THE EFFECT OF PRICING AND MARKETING COMMUNICATION ON CONSUMER SATISFACTION PT. SOURCE OF FORTUNE

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Abstract

Pricing is the most important decision and calculates costs directly related to the product or service being marketed. Marketing communications is an effort to make all marketing and promotional activities of the company produce a unified and consistent image for consumers. Consumer satisfaction is the level of consumer's feelings after comparing what the consumer has received with the expectations he desires. This research uses quantitative descriptive research. The data analysis technique that will be used in this research is multiple linear regression analysis. The measurement scale used is the Likert scale. Simultaneously there is a significant influence between pricing variables and marketing communications on consumer satisfaction at PT. Source of Fortune. Meanwhile, it was partially found that the pricing variable had a significant effect on consumer satisfaction at PT. Source of Fortune. Partially, it was found that marketing communication variables had a significant effect on consumer satisfaction at PT. Source of Fortune.

Keywords: Pricing, Marketing Communication, Satisfaction

I. INTRODUCTION

In the era of globalization, products or services competing in one market are increasing in number and variety due to market openness. So there is competition between producers to be able to meet consumer needs and provide maximum satisfaction to consumers because basically the goal of a business is to create a sense of satisfaction in consumers and buy the products that have been offered by the company. Consumer satisfaction is the level of consumer's feelings after comparing what the consumer has received with the expectations he desires. If what consumers receive exceeds their expectations, the consumer will get satisfaction and make it possible to make a repeat purchase, conversely, if what the consumer receives does not match their expectations, then the consumer will feel disappointed and will not return for the next purchase. For this reason, there are several actions that are often used by companies to maintain consumer satisfaction, such as pricing and marketing communications.

Pricing is the most important decision and calculates costs directly related to the product or service being marketed because through pricing the product's feasibility position can be seen from its economic value. Good pricing also

helps companies gain profits from sales and helps achieve specified targets because prices set cheaper than competitors can make consumers feel satisfied with the company.

Based on previous research conducted by Sunanto (2016) with the research title the influence of pricing and service quality on customer satisfaction at the Sunfarma Pharmacy, South Tangerang. The results of the research found that pricing and service quality have a significant influence on customer satisfaction at the Sunfarma Pharmacy, South Tangeran. This research also obtained the same results as research conducted by Zulkarnaen and Amin (2018) entitled the influence of pricing strategies on consumer satisfaction (study of Rema Laundry and Simply Fresh Laundry on Jalan Cikutra Bandung). The results of the research found that pricing influences consumer satisfaction at Rema Laundry and Simply Fresh Laundry.

Marketing communications is an effort to make all marketing and promotional activities of the company produce a unified and consistent image for consumers. Marketing communications is one of the determining factors for the success of marketing strategies and programs. No matter how high-quality a product is, if consumers have never heard of it or are not sure that the product will be useful for them, then they will not be interested in buying it.

Based on previous research conducted by Akkas (2016) entitled the influence of integrated marketing communications on company image and its impact on customer satisfaction when buying cars at PT. Hadji Kalla Palu branch. The results of the research found that integrated marketing communications, both directly and indirectly, had a significant influence on customer satisfaction and buying a car at PT. Hadji Kalla Palu branch. This research also obtained the same results as research conducted by Kumalasari (2017) with the title the influence of Axis product marketing communications on customer

satisfaction levels (explanative quantitative study of SMK Muhammadiyah 1 Sukoharjo). In his research, it was found that marketing communications had a significant influence on customer satisfaction for Axis products.

PT. Sumber Rezeki is a private company engaged in the stone breaking industry and providing construction materials such as crushed/split stone, sand, A/B base, sirtu, marble and various other types of products. Based on initial observations made by researchers, consumer satisfaction with the company has begun to decline for 3 consecutive years, which can be seen from the decline in the number of consumers who buy from the company. This happens because consumers feel disappointed with the company because the company cannot meet the expectations desired by consumers. Consumers also provide many complaints and suggestions for the company so that it can make improvements in the future. Consumers who feel dissatisfied with the company ultimately start looking for other companies that can provide more advantages and have better work results than the company. ThusThe company is starting to decline because on the one hand there are no recommendations to get new customers, the company is also starting to lose customers who usually make purchases from them.

II. LITERATURE REVIEW

Pricing

According to Ramdhani, et al. (2020:36), "Price is a component that has a direct influence on company profits and is the value of a good or service that has a major role in the decision-making process of buyers."

