

## THE EFFECT OF WORK ENVIRONMENT AND INDIVIDUAL CHARACTERISTICS ON MEDICAL MEDICAL EMPLOYEE PERFORMANCE AT PT SARI TANI SUMATRA

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### *Abstract*

*In this data collection method, they make their own observations in the field, the implementation is in the form of a direct survey. The population in this study were customers of the Buana Water refill drinking water depot in the city of Indrapura with a population of 80 based on the number of customers per month. Because the total population is less than 100 people, the sampling technique used is the census method where the entire population of 80 regular customers will be used as a sample that has the characteristics of making purchases more than 2 times. The results of the research on the first hypothesis are accepted, meaning that the Service Quality Variable (X1) has a positive and significant effect on the Customer Satisfaction Variable (Y). the second hypothesis is accepted, meaning that the Price Variable (X2) has a positive and significant effect on the Customer Satisfaction Variable (Y). the third hypothesis is accepted, meaning that the Service Quality Variable (X1), Price Variable (X2) have a significant simultaneous effect on the Customer Satisfaction Variable (Y).*

**Keywords:** *Customer Satisfaction, Price, Service Quality*

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### INTRODUCTION

Refill drinking water as it is known is one of the drinking water filling service businesses which is increasingly being recognized. Likewise for students, most of whom are far from their parents and live in boarding houses where it is not possible to boil water, so a water depot is the right solution. The growth of the refill drinking water business is growing, with much cheaper prices compared to bottled drinking water. Satisfying consumer needs is the desire of every company. Apart from being an important factor for the survival of the company, satisfying consumer needs can increase the advantage over the competition.

According to Kivetz and Simonon in Sopiah and Sangadji (2013: 182) consumer satisfaction can establish a harmonious relationship between producers and consumers, create a good basis for repeat purchases and create consumer loyalty, form word of mouth recommendations that can benefit the company. Because every consumer has the right to comfort, security, correct and honest information and correct treatment or service for what is purchased, every company or manufacturer is required to provide a form of excellent service to its consumers.

According to Fandy Tjiptono (2014: 268) "Service quality focuses on efforts to fulfill consumer needs and desires as well as accuracy. delivery to match consumer expectations." To implement this strategy, companies must be able to create products that are in demand and in accordance with the wishes of consumers. Without a precise strategy, a company will not survive, because competitors will come to offer better products to

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compete with these competitors' products and will seize market share from that company. The growth of the refill drinking water business is growing, with much cheaper prices compared to bottled drinking water.

Price is a product value, because it will affect the producer's profit. Price is also a consideration for consumers to buy, so special consideration is needed to determine this price. According to Kotler and Armstrong (2013: 151) The amount of money charged for an item or service or the amount of the value of money exchanged by consumers for the benefits of owning or using the product or service. The role of refill drinking water is getting bigger. Quality of service and pricing is one of the marketing media of a company. Quality has a direct influence on the performance of a product or service which can bring closer to the value of consumer satisfaction and the decision to use the product.

Buana Water Depot is a business that produces refill drinking water, namely an industrial business that processes raw water into drinking water and sells directly to consumers. The Buana Water refill water depot is located in the city of Indrapura which was founded in 2012, this business has been running for 8 years now, the price per gallon provided is affordable, namely Rp. 5000 is no different from other refill depots. Buana Water also provides services to consumers by filling gallons of water directly so that the results from the data raises the problem of why 80 customers choose to fill gallons of water at Buana Water even though the service provided is not optimal, there are no deliveries and bonuses given compared to other competitors such as Jefri Water, Mona Water, Aira Water and Ricky Water. One of the businesses that is also feeling the intense competition today is the Buana Water depot, this increasingly fierce competition is marked by the increasing number of refill drinking water depots popping up. With the increasing number of existing competitors, companies must carry out strategies to be able to compete and excel with improvements and innovations that are expected to increase customer satisfaction after refilling in Buana Water, Indrapura city.

Companies that perform well and maintain the quality of each service make consumers willing to make the first, second purchase or become regular customers to make the next purchase repeatedly.

## **LITERATURE REVIEWS**

### **Marketing Management**

The definition of Marketing Management according to Sofjan Assauri (2013: 12) is "Marketing management is an activity of analyzing, planning, implementing, and controlling programs that are made to form, build, and maintain profits from exchanges through target markets in order to achieve organizational (company) goals in the long term. long".

Marketing is one of the main activities carried out by entrepreneurs to maintain their survival, to develop and earn profits. Marketing was developed from the word market which means a means or gathering place for people involved in marketing. In the abstract sense marketing is defined as an activity, process or overall system.

