Prediction of Domino Pizza Customer Service Quality Level in Tangerang Area using Heteroscedasticity Purchase Satisfaction Test using Sampling Method

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ABSTRACT

Pizza is one of the Italian foods that is a favorite menu in various parts of the world. In Indonesia itself, we can more easily find pizza variants spread across various regions in Indonesia. We just have to choose according to taste. The pizza that is the object of the study is some that come from original Italian recipes, some that adopt typical Indonesian. The pizza that is the object of the study is Domino's Pizza. The purpose of this study is to determine the effect of Instagram influencer endorsement on pizza purchasing decisions, which focuses on product factors, price factors, promotion factors, place factors and influencer factors. The product, price, promotion, place and influencer variables are independent variables and the purchasing decision variable is the dependent variable, so that the calculation carried out by the sampling method can be appropriate. The study was conducted on consumers in the Tangerang area using the sampling method. The use of datasets in this study was carried out with a quantitative approach. Data collection was carried out by collecting online questionnaires filled out by pizza consumers. The independent variables of the study are product (X1), price (X2), promotion (X3) and place (X4). As a moderating variable, namely Instagram influencer endorsement (Y) on purchase satisfaction (Z), this is the data collection that will be processed later. In this study, the questionnaire will be tested with validity and reliability tests. Then classical testing is carried out, hypothesis testing with the F test and t test.

1. Introduction

In business, creating, building and retaining customers must be a top priority for the company. A fast and precise strategy to attract customer attention must be designed carefully and precisely so that customers are interested in buying the goods and services produced by the company. More than that, the company must continue to produce goods and services produced by the company.

According to Oliver on Birgelen and Wetzels [1] in 2000, customer satisfaction can be defined as an evaluation that exists between the success rate of the product when it is used and previous expectations. Therefore, hope, according Olson and Dover on Spreng, Meckenzie and Olshavsky [2] in 1996, is a person's belief in the ability of a product or in the future. Expectations can be divided into two parts: the possibility that will occur and the evaluation that will occur. Likely to be formed or influenced by historical circumstances from buyers or customers, statements or data from companies such as for example from advertisements, media and colleagues, as well as from business opponent information and connections.

According Anderson et al. [3] in 1994, if customers can be satisfied with the quality of goods or services provided, then they will become more loyal or loyal to the company. As a result, the buying interest of customers increases and they become loyal to the company's products. However, a decrease in the number of customers becomes possible because customers will switch to competing companies because of the dissatisfaction they face.

Besides that, the increase in service quality is expected to increase brand reputation, because according to Selnes on Sweeney & Swait [4] in 2006, customer reputation can be strengthened when they get high service quality and customer reputation can decrease when they get low service quality. The perception of quality associated with a brand determines its reputation.

Because service and brand image are also influential, brands can influence consumer decisions to buy goods. Consumers who are dissatisfied with the expected product or service based on the information received prior to purchase, will respond by submitting a complaint or suggestion for improvement both orally

and in writing. The company's most important thing is to ensure that complaints and recommendations read him and can be acted upon and implemented immediately. According Morgan and Hunt in 1994, all processes of creating customer satisfaction are sped up when customers and company representatives communicate with each other. This communication combines customer expectations with reality. The ability to distinguish new approaches from traditional ones demonstrates the importance of communication in marketing. Research Purposes, the research was conducted on respondents, the influence of social media, gender and others on a number of data was carried out at a pizza counter in the city of Tangerang. Research was conducted in order to find out where the product has an influence on satisfied or not customers directly. Research was conducted to determine whether they has an influence on consumers directly.

Marketing in this sense, is an activity that aims to promote and direct things exchanged as satisfying needs. Marketing is a behavior that is not the same as selling. Marketing is everywhere. Exchangeable form includes not only goods and services, but also experiences, events, people, places, information, ideas, industries and even companies. Exchange success on both sides receiving a satisfactory exchange [5].

Therefore, marketing focuses on creating customer satisfaction. Even if the company produces high-quality products, if the product does not have a satisfactory value for the customer, the customer will reject the product. Therefore, marketing is the heart or soul of business. Marketing is a two-way transaction, like exchanging a customer's product for the customer's money. This shows that the customer wants something from the customer. So, as a marketer, you need to know exactly what want to achieve in order to get a return, which is usually measured in money [6].

Marketing's job is to get creative companies to make products and services that consumers want. The company's internal marketing plays an important role in anticipating changes in market conditions. This must be done for business continuity reasons which depend on the volume of products or services sold. Marketing can help companies propose products that can keep up with the changes in each consumer [7].

