

# PROSIDING

## 8<sup>th</sup> MANAGEMENT DYNAMIC CONFERENCE

# 2023

# 16-17 MARET

| Makassar  
| Indonesia



# TAS EKONOMI DAN



**Prosiding**  
**MADIC 8, 2023**

**Makassar, 16 -17 Maret 2023**

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## About Madic 8 2023

Management Dynamics Conference (MADIC) ke-8 adalah seminar nasional yang diselenggarakan oleh Fakultas Ekonomi dan Bisnis Universitas Hasanuddin bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Tema seminar “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Konferensi ini bertujuan untuk menghimpun berbagai pandangan dan pengalaman empiris dari para praktisi dan akademisi ekonomi mengenai penguatan UMKM sebagai pilar ekonomi utama serta memberikan solusi untuk tujuan ketahanan keberlanjutan (SDGs) Indonesia. Para akademisi, praktisi, peneliti telah berkontribusi dalam pengembangan penelitian manajemen dengan berpartisipasi dalam MADIC 8.

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## **Sambutan Dekan Fakultas Ekonomi dan Bisnis Universitas Hasanuddin**

Selamat datang di Management Dynamics Conference (MADIC) ke-8 diadakan pada tanggal 16 – 17 maret 20223 di Makassar, Indonesia. Konferensi ini diselenggarakan untuk mempromosikan diskusi antara berbagai pemangku kepentingan tentang, manajemen dan bidang ekonomi. Kali ini, Fakultas Ekonomi dan Bisnis, Universitas Hasanuddin menjadi tuan rumah bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Melanjutkan tradisi menyatukan penelitian, pembuat kebijakan, akademisi dan berbagai pemangku kepentingan untuk mempresentasikan dan mendiskusikan isu terkini terkait perkembangan ekonomi nasional. Untuk memperkuat pembahasan tentang manajemen, ekonomi dan bidang akuntansi, kami sepakat mengangkat topik konferensi tahun ini berjudul “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Untuk memberikan informasi terbaru mengenai topik kepada pembaca dan peserta, kami ingin menyampaikan apresiasi dan terima kasih kepada 3 narasumber dihadirkan dalam acara ini yaitu M. Fankar Umran CEO BRI Insurane, Causa Iman Karana Kepala Perwakilan Bank Indonesia Provinsi Sulawesi Selatan, dan Darwisman Kepala OJK Regional Sulampapua atas wawasan dan dukungan mereka selama konferensi. Kami berharap acara ini sangat mendorong diskusi tentang peningkatan kualitas UMKM di Indonesia. Selain itu kami ingin menyampaikan terima kasih dan dukungan kami kepada

Terakhir, kami ingin mengucapkan terima kasih sekali lagi atas kontribusi dan kerja sama yang sangat baik di antara kami para peserta konferensi. Selain itu, kami mengucapkan terima kasih atas kerjasama semua pihak panitia dalam menyelenggarakan konferensi. Kami berharap dapat bekerja sama dengan semua pemangku kepentingan yang terlibat dalam acara ini. Kami berharap proses ini akan menyediakan berbagai manuskrip unggulan yang dapat memberikan kontribusi besar dalam bidang ekonomi, manajemen dan akuntansi.

**Prof.Dr.Abd. Rahman Kadir, M.Si., CIPM**  
Dekan Fakultas Ekonomi dan Bisnis  
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## **Sambutan Ketua panitia Management Dynamic Conference ke - 8**

Saya sangat senang bahwa acara Management Dynamic Conference ke-8 dengan tema "Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional" telah terlaksana dengan sukses. Semoga acara ini memberikan banyak manfaat dan inspirasi bagi semua peserta yang hadir.

Saya ingin mengucapkan selamat dan mengapresiasi seluruh panitia yang telah bekerja keras dan dedikasi tinggi dalam menyelenggarakan acara ini. Tanpa upaya mereka, acara ini tidak akan mungkin terwujud. Terima kasih atas kerja keras dan komitmen yang telah diberikan.

Selain itu, saya juga ingin mengucapkan terima kasih kepada narasumber yang telah berbagi pengetahuan dan pengalaman mereka dalam mendukung penguatan manajemen UMKM. Kontribusi mereka sangat berharga dan saya berharap peserta dapat mengambil manfaat yang besar dari presentasi dan diskusi yang telah dilakukan.

