Bima Journal – Business Management and Accounting
Available online at : http://journal.pdmbengkulu.org/index.php/bima
DOI: https://doi.org/10.37638/bima.4.2.223-236

Analysis of factors that influence the level of customer satisfaction at PT. TRAKINDO UTAMA PALEMBANG

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How to Cite :
Desfitrina, Bassi, A., Zulfadhli, Rusdianto, Nugraha, P. (2024). Analysis of factors that influence the level of customer satisfaction at PT. Trakindo Utama Palembang. *Bima Journal : Business, Management and Accounting Journal, 5* (1). DOI: https://doi.org/10.37638/bima.4.2.223-236

ARTICLE HISTORY
Received [22 October 2023]
Revised [22 November 2023]
Accepted [18 December 2024]
Published [30 December 2024]

KEYWORDS
Analysis of factors, customer satisfaction, PT. Trakindo Utama Palembang.

ABSTRACT

The purpose of this research was to determine the analysis of factors that influence the level of customer satisfaction at PT. Trakindo Utama Palembang. The analysis technique used in this research is a multiple linear analysis method with a qualitative descriptive approach which is quantitatively assisted with the SPSS tool. Quantitative qualitative data is included in inferential statistics, this statistics is generally used to analyze quantitative data (interval data or ratio data) but often qualitative data is also analyzed through inferential statistics, but qualitative data is first quantified by providing score or weight on the qualitative data. The product (X1) obtained a t count of 1.092 with a significance level of 0.283 which is greater than 0.05. This means that Product (X1) does not have a significant effect. The price (X2) can be calculated at 2.166 with a significance level of 0.038 which is smaller than 0.05. This means that price (X2) has a significant effect. Place (X3) can be calculated as 1.366 with a significance level of 0.181 which is greater than 0.05. Means Place (X3) has no effect. Promotion (X4) can be calculated at 2.654 with a significance level of 0.012 from 0.05. This means that Promotion (X4) has a significant effect.

INTRODUCTION

The business world demands a reliable marketing role in order to support business progress. The progress or decline of a business will be largely determined by the success of business marketing activities that are directly related to the wider community (customers). Marketing strategists argue that marketing strategy activities are not only aimed at selling goods and services or transferring property rights from producers to final consumers, but marketing strategy is an integrated effort to develop strategic plans. The importance of the role of marketing in question does not mean conveying the role of other parts of the business, because all activities are a unified whole in the business (Abdussamad 2023). To carry out marketing activities, a company has several goals to achieve, both short-term goals and long-term goals. In the short term, it is usually to win the hearts of customers, especially for newly launched products. Meanwhile, in the long term, this is done to maintain existing products so that they continue to exist. In general, to understand the concept of marketing strategy in depth, it is necessary to introduce an understanding of the concept of marketing strategy.

According to (Tjiptono and Diana 2020), marketing is the process of creating, distributing, promoting, setting prices, goods, services and ideas to facilitate satisfactory exchange relationships with customers and to build and maintain positive relationships with stakeholders.

According to (Philip Kotler 2012), the marketing concept emphasizes that the key to achieving organizational goals set by the company is to be more effective than competitors in creating, delivering and communicating customer value to selected targets.

According to (Fajar Laksana 2008), Marketing is where sellers and buyers meet to carry out product or service transaction activities. So the meaning of market no longer refers to a place but rather to the activity or gathering of sellers and buyers in offering a product to consumers.

According to (Stanton 2018), Marketing is an overall system of business activities aimed at planning, determining prices, promoting and distributing goods, services, ideas to target markets in order to achieve organizational goals. Marketing is a systematic and regular activity that starts from investigating and finding out unfulfilled consumer desires. Followed by planning and developing products that will meet consumer desires, then determining prices, promoting and distributing to consumers.