This role is very important, because the company's profit and loss is very dependent on sales volume. Marketing is basically a process of customer relationship management and exchange in which two or more parties provide each other with something of value to satisfy needs. People often trade goods, clothes, cars and houses.

Exchange can also take the form of services, for example at a hairdresser or university. Some exchanges also include a combination of goods and services, such as eating at a restaurant, seeing food in real life and adding a service provider. People also exchange ideas when they donate money or time, for example to help the poor. Marketing is the activity and process of creating, communicating and exchanging offers that are of value to consumers, partners and society in general. Marketing begins with meeting people's needs, which then develop into human desires. For example, a person needs water to fulfill his needs, but he also wants to fulfill his desires. Fulfilling people's needs and wants is a marketing concept. Starting with product filling, pricing, product delivery and product promotion. A person engages in what is called market marketing. This marketing must know the sales strategies that can be carried out according to the wishes and needs of the community [8].

Determination of marketing or sales objectives, analysis of marketing processes and fulfillment of sales or marketing objectives plan for a company or organization is known as marketing management. Every business has marketing management that helps organize and analyze their product marketing process. Some businesses have decided to sell their goods in other countries as a result of globalization. Companies incorporate international marketing into their marketing strategies. Marketing managers are usually responsible for the amount, timing and type of customer requests. This does not apply to all managers because the duties of a marketing manager can differ depending on business size, organizational culture and industry context. For example, a marketing manager may serve as the general manager for all products in a large consumer products line. Companies must create effective and efficient marketing management strategies.

In marketing, term often used is "according to customer satisfaction". It shows how well the goods and services provided by a business meet or exceed customer expectations. When customer expectations are met by the product, it is called customer satisfaction. Whether the benefits of the product are in accordance with what the customer expects is called consumer satisfaction.

Customer satisfaction, according to Kotler and Keller in 2007, is a condition of being happy or not happy. Consumer satisfaction occurs when expectations are met, while dissatisfaction occurs when perceived performance does not match expectations [9]. Thus, customer satisfaction can be achieved by reducing the difference between expected product or service performance and perceived performance [10].

Handayani and Pratama [11] in 2019 stated that consumer satisfaction is an evaluation of consumer awareness and love for the goods or services they have received. Consumer satisfaction, namely interest and a positive form of evaluation from consumers regarding a product or service provided by the manufacturer [12].

Consumer satisfaction must be prioritized, because consumers are people who receive the results of the products they produce. So only they can determine their needs and desires. Satisfied consumers. Putri and

Utomo [13] in 2017 said that consumer satisfaction is the level of consumer feelings after comparing them with their expectations.

Purchasing decisions according to Kotler and Keller in Ikhsani and Ali research [14] are consumers' decisions to decide to make a purchase after going through a process of evaluating factors such as brand, location, amount to be purchased, time of purchase, and available payment methods. Consumer satisfaction is a condition of being happy or not happy with consumers for the products they buy.

Giese and Cote in Tjiptono and Chandra [15] identify consumer satisfaction into three main components, namely consumer satisfaction is a response (emotional or cognitive), the response concerns a certain focus (expectations, products, consumption experiences), and the response occurs at a certain time (after consumption, after selecting a product or service, based on accumulative experience, etc.).

According to Bahrudin M and Zuhro S [16], customer satisfaction is an evaluation of decisions caused by the experience of using or consuming goods or services and decisions made when buying certain goods or services.

From the previous understanding it can be synthesized that consumer satisfaction is a comparison of a product with other products from which conclusions can later be drawn. If performance falls short of expectations, the customer is dissatisfied.

Causal relationship analysis or causal relationship refers to the relationship between two variables. The independent variable which is called independent or influence and the dependent variable which is called dependent or affected are represented by the letters X and Y respectively.

In Tangerang, there are too many pizza brands because domino's pizza brand is not a market leader. Why Domino's Pizza brand is not a market leader.

Based on the background above, identification of problem are formulates to be whether the product has a direct effect on consumer satisfaction, does the price have a direct effect on consumer satisfaction.

