

Effect of Price Promotion and Quality Service On Loyalty Customers At PT. Media Antar Nusa (Nusanet) Medan

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ABSTRACT

Study this that is descriptive quantitative. Using the Research model Quantitative approach study this. The population in the study is as many as 600 customers, which includes whole consumers at PT. Media Antar Nusa (Nusanet) Medan. The researcher also use 30 customers moment To do testing validity and reliability and 86 customers for the testing sample. Test the hypothesis can be using models regression multiple. However before analysis linear regression is obtained, moreover first the model tested assumption classic of them covers testing normality, multicollinearity, and heteroscedasticity. Research conclusion this is at a time Becomes results where is the price worth 2,670 with score significant 0.009 shows that by Partial affected significant to Loyalty Customers at PT. Media Antar Nusa (Nusanet) Medan. Promotion worth 2,172 with a score significant of 0.033 shows that Partial affected significantly to Lity Customers at PT. Media Antar Nusa (Nusanet) Medan. Quality Service worth 1.391 with a score significant of 0.168 shows that by Partial no affected to Loyalty Customers at PT. Media Antar Nusa (Nusanet) Medan. Price, Promotion, and Quality Service worth 5,548 with a level significant of 0.002 in simultaneous existence influence significant to Loyalty Customers at PT. Media Antar Nusa (Nusanet) Medan

Keywords : Price, Promotion, Quality Service, Loyalty Customer

INTRODUCTION

PT. Media Antar Nusa (Nusanet) is one of the company *providers* (provider internet services). In 1996 where company have *web hosting* and *design* that provides *Broadband* internet services (*Broadband Fiber Optic Home* and *Broadband Fiber Business*) and *Dedicated*. PT. Media Antar Nusa (Nusanet) is one of the licensed ISP company national from Director-General Postel. PT. Media Antar Nusa (Nusanet) in 2018 has ISO 900: 2015 (Quality Management) certified. The company provides provider-leading internet solutions to help the customer make use of the internet effective and affordable. In Medan City is PT. Media Antar Nusa (Nusanet) is centered and has branches in Lampung, Jakarta, Malang, Surabaya, Palembang, Pekanbaru and Bali. Loyalty customers at PT. Inter- Nusa Media (Nusanet) allegedly experience a problem because the loyalty company was not enough strong to make loyal customers. The customer only committed for To do purchase personal only, without promote or recommend it to other people (no recommend service services used to amount friend or colleagues), because given price enough height and promotions made not enough interesting compared with competitor else, because a competitor has entered the market with competitive prices and promotions, making competitor more excel.

Expected price experience problem where PT. Media Antar Nusa (Nusanet) sells service internet service at a fair price tall in comparison to its competitors. This thing could influence the interest of the *customers* to subscribe and influence the decision to purchase. Promotion at PT. Inter- Nusa Media (Nusanet) allegedly experience problems because lack of

creativity in making content promotion on social media such as *Facebook*, *Google Ads*, *Instagram*, *Twitter*, etc. So that influences sales, which causes less *customer* interest with the offer submitted. Quality service at PT. Inter- Nusa Media (Nusanet) allegedly experience problems because lack of services provided company to understand and fulfill

LITERATURE REVIEW

Price

According to Dr. Meithiana Indrasari (2019: 36), “ price that points goods or rated service in the amount of money spent by the buyer To use get worth combination as well as goods or service next service ”. According to Wulandari (2012: 45), indicator prices are: Prices are aligned with quality product comparison prices, affordable prices by consumers, and prices are aligned with hope consumers. According to Dr. Meithiana Indrasari (2019: 37), “ price so give influence position as well as quality work finance and also give influence opinion buyer as well as determination position brand. With make points for customer want create loyalty customer as well as defend it ”.

Promotion

According to Fandy Tjiptono (2019: 385), “ promotion that is element mix dotted marketing tried to inform, persuade, and remind again *customers* will brand or product industry ”. According to Fandy Tjiptono (2019: 398), there are five indicators of promotion, ie. : (*sales promotion*), *public relations*, *personal selling*, and *Direct & online marketing*. According to Dr. Meithiana Indrasari (2019: 29), “ promotion arranged to *support* purchases a product or service in more fast as well as or more a lot by consumers or merchant. Promotion *word of mouth* Becomes so tree moment To do communication desire industry to its customers. The reason needed communication in skeleton promotes the product to service the technique effective (*word of mouth*) use expand loyalty customers ”.

Quality Service

According to Kotler and Armstrong quoted by Dr. Meithiana Indrasari (2019: 61), “ quality service that is all from features and characteristics from product or supporting services ability To use satisfying necessity in direct nor reluctant straight away ”. According to Parasuraman *et.al* quoted by Algifari (2019: 5), there are five indicators of quality service, ie. : *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy*. According to Anderson quoted by Dr. Sri Rahayu (2019: 27), “ quality service influence several variable marketing strategic, such as loyalty customer, trust as well as commitment. Quality tangible service *tangibles*, *reliability*, *responsiveness*, *assurance*, and positive *empathy* (*say positive things*), recommending to others (*recommend a friend*) as well as doing purchase continuously (*continue purchasing*) ”.

