



## THE EFFECT OF THE ROLE OF MARKETING COMMUNICATIONS AND PRIMARY SERVICE QUALITY ON CUSTOMER SATISFACTION OF DEVELOPED HRD ON THE ACCOUNT REPRESENTATIVE (AR)

Anggit Yoebrilianti<sup>\*1</sup>, Ardy Nugroho<sup>2</sup>

Universitas Serang Raya, Indonesia<sup>\*12</sup>

[anggit@unsera.ac.id](mailto:anggit@unsera.ac.id)<sup>\*1</sup>, [ardy.nugroho92@gmail.com](mailto:ardy.nugroho92@gmail.com)<sup>2</sup>

**Abstract:** This study takes the title of a study on the effect of marketing communication and excellent service quality on customer satisfaction of customer HRDs at the BPJS Ketenagakerjaan Account Representative (AR) Serang Branch Office. Marketing communication is a communication activity that seeks to combine advertising with other marketing communication tools such as Advertising, Public Relationship, Direct Selling, Promotion, Personal Selling. In addition, factors that can affect customer satisfaction are the quality of service that is owned by the company. The quality of the assessment services includes reliability, responsiveness, assurance, empathy. The purpose of the study was to determine the effect of the Role of Marketing Communications and Primary Service Quality on Customer Satisfaction. This study uses quantitative methods and sampling in this study using purposive sampling method, totaling 150 companies in the Platinum & Gold category from a total population of 574 company HRDs. The results showed that from the results of multiple linear analyses, there was a significant influence between the independent variables of Marketing Communication and Service Quality on the dependent variable, namely Customer Satisfaction of the customer of HRD. From the results of the t-test, it is found that Marketing Communication has a positive and significant effect on customer satisfaction and Service Quality has a positive and significant effect on customer satisfaction.

**Keywords:** Customer Satisfaction; Marketing Communication; Service Quality

### INTRODUCTION

Marketing communication in the operations of a company has a very important role and function, especially with the increasingly rampant business competition in all aspects of the business sector in Indonesia. With this, the company is obliged to maintain communication and relationships with its customers to survive in business competition. Marketing communication is no longer just a burden of thought and work for the marketing division of a company, but is the duty and responsibility of all divisions in a company. Marketing communications can be interpreted as an important part of a business solution and not just a temporary marketing solution. According to Kotler & Armstrong (2008) in Novaldy & Pithaloka (2017), Integrated marketing communication is a communication activity that has the aim of combining advertising with other marketing communication tools such as public relations (Public Relationship), direct marketing (Direct Selling), sales promotion.

According to Machfoedz (2010), Marketing communication is the term used to describe the flow of information about the product from the marketer to the consumer. Marketers using advertising, direct marketing, publicity, and sales promotion, and direct sales to provide the information they expect to receive influence consumer purchasing decisions. On the other hand, consumers use it in the buying process to gather information about product features and benefits. This stimulates interest in creating advertising as clear as possible; if advertising is ambiguous and confusing, consumer perceptions would be wrong. In essence, marketing communication is one way to



communicate that aims to convey messages about information from sources received is given to the recipient.

According to Lupiyoadi (2014), customer satisfaction is the level of the feeling in which a person expresses a comparison of product performance service received as expected. One of the factors that can affect customer satisfaction is the quality of service owned by the company. The influence between service quality and customer satisfaction is strengthened by research journals conducted by Astuti (2014), Seminari (2015), Samhah (2016), Hanifudin (2017), and Krisdayanto (2018) that service quality variables have a significant effect on consumer satisfaction.

According to Kotler & Keller (2016), service quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Then another notion of service quality was put forward by Zeithmal quoted by Sudarso (2016) which states that: "Quality" service is a perceived benefit based on consumer evaluations of interaction compared to the previously expected benefit. Tjiptono (2015) defines Service quality as a measure of how well the level of service provided can meet customer expectations.