According to Kurniawan (2018:22), "Price is an exchange rate paid by buyers to obtain goods or services that have use value and their services where the price of a product determines the level of profit that will be obtained by the company."

According to Dharmawati (2016: 294), price is the amount of money needed to get a maximum combination of products and services and is the only element of the product mix which is the highest contributor to income or revenue for the company and is an element of a flexible marketing mix that can changed according to needs.

According to Tjiptono and Diana (2016: 218), "Pricing is one of the most important decisions in marketing which is the only element of the marketing mix that brings income or income to the company."

Based on the explanations from the experts above, it can be concluded that pricing is one of the most important decisions in marketing which is the only element of the marketing mix.marketing that brings in income or revenue for the company.

According to Jusnidar, et al. (2020:65), the price indicators are as follows:
1. Price match with product quality
2. Price competitiveness
3. Matching price with benefits

Marketing communications

According to Firmansyah (2020:2), "Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and brands they sell."

According to Febriani and Dewi (2018: 81), "Marketing communication is a means used by companies in efforts to inform, persuade and remind consumers directly or indirectly about the products and brands they sell."

According to Fitriah (2018: 5), "Marketing communication is the process of conveying messages by means of persuasion or invitation to offer a product, either goods or services to consumers through marketing."

According to Sudaryono (2016: 179), marketing communication is communication carried out between producers, intermediaries, marketing and consumers, which is an activity to help consumers make decisions in the marketing sector by making all parties aware to think, act and behave better.

Based on the opinions of the experts above, it can be concluded that marketing communications is a means used by companies in efforts to inform, persuade andremind consumers directly or indirectly about the products and brands that the brand sells.

According to Firmansyah (2020:26), marketing communication indicators are as follows:
1. Advertising
2. Sales Promotion
3. Public relations
4. Personal Selling
5. Direct Marketing

Consumer satisfaction

According to Djunaidi (2020:31), consumer satisfaction is the result of a perceived comparison between product performance and the suitability of the consumer's expectations after making a purchase. If the product meets or exceeds consumer expectations, then the consumer will feel satisfied and vice versa, if the consumer does not meet expectations. , then consumers are not satisfied.

According to Sudaryono (2016:78), satisfaction is defined more from the perspective of consumer food after consuming or using a product or service. Satisfaction is a fulfillment response from consumers. Satisfaction is the result of the consumer's assessment that the product or service has provided a level of enjoyment where this level of fulfillment can be more or less.

According to Tjiptono and Diana (2019: 116), consumer satisfaction is a central concept in contemporary marketing theory and practice. Consumer satisfaction is seen as the main element that determines the success of a marketing organization, both business and non-profit organizations. Fulfilling customer satisfaction is believed to be a requirement for realizing organizational goals.

According to Indahningwati (2019:4), consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance or results of a product that is being considered with the expected performance or results. If performance is below expectations, consumers are dissatisfied. If performance meets expectations, consumers are satisfied. If performance is above or beyond expectations, consumers are very satisfied or happy.

According to Firmansyah (2018: 132), "Customer satisfaction is a measurement of whether customers or users of company products or services are very happy with the products or services they receive."

According to Nur (2017:57), "Consumer (customer) satisfaction is the main concept in both marketing theory and practice, and is a central goal for all business activities."

Based on the explanations from the experts above, it can be concluded that consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance or results of a product in mind with the expected performance or results.

According to Tjiptono and Diana (2019: 155), several measurement methods that are widely used to measure consumer satisfaction are:

1. Complaint and Suggestion System
2. Ghost/Mystery Shopping
3. Lost Customer Analysis
4. Consumer Satisfaction Survey

From the description above, it can be assumed that pricing and marketing communications influence consumer satisfaction, so it can be depicted schematicallyframework as follows:
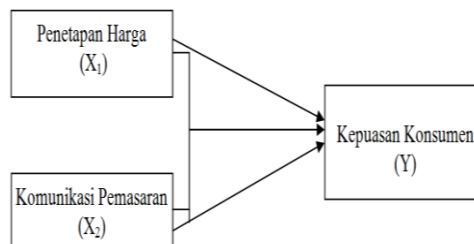
III. RESEARCH METHODS
Research Location and Time

The location of the research was PT. SourceHeavy fortune on Jalan Titi Kuning, Gg. Johar Comp. New Kimsa No. 18 B, Medan. The research time is planned from July 2020 to May 2021.

