

Efforts to Increase Customer Satisfaction Based on Products, Promotions and Prices in Car Rental Services

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Abstract: Customer satisfaction is very important for organizations operating in the service sector. Therefore, every service organization must make continuous efforts to improve customer satisfaction. The purpose of this research is to determine the influence of products, promotions and prices on customer satisfaction at PT. Bali Luxe Trada. The population in this study were all customers who had rented a car at PT. Bali Luxe Trada. The sample was determined using a purposive sampling method with 120 customers as respondents. The data analysis method used is descriptive analysis of respondents and variables, research hypothesis testing. The results of the research after analysis are that product variables have an influence on consumer satisfaction. Promotion variables have an influence on customer satisfaction. Promotion variables do not have a significant influence on customer satisfaction at PT. Bali Luxe Trada.

Keywords: product, promotion, price, customer satisfaction; car rental services

1 Introduction

One of Indonesia's popular tourist attractions, both domestically and internationally, is Bali. Bali's tourism industry is a dynamic and expanding industrial sector. As a result, the tourism industry in Bali has significantly boosted the island's appeal as a travel destination, meaning that rising incomes serve as the primary engine of economic development for the neighborhood. The impact of Bali becoming a tourist destination can be seen from other sectors that support the tourism sector. For example, the tourism sector provides significant economic opportunities, creates jobs and increases people's income. With this industry, various opportunities are opened for local residents to get involved in various professions, such as tour guides, transportation service providers, souvenir traders, and so on.

Considering the sheer volume of visitors to the Bali island, the need for adequate transportation will be impacted. This will have an impact on existing transportation services on the island of Bali. Car rental transportation services are developing rapidly in line with the increasing number

of tourist visits. Competition between transportation services is also increasing. Therefore, efforts need to be made for the transportation services industry on the island of Bali to use strategies that can reach more customers. Customers will use services again if they feel satisfied with the services they have experienced [1]. Thus, the issue of customer satisfaction needs to receive attention from every service provider, be it transportation services or other services.

Customer satisfaction can be interpreted as a condition where customers understand that their wants and needs are met to their satisfaction and are as anticipated. [2]. On the other hand, the definition of satisfaction might be defined as the intensity of an individual's emotions following a comparison of perceived performance/outcomes with expectations. [3]. Thus, The gap between perceived performance and expectations determines the degree of satisfaction; if expectations are fulfilled, customers will be let down. Customer satisfaction is the level of customer feelings, whether happy or sad, that arise after the customer compares the caliber of the item or service that they use with what they expected [4]. In order for customer satisfaction to increase, what needs to be done is to pay attention to factors can increase customer contentment, namely: the products/services offered, pricing of goods and promotions carried out.

One thing that can increase customer satisfaction is the product or service offered. According to [2], anything that a producer can supply to the market in order for it to be seen, sought for, bought, used, or consumed as meeting the wants or desires of the relevant market is considered a product. Every action or deed that can be provided by a third party that is essentially immaterial and does not confer ownership of a service or product [5]. Something that is produced to meet the needs of a certain group of people which is tangible or intangible because it can be goods or services is also called a product or service [6]. Every product or service produced is usually able to satisfy customer needs. Consumers will look for products/services needed to fulfill their everyday requirements. If the product or service required is in accordance with consumer desires, consumers will return to the product/service. Thus, product/service providers have to be able to provide products/services that can convene consumer requirements in order that these products or services will continue to be sought by consumers to meet their needs. Consumers who are looking for the product or service they need can be said to feel that their needs have been met or it can be said that the consumer is satisfied. Many studies have been conducted regarding the connection between products/services and customer contentment with different results. Research carried out by [7], [8], [9], [10], [11], [12], [13], [14], [15], [16], [17], [18], [19], [20], [21], [22], [23], [24], [25], [26], [27], [28], [29], [30], [31], [32], [33], which states that the product and what is attached to the product have an effect on the customer satisfaction.

