THE EFFECT OF PROMOTION, PRICE, BRAND IMAGE AND SERVICE QUALITY ON MAXIM'S CUSTOMER SATISFACTION IN PEKANBARU CITY

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ABSTRACT

This study aims to analyze the effect of promotion, price, brand image and service quality on Maxim's customer satisfaction in the people of Pekanbaru City. Determination of the sample in this study using the Accidental Sampling Method, the number of samples in this study were 110 respondents. In this study, primary data were obtained directly from respondents by distributing questionnaires to the specified sample. The data analysis technique in this study is the Multiple Linear Regression Test with the SPSS application. The results of this study indicate that promotions and prices have no significant effect on Maxim's customer satisfaction in Pekanbaru City. Meanwhile, brand image and service quality have a significant positive effect on Maxim's customer satisfaction in Pekanbaru City.

Keywords   **:** *promotion; price; brand image; service quality*

INTRODUCTION

The transportation business is now developing into an online-based service, starting from ordering, payment, assessing service quality and so on. The existence of this online transportation service business makes it very easy for people to carry out various activities in their daily lives. Online transportation in Indonesia has developed quite significantly over time, its development is not always smooth but is often colored by pros and cons.

2015 was a phenomenal time for the development of online transportation services. In just 12 months, online transportation such as Go-Jek has developed from a mobile application into a large transportation service. Go-Jek faced fierce resistance from GrabTaxi, which issued a service in the form of GrabBike. Competition is also very fierce, coupled with the entry of transportation services from Russia Maxim which has been present in Indonesia since 2018.

One of the online transportation that has been operating in various big cities in Indonesia, namely Maxim, is a taxi ordering service company based in Russia, specifically in Chardnisk, Ural Mountains. Maxim has been around since 2003 and is claimed to be easy to access and safe. In 2014, Maxim opened branches outside Russia, namely in Ukraine, Kazakhstan, Georgia, Bulgaria, Belarus, Azerbaijan, to Italy.

Promotion is a marketing activity carried out by marketers to provide information about a product and encourage consumers to purchase goods or services. According to Laksana (2019: 129), Promotion is a communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers, so that people who don't know them become familiar so they become buyers and still remember the product. From previous research, promotions have a positive effect on customer satisfaction (Wulandari et al., 2020). According to Budiono's research (2020) it also says that promotions have an effect on customer satisfaction. Other research shows that promotions have no effect on customer satisfaction (Woen & Santoso, 2021).

Price is also suspected to be one of the second factors that affect customer satisfaction. According to Kotler and Armstrong (2016: 634), price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service. The results of research by Yanuar et al., (2017) show that price has an effect on customer satisfaction. Research by Hakim et al. (2018) states that price has an effect on customer satisfaction. According to Budiono (2020) concluded that price has no effect on customer satisfaction.

To maintain its presence, it is very important to have a good brand image as a service identity to meet expectations. Brand image is a guideline that consumers use to evaluate a product when they do not know enough about the product. According to Tjiptono (2015: 49) Brand Image is a description of consumer associations and beliefs about certain brands. Brand image is the observations and beliefs held by consumers, as reflected in associations or in consumer memories. According to research by Wulandari et al., (2020) said that brand image has an effect on customer satisfaction. Other studies have also concluded that brand image has an effect on customer satisfaction (Syahwi & Pantawis, 2021). Meanwhile, research conducted by Budiono (2020) states that brand image has no effect on customer satisfaction.

In providing appropriate and appropriate services, companies need to understand consumer expectations and provide satisfactory service. If consumers are satisfied with the services provided, consumers tend to compare with other online transportation services. According to research conducted by Kotler (2019), service quality is a form of consumer assessment of the level of service received and the expected level of service. if the service received or perceived is as expected, then the quality of service is perceived as good and satisfactory. Satisfaction that has been formed can encourage consumers to make repeat purchases and look forward to becoming loyal customers. Based on research conducted by Wulandari et al., (2020) that service quality affects customer satisfaction. Other research also says service quality affects customer satisfaction (Budiono, 2020). However, it is different from the research of Syahwi & Pantawis (2021), which says that service quality has no effect on customer satisfaction.

