

THE INFLUENCE OF PRODUCT EXCELLENCE AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT PT. BANK 9 JAMBI SUNGAI PENUH CITY BRANCH

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ABSTRACT

This study aims to determine the effect of product excellence and service quality on customer satisfaction at Bank 9 Jambi Sungai Penuh Branch. This research includes quantitative research, which can be interpreted as a method used to examine specific populations and samples. The number of samples used in this study was 30 people. The data in this study were obtained by distributing questionnaires or research questionnaires to customers at Bank 9 Jambi Sungai Penuh Branch. The results of this study indicate that product excellence and service quality have a positive and significant simultaneous (equally) effect on customer satisfaction at Bank 9 Jambi Branch Sungai Penuh. The findings partially show that product superiority has a positive and significant impact on customer satisfaction at Bank 9 Jambi Penuh Branch, and service quality has a positive and significant effect on customer satisfaction at Bank 9 Jambi Sungai Penuh Branch.

Keywords: Produk Excellence; Service Quality; customer satisfaction

INTRODUCTION

Financial institutions in the era of globalization, such as banking, contribute to the smooth development of a nation. According to Banking Law No. 10 of 1998, banks are business entities that collect funds from the community to the community in the form of savings and distribute them again to the community through credit to improve people's living standards. The bank has succeeded in changing the mindset of people who only saved at home, thus making people change their knowledge patterns to keep at the bank by having a bank account. The development of banking is currently experiencing intense competition in Indonesia, both in the fields of products and services, so that people not only save but also become investors. The increasing number of competing banks is required to offer various products to compete with other banks.

Bank Jambi is a bank owned by the Jambi Provincial Government and the Regency or City Government in Jambi Province, which was established based on the Adiputra Protection Notarial Deed number No. 6 dated 12 February 1959 under the name PT. Jambi Regional Development Bank. Bank 9 Jambi has 11 branches in each capital city and district of Jambi Province, including a branch office in Sungai Penuh. Bank 9 Jambi Sungai Penuh Branch has two cash offices in Jujun Village and Jl. Major General A. Talib. Bank 9 Jambi Sungai Penuh Branch operates like other commercial banks that can provide payment services. However, Bank 9 Jambi Sungai Penuh Branch has characteristics different from commercial banks. The existence of Bank 9 Jambi Sungai Penuh Branch cannot be separated from the regional economy. Apart from that, Bank 9 Jambi Sungai Penuh Branch is also a cashier in the provincial government.

According to Kotler (2016), customer satisfaction is a person's pleasure that arises from comparing the performance obtained from the results against the customer's expectations. If the performance fails to meet the customer's wishes, the customer will not be satisfied. If the performance matches the customer's expectations, the customer will be comfortable and happy. Customer expectations are determined by experience; satisfied customers will be loyal longer, and companies that perform well will pay attention to their business. Banks need to pay attention to customer satisfaction because it will impact sales and product performance. Satisfied customers will tell others about their good experience with the product and will buy again.

The phenomenon that can be seen today is that the strength of competition between banks is getting tighter, so each bank is required to survive in banking competition. Every bank must understand the importance of building customer satisfaction so that they remain satisfied. Whether customers are satisfied is the first reason customers move to another bank. This impacts customer satisfaction regarding loyalty and repeat purchases, which is different for each company. Customer loyalty does not necessarily mean that they are satisfied. On the contrary, happy customers tend to become loyal customers.

Factors that cause a lack of customer satisfaction include interest rates, service, and product quality. Apart from that, other factors are product excellence, service quality, and brand image. Product excellence is one of the essential factors to research because the various product features contained in it are basic things that customers can understand. Excellence, superiority, or qualities such as uniqueness, benefits, and value will satisfy customers. Product excellence influences customer satisfaction because quality products, such as having the desired use, long durability, and guarantees if there are any in the product, will satisfy customers. Customer satisfaction is also a condition related to feelings in several ways. Expectancy Disconfirmation Theory (EDT) explains that expectations, disconfirmation, and performance influence satisfaction. EDT is the dominant theory in customer behavior toward satisfaction (Erevelles and Leavitt, 1992; Oliver, 1997; Yi, 1990; Ratnasari, 2015). Expectation disconfirmation theory (EDT) sees that satisfaction assessments are determined by services or product performance and by a process where customers compare expectations in previous performance (Van Ryzin in Ratnasari, 2015). Between differences in performance and expectations, the quality gap between services or goods and the quality that should be received or experienced is called disconfirmation.

