



Factors That Affect Customer Satisfaction at PT Madani Primatama Logistik

**Binton Siburian¹, Annisa Agustina², Parlin Tumpal Sinaga³, Kuncu Saragih⁴,
Johan Hursepuny⁵**

^{1,2,3,4,5} Sekolah Tinggi Ilmu Ekonomi Jayakarta, Jakarta, Indonesia

Email Address: binton1954@gmail.com, tumpalpsinaga@gmail.com , kuncu.saragih@tnt.com, johnhur59@gmail.com

*Correspondence: binton1954@gmail.com

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Abstract: This study was conducted to determine the factors that affect customer satisfaction at PT Madani Primatama Logistic. The variables studied were the variables of Location (X_1), Trust (X_2), Sense of Security (X_3) and Customer Satisfaction (Y). The type of research used is descriptive quantitative. The data collection technique used is a questionnaire or questionnaire. Furthermore, the sampling technique used is purposive sampling technique with a total of 100 respondents. The results of this study indicate that location and sense of security have no effect on customer satisfaction of PT Madani Primatama Logistik, while trust affects customer satisfaction of PT Madani Primatama Logistik. Simultaneously location, trust and a sense of security have no effect on customer satisfaction of PT Madani Primatama Logistik.

Keywords: Location, Trust, Quality Safety and Customer Satisfaction.

I. Introduction

1.1 Background

Marketing is a series of activities related to the flow of goods and services from producers to end consumers, all of which are intended to satisfy consumers in their needs and desires while uniting to achieve organizational goals.

Goods delivery service is one that is very influential on all circles. The ease and progress in delivering goods based on technology, information and communication systems is in accordance with the times. The development of technology, information and communication is what makes the existence of this freight forwarding service provider, has a very important role to send goods. In carrying out the delivery of goods, the sender entrusts the goods to the carrier



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who has been trusted and has quite good experience in transporting goods. People can choose a goods provider company that is simple, fast, easy, high-tech, has a strategic location, is trustworthy and safe.

PT Madani Primatama Logistic is a freight forwarding company that has many facilities and advantages in its services. The location is strategic close to offices and settlements and has a large parking lot. People who want to send goods can come directly to the delivery place or can call the call center, the goods will be picked up at home without having to go to the outlet. Couriers can deliver and pick up consignments appropriately. The quality of the packaging of goods using sophisticated technology makes the goods to be sent not easily damaged and lost, becoming a guarantee of the sense of security provided by PT Madani Primatama Logistik so as to increase consumer confidence.

One of the main keys to company success is customer satisfaction. Consumer satisfaction can be influenced by many factors, including the ease with which consumers can obtain goods or services, the quality of the goods or services offered along with the services so that consumers believe in using these goods or services and consumers will feel comfortable and safe. The ease with which consumers can obtain goods or services can be seen from the location of the company. A strategic location that is easily accessible to consumers and has a large parking lot, there is public transportation that will increase customer satisfaction. Customer trust can be seen from repeated purchases or use of the goods or services offered. Trust is a key variable in developing a strong desire to maintain a long-term relationship. To maintain customer trust, companies must continue to control the quality of their goods or services, maintain good service and even improve quality and service so that customer loyalty is maintained. A sense of security is also one of the main keys to customer satisfaction. The essence of this sense of security is reliability, responsiveness, assurance, empathy, and physical evidence. The sense of security provided can increase customer trust in the company.

Based on this description, a research entitled "**Factors Affecting Customer Satisfaction of PT Madani Primatama Logistik**" was made. The factors that affect customer satisfaction discussed in this study are limited to factors of location, trust and security.