Saya berharap bahwa acara ini menjadi awal dari langkah-langkah konkret dalam memperkuat sektor UMKM sebagai motor penggerak pemulihan ekonomi nasional. Mari kita terus bekerja sama, berinovasi, dan berkolaborasi dalam mendukung pertumbuhan UMKM dan memajukan ekonomi kita.

Terima kasih kepada semua yang telah berpartisipasi dalam acara ini, termasuk peserta, narasumber, dan semua pihak yang telah memberikan dukungan. Semoga kita dapat melanjutkan semangat dan energi positif ini untuk memperkuat sektor UMKM dan membangun ekonomi yang lebih kuat.

Sekali lagi, selamat atas kesuksesan acara Management Dynamic Conference ke-8. Semoga langkah-langkah yang dihasilkan dari acara ini dapat memberikan dampak yang positif bagi penguatan manajemen UMKM dan pemulihan ekonomi nasional.

**Insany Fitri Nurqamar, S.E.,M.M.**

Ketua panitia Management Dynamic Conference ke - 8  
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## **THE INFLUENCE OF SERVICE QUALITY ON CONSUMER SATISFACTION AT PT.TIRTA MULIA ABADI IN MAKASSAR**

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### **Abstract**

*his research examines the impact of service quality on customer satisfaction The study was motivated by a substantial increase in monthly turnover from the end of 2019 to 2022. The sample consists of consumer members registered in the company's database in Makassar. Incidental random sampling was used to determine the sample size. The research employed various analytical methods, including research instrument testing, multiple regression analysis, and classical assumption testing. The findings reveal that reliability, responsiveness, and empathy positively and significantly influence customer satisfaction at PT. Eternal Noble Tirta. However, the physical evidence variable negatively and significantly affects customer satisfaction. On the other hand, the guarantee variable has a positive but insignificant impact on customer satisfaction at PT. Eternal Noble Tirta. These results contribute to understanding the relationship between service quality and customer satisfaction and offer insights for PT. Tirta Mulia Abadi in enhancing their service delivery.*

*Keywords: service quality, customer satisfaction, empathy*

### **Abstrak**

*Penelitian ini menguji dampak kualitas layanan terhadap kepuasan pelanggan. Penelitian ini dimotivasi oleh peningkatan omset bulanan yang signifikan dari akhir 2019 hingga 2022. Sampel penelitian terdiri dari anggota konsumen yang terdaftar dalam database perusahaan di Makassar. Penentuan jumlah sampel menggunakan metode incidental random sampling. Penelitian ini menggunakan berbagai metode analisis, termasuk pengujian instrumen penelitian, analisis regresi berganda, dan pengujian asumsi klasik. Hasil penelitian menunjukkan bahwa keandalan, responsivitas, dan empati berpengaruh positif dan signifikan terhadap kepuasan pelanggan di PT. Eternal Noble Tirta. Namun, variabel bukti fisik memiliki pengaruh negatif dan signifikan terhadap kepuasan pelanggan. Di sisi lain, variabel jaminan memiliki dampak positif tetapi tidak signifikan terhadap kepuasan pelanggan di PT. Eternal Noble Tirta. Hasil ini memberikan pemahaman tentang hubungan antara kualitas layanan dan kepuasan pelanggan serta memberikan wawasan bagi PT. Tirta Mulia Abadi dalam meningkatkan penyampaian layanan mereka..*

*Kata Kunci: kualitas pelayanan, kepuasan konsumen, empati.*

## 1. introduction

Intense competition is a natural thing, so companies must be able to offer fast and precise solutions according to the "necessary" and "desire" of the market/consumer. Consumers who are satisfied with the needs provided by the company and their desires are fulfilled by a company's products. Levit (Berkala et al., 2015) states that the conditions that a company must meet to be successful in the competition are trying to achieve the goal of creating and retaining customers.

Kotler in AA Permatasari (2016) found that consumer satisfaction is a consumer's feelings of pleasure or disappointment after comparing their perceptions/impressions of a company's services and expectations. Consumers evaluating expectations for the service they get from the company will result in satisfaction/dissatisfaction. The results of previous studies also mention that the determinants of customer satisfaction besides price are service quality. Kotler in Z. Achsan (2014) in his theory explains that there is a close relationship between service quality, customer satisfaction and the profits obtained by the company. "The more high service quality, the more consumers get the satisfaction"; therefore, an increase in service quality will increase consumer satisfaction.