LITERATURE REVIEW

Definition of Marketing

According to Tjiptono (2020), marketing is an activity, a series of institutions, and a process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners and the general public.

Customer satisfaction

According to Kotler and Keller (2016: 33) customer satisfaction is satisfaction reflecting one's assessment of perceived product performance in relation to expectations. If performance falls short of expectations, the customer is disappointed. If performance meets expectations, customers are satisfied. If it exceeds expectations, the customer is happy. According to Indrasari (2019:92), indicators for measuring customer satisfaction are: (1) Conformity of expectations, (2) Interest in revisiting, (3) Willingness to recommend.

Promotion

According to (Baruna Hadi Brata, Shilvana Husani, Hapzi Ali. Apr, 2017) Promotion is the most important activity that plays an active role in introducing, informing, and remembering product benefits to encourage consumers to buy the product being promoted. According to Kotler and Armstrong (2016: 432), states that there are several indicators that can be measured, namely as follows: (1) Advertising (advertising), (2) Sales Promotion (sales promotion), (3) Personal Selling (individual sales), (4) Public Relations (public relations), (5) Direct Marketing (direct sales).

Price

According to Oentoro in Sudaryono (2016: 216) defines, price is an exchange rate that can be equated with money or other goods for the benefits derived from an item or service for a person or group at a certain time and a certain place. According to Kotler and Armstrong (2016: 78), there are four indicators that characterize prices, namely: (1) Price affordability, (2) Price compatibility with product quality,
(3) Price suitability with benefits, (4) Price according to ability or price competitiveness.

Brand Image

According to Tjiptono & Chandra (2016: 119) states that "brand image is a general impression that remains in the minds of customers as a result of a collection of feelings, ideas, attitudes and experiences with the company that are stored in memory". According to (Kotler & Keller, 2016) brand image indicators are: (1) Strength of brand association, (2) Favorability of brand association, (3) Uniqueness of brand association).

Service quality

According to Parasuraman in Arni Purwani and Rahma Wahdiniwaty (2017: 65) states that service quality is a comparison between customer perceived service (perception) and service quality expected by customers. According to Kotler and Keller (2016: 284), suggest there are five indicators of service quality, including: (1) Reliability, (2) Responsiveness, (3) Assurance, (4) Empathy , (5) Tangibles.

The Effect of Promotions on Customer Satisfaction

Promotion is an expression in the sense of effective activities carried out by companies to encourage consumers to use the products or services offered in order to lead to customer satisfaction because consumers can find out what products or services are needed through advertising. Based on the description above, the first hypothesis can be formulated as follows.
H1: Promotion has a significant effect on Maxim's customer satisfaction in the city of Pekanbaru.

The Effect of Price on Customer Satisfaction

Price is very beneficial to the level of customer satisfaction because with an efficient price in accordance with the benefits of goods/services that consumers get satisfied. Therefore, more and more
Efficient pricing can increase customer satisfaction. Based on the description above, the second hypothesis can be formulated as follows.
H2: Price has a significant effect on Maxim customer satisfaction in the city of Pekanbaru.

The Influence of Brand Image on Customer Satisfaction

Customer perceptions regarding brand image can be sourced from customers' opinions, impressions and experiences. Customers' positive assessment of brand image is a good impression of a company that is formed through the process of information from various trusted sources, so that it can be beneficial for a company. Brand image has a big influence on customer satisfaction. If the company has a positive image and meets expectations, customers will feel satisfied. Based on the description above, the third hypothesis can be formulated as follows.
H3: Brand image has a significant effect on Maxim customer satisfaction in the city of Pekanbaru.

The Influence of Service Quality on Customer Satisfaction

Service quality is related to customer perceptions about the quality of a company. Because the service provided by the company will influence the level of customer satisfaction so that the business will be considered to be of higher quality. So improving service quality must be carried out in order to maximize customer satisfaction because service quality greatly influences customer satisfaction so that it is hoped that the company will be able to see customer desires and needs to provide customer satisfaction. Based on the description above, the fourth hypothesis can be formulated as follows.
H4: Service quality has a significant effect on Maxim customer satisfaction in the city of Pekanbaru.