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### Service quality

According to Fandy Tjiptono (2014: 268) "Service quality focuses on efforts to fulfill consumer needs and desires and the accuracy of their delivery to balance consumer expectations"

According to Wyock (in Lovelock 1988) quoted by Fandy Tjiptono (2014: 268) "Quality of service is the level of excellence (excellent) that is expected and the control over this advantage to meet consumer needs". Perceived service quality is the result of a comparison of performance and what consumers receive from service providers. The overall service quality is determined by the suitability of desires resulting from a comparison of the desires and performance felt by consumers. Quality must start from the customer's needs and end with the customer's perception. This means that a good quality image is not based on the perspective or perception of the service provider, but based on the customer's point of view or perception.

### Price

In the process of buying and selling, price is one of the most important parts because price is a medium of exchange in transactions. Price is the only element of the marketing mix that is flexible in nature where it can change at any time. According to Kotler and Armstrong (2013: 151) The amount of money charged for an item or service or the amount of the value of money exchanged by consumers for the benefits of owning or using the product or service. Based on the definition above, the researcher came to an understanding that price is the value of a product in the form of money that consumers have to sacrifice to get the product, while producers or traders can generate income.

## METHODS

In this data collection method, they make their own observations in the field, the implementation is in the form of a direct survey. The population in this study were customers of the Buana Water refill drinking water depot in the city of Indrapura with a population of 80 based on the number of customers per month. Because the total population is less than 100 people, the sampling technique used is the census method where the entire population of 80 regular customers will be used as a sample that has the characteristics of making purchases more than 2 times.

## RESULTS AND DISCUSSION

### Multiple Linear Regression Testing

#### Multiple Linear Regression Results

| Model |                    | Coefficients <sup>a</sup>   |            |                           |       |      | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | tolerance               | VIF   |
|       |                    | B                           | std. Error | Betas                     |       |      |                         |       |
| 1     | (Constant)         | 6,345                       | 1,339      |                           | 4,738 | .000 |                         |       |
|       | Quality_Service_X1 | .136                        | .059       | .197                      | 2,308 | .024 | .895                    | 1.117 |
|       | Price_X2           | .452                        | .062       | .618                      | 7,243 | .000 | .895                    | 1.117 |

a. Dependent Variable: Satisfaction\_Customer\_Y

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Based on these results, the multiple linear regression equation has the formulation:  $Y = a + b1X1 + b2X2 + \epsilon$ , so the equation is obtained:

$$Y = 6.345 + 0.136X1 + 0.452X2 + \epsilon$$

The description of the multiple linear regression equation above is as follows:

- A constant value (a) of 6.345 indicates the magnitude of the Customer Satisfaction Variable (Y) if the Service Quality Variable (X1), the Price variable (X2) is equal to zero.
- The regression coefficient value of the Service Quality Variable (X1) (b1) is (0.136) indicating the large role of the Service Quality Variable (X1) to the Customer Satisfaction Variable (Y) assuming the Price Variable (X2) is constant. This means that if the Service Quality Variable factor (X1) increases by 1 unit value, it is predicted that the Customer Satisfaction Variable (Y) will increase by (0.136) unit value assuming the Price Variable (X2) is constant.
- The regression coefficient value of the Price Variable (X2) (b2) is (0.452) indicating the magnitude of the role of the Price Variable (X2) on the Customer Satisfaction Variable (Y) assuming the Service Quality Variable (X2) is constant. This means that if the Price Variable factor (X2) increases by 1 unit value, it is predicted that the Customer Satisfaction Variable (Y) will increase by (0.452) value units assuming the Price Variable (X2) is constant.

### t test (Partial)

#### Partial Test (t)

| Model |                    | Coefficients <sup>a</sup>   |            |                           |       | Collinearity Statistics |           |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
|       |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.                    | tolerance | VIF   |
|       |                    | B                           | std. Error | Betas                     |       |                         |           |       |
| 1     | (Constant)         | 6,345                       | 1,339      |                           | 4,738 | .000                    |           |       |
|       | Quality_Service_X1 | .136                        | .059       | .197                      | 2,308 | .024                    | .895      | 1.117 |
|       | Price_X2           | .452                        | .062       | .618                      | 7,243 | .000                    | .895      | 1.117 |

a. Dependent Variable: Satisfaction\_Customer\_Y

### Hypothesis Test Effect of Service Quality Variable (X1) on Customer Satisfaction Variable (Y)

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

- Accept H0 If  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or  $Sig. > 0.05$
- Reject H0 If  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or  $Sig. < 0.05$

From the table above, a  $t_{count}$  value of 2.308 is obtained with  $\alpha = 5\%$ ,  $t_{table}$  (5%; 80-2=78) obtained a  $t_{table}$  value of 1.664. From this description it can be seen that  $t_{count}$  (2.308)  $>$   $t_{table}$  (1.664), as well as the the significance is 0.02  $<$  0.05, it can be concluded

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that the first hypothesis is accepted, meaning that the Service Quality Variable (X1) has a positive and significant effect on the Customer Satisfaction Variable (Y).