1.2 Research Objectives

The objectives of this research are:

1. To determine the effect of location on customer satisfaction of PT Madani Primatama Logistik
2. To determine the effect of trust on customer satisfaction of PT Madani Primatama Logistik
3. To determine the effect of security on customer satisfaction of PT Madani Primatama Logistics



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4. To determine the effect of location, trust and sense of security on customer satisfaction of PT Madani Primatama Logistics

II. Literature Review

2.1 Marketing

Management comes from the word to manage which means to organize. Management is done through a process and is organized based on the sequence and functions of management. According to Mulayu S.P. Hasibuan (2005)¹⁾, "Management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve a goal." T. Hani Handoko (2000)²⁾ states "Management is working with people to determine, interpret, and achieve organizational goals by carrying out the functions of planning, organizing, preparing personnel, directing, leading and supervising." So management is the science and art of managing the process of utilizing human resources to determine, interpret, and achieve organizational goals by planning, organizing, directing, and supervising the efforts of organizational members and the use of other organizational resources in order to achieve predetermined organizational goals.

Marketing is part of management. Marketing is one of the most important activities in a company or trading business that is carried out to increase its business and also maintain the survival of the company it is running. According to Philip Kotler & Gary Armstrong (2008)³⁾, "Marketing is the process by which companies create value for customers and build strong customer relationships to capture value from customers in return." Marketing is a process of activities to interact between individuals and groups to get what they need and want by creating, offering, and freely exchanging products and services of value with others.

Marketing mix is defined as a marketing strategy that combines several elements in it in an integrated manner in order to achieve a targeted market marketing goal. Marketing mix is a form of strategy in combining various kinds of marketing activities in order to create a maximum combination so that the most satisfying results will appear. Marketing mix is the foundation of the basic model of a business. The concept of marketing mix is 4 P, namely product, price, promotion and place (product, price, promotion and place), which was later developed into 7 P with the addition of physical evidence, people and process.

The purpose of marketing is to introduce products, achieve sales targets, ensure customer satisfaction, create follow-up strategies, make sales reports. Types of marketing are word of mouth marketing, relationship marketing, cloud marketing or marketing by utilizing advances in information technology and public relations marketing. Marketing functions can be seen from the exchange function, distribution function and intermediary function.

Marketing management is a planning activity in marketing to achieve a company goal, namely for customer satisfaction. According to Ben M. Eniy (Buchari Alma 2007)⁴⁾ states that



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"Marketing management is a process to improve the efficiency and effectiveness of marketing activities carried out by individuals or companies."

2.2 Location

Location is where a business or company activity operates and carries out activities to produce goods, services or where consumers come and shop. Selection and determination of location is the science of spatial investigation (spatial order) of an economic activity. The selection of a strategic and appropriate business location determines the success of a business in the future. Location selection is very important because it is related to the size of operating costs, prices and the ability to compete.

Business location selection is one of the business decisions that must be made carefully. Location determination needs to be done carefully, which consists of locations for head offices, branches, and factories (Kasmir, 2014)^{5]}. Several factors influence the selection of a place / physical location of a business or factory (Tjiptono, 2002)^{6]}, namely: access, visibility, traffic, large parking lots, comfort, safety, expansion, environment, competition and government regulations. In addition, location determination must also consider consumers, raw materials, availability of water, electricity as well as human resources (workers).

2.3 Trust

Consumer trust or customer trust is the belief, trust and knowledge that consumers have about an object or product regarding its various attributes and benefits. Attributes are characteristics or features that an object may or may not have. Meanwhile, benefits are positive results provided to consumers. Trust is a key variable in developing a strong desire to maintain a long-term relationship. To be able to maintain customer loyalty, companies do not only rely on the satisfaction felt by customers, but more than that, trust is a key intermediary in building successful exchange relationships to build high customer loyalty. According to Sumarwan (2011)^{7]}, consumer trust is consumer knowledge regarding the belief that a product has various attributes, and the benefits of these various attributes.

Some things that need to be built as a basis for increasing consumer confidence include maintaining relationships, being open in communication, being patient, providing positive information, accepting risks, comfort and satisfaction. Some factors that can influence consumers towards products or services include experience, quality of work and intelligence.