In making an assessment/evaluation of a company, consumers certainly need help to stand alone or are unfounded. Still, some elements become a benchmark in the assessment, usually carried out by consumers. Parasuraman, Zeithaml and Berry in Marlina et al. (2018) state that there are 5 dimensions:

1. Tangibles or physical evidence, namely the appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment.
2. Reliability, namely the company's ability to provide services as promised accurately and reliably.
3. Responsiveness or responsiveness, namely a willingness to help and provide fast and appropriate services to consumers by conveying clear information.
4. Assurance or guarantees and certainty, namely knowledge, politeness, and the ability of company employees to foster consumer trust in the company.
5. Empathy or attention, namely giving sincere and individual or personal attention to consumers by understanding consumer desires.

The company must consider these dimensions in providing services to consumers so that various experiences that can lead to failure will not occur. Remembering to get new customers costs more compared to the sacrifice of maintaining old customers. This is a top priority that needs to be considered in assessing the importance of a company's service quality, namely the extent to which the service can create the maximum possible level of consumer satisfaction.

The role of bottled drinking water is getting bigger, especially water whose concentration is on health. This can be seen by the increasing number of healthy alkaline drinking water everywhere. So the competition among bottled drinking water companies is getting sharper. An increase in population coupled with an increase in living needs provides new jobs or businesses. One example of a business with good prospects is a business in Alkaline Water sales.

PT. Tirta Mulia Abadi is one of the largest bottled drinking water producers in South Sulawesi. Apart from producing drinking water with its brand, this company also provides services for well-known brands such as Aqua. Based on the explanation above, today's drinking water companies are very developed, and even today, the turnover continues to increase for alkaline drinking water companies. Therefore researchers focus on researching Service Quality and Consumer Satisfaction at PT. Eternal Noble Tirta.

## 2. Methodology

The research entitled The Effect of Service Quality on Consumer Satisfaction at PT. Tirta Mulia Abadi in Makassar is located in Makassar. The research location, on Jl. St Hasanuddin No. 32 B Ujung Pandang, Makassar. The population in this study is approximately 6189 people in Makassar. Researchers in the sampling technique use accidental sampling. According to Sugiyono (2013), Accidental Sampling is a sampling technique based on chance, so researchers can take samples from anyone they meet without planning. To get a representative sample or one representing the entire population, the researcher uses the Slovin formula to determine the technique so that the research results can be generalized and carried out with simple calculations (Husein Umar, 2013: 78).

The Slovin formula in Husein Umar (2013) determines the sample as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Note:

n = Sample size/Number of samples

N = Population Size

e = Percentage of research allowance for sampling errors that can still be tolerated.

\*the provisions in the Slovin formula are as follows:

The value of e = 0.1 (10%) for a large population

The value of e = 0.2 (20%) for a small population

So to find out the research sample, use the following formula::

$$n = \frac{6189}{1 + 6189(0,1)^2}$$

$$n = \frac{6189}{62,89}$$

Researchers made n = 98.07 adjustments to 99 respondents.

The questionnaire is a data collection technique that gives respondents a set of questions or written statements to answer (Sugiyono, 2015).

So the questions were deliberately made to be given to respondents whose results were obtained when the numbers were finished, so from here, it could be seen what was



dominant in this study. Researchers use Closed-questionnaire/close-ended-question (closed questions). Later the respondent only chooses the available answers with a Likert Scale.

To produce optimal research and achieve the objectives of this research, the researcher uses quantitative analysis along with statistical tests as a tool to analyze the data that has been obtained. To increase the level of accuracy of the test and make it more optimal, researchers use a data processing application called SPSS 16.0. The initial step of testing starts with testing the validity and reliability of the research instrument, which is a collection of questions in the questionnaire. Then the next test uses a multiple linear regression test.

The purpose of this analysis is to find out how consumers evaluate service quality on PT. Eternal Noble Tirta. This analysis includes direct evidence testing, reliability, assurance, responsiveness, empathy and customer satisfaction. So with this model, namely the multiple regression equation, the formula is determined as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

#### 1. Test the Regression Coefficient Together (F-test)

This test was conducted to find out whether, in the regression model, the independent variables X1, X2, X3, X4 and X5, together, have a significant effect on variable Y at the 95% confidence level or 5% significance level with the test criteria based on the opinion of Suliyanto (2011: 55):

Ho is accepted, and Ha is rejected if  $f_{count} \leq f_{table}$

Ho is rejected, and Ha is accepted if  $f_{count} \geq f_{table}$

#### 2. Partial Regression Coefficient Test (t-test)

This test was conducted to find out whether, in the regression model, the independent variables X1, X2, X3, X4 and X5 partially have a significant effect on variable Y at the 95% confidence level with the test criteria based on Sugiyono's statement (2010: 87):

Ho is accepted, and Ha is rejected if  $t_{count} \leq t_{table}$ .