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METHODOLOGY
RESEARCH METHODS
Place and time of research
The location of this research was carried out in Pekanbaru City. The object of this research was Maxim consumers in Pekanbaru City who were considered appropriate sources and respondents in providing assessments of the services and products they had received so far. The time of research starts from December to January 2023.

Population and Sample
The sample population used in this study is Maxim consumers who are in the Pekanbaru city area. The number of population in this study is not known with certainty so it is referred to as infinite or unlimited. Because the population size cannot be known, the sampling technique used in this research was accidental sampling. Therefore, 110 respondents will be used so that the results of the accuracy of the questionnaire or questionnaire can be better.

Data collection technique
The method used to collect data about Promotions, Prices, Brand Image, Service Quality and Customer Satisfaction. The technique was carried out by distributing questionnaires to research respondents, namely customers who use Maxim services who live in the city of Pekanbaru.

NO	VARIABLE NAME	INDICATOR	SCALE
1	Customer Satisfaction (Y)	1. Conformity of expectations	Interval
		2. Interest in visiting again	
		3. Willingness to recommend	
2	Promotion (X1)	1.Advertising (advertising)	Interval
		2.Sales promotion (sales promotion)	
		3.Personal selling (personal sales)	
		4.Public Relations (public relations)	
		5.Direct Marketing (direct sales)	
3	Price (X2)	1. Affordability	Interval
		2. Conformity of price with product quality	
		3. Price compatibility with benefits	
		4. Price according to ability or competitiveness	
4	Brand Image (X3)	1.The power of brand association	Interval
		2.Benefits of brand association	
		3.Uniqueness of brand associations	
5	Service Quality (X4)	1. Reliability	Interval
		2. Responsiveness	
		3. Guarantee (Assurance)	
		4.Empathy (Empathy)	
		5. Tangibles	

Data analysis technique
Using multiple linear regression techniques to determine whether there is a significant influence of two or more independent variables (X) on the dependent variable (Y). The multiple linear regression equation can be formulated as follows:
Information:
Y : Dependent Variable
a : Constant
$Y = a + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + e$
β1, β2, β3, β4 : Determinant coefficient or regression coefficient to be estimated
$X1$: Promotion (Independent Variable)

X2 : Price (Independent Variable)
X3 : Brand Image (Independent Variable)
X4: Service Quality (Independent Variable)
e : term of error

RESULTS AND DISCUSSION
Results of Analysis of Respondent Characteristics
The respondents in this study were divided into gender, age, occupation and income:

Karakteristik	Kategori	Frekuensi	%
Jenis Kelamin	Laki – Laki	36	33%
	Perempuan	74	67%
	Total	**110**	**100%**
Usia	< 20 Tahun	32	29,1%
	21-30 Tahun	60	54,5%
	31-40 Tahun	12	10,9%
	>40 Tahun	6	5,5%
	Total	**110**	**100%**
Pekerjaan	Belum bekerja	13	11,8%
	Pelajar/ Mahasiswa	42	38,2%
	Karyawan Swasta	42	38,2%
	PNS	4	3,6%
	Wiraswasta	7	6,4%
	Lainnya	2	1,8%
	Total	**110**	**100%**
Penghasilan	Belum berpenghasilan	39	35,5%
	< Rp 1.000.000	2	1,8%
	Rp 1.000.000 - Rp 3.000.000	26	26%
	Rp 3.000.000 – Rp 5.000.000	29	29%
	> 5.000.000	14	14%
	Total	**110**	**100%**