2. Methods

To achieve research objectives the framework of through will be the flow of research thinking. The framework describes the objects and research problems as well as the relationships between variables. The rationale is very important because it functions as a concise description of the research results after the researcher examines the relationship between the contents of the theory based on the variables used. The variables of product, price, promotion, place, and customer satisfaction are the following indicators based on the theoretical frame work:
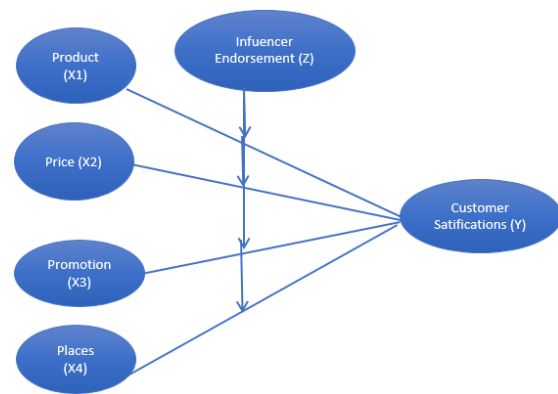

Figure 1. Research Variables

3. Result and Discussion

The technique used in this research is the Kolmogorof-Smirnov test. The significance of the Kolmogorov-Smirnov Method uses a Kolmogorov-Smirnov comparison table.

The following are the results of the Consumer Satisfaction variable Kolmogorof-Smirnov which are presented in the figure 1 below.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		234
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.58583353
Most Extreme Differences	Absolute	.129
	Positive	.129
	Negative	-.079
Test Statistic		.129
Asymp. Sig. (2-tailed)		.000[c]
Exact Sig. (2-tailed)		.001
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 2. Test Kolmogorof-Smirnov Consumer Satisfaction (Y)

The results of the Kolmogorof-Smirnov test on the Consumer Satisfaction table show that the data is not normally distributed. This is shown by the results which have a significance level of 0,001 which is below 0,05.

Following are the results of the Kolmogorof-Smirnov test for Endorsement Influencer variable which are presented in the figure 3 below.

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		234
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.67692591
Most Extreme Differences	Absolute	.112
	Positive	.077
	Negative	-.112
Test Statistic		.112
Asymp. Sig. (2-tailed)		.000[c]
Exact Sig. (2-tailed)		.005
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 3. Kolmogorof-Smirnov test Endorsement Influencer (Z)

The results of the Kolmogorof-Smirnov test on the Endorsement Influencer table show that the data is not normally distributed. This is shown by the results which have a significance level of 0,001 which is below 0,05.

The following are the results of the Kolmogorof-Smirnov Product variable which are presented in the figure 4 below.

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		234
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.45306397
Most Extreme Differences	Absolute	.093
	Positive	.078
	Negative	-.093
Test Statistic		.093
Asymp. Sig. (2-tailed)		.000[c]
Exact Sig. (2-tailed)		.033
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 4. Kolmogorof-Smirnov test Product (X1)

The Kolmogorof-Smirnov test results in the Product table show that the data is not normally distributed. This is shown by the results which have a significance level of 0,033 which is below 0,05.

The following are the results of the Kolmogorof-Smirnov test Price variable which are presented in the figure 5 below.

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		234
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.45306397
Most Extreme Differences	Absolute	.093
	Positive	.078
	Negative	-.093
Test Statistic		.093
Asymp. Sig. (2-tailed)		.000[c]
Exact Sig. (2-tailed)		.033
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 5. Kolmogorof-Smirnov test Price (X2)

The results of the Kolmogorof-Smirnov test on the Price table show that the data is not normally distributed. This is shown by the results which have a significance level of 0,033 which is below 0,05.

The following are the results of the Kolmogorof-Smirnov Promotion variable which are presented in the figure 6 below.

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		234
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.61196484
Most Extreme Differences	Absolute	.093
	Positive	.089
	Negative	-.093
Test Statistic		.093
Asymp. Sig. (2-tailed)		.000[c]
Exact Sig. (2-tailed)		.034
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 6. Kolmogorof-Smirnov test Promotion (X3)

The results of the Kolmogorof-Smirnov test on the Promotion table show that the data is not normally distributed. This is shown by the results which have a significance level of 0,034 which is below 0,05.

The following are the results of the Kolmogorof-Smirnov test for the Place variable which are presented in the figure 7 below.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		234
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.27331960
Most Extreme Differences	Absolute	.138
	Positive	.088
	Negative	-.138
Test Statistic		.138
Asymp. Sig. (2-tailed)		.000[c]
Exact Sig. (2-tailed)		.000
Point Probability		.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 7. Kolmogorof-Smirnov test Place (X4)

