Effect of Service Quality, Received Value, and Company Image on Customer Satisfaction Savings in PT. Bank Aceh Center Banda Aceh

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ABSTRACT:

The research was conducted to investigate the effect of service quality, perceived value, and the corporate image on consumer satisfaction in Bank Aceh. The sample used in this research was 177 people total customer savings of the population saving customers that saving in Bank Aceh. Primary data were collected by distributing the sheets of questions (questionnaire) conducted by the convenience sampling method. This research used multiple linear regression. Hypothesis testing was done by using a statistical test that is partially (t-test) and simultaneously (F test) with a significance level (a) of 5%. The results showed that the independent variables consisting of the variable service quality, perceived value, and the corporate image affects customer satisfaction savings on PT Bank Aceh either partially (t-test) or simultaneously (F test). Variable service quality was the most influential variable on customer satisfaction at PT Bank Aceh.

Keywords: Service Quality; Perceived Value; Corporate Image; Customer Satisfaction Savings.

JEL Classification: M31; P36; D11.

INTRODUCTION

The banking sector in the life of a country is an agent of development [1,2], because the bank is a financial institution that has a function as a financial intermediary institution [3,4], namely as an institution that collects funds from the public in the form of savings and flows back to the public. in the form of credit or financing [5,6,7]. Apart from that, banks are also agents of trust, considering that one of the principles of bank management is the principle of trust [8,9,10]. customer is the difference between customer expectations and services that are actually received [7,11]. So the level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, the customer is disappointed. If performance matches expectations, the customer is satisfied and when performance exceeds expectations, the customer is very satisfied. There are two main factors that affect service quality [12], namely the expected service and the perceived service. If the service received or perceived by consumers is as expected, then the perceived service quality is good and satisfactory.

In order to achieve customer satisfaction in general, apart from paying attention to the products it produces, it is also aware of the importance of the quality of service provided to customers, although this is not easily implemented by Bank Aceh. Management commitment to service quality is the first step in providing excellent service to customers. Customer results will lead to satisfaction (satisfaction) or assessment (dissatisfaction) of

consumers, this is theoretically and empirically, satisfaction is influenced by service quality, value received by customers, and company image.

LITERATURE REVIEW

The many definitions of satisfaction, the dominant and widely referenced definitions in the marketing literature are definitions based on the discrepancy, wialon paradigm. Based on these paradigms, customer satisfaction is formulated as a post-purchase evaluation where the perception of the performance of the selected alternative product or service meets or exceeds expectations, then what happens is satisfaction. Kottler (in Hendroyono, 2007) states "Satisfaction is a person's feelings of pleasure or disapointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations [13]. This means that satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the perception of the performance or quality of an item or service to his expectations. Consumer satisfaction is the overall attitude shown by consumers towards goods or services after they obtain and use them [14]. Consumer satisfaction is an overall assessment of the results of the comparison between expectations about a product and the actual performance of the product [15,16].

Factors that affect customer satisfaction

Consumer satisfaction is the most important priority in a company, so the company feels the need to have a consumer focus [17]. Five main factors that influence customer satisfaction, namely

a. Product quality (goods or services)
   Consumers will feel satisfied if their evaluation shows that the products they use are of good quality.
b. Service quality
   Consumers will feel satisfied if they get good service or as expected.
c. Emotion
   Consumers will feel proud and gain confidence that other people will be amazed by him, when using certain products that tend to have a higher level of satisfaction. Satisfaction is obtained from social values or self-esteem that makes consumers satisfied with certain brands.
d. Price
   Products that have the same quality but set a relatively low price will provide higher value to consumers.
e. Cost
   Consumers who do not need to incur additional costs or waste time to get a product tend to be satisfied with the product.

Service quality

Quality is defined as the customer's perception of the overall quality or superiority of a product or service with respect to the intended purpose [18]. Quality of service, including:

a. Tangibles include: physical facilities, equipment, employees/employees, and means of communication.
b. Reliability is the ability to provide the promised service promptly, accurately, and satisfactorily.
c. Responsiveness is the desire of staff and employees to help customers and provide responsive service.
d. Performance includes the knowledge, ability, courtesy, and trustworthiness of the staff, free from danger and risk or doubt.
e. Empathy, including ease of doing relationships, good communication, personal attention, and understanding customer needs.

Image is a set of beliefs, ideas and impressions that a person has of an object [19,20]. Image is the total perception of an object formed by processing information from various sources over time. Image is defined as an impression obtained in accordance with a person's knowledge and experience of an impression arising from an understanding of a reality.