Ho is rejected, and Ha is accepted if  $t_{count} \geq t_{table}$ .

#### 3. Adjustment Determination Coefficient Test (adjusting R<sup>2</sup>)

This test has a function to measure the ability of the independent variable to explain the dependent variable; the R Square value is stated to be capable if the percentage results are 0.5 because the Square value ranges from 0-1.

#### 4. Data Normality Test (K-S)

In further testing, to determine the condition of the data distributed in this study, it is possible to test the normality of the data. The data normality test is carried out to determine whether the data is normally distributed (Duwi Priyatno, 2018).

In this study, the classical assumption test with Kolmogorov-Smirnov was used. To find out whether the data is normally distributed, if the significance of KS > 0.05, then the data is normally distributed; otherwise, if <0.05, then the data is not normally distributed.

#### 5. Heteroscedasticity Test

This test is used to determine whether the regression model has an inequality of variance from one residual to another (Ghozali, 2013). In carrying out this test, to

determine the existence of heteroscedasticity can be tested with the Glejser method test. The Glejser test looks at the residual absolute value from the regression results of the independent variables (Ghozali, 2013).

#### 6. Multicollinearity Test

Then the next test is the multicollinearity test. This test is carried out to test whether the regression model finds a correlation between one or all of the independent variables (Ghozali, 2018). Sunyoto explained (2016) that this can be applied to analyze multiple regression consisting of more independent variables ( $x_1, 2.., n$ ) that will be measured between these independent variables. In this test, for the multicollinearity test by detecting variance using the variance inflation factor (VIF) and tolerance from a regression analysis result.

### OPERATIONAL DEFINITIONS AND MEASUREMENTS

Table 1. Variable Operational Definition

Variable	Definition	Source	Indicator	Scale
Reliability X1	Ability to provide services/goods as promised	Lewis and Booms (1983) in Tjiptono (2006)	<ol style="list-style-type: none"> <li>1. Staff who are always ready to serve consumers.</li> <li>2. Accuracy in handling problems</li> <li>3. Punctuality in serving and distributing goods to consumers</li> </ol>	<i>Likert</i>
Physical Evidence (Tangible) X2	Physical appearance, buildings, equipment, staff appearance, office facilities and others	Lewis and Booms (1983) in Tjiptono (2006)	<ol style="list-style-type: none"> <li>1. Product explanation boards</li> <li>2. Complete administration tools</li> <li>3. Appearance of Likert staff/employee</li> </ol>	<i>Likert</i>
Responsiveness X3	Willingness to help customers and provide prompt and appropriate service	Lewis and Booms (1983) in Tjiptono (2006)	<ol style="list-style-type: none"> <li>1. Clarity in conveying information</li> <li>2. Employees/staff act according to procedures (SOP)</li> <li>3. Promptness in the delivery of goods.</li> </ol>	<i>Likert</i>
Guarantee X4	Knowledge, friendliness, and the ability of employees to generate	Lewis and Booms (1983) in Tjiptono (2006)	<ol style="list-style-type: none"> <li>1. Skills and knowledge to perform service</li> <li>2. Responsibility for safety and</li> </ol>	<i>Likert</i>

	consumer confidence in the supplier of goods		comfort in providing services 3. Confidence of employees/staff in providing services	
Empathy X5	Individual attention is given by goods providers so that customers feel valued, important and understood	Lewis and Booms (1983) in Tjiptono (2006)	1. Employees pay attention by asking for the availability of goods. 2. Employees provide product explanations according to consumer needs. 3. Employees/staff listen to complaints about problems/progress changes experienced by consumers	<i>Likert</i>
Consumer Satisfaction (Y)	A person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance	Lewis and Booms (1983) in Tjiptono (2006)	1. Security for parkers by the level of consumer expectations 2. Services by consumer expectations 3. Friendly attitude of employees/staff in providing services.	<i>Likert</i>