From the table above it can be explained that it appears that the majority of respondents were female, namely as many as 67% or 74 people and the respondents were male, namely as many as 33% or 36 people. Most of the highest number of respondents were female respondents. The dominant age of respondents was between <20 years as many as 32 people or 29.1%, respondents aged between 21-30 years were 60 people or 54.5%, respondents aged between 31 – 40 years old were 12 people or 10.9% and respondents aged >40 years were 6 people or 5.5%. Based on the age characteristics of respondents, the majority of respondents were aged between 21 - 30 years, namely 54.5%. jobs that have not worked as many as 13 people or 11.8%, students / students as many as 42 people or 38.2%, private employees as much as 42 people or 38.2%, civil servants (PNS) as many as 4 people or 3.6% , self-employed as many as 7 people or 6.4%, and others as many as 2 people or 1.8%. Based on the job characteristics of the respondents, the majority of respondents were students and private employees, namely 38.2%.

In terms of income, respondents with no income were 39 people or 35.5%, respondents with a monthly income of around <Rp. 1,000,000 were 2 people or 1.8%, respondents with monthly income between 1,000,000 - 3,000,000 as many as 26 respondents or 23.6%, respondents with monthly income between 3,000,000 - 5,000,000 were 29 respondents or 26.4% and respondents with monthly income of > 5,000,000 were 14 people or 12.7%. Most of the respondents had no income, namely 35.5%.

Validity Test Results

Variable	r Count	r Table	Information
X1.1	0.800	0.195	Valid
X1.2	0.957	0.195	Valid
X1.3	0.816	0.195	Valid
X1.4	0.841	0.195	Valid
X1.5	0.739	0.195	Valid
X1.6	0.795	0.195	Valid
X1.7	0.81	0.195	Valid
X1.8	0.803	0.195	Valid
X1.9	0.841	0.195	Valid

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Variable	r Count	r Table	Information
X1.10	0.841	0.195	Valid
X2.1	0.808	0.195	Valid
X2.2	0.858	0.195	Valid
X2.3	0.837	0.195	Valid
X2.4	0.862	0.195	Valid
X2.5	0.639	0.195	Valid
X2.6	0.842	0.195	Valid
X2.7	0.846	0.195	Valid
X2.8	0.79	0.195	Valid
X3.1	0.809	0.195	Valid
X3.2	0.832	0.195	Valid
X3.3	0.885	0.195	Valid
X3.4	0.835	0.195	Valid
X3.5	0.813	0.195	Valid
X3.6	0.838	0.195	Valid
X4.1	0.83	0.195	Valid
X4.2	0.844	0.195	Valid
X4.3	0.843	0.195	Valid
X4.4	0.82	0.195	Valid
X4.5	0.856	0.195	Valid
X4.6	0.875	0.195	Valid
X4.7	0.915	0.195	Valid
X4.8	0.881	0.195	Valid
X4.9	0.902	0.195	Valid
X4.10	0.785	0.195	Valid
Y1.1	0.855	0.195	Valid
Y1.2	0.889	0.195	Valid
Y1.3	0.901	0.195	Valid
Y1.4	0.896	0.195	Valid
Y1.5	0.871	0.195	Valid
Y1.6	0.897	0.195	Valid
X3.1	0.809	0.195	Valid
X3.2	0.832	0.195	Valid
X3.3	0.885	0.195	Valid
X3.4	0.835	0.195	Valid
X3.5	0.813	0.195	Valid
X3.6	0.838	0.195	Valid
X4.1	0.83	0.195	Valid
X4.2	0.844	0.195	Valid
X4.3	0.843	0.195	Valid
X4.4	0.82	0.195	Valid
X4.5	0.856	0.195	Valid
X4.6	0.875	0.195	Valid

Variable	r Count	r Table	Information
X4.7	0.915	0.195	Valid
X4.8	0.881	0.195	Valid
X4.9	0.902	0.195	Valid
X4.10	0.785	0.195	Valid
Y1.1	0.855	0.195	Valid
Y1.2	0.889	0.195	Valid
Y1.3	0.901	0.195	Valid
Y1.4	0.896	0.195	Valid
Y1.5	0.871	0.195	Valid
Y1.6	0.897	0.195	Valid

From the results of the validity test on all items for the Promotion (X1), Price (X2), Brand Image (X3), Service Quality (X4) and Customer Satisfaction (Y) variables used in this study, all items have a value of r count > 0 ,30. So, it can be concluded that all statements for each variable have a valid value. This means that the use of questionnaire statements in collecting research data is a valid statement and what is the purpose of this research has fulfilled the testing requirements.