2.4 A sense of security

Safe means free from the threat of danger, disturbance and protection, and avoidance of fear. Meanwhile, a sense of security is a condition in which a person is free from physical and psychological harm and is in a safe and secure condition (Potter and Perry, 2006) [8]. Factors that can make people feel safe are environmental factors and individual relationship factors. To fulfill the need for security, a person needs privacy, respect, love and social acceptance. When someone feels safe, they will feel calm, comfortable and protected, leading to positive



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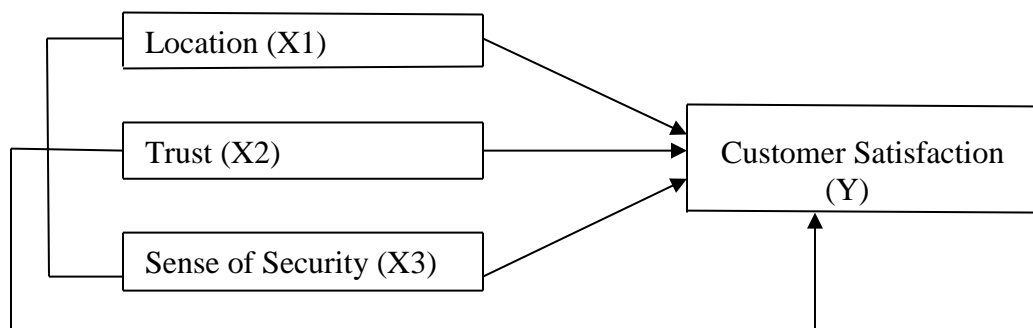
perceptions. The sense of security in each person is different from one another depending on their thoughts and past experiences.

2.5 Framework and Hypothesis

Some previous research is a reference for this research, including research from Muklis (2019)^{9]} entitled "The Effect of Location and Service Quality on Customer Satisfaction at J & T Delivery Services in Muara Bulian" with the result that location and service quality have a significant effect on J & T costumer satisfaction. Research from Lubis and Andayani (2018)^{10]} entitled "The Effect of Service Quality on Customer Satisfaction Sucofinco Batam" the result is that the quality of service seen from the weight of service has a positive and significant impact on customer satisfaction Sucofindo Batam.

Based on literature review and previous research, the following framework is made:

Figure 2.1 Framework



Hypothesize as follows:

H1 : Location affects customer satisfaction of PT Madani Primatama Logistik

H2 : Trust affects customer satisfaction of PT Madani Primatama Logistics

H3 : A sense of security affects the customer satisfaction of PT Madani Primatama Logistics

H4 : Location, trust and a sense of security together affect the customer satisfaction of PT Madani Primatama Logistik.

III. Research Method

This research is quantitative research. Data was obtained by distributing questionnaires to customers of PT Madani Primatama Logistik, which means this research uses primary data. The population of this study were all customers of PT Madani Primatama Logistik. PT Madani Primatama Logistik is a Logistics and Freight Fowarder company serving the delivery of goods for domestic destinations, custom clearance, EDI transfers. The sample of this study were 100 customers of PT Madani Primatama Logistik who were selected by chance (accidental sampling). The variables used in this study are independent variables (X) and dependent



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variables (Y). There are 3 independent variables used, namely location (X_1), trust (X_2) and a sense of security (X_3). While the independent variable is customer satisfaction (Y).

Location variable (X_1) is a place of business or a place of activity where the company operates in producing goods and services. To measure the location variable, it is represented in 10 questions. Consumer confidence variable (X_2) is consumer confidence and knowledge about products related to their attributes and benefits. The consumer confidence variable is represented in 10 questions. Sense of security (X_3) is a sense of physical and psychological security, namely avoiding anxiety, worry and others. The existence of security guarantees and system stability is an indicator of a sense of security. A sense of security is represented in 10 questions. The customer satisfaction variable (Y) is represented in 10 questions. All questions refer to the linkert scale with a score of 5 for strongly agree (SS), score 4 is agree (S), score 3 for moderately agree (CS), score 2 for disagree (TS) and score 1 is strongly disagree (STS). This research questionnaire also contains questions regarding demographic data or respondent characteristics.