Framework

Based on the background of the problem, research objectives, theoretical reviews and previous research, the researchers made a theoretical framework that was arranged as shown in the following figure:
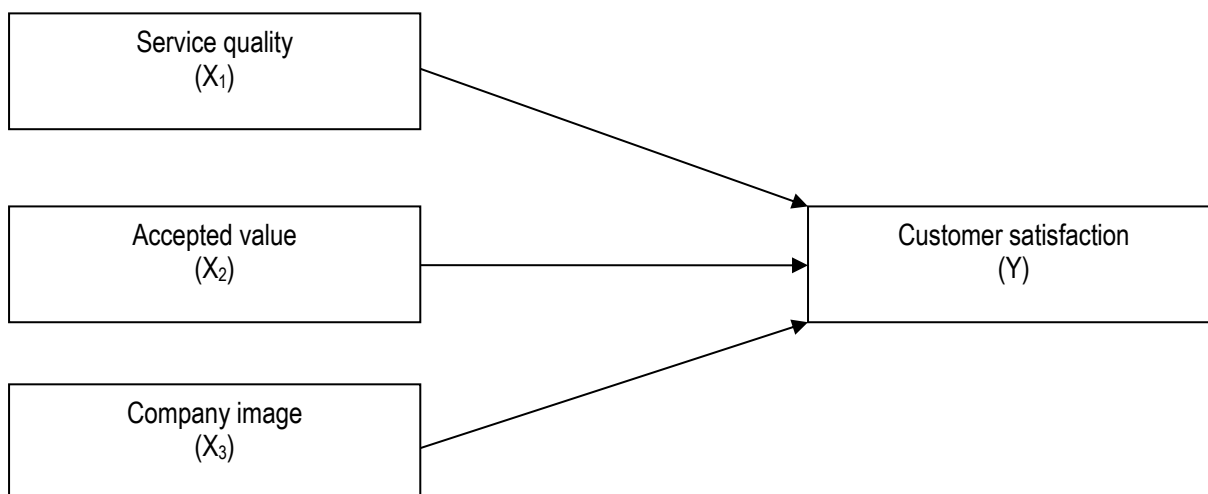

Figure 1. Framework

Hypothesis

The hypothesis is an initial assumption or conclusion and is still temporary which will be proven true after field data (empirical) can be obtained. Based on the description of the literature above, it can be formulated as follows:

H1: There is a significant and positive effect of service quality on customer satisfaction of Bank Aceh in Banda Aceh City.

H2: There is a significant and positive effect of the value received on Bank Aceh's customer satisfaction in Banda Aceh City.

H3: There is a significant and positive effect of corporate image on Bank Aceh's customer satisfaction in Banda Aceh City.

RESEARCH METHODS

Data Analysis Tools

To determine the effect of service quality, value received, and corporate image on customer satisfaction Bank Aceh in Banda Aceh City will be analyzed using multiple linear regression measuring tools. Quantitatively, the multiple linear regression measuring instrument is formulated as follows:

$$Y = a + B_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Customer satisfaction
a = Constant.
X_1 = Service quality
X_2 = Accepted value
X_3 = Company image
B_1 = Service quality regression coefficient
b_2 = Accepted value regression coefficient
b_3 = Corporate image regression coefficient
e = Standard error

Hypothesis test

1. **Partial Hypothesis (T Test)**

   Ha1 = There is a positive and significant effect of service quality on Bank Aceh customer satisfaction in Banda Aceh City.

   H01 = There is no positive and significant effect of service quality on Bank Aceh customer satisfaction in Banda Aceh City.

   Ha2 = There is a positive and significant effect of the value received on Bank Aceh customer satisfaction in Banda Aceh City.

   H02 = There is no positive and significant effect of the value received on Bank Aceh customer satisfaction in Banda Aceh City.

   Ha3 = There is a positive and significant effect of corporate image on Bank Aceh customer satisfaction in Banda Aceh City.

   H03 = There is no positive and significant corporate image on Bank Aceh customer satisfaction in Banda Aceh City.

2. **Simultaneous Hypothesis (F Test)**

   Ha = There is an influence of service quality, value received and company image on customer satisfaction of Bank Aceh in Banda Aceh City.

   H0 = There is no effect of service quality, value received and company image on Bank Aceh customer satisfaction in Banda Aceh City.

