

THE EFFECTS OF EXCELLENT SERVICE AND BRAND IMAGE ON CUSTOMER SATISFACTION AT PT. JASA RAHARJA SOUTHEAST SULAWESI BRANCH

Faturrahman, Hasan Aedy, Mahmudin A. Sabilalo

Program Magister of Management Program, Sekolah Tinggi Ilmu Ekonomi Enam-Enam Kendari, Indonesia

Abstract—This research aims to determine and analyze: (1) effects of excellent service and brand image on customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch; (2) effects of excellent service on customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch; and (3) effects of brand image on customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch. Population in this research was the community facing traffic accidents served by PT. Jasa Raharja Southeast Sulawesi Branch starting from January-December 2020 namely there were 903 files. There were 90 files which could be used as these research samples based on Slovin formula. This research used probability sampling technique in the form of proportionate stratified random sampling. The analysis tool used multiple linear regression by using SPSS software. Based on results of the research, it can be concluded that (1) excellent service and brand image simultaneously have positive and significant effects on customer satisfaction; (2) excellent service has positive and significant effects on customer satisfaction; and (3) brand image has positive and significant effects on customer satisfaction.

Index Terms— Excellent Service, Brand Image and Customer Satisfaction

1 INTRODUCTION

Company engaging in service and goods sector will considerate policies on the level of importance of giving service quality given to the costumers compared to the satisfaction perceived by the costumers. The company should think which more important whether making satisfied costumers or operating service quality as it is perceived to the maximal level. Service quality and customer satisfaction are different concepts by an argument stating that the perceived service quality is a form of attitude, overall evaluation in long term, meanwhile satisfaction shows certain size of transactions. Therefore, satisfaction is in short time. Higher level of perceived service quality will increase customer satisfaction.

Factors giving effects on satisfaction customer are excellent service and brand image. According to Barata (2011;60), excellent service is defined as concern to customers by serving the best service to facilitate easiness of fulfilling needs and realizing satisfaction, so that they can be always loyal to the company. In serving excellent service as an effort to achieve customer satisfaction, a company can be guided to excellent service explained by Barata (2011;60). Indicators of excellent service are ability, attitude, appearance, attention, action, and accountability.

Kotler (2012;128) mentioned that buyers may have different responses to company image or brand image. Brand image is defined as public perception to company or its products. Image is influenced by many factors beyond company control. The indicators forming brand image according to Aaker and Biel (2009;71) are corporate image, product image and user image.

According to Kotler and Keller (2007:177) customer satisfaction is a feeling of delighted or disappointed after comparing the perceived performance (results) of the products to the expected performance. Indicators in this research used in customer satisfaction variable refer to Kotler and Kevin (2007;177) namely: level of delightfulness, level of service, level of facility expectation and level of needs.

One of the companies in Kendari city is PT. Jasa Raharja Southeast Sulawesi Branch as a Stated Owned Business Entity having trust in the field of Assurance of Basic Protection for Victims facing Traffic Accidents (land, sea/river/lake, and air). PT. Jasa Raharja Southeast Sulawesi Branch must serve the best service for the customers in order to maintain its brand image since this brand image can be created by excellent service.

Phenomena shown based on results of interview with leaders of PT. Jasa Raharja Southeast Sulawesi Branch on Wednesday, 20/01/2021 stated that there were still any less responsive employees when serving the customers, unfriendly employees; they were reluctantly smiling when facing directly with the customers; they gave less rapid response to what need by the customers and sometimes the customers had to seek for employees' assistance, and the employees did not offer any assistance for the customers.

Theories and preposition in this research are required to support empirical studies of the authors, then it is adopted a number of research results. A research taken by Julian Valentino, (2013) stated that simultaneously excellent service consisting of attitude, attention, action, ability, appearance and responsibility variables gives significant effects on customer

satisfaction. It is different with results of a research taken by Nyoman Suparmanti Asih, (2016) stating that there is no effect given by excellent service partially on customer satisfaction.