3.1 Instrument test

The questions used to measure variables must be valid and reliable. To state whether a question is valid or not, the validity test is used, namely looking at the Pearson correlation value r . At a significance level of 5% and an independent degree of $n - k$, if the value of $r_{count} > r_{table}$, the question used is valid or can measure the variable. Meanwhile, reliability is used to see the consistency of respondents' answers. The reliability test uses the Cronbach's alpha value. If the Cronbach's alpha value > 0.6 then the question is reliable.

3.2 Data analysis

If the questions used to measure the variables are valid and reliable, then data analysis can be carried out. Data analysis in this study uses multiple linear regression analysis, which is to see the effect of independent variables on independent variables. But before doing regression analysis, it is ensured that the data meets the classical assumptions, namely normality, multicollinearity and heteroscedasticity. The normality assumption uses the P-P plot graph, namely if the data distribution is around the diagonal straight line, it can be said that the data is normally distributed. The multicollinearity assumption checks for correlation between the independent variables used, seen from the VIF value, if the VIF value < 10 then there is no multicollinearity. The heteroscedasticity assumption checks whether in the regression model used there is an inequality of residual variances from one observation to another. Scatter plot is used to check heteroscedasticity. If the data points spread above and below point 0 and do not form a pattern then there is no heteroscedasticity.

3.2.1 Multiple Linear Regression

Multiple linear regression shows the pattern of relationships between variables, in this case showing the pattern of relationships between location variables (X_1), trust (X_2), security (X_3) with customer satisfaction variables (Y), namely:

$Y = A + B_1X_1 + B_2X_2 + B_3X_3 + E$ with A = constant, B_i = regression coefficient and E = error.



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The correlation coefficient (r) shows the closeness of the relationship between the independent variable and the independent variable, in this case showing the closeness of the relationship between the variables of location, trust, security and customer satisfaction. The correlation coefficient value r which is closer to 1 or -1 indicates a stronger relationship. The coefficient of determination calculated from $r^2 \cdot 100\%$, shows the magnitude of the contribution of the independent variable in influencing the independent variable. In this case the coefficient of determination shows the magnitude of the contribution of location, trust, sense of security in influencing customer satisfaction.

3.2.2 t test

The t test or partial test is used to determine the effect of each independent variable on the independent variable. The hypothesis used in the t test is:

H_0 : the independent variable X_i has no effect on the independent variable Y

H_1 : the independent variable X_i affects the independent variable Y

At a significance level of 5%, H_0 will be accepted if the sig value > 0.05 or if the value of

$-t_{\text{table}} < t_{\text{count}} < t_{\text{table}}$ means X_i has no effect on Y . But if the sig value < 0.05 or the value of $-t_{\text{count}} < -t_{\text{table}}$ or $t_{\text{count}} > t_{\text{table}}$ H_0 will be rejected, means X_i has an effect on Y . The value of t table is

obtained from the t table at the 5% significance level and $n-k$ t degree of freedom, where n is the sample and k the number of independent variables used.

3.2.3 F test

The F test or simultaneous test is used to determine the effect of the independent variables together on the independent variable. The hypothesis used in the F test is:

H_0 : independent variables together have no effect on the independent variable Y

H_1 : independent variables jointly affect the independent variable Y

At a significance level of 5%, H_0 will be accepted if the sig value > 0.05 or if the $F_{\text{count}} < F_{\text{tabel}}$ value means that together the independent variables have no effect on Y . But if the sig value < 0.05 or the $F_{\text{count}} > F_{\text{tabel}}$ value, H_0 is rejected, which means that together the independent variables have an effect on Y . The F_{tabel} value is obtained from the F table at a significance level of 5% with the first degree of freedom k and the second degree of freedom $n-k-1$

IV. Results and Discussion

This research involved 100 respondents who are customers of PT Madani Primatama Logistik. They consist of 84 male customers and 16 female customers. 43 customers are self-employed, 30 customers are employees and 27 customers have other types of jobs. The age of most customers is 26-30 years old, which is 47 customers, 30 customers are 21-25 years old, 19 customers are over 30 years old and 5 customers are 15-20 years old. They found out about PT Madani Primatama Logistik from friends (38 customers) from electronic media (35) customers, from family (22) customers and from print media (5 customers)



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The instrument test results show that all questions used to measure the location variable (X_1), the trust variable (X_2), the sense of security variable (X_3) and the customer satisfaction variable (Y) are valid and reliable. So that it can be used for further analysis.

