Afrilla Yanti¹, Ritha Z. Tarigan²
¹,²Management Study Program, Sekolah Tinggi Ilmu Ekonomi LMII, Indonesia

ABSTRACT
This study aims to analyze how service quality (X₁), price (X₂) and consumer satisfaction (Y) at PT. JNE. This study uses primary and secondary data with multiple linear regression models. Based on the F test (simultaneous test) it can be concluded that service quality and price together have a significant effect on purchase satisfaction because the value of Fcount > Ftable or 12.398 > 2.70, the significant value generated is 0.000 smaller than the significant level of 0.05. Because Fcount > Ftable, this means that the variables of service quality and price together have an effect on customer satisfaction. From the results of service quality satisfaction has a significant effect on customer satisfaction because the value of tcount > ttable or 2.820 > 1.984 and the resulting significant value is 0.006 < 0.05. So it means that the service quality variable has a significant effect on customer satisfaction. Price has a significant effect on customer satisfaction because the value of tcount > ttable or 3.512 > 1.984 and the resulting significant value is 0.001 < 0.05. So it means that the price variable has a significant effect on customer satisfaction. So it means that the service quality variable has a significant effect on customer satisfaction. The most dominant factor for customer satisfaction is the price variable of 3.512 with a significant level of 0.001. Judging from the determinational coefficient, it can be seen that together price and quality have an effect on consumer satisfaction by 20.4%. While the rest amounted to 79.6%. The value of customer satisfaction is influenced by other variables which were not examined in this study.

Keywords:
Training, compensation, motivation, achievement.

1. INTRODUCTION
Companies must be able to compete in the competition, each company must pay attention to customer satisfaction. The problem that is often faced by companies is that the company is not necessarily able to provide the maximum satisfaction that consumers really expect. There are many ways that can be achieved by companies to increase consumer satisfaction, for example by paying attention to service quality factors. High-quality companies will provide an advantage compared to low-quality companies. Customer satisfaction is a major concern for most companies.

Consumer satisfaction is a post-purchase evaluation where the chosen alternative gives at least the same results or exceeds consumer expectations, while uncertainty occurs when consumers evaluate expectations with the performance of the results received.

The company must be able to win over the target market to achieve a certain sales volume in order to survive or develop its business in the industry it has chosen. This condition, customer satisfaction has an important role for the company. Because as sophisticated or as good as any
product produced by the company, if consumers don't like it, it's good because of consumers. Increasingly, people are currently busy with busy daily routines that must be carried out quickly, practically, and at affordable prices, especially in carrying out the process of sending an item. This is what led to the emergence of logistics service providers or express delivery companies. The main benefit of this company is to move the community in reaching a place to deliver an item that does not allow the sender to directly reach you.

Seeing the increasing number of companies engaged in shipping services, in order to be able to maintain its existence, each logistics service provider company or express delivery must be able to develop its capabilities, skills and knowledge so that it can face competition and also to meet the increasingly needs of consumers. high in fulfilling the needs of courier service providers. Many shipping service companies provide value and satisfaction through quality services and competitive prices. Providing satisfaction to consumers is the most important factor, where consumers today are increasingly critical in choosing which shipping service company to use. According to Irawan (2007: 37), there are 5 factors that encourage consumer satisfaction including product quality, price, service quality, emotional factors and costs. So that companies can survive in the face of competition, they must be able to create customer satisfaction. Dynamic business development along with the increasing public demand for products and services to meet all the needs in order to maintain the continuity of a company’s business must provide satisfaction for its consumers. A company can be a business winner if it is able to take a lot of customers. Companies must know what things consumers should consider important and companies try to improve their performance as well as possible, so that they can satisfy consumers.

Companies must be able to compete to win the competition, each company must pay attention to customer satisfaction. The problem that is often faced by companies is that the company is not necessarily able to provide the maximum satisfaction that consumers really expect. There are many ways that can be achieved by companies to increase consumer satisfaction, for example by paying attention to service quality factors. High-quality companies will provide an advantage compared to low-quality companies. Customer satisfaction is a major concern for most companies.