Another factor that be able to increase customer satisfaction is determining prices according to the caliber of the product/service. The term "price" refers to the sum of money plus additional factors that may include particular utilities or uses required in order to receive a service. [5]. Compensation that consumers must pay in order to obtain the required products or services that are in accordance with consumer desires [2]. By setting this price, the product or service provider will receive compensation for what they have done. The product or service provider will set a price commensurate with the quality of the product/service to be offered after adding the expected profit margin. Determining prices that are according to the standard and quality of the product/service will supply pleasure for consumers who need the product or service. Consumers who feel that the price set by the seller is in accordance with the quality of the

product or service will feel happy and will usually make repeat purchases. Repeat purchases made by consumers indicate that consumers are satisfied with the price set so that they will buy the product or service again. The connection between pricing and consumer pleasure has been the subject of extensive research, including by: [34], [35], [36], [10], [12], [14], [37], [38], [39], [40], [41], [42], [43], [44], [45], [16], [17], [46], [47], [48], [49]. It asserts that a product's pricing can raise customer satisfaction. Research conducted by [47], [50], [51], [52], stated that price did not effect on custoer satisfaction.

The following element that can raise client satisfaction is promotions carried out by product or service providers. Promotion is an effort made by product or service providers to make them known to consumers who need them [1]. Introducing products to consumers can be done by means of advertising, personal selling, and other promotional tools, all of which have the aim of making the product known to people who need it. Consumers can get to know the products they need through promotions carried out by the company. Consumers also make purchasing decisions based on company promotions. Promotions carried out by companies must be in accordance with the products or services offered so that they will cause consumers to make repeat purchases. Repeat purchases resulting from promotions carried out by the company are an indicator that consumers are satisfied with the promotions carried out by the company. Among those who have conducted research on the connection between promotions and customer satisfaction are:(Susilo et al., 2018)[36], [53], [54], [55], [10], [47], [18], [44], [45], [49], [56], [57], [32], [58], [37], [38] which states that promotions carried out by companies so that products/services can be known by consumers can boost customer satisfaction. Research conducted by [10] states that promotion has no effect on cutomer satisfaction.

PT. Bali Luxe Trada is a service industry operating in the transportation services sector on the island of Bali which also competes to get consumers in the transportation services sector. Data on the number of consumers who use services from PT. Bali Luxe Trada during 2023 is displayed in Table 1.

Table 1. Number of Consumers in 2023

No.	Information	Number of Consumers	
		Realization	Target
1	Quarter I	135	260
2	Quarter II	315	350
3	Quarter III	436	400
4	Quarter IV	421	480
	Total	1.307	1.490

Considering the information shown in Table 1, It seems that the intended recipient of acquiring customers using rental services has not been achieved. Competition between transportation services is increasing, so marketing strategies are needed to retain customers by increasing customer satisfaction based on products, prices and promotions. Considering the findings of earlier studies into the connection between price and promotion which is connected to customer satisfaction, the outcomes are still patchy. where there are researchers who say that price has an effect on customer satisfaction, and there are also researchers who say that price has no effect on customer satisfaction. In this regard, this research is necessary and this research aims to find out and analyze products, prices and promotions on customer satisfaction.

2 Research Conceptual Framework

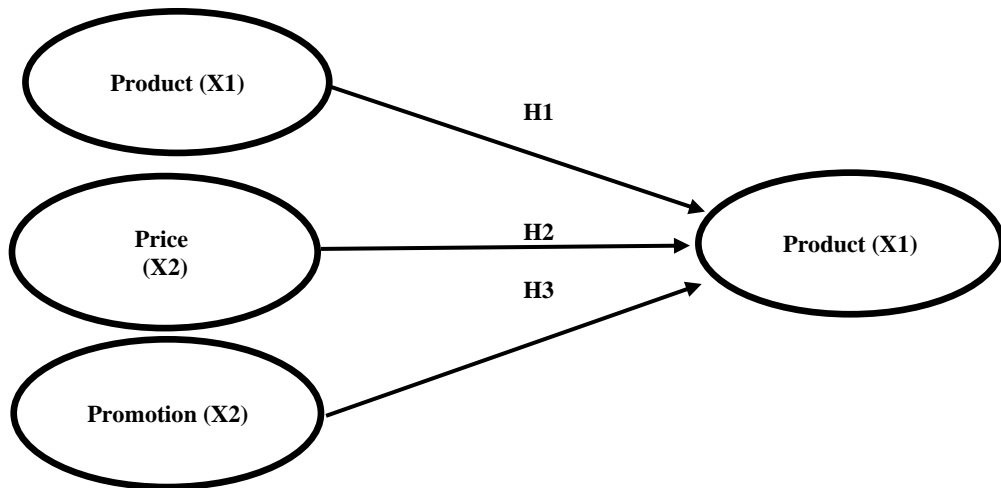


Fig. 1 Conceptual Framework

Research Hypothesis

1. Product (X1) has a positive impact on customer satisfaction (Y).
2. Price (X2) has a positive impact on customer satisfaction (Y).
3. Promotion (X3) has a positive impact on customer satisfaction (Y).