Based on the definitions explained by the experts above, it can be concluded that marketing is one of the business activities for planning, determining prices, promoting and distributing goods or services in order to achieve organizational goals and be accepted and sought after by consumers (Mandey, Bernadette Mandey Fakultas Ekonomi dan Bisnis, and Manajemen Universitas Sam Ratulangi Manado 2013)

Factors that influence the level of satisfaction in marketing management are, Product, Price, Place, Promotion. According to (Philip Kotler 2005), a product is defined as anything that can be offered to the market for attention, acquisition, use, or consumption that might satisfy a want or need. According to (Sunyoto 2014), price is the amount of money charged for a particular product. Companies set prices in a variety of ways, in small companies prices are often set by top management. According to (Hurriyati 2015), for manufacturing industry products, place is defined as a distribution channel (zero channel, two channels, and multilevel channels), while for service industry products, place is defined as a place of service. According to (Philip Kotler 2012), Promotion is a way of communication carried out by a company to consumers or the target market by conveying information

about a product or company so they want to buy. Promotion is any form of communication used to inform, persuade and remind the target market about products produced by organizations, individuals or households.

PT Trakindo Utama is a subsidiary of PT Tiara Marga Trakindo (TMT), founded by AHK “Met” Hamami on December 23, 1970, and became the sole authorized Caterpillar dealer in Indonesia on April 13, 1971. Caterpillar is a manufacturer of construction and mining equipment, machinery diesel and natural gas, as well as the world's largest industrial gas turbine.

As a reliable equipment manufacturer. Trakindo is a leading company that provides the best solutions and services for its customers to create joint business continuity. For more than 52 years, through a long and proud journey, Trakindo has grown to become one of the companies that plays an important role in encouraging industrial growth in Indonesia. Trakindo has always been a trusted partner who is able to provide real benefits in supporting the success of our customers. With the support of the most complete and best facilities in Indonesia, as well as an extensive network in Indonesia of more than 60 branches spread from Sabang to Merauke which guarantees the availability of spare parts wherever customers need them,

Trakindo is able to provide world-class service to its customers. Trakindo maintains consistent business growth and profitability by enhancing sustainable partnerships with stakeholders, utilizing technological advances, and being a good citizen of the business community.

To further improve the quality of its services, Trakindo has also become an agent for the largest heavy equipment company besides Caterpillar itself. In addition, Trakindo provides a complete range of spare parts for every Caterpillar machine sold. Thus maximizing operating time and reducing your operating and ownership costs. From spare parts for engine maintenance, drive train, hydraulics, undercarriages, GET, hardware, to attachments. All Caterpillar parts are built to specifications with the highest quality to ensure reliability and durability to maximize returns on your investment.

As one of the spare parts sales companies, especially in Palembang, PT Trakindo Utama Palembang must further improve quality and customer satisfaction. The reason the author conducted this research was because looking at the background of the existing problem, it was necessary to carry out further research. Therefore, researchers are interested in conducting research entitled Analysis of Factors that Influence the Level of Customer Satisfaction at PT. Trakindo Utama Palembang.

Marketing

Marketing includes activities related to action, creating uses or benefits due to place, time and ownership. Marketing moves goods from one place to another, stores them and then creates changes in ownership, through the act of buying and selling those goods.

Marketing is a commercial activity related to the flow of goods and services between producers and consumers. Every activity is a benefit offered by one party to another party and is an intangible good. Marketing thinking generally developed from selling physical products. Meanwhile, sales growth was extraordinary, when market conditions continued to decline and environmental management increased, so that marketing of goods became one of the main megatrends. However, in the following era, there was a war for market competition, because of the over expansion of supply in various marketing factor fields such as PT . Trakindo Utama as a business that encourages growth with special attention in marketing goods (Wahib 2023)

Marketing is meeting or exceeding the expectations of target customers regarding the quality of the products provided to customers.

Marketing for all business people is an activity because it influences survival, profit and growth. The following are the opinions of experts regarding the meaning of marketing:

According to (Fajar Laksana 2008), marketing is the meeting of sellers and buyers to carry out transaction activities for goods and services. So that the meaning of market no longer refers to a place but rather to the activities or meetings of sellers and buyers in offering a meeting of sellers and buyers in offering a product to consumers.

Marketing Mix

Every business actor must develop a marketing strategy based on existing conditions in terms of Marketing Mix. The following is an expert opinion regarding the meaning of marketing:

According to (Wikrama Wardana 2018), quoting Rambat's statement, Marketing Mix is a tool for marketers which consists of various elements of a marketing program that need to be taken into consideration so that the implementation of the determined marketing and positioning strategy can be successful.