Based on observations made by researchers of customers of Bank 9 Jambi, Sungai Penuh Branch, they were still dissatisfied with the products provided, one of which was that the product had quite a considerable discount and had quite a significant interest on deposits. Apart from dissatisfaction with the product, there is also customer dissatisfaction with the services provided by Bank 9 Jambi Sungai Penuh Branch, such as queues that do not match the numbering. This is evident from the low public interest in saving at Bank 9 Jambi Sungai Penuh Branch. This can be seen from the public's desire to keep banks such as BRI, BNI, and Mandiri on a national scale. In contrast, in the public's view, Bank 9 Jambi, Sungai Penuh Branch, only provides services for employee salaries, retirement, and savings and loans. People's ability to save continuously is relatively low. For customers, quality service is essential because service quality is the main component for customer comfort and satisfaction, as well as growing customer trust in Bank 9 Jambi, Sungai Penuh Branch.

Product excellence is one of the factors that can influence customer satisfaction. It can be said that with quality service products, bank services will get satisfied customers. This reflects that product quality and satisfaction are interrelated and can form customer loyalty. According to Muslkahatun (2015), product excellence positively affects customer satisfaction. Consumers feel satisfied when their expectations are exceeded or even met and will be loyal

longer. Customers and good performance completely help the company promote itself. Ultimately, this will help the company to compete and survive in the market.

The savings products available at Bank 9 Jambi Sungai Penuh Branch are Siginjai, Sempel (Student Savings), Tabunganku, Silah, and Sempeda. Of these products, Siginjai Savings is one that customers are interested in. This is because this product has the advantages of Siginjai savings. The advantage is that the Siginjai savings product (Jambi Investment Movement Savings) is one of the original products from Bank 9 Jambi and gets a lottery at the end of the year. There is a sharia product in the form of the Siginjai IB sharia savings product. Apart from sharia savings, Siginjai products have various types: Employee Siginjai, General Siginjai, Trader Siginjai, and Pension Siginjai.

Research by Aziz et al. (2020) stated that service quality is one factor that influences customer satisfaction and determines customer satisfaction in a company. Service quality is also a matter of customer loyalty in the banking sector, as well as efforts to fulfill customer desires and needs and clarity of delivery to meet consumer expectations. The way to determine the quality of service is to get consumers' reasons for actual service in getting the service they expect or receive from a company. The quality of service will encourage customers to maintain good ties with the bank. Such ties make it possible to understand customer expectations and their needs in the long term.

RESEARCH METHODS

This research uses a quantitative approach, a measurement that can be calculated with a certain number of units or expressed with numbers. This analysis includes data processing, organizing data, and research results. The population in this study were 30 customers at Bank 9 Jambi, Sungai Penuh Branch, who used Siginjai Pedagang products. The sample size used in this research is by the sampling technique with a type of non-probability sampling, namely saturated sampling, where the sampling technique uses all population members as a sample. This is done because the population is relatively small, less than 30. So what will be used as the sample in this research is the population taken, namely all customers of Bank 9 Jambi Sungai Penuh Branch who use Siginjai merchant products will be used as samples. Sugiyono (2018:154) states that the sampling technique, namely the non-probability sampling technique, is a technique that does not provide the same chance or opportunity for all elements or members of the population to be selected as samples.

RESULT AND DISCUSSION

Multiple Regression Analysis

Table 1.
Multiple Regression Analysis

Model	Unstandardized Coefficients (B)
Constant	10,615
Product excellence (X1)	0,235
Service quality (X2)	0,301

Source: Data Processed with SPSS 26, 2023

Based on Table 1 above, the following regression equation can be formed.

$$Y = 10,615 + 0,235X1 + 0,301X2$$

Based on the equation above, it can be interpreted as follows:

1. The constant value is 10.615, where this value has a positive sign, meaning that if it is assumed that the product excellence (X1) and service quality (X2) variables have not changed, then customer satisfaction is still in good condition.