Table 1. Research Variable Reliability (Alpha)

No.	Variable	Variable Items	Alpha Value	Reliability
1	Quality of service (X1)	5	0.866	Reliable
2	Accepted value (X3)	5	0.769	Reliable
3	Company image (X3)	5	0.703	Reliable
4	Customer satisfaction (Y)	4	0.731	Reliable

Source: Primary data, processed (2021)

Table 2. Results of UH Validity

No	Statement	Variable	Coefficient Correlation	Critical Value 5% (N=177)
1	A1	X1	0.754	
2	A2		0.799	
3	A3		0.706	
4	A4		0.700	
5	A5		0.692	
6	B1	X2	0.632	
7	B2		0.588	
8	B3		0.544	
9	B4		0.611	
10	B5		0.591	
11	C1	X3	0.551	0.147
12	C2		0.508	
13	C3		0.595	
14	C4		0.575	
15	C5		0.570	
16	DI	Y	0.584	
17	D2		0.660	
18	D3		0.733	
19	D4		0.664	

Source: Primary data, processed (2012)

Table 3. Multicollinearity UR Results

Independent Variable	Tolerance	VIF	Information
Quality of service (X1)	0.783	1.211	Non Multicollinearity
Mai received (X2)	0.810	1.234	Non Multicollinearity
Company image (X3)	0.899	1.112	Non Multicollinearity

Source: Primary data processed, 2021

Table 4. Analysis of Respondents' Answer Index to Customer Satisfaction Variables

No.	Variable	Strongly Disagree		Do not agree		Disagree		Agree		Strongly agree		Mean
		Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	
1	I am satisfied using savings product offered by Bank Aceh.	1	0.6	0	0	9	5.1	113	63.8	54	30.5	4.24
2	The service I received from Bank Aceh was in line with my expectations.	0	0	2	1.1	17	9.6	101	57.1	57	32.2	4.20
3	Able service delivered by Bank Aceh to customers optimally.	1	0.6	2	1.1	13	7.3	98	55.4	63	35.6	4.24
4	The quality of service that customers get at Bank Aceh is as expected.	3	1.7	1	0.6	13	7.3	100	56.5	60	33.9	4.20
	Overall average score											4.22

Source: Primary data, processed (2021)

RESULTS

The Influence of Service Quality, Received Value and Company Image on Customer Satisfaction Savings at PT Bank Aceh

As has been stated in the formulation of the problem and hypothesis. So this study analyzes the effect of the name of service quality (X1), value received (X2), and company image (X3) as independent variables (Independent Variable) on customer satisfaction savings at PT Bank Aceh as the dependent variable (Dependent Variable) both simultaneously nor partial. In an effort to improve the company's image in the eyes of customers at PT Bank Aceh, it is necessary to know the effect of the independent variables, namely service quality (X1), value received (X2) and company image (X3) on the loss of savings customers of PT Bank Aceh (Y), then the effect of each independent variable on the dependent variable in detail can be seen in the following table:

Table 5. The Effect of Each Independent Variable on the Dependent Variable

Variabel	B	Standard Error	t-count	t-table	Sig.
Constant (a)	1.031	0.370	2.784	1.9734	0.006
Service Quality (X1)	0.316	0.060	5.291	1.9734	0.000
Accepted value (X2)	0.234	0.073	3.314	1.9734	0.001
Company Image (X3)	0.246	0.072	3.431	1.9734	0.001

Source: Primary Data (processed), 2021

CONCLUSION

1. Based on the results of multiple linear regression, it is explained that all the variables studied, namely, service quality, value received and company image have a fairly close correlation coefficient, Berta has a strong influence on customer satisfaction of PT Bank Aceh savings.

2. In general, PUGS customers save at PT. Aceh Bank. The customer agrees that the bank has good service quality, and also provides value in accordance with customer expectations. In addition, savings customers consider that PT. Bank Aceh has a good corporate image.

3. From the results of the study, there are variables that have a dominant influence on customer satisfaction saving PT. Bank Aceh is the quality of service because it has a higher regression coefficient value than the received value variable and other corporate image variables.

4. Based on the simultaneous test (together) it shows that all the variables studied have a significant effect on the level of customer satisfaction with their savings. Where in this study these variables have an influence on customer satisfaction customer satisfaction saving PT. Bank Aceh, this is because the value of Fcount > Ftable at a significance level of a is 5%.

5. Based on the partial test shows that the influence of service quality, value received, and company image have a significant effect on customer satisfaction savings PT. Aceh Bank.

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