2.1 Research Methods

Quantitative research was used as the basis for carrying out this research. Quantitative research methods are scientific research methods that focus on collecting numerical data and statistical analysis to evaluate ideas and provide answers to research questions. In hypothesis test, testing will be done to see how the independent variable affects the dependent variable. The study's independent factors are product (X1), price (X2) and promotion (X3), while customer satisfaction (Y) is the dependent variable. All customers of PT. Bali Luxe Trada is the population in this study. During January to October 2023, the number of customers recorded was 1,123 people. Using a sample size of 120 responders and the Slovin formula with a 10% error rate was obtained. Questionnaires were distributed to customers who had previously rented a car to PT. Bali Luxe Trada 2 times. The method of data analysis to be employed is descriptive analysis, measuring instrument testing (test for validity and reliability), and hypothesis testing.

3 Results And Discussion

3.1 Validity Test and Reliability Test Results

In light of the analysis's findings, which are shown in Tables 2 and 3, it shows that the validity results meet the criteria in the test of validity which shows that the indicator significance value is less than 0.001, so it can be said that all of these factors are truly able to explain variations in the variables mentioned. researched. For the time being, the data reliability test, it shows considering the Cronbach's alpha value shows a value above the required value, namely 0.6, so it is declared to meet the reliability test criteria.

Table 2. Research Validity Test Results

Variable	Indicator	Product (X1)	Price (X2)	Promotion (X3)	Satisfaction (Y)	P-value
Product (X1)	X1.1	0.6450	-0.2080	-0.2980	-0.1480	Less than 0.001
	X1.2	0.5110	0.1490	-0.2890	0.1580	Less than 0.001
	X1.3	0.8350	-0.0750	0.2540	-0.0450	Less than 0.001
	X1.4	0.7030	0.1720	0.1830	0.0740	Less than 0.001
Price (X2)	X2.1	0.2870	0.6980	-0.0380	0.0270	Less than 0.001
	X2.2	-0.0330	0.7380	-0.0870	0.0550	Less than 0.001
	X2.3	-0.1560	0.6940	0.1320	0.0700	Less than 0.001
	X2.4	-0.0910	0.7420	-0.0010	-0.1450	Less than 0.001
Promotion (X3)	X3.1	0.0110	0.0720	0.7790	-0.1700	Less than 0.001
	X3.2	-0.0170	-0.1400	0.8570	-0.1810	Less than 0.001
	X3.3	0.0050	-0.0560	0.5630	0.3020	Less than 0.001
	X3.4	0.1250	-0.0650	0.8100	-0.0680	Less than 0.001
	X3.5	-0.1800	0.2730	0.5430	0.3180	Less than 0.001
Satisfacton (Y)	Y1.1	0.1400	0.3060	-0.2690	0.6760	Less than 0.001
	Y1.2	-0.0670	-0.0160	-0.0490	0.8400	Less than 0.001
	Y1.3	-0.0530	-0.2660	0.3060	0.7270	Less than 0.001

Table 3. Research Reliability Test Results

Variable	Composite reliability coefficients	Cronbach's alpha coefficients
Product (X1)	0.773	0.608
Price (X2)	0.810	0.687
Promotion (X3)	0.841	0.760
Satisfactor (Y)	0.793	0.607

In light of the analysis's findings, which are shown in Tables 2 and 3, it shows that the validity results meet the criteria in the test of validity which demonstrates that the indicator significance value is less than 0.001, so it can be said that all of these factors are truly able to explain variations in the variables mentioned. researched. In the meantime, for the data of reliability test, the Cronbach's alpha value shows a value above the required value, namely 0.6, so it is declared to meet the reliability test criteria.