Consumer satisfaction is a post-purchase evaluation where the chosen alternative gives at least the same results or exceeds consumer expectations, while uncertainty occurs when consumers evaluate expectations with the performance of the results received.

The company must be able to win over the target market to achieve a certain sales volume in order to survive or develop its business in the industry it has chosen. This condition, customer satisfaction has an important role for the company. Because as sophisticated or as good as any product produced by the company, if consumers don't like it, either because it is too expensive or too complicated to use, then the product is meaningless. This study aims to analyze the effect of service quality and price on customer satisfaction at PT. JNE Jalam Brigjen Katamso Medan.

2. RESEARCH METHOD

This research is a descriptive study with a quantitative approach. The population is the user community of PT. JNE in Medan. A sample of 100 people was obtained using the Lemeshow formula with a purposive sampling technique. The independent variable is Service Quality (X1) and Price (X2) and the dependent variable (Y) is Customer Satisfaction. The primary data collection technique is done by using a questionnaire which is given directly to the respondent. The instrument uses a Likert scale, namely Strongly Agree (SS), Agree (S), Disagree (TS) and Strongly Disagree (STS) totaling 15 questions with 5 variables each. Descriptive and differential data analysis through multiple linear regression equations at 5% significance. Before proving the hypothesis, the data is first tested with classical assumptions consisting of normality, multicollinearity and heteros-plasticity.

3. RESULTS AND DISCUSSION

Characteristics

Respondents have different characters that the largest group is 20-22 years old 32%, while the smallest group is 29-30 years old 12%. Age can determine the level of maturity of a person which can influence his behavior and thoughts.
The last formal education corresponds to high school graduates or the equivalent as many as 58 people or 58%, academic (D1 / D2 / D3) 100 people or 10%, undergraduate (S1) 30 people or 30%, and the rest S2 / S3 2 or 2 people %.

Respondents based on the work of students / students are 26 people 26%, teachers are 20 people 20%, civil servants are 19 people 19% and 35% self-employed people.

Validity Testing

The results of testing the validity of the Service Quality instrument (X1) obtained the lowest rcount value interval 0.468 and the highest 0.801 is greater than r table 0.196, so all statement items are valid.

Price instrument (X2) with the lowest inter-val rcount 0.505 and the highest 0.693 is greater than r table 0.196, so all statement items are valid.

Consumer Satisfaction Instrument (Y) with the lowest rcount interval 0.586 and the highest 0.808 greater than r table 0.196, then all statement items are valid.

Reliability Testing

The reliability test results show that the Cronbach's Alpha value for each of the smallest variables is 0.627 and the largest value is 0.769, which is greater than 0.6. This value appears to be greater than 0.6, so it can be concluded that the instrument used as a measuring tool in this study is suitable for use in further testing.

Classical Assumption Test Testing

Normality test

Based on the normal probability plot graph, it can be seen that the distribution of points around the diagonal line, which means that the data is normally distributed so that the regression model can be used.

![Normal Probability plot curve](image)

Figure 1. Normal Probability plot curve

Multicollinearity Test

Tolerance and VIF values indicate that there is no single independent variable that has a VIF value greater than 10 and no one independent variable telorance value fulfills the toreance value, which is less than 0.1, which means there is no multicollinearity.

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>Kualitas Pelayanan</td>
<td>0.966</td>
<td>1.035</td>
</tr>
<tr>
<td></td>
<td>Harga</td>
<td>0.966</td>
<td>1.035</td>
</tr>
</tbody>
</table>

Heteroscedasticity Test

The scatterplot graph image shows the points spread above or below the 0 axis on the Y axis, which means that there is no heteroscedasticity or also called homocedasticity because the variance from the residual of one observation to another is constant.
Multiple linear regression equation:

a. The constant value (α) of 4,300 indicates that if the variables of service quality and price are considered constant or equal to zero (0), customer satisfaction is 4,300.

b. Service quality regression coefficient (X1) of 0.301 states that the service quality variable has a positive relationship with customer satisfaction scores. This shows that the more quality the service provides, the more satisfied consumers are with JNE services and vice versa.

c. The price regression coefficient (X2) of 0.451 states that the price variable has a positive relationship with the value of customer satisfaction, this shows that the more precise the pricing is according to the benefits and quality, the more satisfied consumers are with JNE services and vice versa.