From the definition above, it can be concluded that the marketing mix is a marketing strategy that is implemented in an integrated manner or a marketing strategy that is carried out simultaneously. This strategy is used by applying strategy elements in the marketing mix itself.

Product (Product)

According to (Sunyoto 2014), a product is something that can be offered to the market for attention, ownership, use or consumption so that it can satisfy a want or need.

(Pratama 2018), Defines products as goods that are made or produced or meet the needs of a certain group of people. In this case, the product is a good or service. During the product development phase, marketing must carry out extensive research regarding the life cycle they are creating.

According to (Wikrama Wardana 2018), a product is an entire concept of an object or process that provides a number of beneficial values to consumers. What needs to be paid attention to in products is that consumers do not only buy the physical product but also buy the benefits and value of the product which is called "the offer". Especially for products that we know do not result in a transfer of ownership from the provider to the consumer.

Price

According to (Sunyoto 2014), price is the amount of money charged for a particular product. Companies set prices in a variety of ways. In small companies, prices are often set by top management. In large companies, pricing is usually handled by division managers or product managers.

Place

(Philip Kotler 2012), state that location is a company's various activities to make the products produced or sold affordable and available to the target market, in this case related to how the product or service is delivered to consumers and where the strategic location is.

Promotion (Promotion)

According to (Philip Kotler 2012), Promotion is any form of communication used to inform, persuade and remind the target market about products produced by organizations, individuals or households. Schoell in Nurhadi (2018), defines that "the aim of promotion is to gain attention, educate, remind and convince."

According to Stanton in (Sunyoto 2014), Promotion is an element in a company's marketing mix that serves to inform, persuade, and remind the company. market of the organization and or its products).

According to (Wikrama Wardana 2018), what needs to be considered in promotion is the selection of the promotion mix, promotion mix, promotion mix consisting of advertising. personal selling, sales promotion, public relations, word of mouth, direct mail.

From the definition above, it can be concluded that promotion is an effort to persuade and inform consumers regarding the products being sold.

Consumer Satisfaction

According to (Didin Fatihudin 2019), customer satisfaction is a measurement and indicator of the extent to which customers or users of company products or services are very happy with the products or services received.

Customer satisfaction is a comparison between expectations and perceived experience (felt/received). Customer satisfaction usually comes from good, friendly and smiling service to customers, so that they are satisfied with the service we provide to them.

Customer satisfaction can also be found from high quality parts and for spare parts they don't wait too long so that their units that are no longer able to operate can operate again as usual.

RESEARCH METHOD

In this research, the author only limits the scope of research to products, prices, places, promotions.

Data source

1. Primary Data. According to (Sugiyono 2022), primary data is data that is directly obtained from a source and given to data collectors or researchers. According to Sugiyono, there is also an opinion that the primary data source is interviews with research subjects either by observation or direct observation.
2. Secondary Data. According to (Sugiyono 2022), secondary data is a data source that is not directly received by the data collector, either through other people or through documents. Secondary data sources are complementary data sources that function to complete the data required by primary data.

Data collection technique

1. Survey. A survey is a method of collecting data where the researcher or data collector asks questions or questions to respondents either in oral or written form. If the statement is submitted in oral form it is called an interview, if it is submitted in writing it is called a questionnaire. In this regard, the survey method is divided into two parts, namely interviews.
2. Interview. Interviews are a data collection technique that uses verbal questions to research subjects. When asking questions, the researcher can speak face to face with the respondent or can also use a communication tool, for example a telephone. To dig up information.
3. Questionnaire. A questionnaire is a way of collecting data by providing and asking prepared questions to the respondents concerned. From these answers the author can complete the data and draw conclusions.

Data analysis technique

The analysis technique used in this research is a multiple linear analysis method with a qualitative descriptive approach which is quantitatively assisted with the SPSS tool.

According to (Paulus Insap Santosa 2018) qualitative data that is quantitatively included in inferential statistics, this statistics is generally used to analyze quantitative data (interval data or ratio data)

but often qualitative data is also analyzed through inferential statistics, but the data Qualitative data is first quantified by giving a score or weight to the qualitative data.