### 3. Research Result

#### Multiple Linear Regression Analysis

This model is applied to estimate or assume a linear relationship between service quality variables and customer satisfaction. So according to Sugiyono (2010: 64), the application of this model, if there is a minimum number of variables, is two. More details can be seen in the following table:

Table 2. Multiple Linear Regression Test

<b>Coefficients<sup>a</sup></b>
---------------------------------

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.487	.975		-2.551	.012
Reliability (X1)	.141	.053	.144	2.675	.009
Physical Evidence (X2)	-.288	.102	-.78	-2.816	.006
Responsiveness (X3)	.258	.804	.238	3.052	.003
Guarantee (X4)	.077	.078	.076	.980	.330
Empathy (X5)	.950	.081	.830	11.689	.000
a. Dependent Variable: Consumer Satisfaction (Y)					

Dependent Variable: ROA

From the table above, the results of Multiple Regression Analysis obtained Standardized coefficients with the following equation values:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = -2.487 + (0.141X_1) + (-0.288X_2) + (0.258X_3) + (0.077X_4) + (0.950X_5)$$

a) Constant ( $\alpha$ )

The value of the coefficient  $\alpha$  is -2.487. This means that if there is no change in the independent variable, the Consumer Satisfaction variable (Y) is -2.487.

b) Reliability (X1)

The regression coefficient of the first variable (X1) is 0.141. This shows that when reliability (X1) increases by 1 unit, consumer satisfaction (Y) will increase by 0.141. So reliability (X1) has a positive and significant effect on increasing consumer satisfaction (Y), indicated by the presence of a sig value of 0.009 < 0.05.

c) Physical Evidence (X2)

The regression coefficient of the second variable (X2) is -0.288. When the value of the Physical Evidence variable (X2) increases by 1 unit, the value of the Consumer Satisfaction variable (Y) will increase by -0.288. With the correlation results, it was found that the Physical Evidence variable (X2) had no positive and significant effect on Consumer Satisfaction (Y), indicated by a sign of 0.006 < 0.05.

d) Responsiveness (X3)

The regression coefficient of the third variable (X2) is 0.258. When the X3 coefficient increases by 1 unit, the value of the Y variable increases by 0.258. So it was found that the Responsiveness variable (X3) has a positive and significant effect on Consumer Satisfaction (Y), seen from its sign 0.003 < 0.05.

e) Guarantee (X4)

The regression coefficient of the fourth variable (X2) is 0.077. When the X4 coefficient increases by 1 unit, the value of the Y variable increases by 0.077. This shows that the Guarantee variable (X4) has a negative and insignificant effect on Consumer Satisfaction (Y) because it is proven by the sign value of 0.330 > 0.05.

f) Empathy (X5)

The regression coefficient of the fifth variable (X2) is 0.950. When the X5 coefficient increases by 1 unit, the Y variable value increases by 0.950. This shows that the Empathy variable (X5) has a positive and significant effect on Consumer Satisfaction (Y), as evidenced by the sign value of  $0.000 > 0.05$ .

#### Termination Coefficient Test (Adjusted R-Squared)

The coefficient of determination test (R2) was used in this study to find out how much the model's ability to explain the dependent variable (consumer satisfaction); the results of the determination test can be seen in the following table:

Table 3 Test of the Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 <sup>a</sup>	.844	.835	.77808

a. Predictors:(Constant), Empathy (X5), Assurance (X4), Reliability (X1), Responsiveness (X3), Physical Evidence (X2)

b. Dependent Variable: Consumer Satisfaction (Y)

#### Simultaneous Test (F Statistical Test)

The F test shows whether all the independent/free variables tested have a simultaneous effect on the dependent/dependent variable. Where the variables of reliability, physical evidence, responsiveness, assurance and empathy explain their effect on customer satisfaction. The results of the simultaneous test (F) are as follows:

Table 4 Simultaneous Test.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303.878	5	60.776	100.387	.000 <sup>b</sup>
	Residual	56.303	93	.605		
	Total	360.182	98			

a. Dependent Variable: Consumer Satisfaction (Y)

b. Predictors: (Constant), Empathy (X5), Assurance (X4), Reliability (X1), Responsiveness (X3), Physical Evidence (X2)

The test results in Table 4.5 show that the calculated F value is 100,387, with a significance value of 0,000 with a probability of 0.05. So the form of comparison with significance is  $0.000 < 0.05$ . So it can be concluded that the influence of all variables (reliability, physical evidence, responsiveness, assurance and empathy simultaneously) has a significant effect on the dependent/bound variable, namely customer satisfaction.