Service quality is an assessment factor that reflects consumer perceptions of 5 (five) specific indicators of service performance. The five service quality indicators are described by Tjiptono and Chandra (2016) as follows: (1) Tangibles, concerning the attractiveness of physical facilities, equipment, and materials used by the company, as well as appearance employee; (2) Reliability, related to the company's ability to provide accurate service from the first time without making any mistakes and deliver its services following the time agreed; (3) Responsiveness, about the willingness and ability to assist customers and process requests, as well as informing when services will be provided and then provide services quickly; (4) Assurance, regarding the behavior of capable employees, fosters customer confidence in the company and the company can create a sense of security for customers; (5) Empathy, means that the company understands the problems of the customers and acts in the customer's interest, and provides personal attention to customers, and has good hours of operation comfortable.

According to Wyckof (1998) quoted in Syahri et al. (2018), service quality can be interpreted as the level of excellence of a company to be able to fulfill customer desires. Service quality is not seen from the point of view of the company or service provider but based on the perception of customers who receive services. It is customers who consume and feel the services provided, so they are the ones who should assess and determine satisfaction regarding service quality. A high standard of service will result in high satisfaction and frequent repeat purchases. Service quality is defined as the level of excellence to meet customer desires

The Social Security Administering Body (BPJS) for Employment is one of the companies with the status of a Public Legal Entity owned by the Indonesian government which is engaged in life insurance services as well as old-age investment. According to the sound of Law no. 24 of 2011 article 15 that Employers (companies) must gradually register themselves and their workers (formal sector) as participants to BPJS Ketenagakerjaan following the JKK, JHT, JP, and JKM programs. BPJS Ketenagakerjaan (Persero) provides so many benefits and also convenience for the users of its services, especially companies, of course, this institution does not just get out of hand from marketing its service products because even though this institution is under the authority of the government, BPJS Ketenagakerjaan still has to keep trying hard to compete with various competitors among other providers of employment insurance services, especially in the private sector.



Various marketing efforts are often carried out by BPJS Ketenagakerjaan to win the hearts of their service users. Activity Marketing communication of excellent service quality consists of having to continue to be carried out by BPJS Ketenagakerjaan in a good and professional manner to attract the interest of prospective service users and also to increase customer satisfaction. Because in a customer-oriented company, customer satisfaction is an important asset in running a company, especially companies engaged in insurance services.

In insurance companies, it is known that there is an Account Representative (AR) who has the task of carrying out marketing communication activities to find customers and maintain the quality of their services for customer satisfaction especially customers from the HRD of the fostered company, totaling 574 HRD companies that use life insurance and services. If the performance is lower than expectations, the consumer concerned will feel dissatisfied. If performance matches expectations, then he will be satisfied. Meanwhile, if the performance exceeds expectations, the consumer will feel very satisfied or even happy.

The purpose of the study was to determine the effect of the Role of Marketing Communications and Primary Service Quality on Customer Satisfaction Based on the description above, the researcher formulates the hypothesis to be tested in the study as follows:

- H1: Marketing Communication has a positive and significant effect on HRD customer satisfaction.
- H2: Excellent Service Quality has a positive and significant effect on HRD customer satisfaction.
- H3: Marketing Communication and Excellent Service Quality together have a positive and significant effect on HRD customer satisfaction.

## METHODS

Judging from the purpose of this study, this research is a quantitative type of research, this method is used to examine the relationship between variables. The analytical technique used is multiple linear analyses. The population in this study are customers/participants who have used the services of BPJS Employment Serang Branch with companies categorized as Platinum & Gold, totaling 574 HRD companies. The sample in this research is the customers/participants who have used the services of BPJS Employment Serang Branch with companies categorized as Platinum & Gold, totaling 150 Company HRD. For the data collection method in this research, a questionnaire was distributed to 150 HRD companies that were sampled in the study to fill in the statement items on the questionnaire which included the statement of the Marketing Communication variable as  $X_1$  which consisted of 5 dimensions which included Advertising, Public Relationship, Direct Selling, Promotion, Personal Selling. Then the statement on the Excellent Service Quality variable as  $X_2$  consists of 4 dimensions which include Reliability, Responsiveness, Assurance, Empathy.