Population and Sample

The research population that will be used in this research is all consumers using the company's services during the 2019 period, totaling 63 consumers. Because the entire population of only 63 consumers will be used as a sample, the sampling technique that will be used is saturated sampling.

Data collection technique

In this research, the data collection techniques used regarding the problems studied by researchers are as follows:
1. Questionnaire (Questionnaire)
Questionnaires were distributed to employees.

2. Interview

Interviews were conducted with several company consumers at the start of the research to find out about phenomena or problems that occurred in the company.

3. Literature review

The literature used in this research is: books and journals related to the research variables

4. Documentation study

Study documentation obtained from company history, organizational structure, vision and mission.

Data Types and Sources

This type of research is quantitative research in the form of data in the form of numbers whose characteristics are always in numerical form such as data on income, population, consumption levels, bank interest and so on.

There are two sources of data based on the source that are generally used in researchthat is :

1. Primary Data

This is data taken from the source, and has never been published by a particular agency. Generally generatedfrom field survey activities and by using instruments such as questionnaires, questionnaires and others.

2. Secondary Data

This is data that has been processed and published by certain agencies, for example data published by the Central Statistics Agency, Bank Indonesia or other institutions.

Validity Test and Reliability Test

The validity testing criteria are as follows:

1. If the rcount > rtable value, the item can be declared valid.

2. If the rcount value < rtable, the item is declared invalid.

Reliability testing is used to determine the regularity or consistency of measuring instruments which usually use questionnaires. The method often used in research to measure range scales is Cronbach Alpha, where if the Cronbach Alpha value is > 0.6, it is considered reliable.

Data Analysis Techniques

Classical Assumption Test

The classical assumption test consists of:

1. Normality Test

The residual normality test is used to test whether the residual values resulting from the regression are normally distributed or not. Some methods of testing normality are by looking at the histogram graph, where the data if the shape of the histogram graph follows a normal curve that forms a mountain or bell, the data will have a normal distribution. Meanwhile, Normal PP Plot of Regression, if the shape of the Normal Probability Plot of Regression graph follows a normal diagonal line, then the data will be considered normally distributed. For One Sample Kolmogorov Smirnov testing. If the significance value is > 0.05, then the data is normally distributed

2. Multicollinearity Test

The multicollinearity test is needed to determine the condition of the regression model, it is found that there is a perfect or near perfect correlation between the independent variables, where a good regression model should not have a perfect or near perfect correlation between the independent variables. Test methodMulticollinearity which is commonly used is by looking at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance number of more than 0.1.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test differences in residual variance from one

observation period to another observation period.

IV. RESEARCH RESULTS AND DISCUSSION

Company Overview

PT. Sumber Rezeki is a private company that was founded in 2016 and is located on Jalan Titi Kuning, Gg. Johar Comp. New Kimsa No. 18 B, Medan. PT. Sumber Rezeki is engaged in the stone crushing industry and supplies construction materials such as crushed/split stone, sand, A/B base, sirtu, marble and various other types of products. Apart from that, the company also provides material transportation services. By providing this service, the company hopes that the number of its partners will increase because by purchasing the products offered by the company, the company will also provide a price reduction when its partners want to use material transportation services so that partners will not have difficulty transporting materials to various places they want. Apart from that, the company can also provide its products according to the wishes and requests of its partners so that it becomes easier for consumers to carry out their activities using the products they buy.
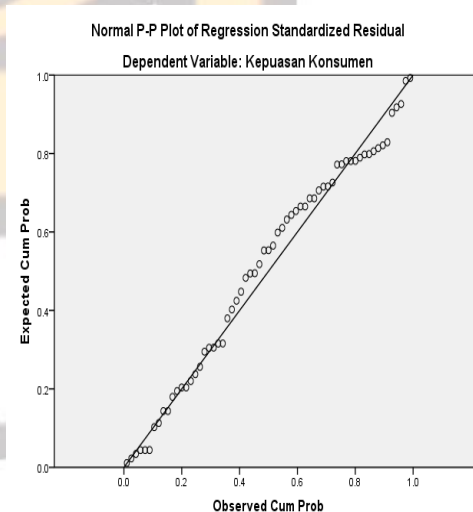
Normality Test