## Statistical Test T

In Chairina & Wehartaty (2019), the t-statistical test is seen from how much influence the independent/independent individual variables have on the dependent/dependent variable, in this case, the influence of the independent variables in explaining the dependent variable. The results of the t-statistical test can be seen in the significance column for the dependent variable, provided that if it is  $> 0.05$ , then the independent variable has no significant effect. The results of the t-statistical test are as follows :

Table 5 Partial Test Table.

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.487	.975		-2.551	.012
	Reliability (X1)	.141	.053	.144	2.675	.009
	Physical Evidence (X2)	-.288	.102	-.78	-2.816	.006
	Responsiveness (X3)	.258	.804	.238	3.052	.003
	Guarantee (X4)	.077	.078	.076	.980	.330
	Empathy (X5)	.950	.081	.830	11.689	.000

a. Dependent Variable: Consumer Satisfaction (Y)

## Classical Assumption Test

The data normality test in this study is carried out to determine whether the data is normally distributed (Duwi Priyatno, 2018). The method used to find accurate test results; this test uses SPSS using Kosmolgorov-Smirnov as part of the classic assumption test in this study. In the K-S method, the Exact P-Value type is used according to the criteria for the data that has been collected. With the provision that if the significance is  $> 0.05$ , then the residual value is normally distributed. If otherwise  $< 0.05$ , then the residual values are not normally distributed. The following table shows the results of the data normality test.

Table 6 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.75797354
Most Extreme Differences	Absolute	.118



	Positive	.118
	Negative	-.071
Test Statistic		.118
Asymp. Sig. (2-tailed)		.002
Exact Sig. (2-tailed)		.116
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		

The multicollinearity test is used to determine whether or not there is a deviation from the classical multicollinearity assumption, namely the existence of a linear relationship between the independent variables in the regression model. The test method used in this study is to look at the variance inflation factor (VIF) value in the regression model. For more details, see the following table:

Table 7 Multicollinearity Test Table

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.487	.975		-2.551	.012		
	Reliability (X1)	.141	.053	.144	2.675	.009	.583	1.714
	Physical Evidence (X2)	-.288	.102	-.78	-2.816	.006	.172	5.812
	Responsiveness (X3)	.258	.804	.238	3.052	.003	.277	3.616
	Guarantee (X4)	.077	.078	.076	.980	.330	.281	3.559
	Empathy (X5)	.950	.081	.830	11.689	.000	.334	2.998
a. Dependent Variable: Consumer Satisfaction (Y)								

The heteroscedasticity test determines whether the regression model has an inequality/diversity of variants from one residual to another (Ghozali, 2013). In this test, the lesser type is used. This type sees the residual's absolute value from the independent variables' regression results (Ghozali, 2013). With the provision that if the significance value between the independent variables and the absolute residual is > 0.05, then there is no heteroscedasticity. The test results can be seen in the table below as follows:

Table 8 Heteroscedasticity Test

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistic	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.487	.975		-2.551	.012	-2.487	.975
	Reliability	.141	.053	.144	2.675	.009	.141	.053

(X1)								
Physical Evidence (X2)	-.288	.102	-.78	-2.816	.006	-.288	.102	
Responsiveness (X3)	.258	.804	.238	3.052	.003	.258	.804	
Guarantee (X4)	.077	.078	.076	.980	.330	.077	.078	
Empathy (X5)	.950	.081	.830	11.689	.000	.950	.081	
a. Dependent Variable: Consumer Satisfaction (Y)								

#### 4. DISCUSSION

Based on several test analyzes that have been carried out to determine the effect of reliability, physical evidence, responsiveness, assurance, and empathy on variable Y, namely customer satisfaction at PT. Tirta Mulia Abadi, will be explained as follows:

##### **The effect of service quality on customer satisfaction at PT. Eternal Noble Tirta.**

###### 1. Effect of Reliability (X1) on Consumer Satisfaction

Based on statistical tests, the reliability variable has a positive and significant effect. Where the Adjusted R Square (R<sup>2</sup>) value of 83.5% simultaneously influences the other variables. This leaves about 16.5%, influenced by other factors not examined in this study. With a positive influence, it will increase consumer satisfaction. Meanwhile, the partial test results on customer satisfaction at PT. Tirta Mulia Abadi has a direct effect with evidence that the value of sig. < 0.05.