RESULTS AND DISCUSSION

Validity test

The validity test is used to determine the appropriateness of the items in a list of questions in defining a variable. This list of questions generally supports a particular group of variables. Validity testing should be carried out on each question item to test its validity. Our calculated r results are compared with the r table where df= n - 2 with sig 5%. If r table <count then it is valid.

Table. 1. Results of Testing the Validity of Product Variables (Product) Item-Total Statistics

Code	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Information
P1	17.76	4.078	.329	.655	Valid
P2	18.05	4.051	.341	.652	Valid
P3	17.84	3.758	.399	.634	Valid
P4	18.00	3.514	.549	.580	Valid
P5	17.97	3.702	.402	.633	Valid
P6	17.87	3.631	.403	.633	Valid

Source: Results of data processing with SPSS Vers.24.0.

Based on the calculation results in table 4.6 above, it shows that each question item has a calculated r value > r table. This figure can be seen in the total Cronbach's alpha value for each question from the r table. In this research, it is 0.655, so it can be concluded that the Product instruments P1, P2, P3, P4, P5 and P6 are valid.

Table 2. Price Variable Validity Test Results (Place) Item-Total Statistics

Code	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Informations
H1	26.87	4.225	.193	.478	Valid
H2	26.63	4.131	.340	.415	Valid
H3	27.16	4.299	.185	.480	Valid
H4	26.92	3.858	.417	.378	Valid
H5	27.11	4.529	.206	.468	Valid
H6	26.95	4.376	.311	.433	Valid
H7	26.84	4.839	.121	.495	Valid

Source: Results of data processing with SPSS Vers.24.0.

Based on the calculation results in table 4.7 above, it shows that each question item has a calculated r value > r table. This figure can be seen in the total Cronbach's alpha value for each question from the r table. In this research it is 0.495, so it can be concluded that the Price instruments H1, H2, H3, H4, H5, H6 and H7 are valid.

Table 3. Place Validity Test Results Item-Total Statistics

Code	Scale Mean if Item Deleted	Scale Varianceif Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Informations
T1	26.47	7.661	.197	.593	Valid
T2	26.82	7.776	.305	.568	Valid
T3	26.39	6.570	.535	.495	Valid
T4	26.74	7.064	.346	.550	Valid
T6	26.42	7.223	.214	.595	Valid
T7	26.66	6.772	.496	.510	Valid
T8	26.61	6.516	.406	.527	Valid

Source: Results of data processing with SPSS Vers.24.0.

Based on the calculation results in table 4.8 above, it shows that each question item has a calculated r value > r table. This figure can be seen in the total Cronbach's alpha value for each question from the r table. In this study it is 0.595 so it can be concluded that the T1, T2, T3, T4, T6, T7 and T8 Place instruments are valid.

Table. 4. Promotion Variable Validity Test Results (Promotion) Item-Total Statistics

Code	Scale Mean if Item Deleted	Scale Varianceif Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Informations
P2	17.79	5.306	.586	.778	Valid
P3	17.89	4.962	.683	.754	Valid
P4	17.97	5.161	.599	.776	Valid
P5	17.84	5.812	.538	.789	Valid
P6	18.03	5.972	.580	.784	Valid
P8	17.97	5.918	.470	.802	Valid

Source: Results of data processing with SPSS Vers.24.0.

Based on the calculation results in table 4.9 above, it shows that each question item has a calculated r value > r table. This figure can be seen in the total Cronbach's alpha value for each question from the r table. In this research it is 0.802 so it can be concluded that the P2, P3, P4, P5, P6 and P8 Promotion instruments are valid.

Table. 5. Results of Testing the Validity of the Item-Total Statistics Consumer Satisfaction Variable

Code	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Informations
KK1	11.03	1.594	.487	.774	Valid
KK5	11.13	1.577	.668	.677	Valid
KK7	11.26	1.713	.536	.741	Valid
KK8	11.26	1.496	.640	.686	Valid

Source: Results of data processing with SPSS Vers.24.0.

Based on the calculation results in table 4.10 above, it shows that each question item has a calculated r value > r table. This figure can be seen in the total Cronbach's alpha value for each question

from the r table. In this research, it is 0.774, so it can be concluded that the Consumer Satisfaction instruments KK1, KK5, KK7 and KK8 are valid.