Table 2. Results of Multiple Linear Regression Equations

Simultaneous Test (F)

The value of Fcount is greater than Ftable or 12,398 > 2.70 and a significant value of 0.000 is smaller than the level of significance of 0.05. It means that the variables of service quality and price simultaneously or simultaneously have an effect on customer satisfaction of goods delivery services through JNE.

Table 3. F Test Examiner Results
Partial Test (T)
In table 2 above it can be explained that:
1. The value of service quality t count is greater than t table or 2.820 > 1.984 and a significance value of 0.006 < 0.05. This means that the service quality variable has a significant and positive effect on customer satisfaction.
2. Obtained value of price t count is greater than t table or 3.512 > 1.984 and a significance value of 0.001 < 0.05, meaning that the price variable has a significant and positive effect on consumer satisfaction.

Coefficient of Determination
The value of R square (R2) is 0.204. These results indicate that 20.4% can be interpreted that the variable service quality (X1) and price (X2) contribute to the customer satisfaction variable (Y) by 20.4%. While the remaining 79.6% is influenced or explained by other factors not examined.

The variable that has the most dominant influence on customer satisfaction is the price variable with a coefficient value greater than 0.451 than the service quality variable.

The Effect of Service Quality on Customer Satisfaction
Service quality is defined as the difference between the reality and expectations of customers for the service they receive. The results of this study are in accordance with Ghozali's income which states that service quality has a significant effect on customer satisfaction.

The results of tests carried out based on questionnaires filled out by the respondents stated that the quality of service on customer satisfaction at PT. JNE Medan, which is engaged in goods delivery services, is classified as good, including 5 indicators, namely: direct evidence, reliability, responsiveness, assurance, and empathy.

Statistically, the tcount value for the service quality variable is 2.820 with a significance value of 0.006 less than 0.05 and the product quality coefficient value is 0.301 which states that service quality has a positive and significant effect on customer satisfaction, meaning that the hypothesis can be accepted or proven to be true and support previous research.

The Effect of Price on Customer Satisfaction
Price is a unit of measure (including goods and services) that can be exchanged in order to obtain ownership rights or use of a good or service.

The results of this study are in accordance with Ghozali's income which states that price has a significant effect on customer satisfaction.

The results of tests carried out based on questionnaires filled out by the respondents stated the price variable on customer satisfaction at PT. JNE Medan is engaged in freight forwarding services which are classified as good, including 4 indicators, namely: affordable prices, competitive prices, according to quality, in accordance with benefits, then the tcount value for the price variable is 3.512 with a significance value of 0.001 less than 0.05 and the product quality coefficient value is 0.451 which states that service quality has a positive and significant effect on customer satisfaction, meaning that the hypothesis can be accepted or proven true and support previous research.

CONCLUSION
Simultaneously, service quality and price have a significant effect on customer satisfaction because tcount > ttable or 12,398 > 2.70 and a significant value of 0.000 is smaller than the level of significance 0.05. because tcount > ttable, this means that the variables of service quality and price in a simulation have an effect on customer satisfaction. Partially service quality has a significant effect on customer satisfaction because tcount > ttable or 2.820 > 1.984 and the resulting significance value is 0.006 < 0.05. Price has a significant effect on customer satisfaction tcount > ttable or 3.512 > 1.984.
1.984 and the resulting significance value is 0.001 < 0.05. The most dominant variable affecting customer satisfaction is the price variable with a greater coefficient value of 0.451. Service quality (X1), and price (X2) variables contribute to the customer satisfaction variable (Y) by 20.4%. While the remaining 79.6% is influenced or explained by other factors not examined.

REFERENCES


Ojek Online (Studi Pada konsumen Gojek Di.surabaya) jurnal ilmiah prodi pendidikan tata Niaga. Universitas Negeri Surabaya.