The objectives to be achieved in this research are to determine out and analyze: (1). Effects of excellent service and brand image on customer satisfaction PT. Jasa Raharja Southeast Sulawesi Branch, (2). Effects of excellent service on customer satisfaction PT. Jasa Raharja Southeast Sulawesi Branch and (3). Effects of brand image on customer satisfaction PT. Jasa Raharja Southeast Sulawesi Branch.

2 LITERATURE REVIEW

2.1 Concept of Excellent Service

Excellent Service is the best service in meeting customer expectation and needs. In other words, excellent service is defined as a service meeting quality standard. Service meeting quality standard is a well-adjusted service to customer or public expectation and satisfaction (Maddy, 2009; 8).

There is then another argument stating excellent service as concern to customers. So, excellent service basically is a sense of organizational concern to profit oriented or nonprofit oriented organization to customers which are shown by existing attitude, attention and actual actions so customers will be comfortable with the excellent service given (Pratomo & Shaff, 2000; 107). Indicators of Excellent Service are ability, attitude, appearance, attention, action, and accountability.

2.2 Concept of Brand Image

Building strong brand image plays an important role since by having strong brand image, a company will have competitive excellence with other similar companies. According to Aaker in Simamora (2006:96), brand image is a series of unique association to be achieved or maintained by marketers. The association states the actual brand and promises to costumers. In other words, brand image is company promise to costumers related to their marketed products.

A good Brand image will direct to consumer trust at a product. So, producers must promote brand image in order to improve consumer trust at the product. (Liao, et al 2009). According to Keller (in Putro, 2009), brand image is a response to image which is reflected by consumers who are keeping up to consumer memory as association reflection kept in consumer memory. Indicators forming brand image according to Aaker and Biel (2009:71) are: (a). Corporate Image, (2). product Image and (3). User Image..

2.3 Concept of Customer Satisfaction

Kotler (2006;56) defined satisfaction as a sense of delightful or disappointed arising after comparing impression on performance or result of a product and expectations. Satisfaction is a function of impression on performance meeting expectation so costumers are satisfied, if performance exceeds the expectation, costumers will be extremely satisfied or delighted. Meanwhile, definition of customers according to Yamit (2005:75) traditionally is people buying and using products. In a company engaging in the field of service, customers are people using service. In the world of Health, customers are

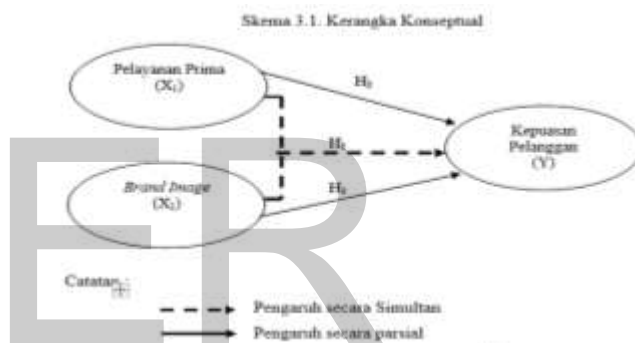
meant as patients. Kotler and Amstrong (2006;132) stated that customer satisfaction depends on estimation of product performance to assess value, relatively to buyer expectation. Buyers will be satisfied if the performance is based on expectation. Buyers will not be satisfied if product performance is lower than customer expectation. Indicators of customer satisfaction (according to Irawan, 2008; 36), namely: (1). Feeling of satisfaction, (2). Always buying the product, (3). Giving recommendations to others and (4). Fulfillment of customer expectations after purchasing the products.

3 CONCEPTUAL FRAMEWORK AND HYPOTHESES

3.1 Concept of Excellent Service

As demonstrated in this document, the numbering for sections upper case Arabic numerals, then upper case Arabic numerals, separated by periods. Initial paragraphs after the section title are not indented. Only the initial, introductory paragraph has a drop cap.