4.1 Classical assumptions

The normality test with the P-P plot of the data used shows that the data is spread around the diagonal straight line, so it can be said that the data is normally distributed.

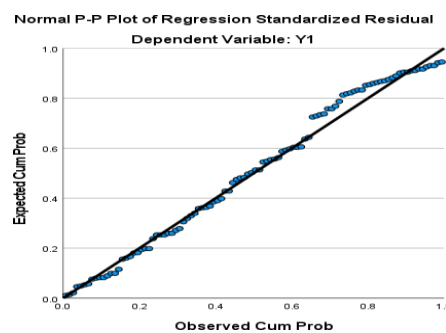


Figure 4.1. normality assumption

The Multicollinearity Test results in a VIF value for location (X_1) = 1.006 for trust (X_2) = 1.632 and for a sense of security (X_3) = 1.633, all VIF values < 10 so it can be said that there is no multicollinearity. For the heteroscedasticity test using a scatter plot, it shows that the data spreads out not forming a pattern so it can be said that heteroscedasticity does not occur, the scatter plot image is as follows:

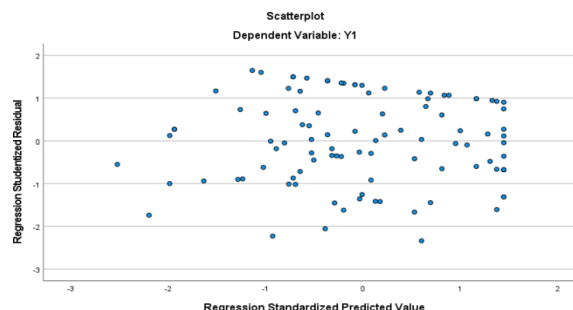


Figure 4.2 scatter plot for heteroscedasticity assumption

All classical assumptions are met, regression analysis can be done

4.2 Multiple Linear Regression



The results of data processing to see the relationship pattern between the location variable (X_1), trust (X_2), sense of security (X_3) with the customer satisfaction variable (Y) can be seen from the following table:

Table 4.1 regression coefficient table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	30.785	6.708	4.589	<.001
	X1	.000	.141	.000	.999
	X2	.249	.123	.254	.046
	X3	.021	.121	.022	.861

Based on table 4.1, the multiple regression equation is:

$Y = 30.785 + 0 X_1 + 0.249 X_2 + 0.021 X_3 + E$, which means:

1. If location, trust, security are constant or equal with 0, customer satisfaction will be at a value of 30.785.
2. If the location increases by one unit, then customer satisfaction will be constant, there is no increase or decrease in customer satisfaction, assuming trust and a sense of security are constant.
3. If trust increases by one unit, customer satisfaction will increase by 0.249 units, assuming that location and sense of security are constant.
4. If the sense of security increases by one unit, customer satisfaction will increase by 0.021 units, assuming that location and trust are constant .

The correlation coefficient will show the closeness of the relationship between the location variable (X_1), trust (X_2), security (X_3) with the customer satisfaction variable (Y) can be seen from the following table:

Table 4.2 correlation coefficient table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.268 ^a	.072	.043	6.438	.072



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The correlation coefficient r is 0.268, this value is in the range of 0.2 to 0.39 which indicates the relationship between location (X_1), trust (X_2), sense of security (X_3) with customer satisfaction (Y) is low or weak. While the coefficient of determination $r^2 \cdot 100\%$ is 7.2%, which means that the contribution of location (X_1), trust (X_2), sense of security (X_3) in influencing customer satisfaction (Y) is 7.2%, the remaining 92.8% is influenced by other variables.