Loyalty Customer

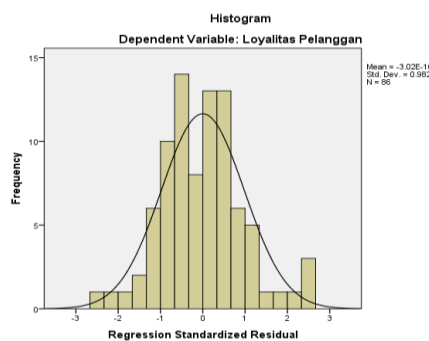
According to Dr. Khamdan Rifa'i (2019: 51), “ loyalty customer that is someone who has used to To use buy products offered as well as often interact doing interaction (execute purchase) during period time certain, in permanent loyal follow whole offer industry ”.

According to Griffin and Lowenstein quoted by Hengki *et.al* (2021: 117), these five indicators of loyalty to the customer. To do purchase repeated in regular, buy cross line product as well as service, Refer others to use doing the purchase, Show immunity in pull from industry competitors, can tolerate deviation once in a while supported industry without the turn to other industries, because intention good created past service as well as providing regular points as well as consistent.

METHOD

Study this implemented at PT. Media Antar Nusa (Nusanet) Medan having its address at Jln. Haji Misbah Complex Multatuli Indah Blok D No. 1, Hamdan, Medan Maimun District. A study was conducted beginning month January 2022. Approach research the based on approach quantitative, Type the research used researched the that is descriptive quantitative measure level something variable in population or sample. population in research this is whole customers of PT. Media Antar Nusa (Nusanet) started from month January - December 2021 ranges among 600 customers ". Whereas the sample totaled 86 customers. techniques used by researchers in the group the research data. That is variation technique data collection that is questionnaire, interview, observation or observation, test as well as documentation " Models on research this that is analysis multiple linear regression.

Normality test



Source: Research Results, 2021

Figure 1 Histogram Graph

The histogram in Figure III is visible. 1 above, the histogram displays the shape of a mountain curve or bell-shaped line. concluded that the data can be said that the pattern distributed normally.

Multicollinearity Test

Table 1: Multicollinearity Test Coefficients ^a

Model	Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Collinearity Statistics
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	B	Std. Error	Beta			Tolerance	VIF
(Constant)	9.554	4.379		2.182	.032		
Price	.217	.081	.271	2,670	.009	.982	1.019
Promotion	.256	.118	.224	2.172	.033	.951	1.051
Quality Service	.150	.108	.142	1.391	.168	.966	1.035

Dependent Variable: Loyalty Customer

Source: Research Results, 2021

where in Table 1 is known as the value of *Tolerance* variable price worth 0.982, for promotion worth 0.951 and variable quality service worth 0.966 where the *tolerance* seen more than 0.10 and also price variable VIF points worth 1,019, promotions worth 1,051 and service quality is worth 1035, where VIF is clear seen less than 10. Where are both indicate that there is no multicollinearity?

Heteroscedasticity Test

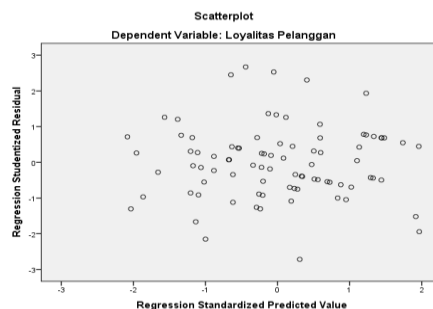


Figure III.3
Heteroscedasticity Test Results

In Figure III. 3 that, where witnessed whole the dots no regularly random spread, good is at under or above, is located in Y-axis at 0 and a pattern certain formed from the dots that. where can conclude this data does not occur existence heteroscedasticity.

Glejser Test

Table 2: Glejser Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.919	2,748		.334	.739
Price	-.009	.051	-.020	-.184	.854
Promotion	.012	.074	.018	.161	.872
Quality Service	.038	.068	.063	.558	.579

Source: Research Results, 2021

Clear *output* gain is seen in Table III.4 the value (*Sig.*) for the price variable is 0.854, promotion is 0.872, and service quality is 0.579. Visible that the significant value is greater than 5% (0.05), where in accordance provision there is a regression model it does not contain or not occur presence of heteroscedasticity.

Multiple Linear Regression Analysis

Table 3: Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.919	2,748		.334	.739
Price	-.009	.051	-.020	-.184	.854
Promotion	.012	.074	.018	.161	.872
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Multiple Linear Regression Test Results

inside Table III.5, in a study the value of the multiple linear regression equation is as follows.

$$\text{Customer Loyalty} = 9.554 + 0.217 \text{ Price} + 0.256 \text{ Promotion} + 0.150 \text{ Service Quality}$$

Based on this equation, it can be displayed ie.