3.2 Research Hypothesis Test Results

Table 4. Hypothesis Test Results

No.	Relationship Between Variables	Path Coefficient	P-value	Results
1.	Product \rightarrow Satisfaction	0.424	<0.001	Accepted
2.	Price \rightarrow Satisfaction	0.262	0.001	Accepted
3.	Promotion \rightarrow Satisfaction	0.110	0.110	Rejected

4 Discussion

4.1 The Influence of Products on Customer Satisfaction

Statistical computations' outcomes demonstrate that the product variable coefficient (X1) is 0.424, and the p-value is extremely low (<0.001). It is possible to conclude from testing and data analysis that the product significantly and favorably affects PT customers satisfaction. If Bali Luxe Trada is validated as accurate or H1 is approved. Thus, the better the product in PT's rental services. Bali Luxe Trada, the more likely they are to be satisfied when making a purchase. Based on respondents' responses to product variables, it can be seen from the four indicators used. The results of the distribution of respondents' answers show an agree response. The availability of units with various choices, good quality and well-maintained vehicles, easy rental requirements, and quality service provided will influence PT customer satisfaction. Bali Luxe Trada. The combination of these product aspects can certainly directly influence customer satisfaction. This shows that customer satisfaction with certain products tends to be stable. Buyers who are loyal to a brand show their loyalty by continuing to buy that product and are less interested in other products even though they have advantages. Thus, customer satisfaction

depends on the quality of the product/service offered. Previous research also supports this finding, namely that carried out by [7], [8], [9], [10], [11], [12], [13], [14] which claims that consumer satisfaction is impacted by the product.

4.2 The Effect of Price on Customer Satisfaction

The analysis's findings demonstrate the the price variable (X2) route coefficient value has a p-value of 0.001 and an impact of 0.262 on customer satisfaction (Y). Price at PT. Bali Luxe Trada has a favorable and significant impact on customer satisfaction, and this conclusion may be drawn from testing and data analysis as demonstrated to be true or H2 accepted. Thus, pricing strategy is very important to attract customer attention. The correct pricing is one that can satisfy customers and is commensurate with the item's quality of production [59]. Marketers try to achieve certain goals through pricing components. Customers often use price as a marker of the value they feel about the benefits of a good or service. If the product's benefits are not reflected in the price, customer satisfaction can decrease, and vice versa. The greater the perceived value by customers, the greater the satisfaction created.

Based on respondents' responses to the price variable, it can be seen from the four indicators used. The results of the distribution of respondents' answers show an agree response. In the context of pricing for PT rental services. Bali Luxe Trada, this is determined by certain criteria such as price differences according to quality, benefits and price competitiveness. With these criteria, it will create affordable prices for customers, resulting in customer satisfaction. Previous research also supports this finding, namely that carried out by [34], [35], [36], [10], It asserts that customer satisfaction is influenced by prices.

4.3 The Effect of Promotion on Customer Satisfaction

The analysis's findings indicate that the promotion route coefficient (X3) has a p-value of 0.110 and is 0.110. Promotions at PT. Bali Luxe Trada have a positive but not statistically significant impact on customer satisfaction, according to testing and data analysis results. Therefore, H3 is hereby rejected. This is because the promotions carried out are still not optimal so marketing through promotional media is still unable to possess an impact on consumer satisfaction. PT Bali Luxe Trada does not advertise its products through social media, as in this research the researchers only found that the media used for promotion were Instagram and Facebook. To attract consumer interest, PT. Bali Luxe Trada does not provide enough information about new units through the promotional media used. Apart from that, there is a lack of providing creative and interesting content so that customers' assessment of publicity is still not optimal. This indicates that consumer satisfaction with promotional media messages is not significantly impacted by the promotion variable. This does not affect consumer satisfaction because PT. Bali Luxe Trada can be found without having to use promotional media, but there are other variables that may have more influence on PT consumer satisfaction. Bali Luxe Trada is like word of mouth. In the meantime, research that deviates from the norm is conducted by [36], [53], [54], [55], [60], [56], [32], It claims that a major influence exists between promotions on customer satisfaction.

5 Conclusion

1. PT. Bali Luxe Trada's products have a favorable impact on customer satisfaction. Therefore, PT. Bali Luxe Trada must continue to provide products/services that can satisfy customers.
2. Prices set by PT. Bali Luxe Trada s appropriate for the quality of the products offered so as to provide customer satisfaction.
3. Promotions conducted by PT. Bali Luxe Trada has no influence on customer satisfaction.

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