Therefore, if the company continues to maintain the quality of its products or can even improve its quality, it is certain that it will increase the attractiveness of potential customers to remain loyal.

###### 2. Effect of Physical Evidence (X2) on Consumer Satisfaction

From the statistical regression test, it was found that the physical evidence variable did not have a positive effect, with the resulting coefficient value being minus. However, it was significant for consumer satisfaction with a value smaller than the t table. The results of testing the respondents for this variable could be more influential. However, it can significantly increase consumer satisfaction at PT. Eternal Noble Tirta.

These results mean that the appearance of the services provided, whether from tidiness, building layout, or cleanliness of the place, is not an important point in increasing satisfaction due to the infrequent visits of prospective customers and consumers in buying PT. Tirta Mulia Abadi in Makassar, but ordering products online. However, if this is considered, it will be a plus for this company.

###### 3. Effect of Responsiveness (X3) on Consumer Satisfaction.

Based on the statistical regression test, the responsiveness variable has a positive t-count, so it has a positive and significant effect on the Y variable (customer satisfaction), which is proven by the sig value. It is greater than 0.05. These results are the same as the partial test that the responsiveness variable influences customer satisfaction at PT. Tirta Mulia Abadi and together (F/Simultaneous Test) have a significant effect on consumer satisfaction.

The test results are influenced by responsiveness indicators that are fulfilled so that

it gives positive and significant results to consumer satisfaction. For example, employees or staff of PT. Tirta Mulia Abadi in Makassar delivers product orders for prospective customers as promised when these potential customers order online.

#### 4. Effect of Guarantee (X4) on Consumer Satisfaction.

From the statistical test results, it was found that the guarantee variable had a positive effect on customer satisfaction at PT. Eternal Noble Tirta. While the partial test (t-test) guarantee variable has a positive effect and simultaneous testing (f test) with a significance value influences consumer satisfaction, guarantees can significantly increase customer satisfaction.

The respondents' answers to the guarantee variable show that the guarantee indicators that have been carried out so far have yet to be given much thought by potential customers because there have been no complaints about the product or distribution of PT. Tirta Mulia Abadi in Makassar. However, this company needs to pay attention to the guarantee variable to generate consumer trust and peace of mind.

#### 5. The Effect of Empathy (X5) on Consumer Satisfaction.

Based on statistical tests, empathy variables positively influence consumer satisfaction at PT. Eternal Noble Tirta. With the partial test, empathy has a positive influence and simultaneously (simultaneously) has a significant influence on consumer satisfaction variables, so the empathy variable has a positive and significant influence that can increase customer satisfaction.

And then, the test results for this variable can be seen that this positive and significant result is due to the staff/employees in charge of providing empathy by following up with potential consumers who have consumed several bottles regarding their condition, so these potential consumers feel cared for and take the decision to become a loyal customer.

## 5. CONCLUSION

Based on the results of research and discussion, it can be concluded as follows:

1. Variables reliability (reliability), responsiveness (responsiveness) and empathy (empathy) have a positive and significant impact on increasing customer satisfaction at PT. Eternal Noble Tirta. The other two variables, namely the physical evidence variable, have a negative but significant influence on customer satisfaction. In contrast, the assurance variable has a positive but insignificant effect on PT. Eternal Noble Tirta.
2. The variable that has the most dominant influence is empathy on consumer satisfaction at PT. Eternal Noble Tirta. This is evidenced by the results of testing the multiple regression model, where the sig value of the empathy variable is the smallest compared to the other 4 variables, 0.000.
3. From this research, it is hoped that future researchers will improve the quality of this research and also increase the number of samples and new variables in further research

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## **The Effect of Leadership Style and Motivation on Employee Performance at PT. Jaya Sakti Prasetya**

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### **Abstract**

*This study aims to examine leadership styles and motivation toward employee performance empirically. This research is a descriptive quantitative study that uses primary data. The sample of this study is employees at PT. Jaya Sakti Prasetya, which totals 55 people. The hypothesis test used is multiple linear regression analysis with the help of SPSS software version 25. The results of this study show that the influence of leadership style has a positive and significant effect on employee performance in PT. Jaya Sakti Prasetya and Leadership Style and Motivation positively and significantly affect Employee Performance at PT. Jaya Sakti Prasetya.*

*Keywords: leadership style, employee motivation, performance.*