4.3 t test

The t test or partial test will show the effect of each independent variable on the independent variable. In this study, the t test shows the effect of the location variable (X_1) on customer satisfaction (Y), the effect of the trust variable (X_2) on customer satisfaction (Y), the effect of safety (X_3) on customer satisfaction (Y). The hypothesis made is as follows:

1. Hypothesis 1

H_0 : location has no effect on customer satisfaction of PT Madani Primatama Logistik

H_1 : location affects customer satisfaction of PT Madani Primatama Logistik

2. Hypothesis 2

H_0 : trust has no effect on customer satisfaction of PT Madani Primatama Logistics

H_1 : trust affects customer satisfaction of PT Madani Primatama Logistics

3. Hypothesis 3

H_0 : a sense of security has no effect on customer satisfaction of PT Madani Primatama Logistik

H_1 : a sense of security affects the customer satisfaction of PT Madani Primatama Logistics

The results of data processing for the t test refer to table 4.1, where the t_{table} value is 1.98, so that for the location variable, the sig value is $0.999 > 0.05$ and the t_{count} value is 0.001 where $-1.98 < 0.001 < 1.98$ so that the decision H_0 is accepted or location has no effect on customer satisfaction of PT Madani Primatama Logistik. For the trust variable, the sig value is $0.046 < 0.05$ and the t_{count} value is 2.023 where $2.023 > 1.98$ so that the decision is H_0 rejected or trust affects the customer satisfaction of PT Madani Primatama Logistik. For the security variable, the sig value is $0.861 > 0.05$ and the t_{count} value is 0.176 where $-1.98 < 0.176 < 1.98$ so that the decision H_0 is accepted or security has no effect on customer satisfaction of PT Madani Primatama Logistik.

4.4 F test

The F test is used to see together the effect of location, trust, security on customer satisfaction of PT Madani Primatama Logistik. The hypothesis made is as follows:

H_0 : location, trust, sense of security together have no effect on customer satisfaction of PT Madani Primatama Logistics

H_1 : location, trust, sense of security together have an effect on customer satisfaction of PT Madani Primatama Logistics.

The results of data processing can be seen in the following table.



Table 4.3 F test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	308.674	3	102.891	2.482	.066 ^b
	Residual	3979.486	96	41.453		
	Total	4288.160	99			

The F_{table} value for a significance level of 5% and free degrees $k = 3$ and $n-k-1 = 96$ is 3.09. From table 4.3 the F_{count} value is 2.482 with a sig value of 0.66 where the F_{count} value $< F_{\text{table}}$ and the sig value is $0.066 > 0.05$. So it can be decided that H_0 is accepted or together location, trust, security have no effect on customer satisfaction at PT Madani Primatama Logistik.

The results of this study indicate that location and sense of security have no effect on customer satisfaction of PT Madani Primatama Logistik. PT Primatama Logistik's customer satisfaction does not increase or decrease even though the location value increases. Meanwhile, PT Madani Primatama's customer satisfaction only increases slightly when the sense of security increases. Trust affects the customer satisfaction of PT Madani Primatama Logistik, so customer satisfaction increases as trust increases. Together, location, trust and sense of security have no effect on customer satisfaction of PT Madani Primatama Logistics. The contribution of location, trust and a sense of security in influencing customer satisfaction is very small, only 7.2%, so that there are more contributions from other variables not discussed in this study that affect customer satisfaction of PT Madani Primatama Logistik.

V. Conclusion

The conclusions of this research are:

1. Location has no effect on customer satisfaction of PT Madani Primatama Logistik.
2. Trust affects customer satisfaction of PT Madani Primatama Logistics
3. Feeling safe has no effect on customer satisfaction of PT Madani Primatama Logistics
4. Location, trust, sense of security together have no effect on customer satisfaction of PT Madani Primatama Logistik

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