The next phase is Testting the P-P Plot Graph. This graphic method test is to pay attention to pay attention to the distribution of data at the diagonal source on the normal P-P Plot Graph of Regression Standardized Residual. Data is declared to be normally distributed if the distribution of points is around the line and follows the diagonal line, then the value is normal. The following is a P-P Plot graph of the Purchase Satisfaction variable which is presented in the figure 8 below.
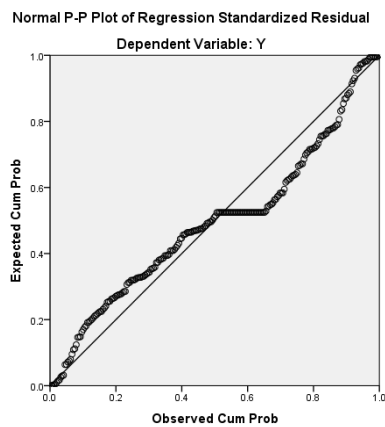

Figure 8. P-P Plot Graph of the purchase satisfaction

From the figure 8 above, it shows that the data is spread around the diagonal line and follows the direction of the line, so it can be said that the data distribution is compliant and normally distributed.

If the histogram graph depicts a distribution pattern that does not tilt to the right or left but is right in the middle like a bell shape, then the results indicate that the data is normally distributed.

The following is a histogram graph of the Purchase Satisfaction variable which is presented in the figure 9 below.
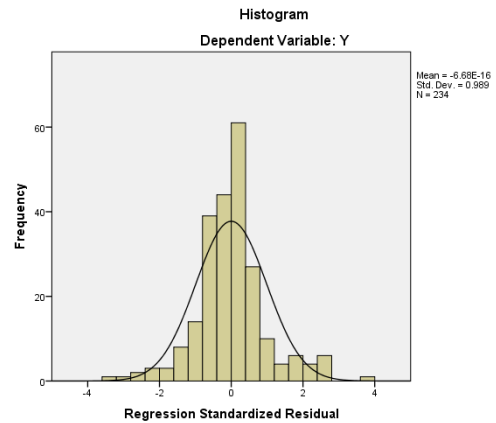

Figure 9. Histogram test purchase satisfaction (Y)

From the figure 9 above, it shows that the data follows a curve forming an inverted bell, so it can be said that the data distribution is adequate and normally distributed.

The following is a histogram graph of the Price variable which is presented in the figure 10 below.
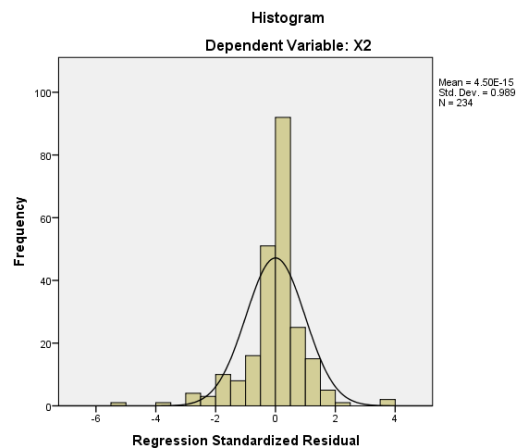

Figure 10. Histogram test price (X2)

From the figure 10 above, it shows that the data follows a curve forming an inverted bell, so it can be said that the data distribution is adequate and normally distributed.

4. Conclusion

Based on the analysis and results of data processing that has been carried out on the variables in this research, several conclusions can be drawn as follows: Product (X1) has a direct effect on Consumer Satisfaction (Y) at Domino's Pizza., Price (X2) has a direct effect on Consumer Satisfaction (Y) at Domino's Pizza., Promotion (X3) has no direct effect on Consumer Satisfaction (Y) at Domino's Pizza., Place (X4) has a direct effect on Consumer Satisfaction (Y) at Domino's Pizza., Endorser (Z) has a direct influence on supporting Product (X1) at Domino's Pizza., Endorser (Z) has a direct effect on supporting Price (X2) on Domino's Pizza., Endorser (Z) has a direct

32

influence on supporting Promotion (X3) at Domino's Pizza., Endorser (Z) has no direct effect on supporting Place (X4) on Domino's Pizza. 1. Based on the results of the analysis and discussion on the Promotion variable which has the lowest dimensions/indicators/instruments, Domino's management can carry out an analysis of the sales strategy used by themselves. By analyzing, Domino's Pizza can evaluate whether the promotions offered are in line with consumer perceptions. Through this analysis, Domino's Pizza can identify whether the promotions they are running are dominating the market or whether there is a need to carry out promotions that have not yet been reached. In sales itself. Domino's Pizza can use existing promotional analysis approaches. Apart from that, a more intensive promotional strategy can also help Domino's Pizza position itself in the leaser market and increase its superiority compared to its competitor Pizza Hut.

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