Reliability Test Results

Variable	Chonbach'sAlpha	Information
Promotion (X1)	0.943	r hitung > 0.60 Reliabel
Price (X2)	0.922	r hitung > 0.60 Reliabel
Brand Image (X3)	0.913	r hitung > 0.60 Reliabel
Service Quality (X4)	0.959	r hitung > 0.60 Reliabel
Customer Satisfaction (Y)	0.944	r hitung > 0.60 Reliabel

The data in the table can be seen that the value of the alpha coefficient is the promotion variable which is equal to (0.943), the price variable which is equal to (0.922), the brand image variable (0.913), the service quality variable (0.959) and customer satisfaction (0.944). So it can be concluded that all variables are reliable.

Normality Test Results
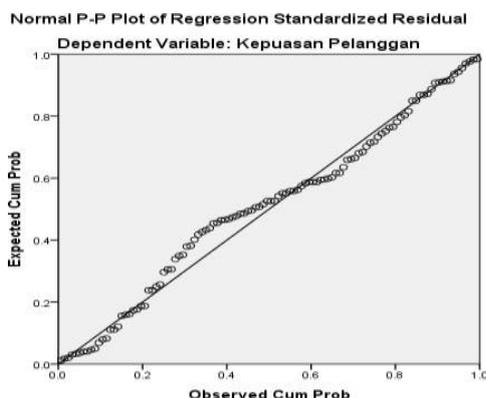
Based on Figure 2. it shows that the data dots spread around the diagonal line and follow the direction of the diagonal line, the regression model in this study is appropriate to use to measure Maxim's customer satisfaction in Pekanbaru City, this means that the residual data is normally distributed so that it can be said to fulfill the assumption of normality.

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Multicollinearity Test Results

Variable	Hasil Pengujian		Interpretation
	VIP	Torelance	
Promotion	4,356	0,230	Multicokinarity does not occur
Price	3,688	0,271	
Brand Image	4,168	0,240	
Service Quality	3,458	0,289	

From the table above it can be seen that all the variables used as predictors of the regression model show quite small VIF values, where all are below 10 and the tolerance value is more than 0.10. This means that the independent variables used in the research are not multicollinearity.

Heteroscedasticity Test Results
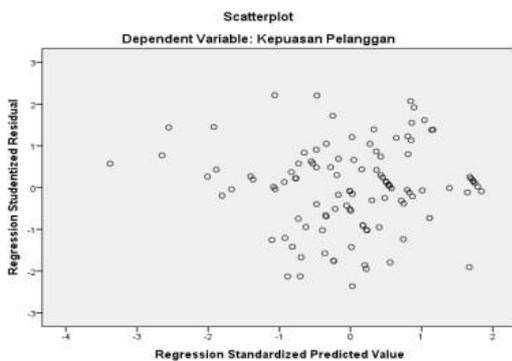
Based on the picture above, it can be seen that the dots (points) spread randomly, do not form a clear pattern, and spread both above and below the number 0 on the axis
Y. This means that there is no heteroscedasticity problem in the model created, so this model is suitable for use to predict Promotion (X1), Price (X2), Brand Image (X3), Service Quality (X4) variables on Customer Satisfaction (Y).

Model Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2591,117	4	647,779	118,344	,000ᵇ
	Residual	574,738	105	5,474		
	Total	3165,855	109			

Sumber Data: Olahan SPSS, 2023

Based on the F test results in the table, the calculated F value of 118.344 is greater than the F table of 2.46 or (118.344 > 2.46) with a probability of 0.000 which has a value smaller than 0.05 (0.000 < 0.05), so it can be said that the variables Promotion, Price, Brand Image and Service Quality together influence the variable Customer Satisfaction.

Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,905ᵃ	0,905	0,812	2,340

Sumber: Data Olahan SPSS, 2023

Based on Table 7, it can be seen that the Adjusted R Square is 0.812, meaning it is 81.2% of the Maxim customer satisfaction variable (Y) which can be explained by the variables Promotion (X1), Price (X2), Brand Image (X3) and Service Quality (X4). While the remaining 18.8% can be explained by other variables not used in this study.

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	-1,604	1,193	
Promosi	0,064	0,060	0,093
Harga	0,127	0,070	0,144
Citra Merek	0,203	0,099	0,174
Kualitas Pelayanan	0,349	0,048	0,562

The Effect of Promotion on Customer Satisfaction

From the descriptive analysis, the results show that the t-test carried out by the promotion shows that the promotion variable partially has no significant effect on Maxim customer satisfaction. If we look at the respondents' responses regarding the Promotion above, the highest statement value is 3.727 (good) which states that "Maxim uses online applications to sell the products and services he owns". And the lowest statement value, namely 3.491 (good), states that "News about Maxim can be found on various social media".This is in line with research conducted by (Woen & Santoso, 2021), which states that promotional variables do not have a significant effect on consumer satisfaction.

Effect of Price on Customer Satisfaction

From the descriptive analysis, the results showed that the t test carried out the price, it was found that the price variable partially had an insignificant effect on Maxim customer satisfaction. If we look at the respondents' responses regarding the prices above, the highest statement value is 4.073 (good) which states that "In my opinion, Maxim's rates are within my capabilities". And the lowest statement value, namely 3.418 (good), states that "Maxim's more expensive rates provide better service".The results of this research are in line with research conducted by Budiono (2020), stating that the price variable is not significant with customer satisfaction.

Effect of Brand Image on Customer Satisfaction

From the descriptive analysis, the results show that the brand image carried out by the t test shows that the brand image variable partially has a significant effect on Maxim customer satisfaction. If we look at the respondents' responses regarding the brand image above, the highest statement value is 3.955 (good) which states that "The yellow color used by Maxim is easy to recognize." And the lowest statement value, namely 3.582 (good), states that "Maxim provides more value, namely security for customers".The test results show that each statement used to measure the relationship between brand image and customer satisfaction represents the respondents' agreement that what makes consumers satisfied with Maxim is the quality of its service. This also shows that a good Maxim brand image can increase customer satisfaction and vice versa

This is in line with research conducted by (Hariyanto & Susanti, 2021), (Permatasari & Djawoto, 2018), (Putra, 2019) which states that the Brand Image variable has a significant effect on consumer satisfaction.

Effect of Service Quality on Customer Satisfaction

From the descriptive analysis, the results show that the service quality carried out by the t test shows that the service quality variable partially has a significant effect on Maxim customer satisfaction. If we look at the respondents' responses regarding the quality of service above, the highest statement value is 3.527 (good) which states that "The ability of Maxim drivers to be friendly to consumers". And the lowest statement value is 3.264 (good enough) stating that "Maxim drivers are responsive to consumer complaints". The test results show that each statement used to measure the relationship between service quality and customer satisfaction represents the respondents' agreement that what makes consumers satisfied with Maxim is the quality of service.

The results of this research are in line with the research results of (Woen & Santoso, 2021), (Bahaswan, 2018), and (Wulandari et al., 2020) which show that service quality has a positive and significant effect on customer satisfaction.

CONCLUSION

Based on the results of the research analysis and discussion of the influence of promotion, price, brand image and service quality on customer satisfaction in Pekanbaru City which has been described in Chapter IV, the following conclusions can be drawn: (1) Promotion partially has no significant and positive effect on satisfaction Maxim customer satisfaction in Pekanbaru city. (2) Price does not partially have a significant and positive effect on Maxim customer satisfaction in the city of Pekanbaru. (3) Brand Image partially has a significant and positive effect on Maxim customer satisfaction in the city of Pekanbaru. (4) Service Quality partially has a significant and positive effect on Maxim customer satisfaction in the city of Pekanbaru.

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