Reliability Test

Reliability is a measure of the stability and consistency of respondents in answering matters related to questions which are the dimensions of a variable and are arranged in the form of a questionnaire.

Reliability testing can be carried out simultaneously on all question items. If the Alpha value is > 0.60 then it is reliable.

Table 6. Results of Reliability Testing for Product Reliability Variables *Statistics*

Cronbach'sAlpha	N of Items
.674	6

Source: Results of data processing with SPSS Vers. 24.0.

Based on table 6, the Cronbach's Alpha value > 0.60 (0.674 > 0.60) can be concluded that the Product item instrument is reliable.

Table 7. Reliability Test Results for Price Variables *Statistics*

Cronbach'sAlpha	N of Items
.495	8

Source: Results of data processing with SPSS Vers. 24.0.

Based on table 7, the Cronbach's Alpha value < 0.60 (0.495 < 0.60) can be concluded that the Price item instrument is not reliable.

Table 8. Reliability Test Results for Place Variables

Reliability Statistics

Cronbach'sAlpha	N of Items
.597	8

Source: Results of data processing with SPSS Vers. 24.0.

Based on table 8, the Cronbach's Alpha value <0.60 (0.597 <0.60) can be concluded that the Place item instrument is not reliable.

Cronbach'sAlpha	N of Items
.811	6

Source: Results of data processing with SPSS Vers. 24.0.

Based on table 4.14, the Cronbach's Alpha value > 0.60 (0.811 > 0.60) can be concluded that the Promotion item instrument is reliable.

Classic assumption test

The classical assumption test is carried out first before testing the hypothesis so that the research results obtained are unusual. This research uses classical assumption tests which include normality tests, multicollinearity tests, autocorrelation tests and heteroscedasticity tests.

Normality test

Tabel 8. One-Sample Kolmogorov-Smirnov Test

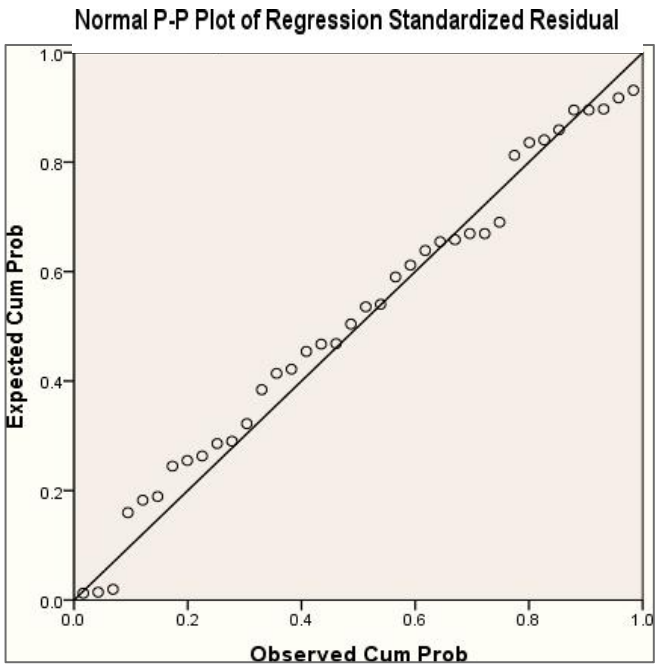
P			H	T	P	KK
N		38	38	38	38	38
Normal Parameters[a,b]	Mean	3.5833	3.8520	3.8265	3.5833	3.7237
	Std. Deviation	.37718	.28895	.39461	.46134	.40599
Most ExtremeDifferences	Absolute	.123	.191	.081	.127	.226
	Positive	.076	.191	.081	.127	.143
	Negative	-.123	-.111	-.065	-.106	-.226
Test Statistic		.123	.191	.081	.127	.226
Asymp. Sig. (2-tailed)		.155[c]	.001[c]	.200[c,d]	.125[c]	.000[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

The normality test is used to determine whether the residual data in research is normally distributed or not. In principle, normality can be detected by looking at the distribution of data (points) on the diagonal axis and graph or by looking at the histogram of the residuals. Basis for decision making:

- If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the normality assumption.
- If the data spreads far from the diagonal and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

Figure 1. Normality Test Results



Source: Results of data processing with SPSS Vers. 24.0.