**Hypothesis Test Effect of Price Variable (X2) on Customer Satisfaction Variable (Y)**

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

1. Accept, If  $t_{count} > t_{table}$  or  $-t_{count} > -t_{table}$  or  $Sig. < 0.05$
2. Reject, If  $t_{count} < t_{table}$  or  $-t_{count} < -t_{table}$  or  $Sig. > 0.05$

From the table above, a  $t_{count}$  value of 7.243 is obtained with  $\alpha = 5\%$ ,  $t_{table} (5\%; 80-2=78)$  obtained a  $t_{table}$  value of 1.664. From this description it can be seen that  $t_{count} (7.243) > t_{table} (1.664)$ , and its significance value is  $0.00 < 0.05$ , it can be concluded that the second hypothesis is accepted, meaning that the Price Variable (X2) has a positive and significant effect on the Customer Satisfaction Variable (Y).

**F test (simultaneous)**

Simultaneous Test Results (F)

|       |            | ANOVAa         |    |            |        |       |
|-------|------------|----------------|----|------------|--------|-------|
| Model |            | Sum of Squares | Df | MeanSquare | F      | Sig.  |
| 1     | Regression | 132,685        | 2  | 66,343     | 38,333 | .000b |
|       | residual   | 133,265        | 77 | 1,731      |        |       |
|       | Total      | 265,950        | 79 |            |        |       |

a. Dependent Variable: Satisfaction\_Customer\_Y

b. Predictors: (Constant), Price\_X2, Quality\_Service\_X1

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

- a) If the calculated F value  $> F_{table}$  or  $Sig. < 0.05$  then  $H_a$  is accepted and  $H_0$  is rejected.
- b) If the calculated F value  $< F_{table}$  or  $Sig. > 0.05$  then  $H_a$  is rejected and  $H_0$  is accepted.

From table 4.14, the  $F_{count}$  value is 38.333. With  $\alpha = 5\%$ ,  $dk$  numerator: 3,  $dk$  denominator:  $80-2-1 (5\%; 2; 77)$  the  $F_{table}$  value is 3.12. From this description it can be seen that  $F_{count} (38.333) > F_{table} (3.12)$ , and a significance value of  $0.00 < 0.05$ , it can be concluded that the third hypothesis is accepted, meaning that the Service Quality Variable (X1), Price Variable (X2) have a significant effect together (simultaneously) on Customer Satisfaction Variable (Y).

## CLOSING

### Conclusion

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

1. What was proposed stated that: From table 4.13, a tcount value of 2.308 was obtained with  $\alpha = 5\%$ , ttable (5%; 80-2=78) obtained a ttable value of 1.664. From this description it can be seen that tcount (2.308) > ttable (1.664) Likewise with a significance value of  $0.02 < 0.05$ , it can be concluded that the first hypothesis is accepted, meaning that the Service Quality Variable (X1) has a positive and significant effect on Customer Satisfaction Variable (Y).
2. From table 4.13, a tcount value of 7.243 is obtained. With  $\alpha = 5\%$ , ttable (5%; 80-2=78) a ttable value of 1.664 is obtained. From this description it can be seen that tcount (7.243) > ttable (1.664), and its significance value is  $0.00 < 0.05$ , it can be concluded that the second hypothesis is accepted, meaning that the Price Variable (X2) has a positive and significant effect on the Customer Satisfaction Variable (Y).
3. From table 4.14, the Fcount value is 38.333. With  $\alpha = 5\%$ , dk numerator: 3, dk denominator: 80-2-1 (5%; 2; 77) the Ftable value is 3.12. From this description it can be seen that Fcount (38.333) > Ftable (3.12), and a significance value of  $0.00 < 0.05$ , it can be concluded that the third hypothesis is accepted, meaning that the Service Quality Variable (X1), Price Variable (X2) have a significant effect together (simultaneously) on Customer Satisfaction Variable (Y).

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