1. The constant value (α) is 9.554, which is the state of moment variable Loyalty Customer (Y) not yet influenced by other variables, namely variable Price (X_1), Promotion (X_2), and Service Quality (X_3), where independent variable reluctant there is so variable Loyalty Customer reluctant experience change.
2. b1 or points coefficient regression The price (X_1) of 0.217 represents that variable Price (X_1) has a positive influence on Loyalty Customer (Y) which is that every increment of 1 unit variable Price (X_1) then want to give influence Loyalty Customer (Y) worth 0.217 with the assumption that variable price fixed.
3. b2 or points coefficient regression Promotion (X_2) worth 0.256 show that variable Promotion (X_2) has influenced positively in Loyalty Customer (Y) which is that each increment of 1 unit variable Promotion (X_2) then want to give influence Customer loyalty (Y) is 0.256 in the assumption that the promotion variable is fixed. b3 or points coefficient regression Quality Servant (X_3) worth 0.150 show that variable Quality Service (X_3) has influenced positively in Loyalty Customer (Y) which means that each increment of 1 unit variable Quality Service (X_3) then want to give influence Customer loyalty (Y) is 0.150 with the assumption that the promotion variable is fixed.

Coefficient of Determination (R^2)

Table 4: Coefficient of Determination (R Square)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.411 ^a	.169	.138	2.61502

a. Predictors: (Constant), Quality Service, Price, Promotion

b. Dependent Variable: Loyalty Customer

Source: Research Results, 2021

Based on Table III.6 influenced points *adjusted R Square* is 0.138 then could conclude that to the conversation variation of price variable (X_1), promotion (X_2), and quality of service (X_3) in study this influence variable Loyalty Customers (Y) worth 13.8% and the remaining 86% are explained by independent variables that are reluctant to be studied, namely brand, product quality, and others.

Simultaneous Hypothesis Testing (F-Test)

Table 5: F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.814	3	37,938	5.548	.002 ^b
	Residual	560.744	82	6,838		
	Total	674,558	85			

Source: Research Results, 2021

In table 5, has been obtained points F_{count} is 5.548 while in $= 0.05$ as well as obtained points F_{table} worth 2.71. So that you can know $5.548 > 2.71$ and a significance of $0.002 < 0.05$. Where it shows that the variables of price, promotion, and quality of service simultaneously have a significant influence on customer loyalty.

Partial Hypothesis Testing (t-test)

In Table 3, the results of the partial test obtained the following results.

1. It is known that the $t_{count} > t_{table}$ is $2.670 > 1.98932$ and also the *Sig point. (2- tailed)* $0.009 < 0.05$. where from gain obtained, H_0 rejected and H_a accepted To use price variable which means that partially the price (X_1) has a positive and significant influence on customer loyalty (Y) at PT. Inter-Nusa Media (Nusanet).
2. It is known that the $t_{count} > t_{table}$ is $2.172 > 1.98932$ and also the *Sig point. (2- tailed)* $0.033 < 0.05$. Where from gain obtained, H_0 rejected and H_{an} accepted To use meaningful

promotion variable in partial promotion (X₂) there is a positive and significant influence on customer loyalty (Y) at PT. Inter-Nusa Media (Nusanet).

3. It is known that the $t_{count} > t_{table}$ is $1.391 < 1.98932$ and also the *Sig point. (2-tailed)* $0.168 > 0.05$. where from gain obtained, H_0 accepted as well as H_a rejected To use service quality variable which means in partial service quality (X₃) reluctant to have a significant effect on customer loyalty (Y) at PT. Inter-Nusa Media (Nusanet).

CONCLUSION

Where are the whole results from the received data researcher already discussed detailed one by one in the chapter before, researcher interesting conclusion by concise like following?

1. Test data results Partial got results $t_{arithmetic} > t_{table}$ that is $2.670 > 1.98932$ and also *significant value* $0.009 < 0.05$ show that the price (X₁) is positively and significantly affected by customer loyalty (Y) at PT. Inter-Nusa Media (Nusanet).
2. Test results by Partial got the results of $t_{arithmetic} > t_{table}$ are $2.172 > 1.98932$ and also *significant value* $0.033 < 0.05$ show that promotion (X₂) is positively and significantly affected by customer loyalty (Y) at PT. Inter-Nusa Media (Nusanet).
3. Test results by Partial got $t_{arithmetic} > t_{table}$ that is $1.391 < 1.98932$ and also *significant value* $0.168 > 0.05$ service quality (X₃) has no significant effect on customer loyalty (Y) at PT. Inter-Nusa Media (Nusanet).
4. Test results by simultaneously got results $5.548 > 2.71$ and the significance of $0.002 < 0.05$ can be it can be concluded that the variables Price (X₁), Promotion (X₂), and Service Quality (X₃) are significantly affected by Customer Loyalty (Y) at PT. Media Between Nusa (Nusanet).

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