Based on Figure 1 above, the distribution points are not far from the diagonal line. This shows that the distribution is normal, so the regression model meets the normality assumption.

Multicollinearity Test

The multicollinearity test is used to examine the existence of a relationship between one independent variable and other independent variables. The variables in this research can be said to be protected from multicollinearity. If the test results show VIF < 10 and tolerance value > 0.1. The results of the multicollinearity test can be seen from table 9 below.

Table 9. Multicollinearity Assumption Test Results

Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*			*Collinearity Statistics*		
		B	*Std. Error*	*Beta*	*T*	*Sig.*	*Tolerance*	*VIF*	**Informations**
1	(*Constant*)	-.335	.949		-.353	.727			
	P	.173	.159	.167	1.092	.283	.765	1.307	Tidak terjadi multikolinearitas
	H	.450	.208	.305	2.166	.038	.907	1.103	Tidak terjadi multikolinearitas
	T	.185	.135	.210	1.366	.181	.760	1.317	Tidak terjadi multikolinearitas
	P	.295	.111	.388	2.654	.012	.839	1.192	Tidak terjadi multikolinearitas

a. *Dependent Variable*: KK

Source: Data results processed with SPSS Vers.24.0.

Based on table 9 above, it shows the results of the multicollinearity test with VIF values, namely 1.307, 1.103, 1.317, 1.192 for 4 independent variables, while the resulting tolerance values are 0.765, 0.907, 0.760, 0.839. This explains that the VIF value is smaller than 10 and the tolerance value is greater than 0.1. So it can be said that the variables in this study do not contain multicollinearity.

Autocorrelation Test

According to Raharjo, the basis for decision making in the autocorrelation test is the Durbin-Watson test (DW test) with the following conditions:

a. if d is smaller than dL or greater than (4-dL), then the null hypothesis is rejected, which means there is autocorrelation.
b. c.if d lies between dU and (4-dU), then the null hypothesis is accepted, which means there is no autocorrelation.
c. if d lies between dL and dU or between (4-dL), then it does not produce a definite conclusion.

The following are the results of the autocorrelation test based on data obtained from the results of distributing questionnaires.

Table 10. Autocorrelation Assumption Test Results
Model Summary[b]

Model	R	R Square	Adjusted R Square	Error of The Estimate	Durbin-Watson
	.407	.335		.18319	1.856

Source: Results of data processing with SPSS Vers. 24.0.

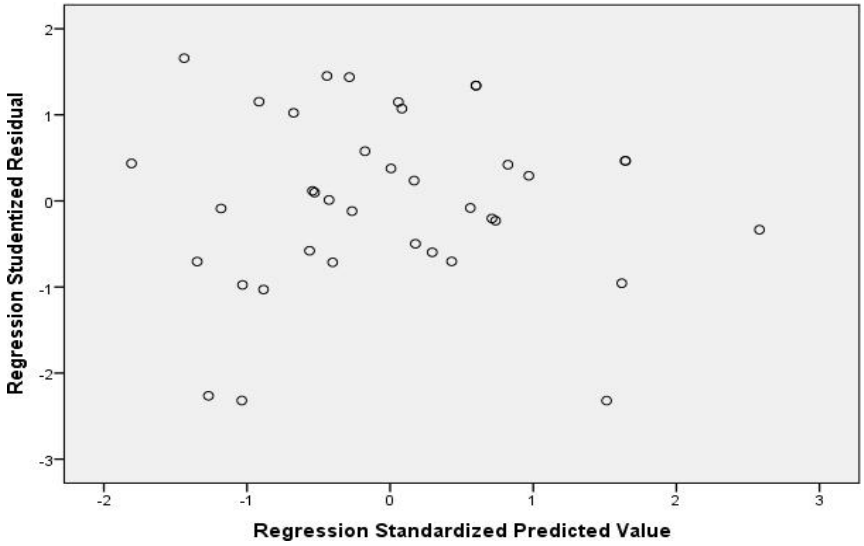
a. *Predictors: (Constant)*, P, T, H, P
b. *Dependent Variable*: KK

Based on table 4.18 above, we can see that the DW value is 1.856. We will compare this value with the table value with a significance of 5%, the sample size is 38 (n) and the number of independent variables is 4 (K=4), so we get a dU value of 1.656. The DW value of 1.856 is greater than the upper limit (dU), namely 1.656, it can be concluded that there is no correlation.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the regression model in this study has unequal variances between one another. The results of the heteroscedasticity test can be seen in Figure 2 below.