2. The regression coefficient value for product excellence (X1) is 0.235, where this value has a positive sign, meaning that the direction of the influence of product excellence on customer satisfaction (Y) is in the same direction or positive.
3. The regression coefficient value for service quality (X2) is 0.301, where this value has a positive sign, meaning that the direction of the influence of service quality on customer satisfaction (Y) is in the same direction or positive.

Hypothesis Test Results

Simultaneous Test Results (F-test)

Table 2.
Simultaneous Test Results

Sig.	><	Alpha	Info.
0,005	<	0,05	H _a accepted

Source: Data Processed with SPSS 26, 2023

Based on the table above, it is known that the significance value is 0,005, where the value is smaller than 0,05, so H_a is accepted and H₀ is rejected, meaning that product excellence and service quality simultaneously (simultaneously) have a positive and significant effect on customer satisfaction, in other words, the model The regression formed is declared good (goodness of fit).

Partial Test Results (t-test)

Table 3.
Partial Test Results (t-test)

Variable	t-test	><	t-table	sig.	><	Alpha	Info
Product excellence (X1)	2,386	>	2,051	0,024	<	0,05	H _{a1} accepted
Service quality (X2)	2,431	>	2,051	0,022	<	0,05	H _{a2} accepted

Source: Data Processed with SPSS 26, 2023

Based on the table above, it can be seen:

1. The calculated value of product superiority is 2.386, where this value is more significant than 2.051 with a significance value of 0.024, where this value is smaller than 0.05, then H_{a1} is accepted, and H₀₁ is rejected, meaning product superiority has a positive and significant effect on customer satisfaction. It can be concluded that the better the product competitiveness, the more customer satisfaction will increase.
2. The calculated value of service quality is 2.431, where this value is more significant than 2.051 with a significance value of 0.022, where this value is smaller than 0.05, then H_{a2} is accepted, and H₀₂ is rejected, meaning that service quality has a positive and significant effect on customers, so it can be concluded that the higher the quality of a person's service, the more satisfied the customer will be with the service.

DISCUSSION

The Influence of Product Excellence on Customer Satisfaction

Based on the results of statistical tests, product excellence has a positive and significant effect on customer satisfaction at Bank 9 Jambi, Sungai Penuh Branch. This indicates that the better the product excellence, the more customer satisfaction will increase.

Products are an essential instrument for achieving prosperity and success for companies. Technological developments, market demands, and increasing global competition require

companies to develop products to produce quality and superior products or fail to achieve their business goals.

Based on the respondents' results, most respondents in this study agreed with the product superiority indicators. The product advantages at Bank 9 Jambi Sungai Penuh Branch are excellent. The bank tries to provide quality and superior products. The superiority of goods and services is one way for companies to adapt to changes in markets and technology in an industry. Like performance, namely providing easy requirements in the initial account opening process for customers, savings products provide light initial deposits so that customers feel satisfied and there are attractive interest rates. Reliability, namely savings products, offers customer satisfaction, and savings can also be relied on by customers. The product's durability can also influence customer satisfaction, such as having a flexible period for saving, guaranteed safety, and books that can be replaced when they run out. Aesthetics, such as attractive names, ease of remembering, and books and ATMs that are very attractive to customers can also influence customer satisfaction.

The results of this research are research by Huri Safira (2021) entitled *The Influence of Product Excellence and the Application of Islam on Sharia Bank Customer Satisfaction (Case Study of BSI Ratulangi Palopo Branch)*, which suggests that product excellence has a positive and significant effect on customer satisfaction. This states that product excellence at a bank influences customer satisfaction. The results of this research are research by Ratih Agustina (2021) entitled *The Influence of Product Excellence and the Application of Sharia Principles on Customer Satisfaction at Bank Aceh Syariah S.Parman Medan Branch* stated that product excellence has a positive and significant effect on customer satisfaction. This says that the superiority of a bank's products influences customer satisfaction. Also, the results of Harka Pratikto's (2019) research entitled *The Influence of Product Excellence, Trust, and Service Quality on Customer Satisfaction at the People's Credit Bank "Kusuma Sumbing" Temanggung Branch Office* suggests that product excellence has a positive and significant effect on customer satisfaction. This states that product excellence at a bank influences customer satisfaction.