The normality test is tested using graphic and statistical analysis. Here's the discussion:
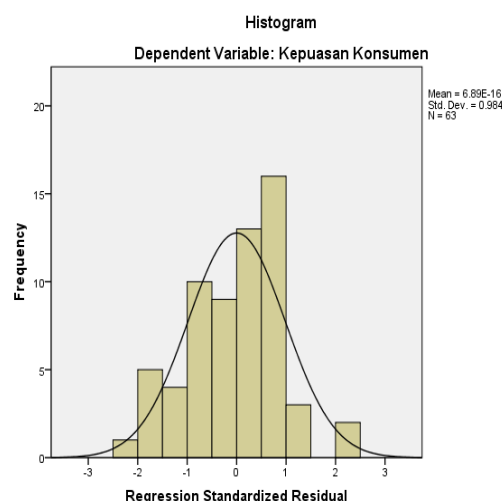
Source: 2021 Research Results (Data processed)

Figure 1.

Histogram graph in Figure 1. You can see that the line is bell-shaped with symmetry to the left and right. This shows that the data is normally distributed and meets the assumptions of normality.

Source: 2021 Research Results (Data processed)

Figure 2.

Normal PP Plot Graph

Figure 2. It can be seen that the points approach and follow and surround the diagonal line. This shows that the data is normally distributed and assumes normality.

The results of the one sample Kolmogorov Smirnov Test statistical calculation can be seen as follows:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
	n	63
nal Parameters, b		.0000000
	Deviation	2.59187848
t Extreme	olute	,088
Differences	tive	,088
	ative	-.078
nogorov-Smirnov Z		,698
mp. Sig. (2-tailed)		,715

a. Test distribution is Normal.
b. Calculated from data.
Source: 2021 Research Results (Data processed)

Based on the table of normality test results, it proves that the resulting significant value is greater than 0.05, namely: 0.715, so it can be concluded that the data is classified as normally distributed.

Discussion

Based on the results of the research that has been carried out, the discussion is as followsfollowing:

1. The Effect of Pricing on Consumer Satisfaction

The results of partial hypothesis testing using the t-test, it is known that the pricing variable has a negative and significant effect on consumer satisfaction at PT. Source of Fortune.

This is not in line with research conducted by Surbati (2017) where although the results of his research show that both partially and simultaneously the price and service quality variables have a significant influence on customer satisfaction, in this research price has a negative influence on consumer satisfaction. Meanwhile, in research conducted by Surbati, the influence that price has on customer satisfaction is positive.

2. The Influence of Marketing Communication on Consumer Satisfaction

The results of partial hypothesis testing using the t-test show that marketing communication variables have a positive and significant effect on consumer satisfaction at PT. Source of Fortune.

This is in line with research conducted by Octavialie (2016) where the results of the research show that both partially and simultaneously the price and marketing communication variables have a significant effect on consumer purchasing decisions.

3. The Influence of Pricing and Marketing Communication on Consumer Satisfaction

The results of simultaneous hypothesis testing using the F-test show that pricing and marketing communication variables have a positive and significant effect on consumer satisfaction at PT. Source of Fortune.

This is in line with research conducted by Afriani and Solehan (2017) where the results of their research show that both partially and simultaneously the promotion and price variables have a significant influence on consumer satisfaction.

This is in line with research conducted by Zulkarnaen and Amin (2018) where the results of their research show that both partially and simultaneously pricing variables have a significant influence on consumer satisfaction.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research results and discussion, the conclusions of this research are as follows:

1. Pricing has a positive and significant effect on PT Customer Satisfaction. SourceFortune.
2. Marketing Communication has a positive and significant effect on PT Consumer Satisfaction. SourceFortune.
3. Pricing and Marketing Communication have a positive and significant effect on PT Consumer Satisfaction. SourceFortune.

Suggestion

Some suggestions put forward by researchers for company development include the following:

1. Adjust the price set for each product that will be offered where with this adjustment, the pricewhat is offered will become more affordable for consumers' purchasing power so that consumer availability will increase in the products offered by the company.

2. Promoting its products through various existing promotional means because in this way, the products marketed by the company can be more widely known by the public. In this way, the promotion carried out will create an impression in the minds of the public.

3. Continue to maintain customer satisfaction, where customer satisfaction is very important for the company's development. This can be done by setting appropriate prices and always informing consumers about existing products.

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