Figure 2. Heteroscedasticity Test Results



Source: Results of data processing with SPSS Vers. 24.0

Based on Figure 4.2 above, it can be seen that the points are spread randomly and are scattered above and below the number 0 on the Y axis, so it can be concluded that heteroscedasticity does not occur.

Multiple Linear Regression Test

According to Ghozali in Wijaya (2018:85) multiple linear regression analysis is used to measure the strength of the relationship between two or more variables and also shows the direction of the relationship between the dependent variable and the independent variable. The following is the multiple linear regression analysis table in this research:

Table 11. Multiple Linear Regression Test Results

		Unstandardized Coefficients		*Standardized Coefficients*		
Model		***B***	***Std. Error***	***Beta***	***T***	***Sig.***
1	(*Constant*)	-.335	.949		-.353	.727
	P	.173	.159	.167	1.092	.283
	H	.450	.208	.305	2.166	.038
	T	.185	.135	.210	1.366	.181
	P	.295	.111	.388	2.654	.012

Coefficients[a]

a. *Dependent Variable*: KK

Source: Results of data processing using SPSS Version.24.0.

Based on the calculation results in table 11 above, the results of the Multiple Linear Regression equation are obtained as follows:

$$Y = -0{,}335 + 0{,}173x_1 + 0{,}450x_2 + 0{,}185x_3 + 0{,}295x_4$$

Determination Coefficient Test (Adjusted R2)

The coefficient of determination test is useful for finding out how much the independent variable is able to explain the dependent variable. The results of testing the coefficient of determination in this research can be seen in table 12 below.

Table 12. Coefficient of Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std Error of The Estimate	Durbin-Watson
1	.638[a]	.407	.335	.18319	1.856

a. *Predictors: (Constant)*, P, T, H, P
b. *Dependent Variable*: KK

Source: Results of data processing using SPSS Vers. 24.0.

Table 12 above shows an adjusted R square value of 0.407, so it can be seen that the independent variables in this research which include Product, Price, Place and Promotion are able to explain the accounting information system performance variable by 0.335 or 33.5%, the remaining 66.5% is another variable outside this research that is able to explain the Consumer Satisfaction variable.

Hypothesis testing

Partial Hypothesis Test (t Value Test)

The t value test is used to determine the level of influence of each independent variable on the dependent variable. An independent data variable is said to have an influence on the dependent variable if

the significant value produced in testing for each independent variable is smaller than the alpha value (<0.05). The results of partial hypothesis testing for this research are as follows.

Table 13. Partial t test results

		Unstandardized Coefficients		*Standardized Coefficients*				
Model		***B***	***Std. Error***	***Beta***	***t***	***Sig.***	***Role Predictions***	**Informations**
1	(*Constant*)	-.335	.949		-.353	.727		
	P	.173	.159	.167	1.092	.283	Positif	Ditolak
	H	.450	.208	.305	2.166	.038	Positif	Diterima
	T	.185	.135	.210	1.366	.181	positif	Ditolak
	H	.295	.111	.388	2.654	.012	Positif	Diterima

Coefficients[a]

Dependent Variable: KK
Source: Results from data using SPSS.24.0

a. Hypothesis Test 1

The first hypothesis in this research is that products have a negative effect on consumer satisfaction. This hypothesis can be accepted if the resulting significant value is smaller than 0.05 and has a positive beta coefficient. The results for testing hypothesis 1 can be seen in the table above.