The Influence of Service Quality on Customer Satisfaction

Based on the results of statistical tests, service quality has a positive and significant effect on customer satisfaction at Bank 9 Jambi, Sungai Penuh Branch. This indicates that the better the quality of service, the more customer satisfaction will increase. Service quality is fulfilling wants and needs and delivering provisions to balance customer expectations. Banks must strive to improve the quality of service to customer expectations to achieve success and business.

Based on the respondents' results, most respondents in this study agreed with the service quality indicators. The quality of service at Bank 9 Jambi Sungai Penuh Branch is good. The bank tries to provide good quality service, such as physical evidence, namely having a comfortable waiting room, modern queuing machines that speed up service, and neatly dressed employees can attract customers' attention so that customers feel satisfied. Then, there is reliability, namely, accurate, timely service to satisfy customers. Apart from that, the guarantee is also reliable in serving customers and being able to answer questions well to help customers. Empathy is also essential for service, namely establishing good relationships with customers, understanding customer needs, and paying attention to customers.

The results of this research are the research results of Miming Okta Nur Aini (2018) entitled *The Influence of Service Quality and Product Excellence on Customer Satisfaction at BRI Syariah KCP Ponorgo*, which stated that service quality has a positive and significant effect on customer satisfaction. This says that a bank's service quality can influence customer satisfaction. The results of this research are researched by Pramonosidi Wijanarko (2016) entitled *The Influence of Service Quality and Religiosity on Customer Satisfaction and the*

Impact on Customer Loyalty (a case study of Bank Syariah Mandiri), which suggests that service quality has a positive and significant effect on customer satisfaction. This states that a bank's service quality can influence customer satisfaction. Apart from that, this research is on the results of research by Intan Kamila (2017) entitled *The Influence of Product Quality and Service Quality on Customer Satisfaction (Case Study at Bank Syariah Mandiri Jakarta Simprug Branch)*, which stated that service quality has a positive and significant effect on customer satisfaction. This says that a bank's service quality can influence customer satisfaction.

The Influence of Product Excellence and Service Quality on Customer Satisfaction

Based on the results of statistical tests, product excellence, and service quality simultaneously (simultaneously) have a positive and significant effect on customer satisfaction at Bank 9 Jambi, Sungai Penuh Branch. This indicates that the better the excellence and quality of service, the more customer satisfaction will increase. Product excellence and service quality together (simultaneously) have a positive and significant influence on customer satisfaction at Bank 9 Jambi Sungai Penuh Branch. It is proven that product excellence, namely performance, reliability, durability, and aesthetics, can influence customer satisfaction. Service quality, namely physical evidence, reliability, guarantee, and empathy, can also impact customer satisfaction. This means that product excellence and service quality can both affect customer satisfaction.

The results of this research are the research results of Intan Kamila (2017) entitled *The Influence of Product Quality and Service Quality on Customer Satisfaction (Case Study at Bank Syariah Mandiri Jakarta Simprug Branch)*, which suggests that product quality and service quality together (simultaneously) have a positive effect and significant to customer satisfaction. These results are to the research results of Miming Okta Nur Aini (2018) entitled *The Influence of Service Quality and Product Excellence on Customer Satisfaction at BRI Syariah KCP Ponorgo* which suggests that service quality and product excellence together (simultaneously) have a positive and significant effect on customer satisfaction. This states that product excellence and service quality together (simultaneously) can influence customer satisfaction.

CONCLUSION

From the results of research and discussion regarding product superiority and service quality on customer satisfaction at Bank 9 Jambi Sungai Penuh Branch, there are conclusions from several basic processes that influence customer satisfaction.

1. Product excellence has a positive and significant effect on customer satisfaction. The better the product, the greater the customer satisfaction.
2. Service quality has a positive and significant effect on customer satisfaction. The better a person's service, the greater the customer satisfaction.
3. Product excellence and service quality together (simultaneously) have a positive and significant effect on customer satisfaction.

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