Schematic 3.1. conceptual framework



3.2 Research Hypotheses

Based on the aforementioned theoretical basis and framework, a hypothesis can be proposed as a temporary conclusion as follows:

- H1: Excellent service and brand image have positive and significant effects on customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch.
- H2: Excellent service has positive and significant effects on customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch.
- H3: Brand image has positive and significant effects on customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch.

4 RESEARCH METHOD

The object of this research is customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch; its address is Dr. Sam Ratulangi Street Number 26 Kemaraya, West Kendari Sub district. The population in this study is people who experience traffic accidents, both injured and heirs for victims who die and are guaranteed by Law no. 33 and No. 34 of 1964 and received compensation from PT. Jasa Raharja Southeast Sulawesi Branch in the period of January-December 2020 namely 903 files which for compensation for injuries, there are 686 files

and compensation for death / heirs are 217 files. Determination of the sample is by slovin formula so the number of samples is 90.

In this study, the analysis method used multiple linear regression analysis, with the following multiple linear regression formula:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n + e \text{ (Supranto, 2005)}$$

Which:

Y = Dependent variables

β_0 = Constanta

X_1, \dots, X_n = Independent variable -i (i = 1,2,3, ...,n)

β_1, \dots, β_n = regression coefficient of each Variable X_1 (i = 1, 2, 3, ..., n)

e = error factor

From this equation, it can be applied in this study as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + e$$

Which:

Y = Customer Satisfaction Variable
regression coefficient

X_1 = Excellent Service Variable
regression coefficient

X_2 = Brand Image Variable
error factor (assumption = 0)

β_1 = X_1

β_2 = X_2

e =

5 RESULTLS

5.1 Effects of Excellent Service and Brand Image on Customer Satisfaction

The testing results in this study prove that excellent service and brand image have positive and significant effects on customer satisfaction. Results of this study can be concluded that excellent service and brand image have positive effects on increasing customer satisfaction. This means that better excellent service and brand image of PT. Jasa Raharja Southeast Sulawesi Branch will lead to better customer satisfaction. Therefore, increasing customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch can be achieved by improving excellent service and brand image of PT. Jasa Raharja Southeast Sulawesi Branch.

Excellent service and brand image can give effects on customer satisfaction. According to Kotler and Keller (2007:177), customer satisfaction is defined as a feeling of delighted or disappointed after comparing the perceived performance (results) of the products to the expected performance. Indicators in this research used in customer satisfaction variable refer to Kotler and Kevin (2007:177) namely: level of delightfulness, level of service, level of facility expectation and level of needs.

According to Barata (2011) excellent service is defined as concern to customers by serving the best service to facilitate easiness of fulfilling needs and realizing satisfaction, so that they can be always loyal to the company. In serving excellent service as an effort to achieve customer satisfaction, a company can be guided to excellent service explained by Barata (2011:60). Indicators of excellent service are ability, attitude, appearance, attention, action, and accountability.

5.2 Effects of Excellent Service on Customer Satisfaction

The testing results in this study prove that excellent service has positive and significant effect on customer satisfaction. Results of this study can be concluded that excellent service gives effects on increasing customer satisfaction.

Results of variable description indicate that excellent service variable has been perceived in the good category by the respondents. It means that respondents have assessed good customer excellent service of PT. Jasa Raharja Southeast Sulawesi Branch if it is perceived from ability, attitude, appearance, attention, action, and accountability.

Based on respondents' answers to 6 (six) indicators of the excellent service variable, the action indicator is the indicator having the lowest value by customers, including in the good category. This can be interpreted that the action is considered good by the customer. This means that employees respond to complaints submitted by the community who take care of compensation for injuries and death / heirs quickly, work with minimal errors and provide supporting facilities to people who take care of compensation for injuries and death / heirs in the form of information technology. Furthermore, the ability indicator is considered good by the customers. This means that employees of PT Jasa Raharja Southeast Sulawesi Branch are able to communicate well, are able to know the needs of the community who take care of compensation for both injuries and deaths/heirs and are able to provide a good explanation.