Based on table 4.20, it is known that the resulting significance value is 0.283, which is greater than 0.05. The resulting beta coefficient value is 0.167, where this number is positive. This shows that the user satisfaction variable has a negative effect on the performance of the accounting information system, so it can be said that hypothesis 1 is rejected.

b. Hypothesis Test 2

The second hypothesis in this research is that price has a positive effect on consumer satisfaction. This hypothesis can be accepted if the resulting significant value is smaller than 0.05 and has a positive beta coefficient. The results for testing hypothesis 2 can be seen in the table above. Based on table 4.20, it is known that the resulting significance value is 0.038, which is greater than 0.05. The resulting beta coefficient value is 0.450, where this number is positive. This shows that the price variable has a positive effect on consumer satisfaction, so it can be said that hypothesis 2 is accepted.

c. Hypothesis Test 3

The third hypothesis in this research is that place has a positive effect on the performance of the accounting information system. This hypothesis can be accepted if the resulting significant value is smaller than 0.05 and has a positive beta coefficient. The results for testing hypothesis 3 can be seen in the table above.

Based on table 4.20, it is known that the resulting significance value is 0.181, which is greater than 0.05. The resulting beta coefficient value is 0.185, where this number is positive. This shows that the Place variable has a positive effect on Consumer Satisfaction so it can be said that hypothesis 3 is rejected.

d. Hypothesis Test 4

The fourth hypothesis in this research is that promotion has a positive effect on consumer satisfaction. This hypothesis can be accepted if the resulting significant value is smaller than 0.05 and has

a positive beta coefficient. The results for testing hypothesis 4 can be seen in the table above.

Based on table 4.20, it is known that the resulting significance value is 0.012, which is greater than 0.05. The resulting beta coefficient value is 0.295, where this number is positive. This shows that the sales control system variable has a positive effect on the performance of the accounting information system, so it can be said that hypothesis 4 is accepted.

Simultaneous Hypothesis Testing (F Value Test)

This test is carried out to find out whether the independent variables as a whole or together have an effect on the dependent variable. The Product, Place and Promotion variables together can be said to have an influence on the Consumer Satisfaction variable if the resulting significant value is smaller than the alpha value (<0.005). The results of the F value test can be seen in the table below:

Table 14. F Value Test Results
ANOVA[a]

Model		*Sum of Squares*	*Df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	.759	4	.190	5.657	.001[b]
	Residual	1.107	33	.034		
	Total	1.867	37			

a. *Dependent Variable*: KK
b. *Predictors*: (*Constant*), P, H, T, KK

Source: Results of data processing using SPSS Vers.24.0.

In table 14 above, it can be seen that the significant value produced in this test is 0.001, which is a value smaller than 0.05. This shows that the variables Product, Price, Place and Promotion together have an influence on the variable Consumer Satisfaction.

CONCLUSION AND SUGGESTIONS

Conclusion

This research examines the analysis of factors that influence the level of customer satisfaction at PT. Trakindo Utama Palembang. Where four independent variables, namely Product, Price, Place, and Promotion, with one dependent, namely User Satisfaction. Based on the test results on User Satisfaction at PT. Trakindo Utama Palembang, the following conclusions can be drawn:

1. The dependent variable is customer satisfaction. And while the independent variables are product, price, place and promotion.
2. From the F test (simultaneous), the calculated F was obtained at 5.657 with a significance level of 0.001, smaller than 0.05. This means that the relationship between the independent variables (Product, Price, Place and Promotion) and the dependent variable (User Satisfaction) has a significant effect.
3. When tested partially (t test), Product (X1), Price (X2), Place (X3), and Promotion (X4) are as follows.
   a. The product (X1) obtained a t count of 1.092 with a significance level of 0.283 which is greater than 0.05. This means that Product (X1) does not have a significant effect.
   b. The price (X2) can be calculated at 2.166 with a significance level of 0.038 which is smaller than 0.05. This means that price (X2) has a significant effect.
   c. Place (X3) can be calculated as 1.366 with a significance level of 0.181 which is greater than 0.05. Means Place (X3) has no effect.
   d. Promotion (X4) can be calculated at 2.654 with a significance level of 0.012 from 0.05. This means that Promotion (X4) has a significant effect.

Suggestion

1. PT. Trakindo Utama always provides good product quality by packaging products appropriately, providing standards for handling or using products.
2. PT. Trakindo Utama provides bonuses for every transaction with a large number of purchases (buy 10 get 1 free).
3. PT. Trakindo Utama provides a bigger place so that customers have more freedom when customers come in large numbers.
4. PT. Trakindo Utama further increases product promotion offline and online.

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