing discounts by accessing the Baraya Travel website.

According to Ebert and Griffin (2016: 442) sales promotions are short-term promotional activities designed to encourage purchases by consumers, sales of industrial goods or collaboration with distributors.

The results of this research are in line with research by Indra et al (2017) which states that the sales promotion attribute variable has a positive and significant effect on customer satisfaction.

The Influence of Brand Trust on Customer Satisfaction

Based on the results of hypothesis testing, it was found that brand trust has a positive and significant effect on customer satisfaction. This positive and significant influence indicates that brand trust in Baraya Travel can influence customer satisfaction.

According to the research results, in the sales promotion variable it can be seen that the lowest average result is for the statement "I believe that Baraya Travel provides security". This shows that Baraya Travel must increase brand trust to further influence customer satisfaction and the potential for trust to become safer and more confident in using Baraya Travel services.

on the trip Jakarta – Bandung.

Ferrinadewi (2008:135), brand trust is the brand's ability to be trusted, which originates from the consumer's belief that the product is able to fulfill the promised value and the good brand intention (brand intention) which is based on the consumer's belief that the brand is able to prioritize consumer interests.

The influence of brand trust in the results of this research is in line with the results of Soegoto (2013) who concluded that brand trust has an effect on consumer satisfaction. This research is also in line with the results of research by Arfianti (2014) which states that brand trust is able to influence the level of satisfaction by taking the form of service that is responsive to complaints and open in the transaction process and forms company integrity. The results of this research show that high brand trust arises because of customer satisfaction.

CONCLUSION

Based on the results of research regarding the influence of service quality, sales promotions and brand trust on customer satisfaction, it can be concluded as follows; (1) based on the research results, it shows that the service quality variable has a positive and significant effect on customer satisfaction at Baraya Travel, (2) based on the research results, it shows that the sales promotion variable has a positive and significant effect on customer satisfaction at Baraya Travel, (3) based on the research results, it shows that the brand trust variable has a positive and significant effect on customer satisfaction at Baraya Travel, and (4) the results of this research show that sales promotions have the greatest contribution to customer satisfaction at Baraya Travel Kebayoran Baru, South Jakarta.

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