## RESULTS AND DISCUSSION

This research will be carried out at the BPJS Ketenagakerjaan office Serang Branch which is located on Jl Kol. TB. Kelvin, Ciracas, Serang. Based on data sourced from Laporan Kepesertaan BPJS (2020), data were obtained from as many as 574 companies in the platinum and gold categories, with research samples filling out the questionnaire as many as 150 HRD of the fostered companies. With the results of research using multiple regression analysis tests and t-test (partial) and F test (simultaneous) with the following results:



**Table 1. T-Test Result (Partial)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.905	1.423		-1.338	.183
Marketing_Communications	.139	.043	.318	3.265	.001
Service_Quality	.212	.054	.382	3.926	.000

a. Customer\_Satisfaction

Source: Processed data (2021)

Based on the table above, the results can be obtained that the regression coefficient of the marketing communication variable ( $X_1$ ) of 0.139 can be interpreted that if Marketing Communications has increased by one unit then customer satisfaction (Y) will have increased by 0.139 with the assumption that other independent variables have a fixed value. The coefficient will be positive if there is a positive relationship between marketing communication and customer satisfaction. In the regression coefficient of the Excellent Service Quality variable ( $X_2$ ) of 0.212, it can be interpreted that if the Excellent Service Quality has increased by one unit then customer satisfaction (Y1) will increase by 0.212 assuming other independent variables have a fixed value.

The coefficient will be positive if there is a positive relationship between excellent service quality and customer satisfaction. While the t-test (partial) obtained the results of marketing communications having a significant effect on customer satisfaction. This is evident from the results of the acquisition of  $t_{\text{Count}} > t_{\text{table}}$  which is  $3.265 > 1.97623$  and the acquisition of a significant value  $< 0.05$ , which is 0.001. So it can be concluded that the Marketing Communication Variable ( $X_1$ ) has a positive and significant effect on Customer Satisfaction of the assisted HRD. Then the results of excellent service quality have a significant effect on customer satisfaction. This is evident from the results of the acquisition of  $t_{\text{Count}} > t_{\text{table}}$  which is  $3.926 > 1.97623$  and the acquisition of a significant value  $< 0.05$ , which is 0.000. So it can be concluded that the Excellent Service Quality Variable ( $X_2$ ) has a positive and significant effect on Customer Satisfaction of the assisted HRD.

**Table 2. F-Test Results (Simultaneous)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	252.068	2	126.034	56.363	.000 <sup>b</sup>
1 Residual	328.706	147	2.236		
Total	580.773	149			

a. Dependent Variable: Customer\_Satisfaction

Source: Processed data (2021)

Based on the results of the F (simultaneous) test from the table above, it can be seen that  $F_{\text{Count}}$  is  $56.363 > F_{\text{Table}}$  is 3.06. And in the F-test above, a significance level of 0.000, because the significance value (sig) is far or  $< 0.05$ , it can be interpreted that the regression model can be used to predict that Marketing Communication and Excellent Service Quality together have a significant and simultaneous positive effect on customer satisfaction.





## CONCLUSION

The role of marketing communications carried out by the Account Representative (AR) influences communicating and conveying information about the BPJS Employment program Serang Branch to the customers of the assisted HRD able to make users of employment social security products aware and understand the importance of having employment social security. Marketing communication activities also influence satisfying HRD customers who have become respondents in filling out questionnaires in this study. The assisted HRD customers are satisfied because of the marketing communication activities carried out by the Serang Branch Account Representative (AR) because of the compatibility between the content and benefits of marketing communication activities with the benefits of the service products they receive.

While the quality of excellent service has a positive and significant impact on customer satisfaction for HRD customers which is carried out by the Account Representative (AR). Based on the results of this study, it can be concluded that the higher the quality of excellent service provided by the Account Representative (AR), the greater the satisfaction of HRD customers in using service products from the BPJS Ketenagakerjaan Serang Branch. The assisted HRD customers are satisfied because of the excellent service quality standards carried out by the Account Representative (AR) Serang Branch because of the match between expectations of excellent service quality and the reality of the quality of service they receive.

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