5.3 Effects of Brand Image On Customer Satisfaction

The testing results in this study prove that brand image has positive and significant effects on customer satisfaction. Results of this study can be concluded that changes in brand image gives effects on increased customer satisfaction of PT. Jasa Raharja Southeast Sulawesi Branch. This means that better employee brand image will lead to higher level of customer satisfaction of PT. Jasa Raharja Southeast Sulawesi Branch.

The results of the variable description indicate that the brand image perceived by customers of PT. Jasa Raharja Southeast Sulawesi Branch is in the good category, this shows that the brand image owned by customers of PT. Jasa Raharja Southeast Sulawesi Branch is good in terms of corporate image, product / consumer image and user image.

Results of the variable description indicate that the customer satisfaction felt by the customers of PT. Jasa Raharja Southeast Sulawesi Branch is in the good category, this shows that customer satisfaction owned by PT. Jasa Raharja Southeast Sulawesi Branch is good in terms of level of delightfulness, level of service, level of expectation of facilities, and level of need.

Kotler (2012), mentioned that buyers may have different responses to company image or brand image. Brand image is defined as public perception to company or its products. Image is influenced by many factors beyond company control. The indicators forming brand image according to Aaker and Biel (2009:71) are corporate image, product image and user image.

Based on the discussion explanation, brand image perceived from corporate image, product image and user image has been implemented in the good category so it can increase customer satisfaction which is implemented in increasing level of delightfulness, service, facility expectation, and customer needs at PT.

Jasa Raharja Southeast Sulawesi Branch. It can be concluded that brand image has significant effects on customer satisfaction at PT. Jasa Raharja Southeast Sulawesi Branch.

6 CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Based on the results of data analysis, hypotheses proving and discussion of research results, several conclusions can be drawn as follows:

1. Excellent service and brand image simultaneously have positive and significant effects on customer satisfaction. This means that every change in the indicators of excellent service and brand image variables can increase customer satisfaction. Better implementation of excellent service and brand image can increase customer satisfaction PT. Jasa Raharja Southeast Sulawesi Branch.
2. Excellent service has positive and significant effects on customer satisfaction. This means that every change in the increase in excellent service indicators can increase customer satisfaction. Better excellent service of PT. Jasa Raharja Southeast Sulawesi Branch is able to increase customer satisfaction of PT. Jasa Raharja Southeast Sulawesi Branch.
3. Brand image has positive and significant effects on customer satisfaction. This means that every change in the increase in brand image indicators can increase customer satisfaction. Better brand image of PT. Jasa Raharja Southeast Sulawesi Branch is able to increase customer satisfaction of PT. Jasa Raharja Southeast Sulawesi Branch.

6.2 Recommendations

Based on the results of data analysis, changes and conclusions of this study, it can be put forward the following recommendations:

1. For the leadership of PT. Jasa Raharja Southeast Sulawesi Branch, which is oriented to customer satisfaction, it should pay more attention to the indicators of the excellent service variable, namely action, since it is necessary to be improved in terms of employees responding to complaints submitted by the community who take care of compensation for injuries and death / heirs quickly, working with minimal errors and providing supporting facilities to people who take care of compensation for injuries and death/heirs in the form of information technology.
2. For the leaders of PT. Jasa Raharja Southeast Sulawesi Branch which is oriented to customer satisfaction, it should pay more attention to the indicator of brand image variable, namely product / consumer image since it is necessary to be improved in terms of compensation (product) from PT. Jasa Raharja which is very helpful to customers (accident victims); compensation (products) from PT. Jasa Raharja is very useful, and the compensation (product) from PT Jasa Raharja is in accordance with the expectations and desires of the customer (the accident victim).

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