
The Influence of Product Quality, Service Quality, and Perception of Coal Prices on Customer Satisfaction at PT Bukit Asam, Tbk

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KEYWORDS

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ABSTRACT

This study was conducted with the aim of determining the influence of product quality, service quality and coal price perception on customer satisfaction at PT Bukit Asam, Tbk. The population in this study is all consumers or companies that purchase coal at PT Bukit Asam in the Tanjung Enim Mining Unit, Tarahan Port Unit and Kertapati Pier Unit in 2023 to 2024. The sample used in this study was 100 respondents using the purposive sampling method. The results of multiple linear regression analysis show that product quality, service quality and coal price perception have a positive and significant effect on customer satisfaction. Product quality, it is expected for PT Bukit Asam, Tbk to be able to provide innovation both in terms of offers, marketing and promotions carried out. The quality of service, PT Bukit Asam, Tbk is expected to be quick in responding and providing information. Price perception, it is hoped that PT Bukit Asam, Tbk can adjust in providing the price of coal offered.

INTRODUCTION

In the current era of intense competition and rapid technological advancement, companies across various industries are under pressure to innovate and enhance their service delivery to maintain customer loyalty and satisfaction. This challenge is particularly significant in the coal industry, where customer expectations are shaped by product quality, service excellence, and perceived value for money. PT Bukit Asam, Tbk, as a state-owned enterprise in Indonesia's coal sector, must navigate these competitive waters to not only sustain its market share but also enhance customer satisfaction. Understanding the dynamics of customer satisfaction in this context is essential for devising strategies that meet customer needs and expectations.

Customer satisfaction plays a crucial role in determining a company's long-term success and competitiveness. Satisfied customers are more likely to return for repeat purchases, recommend the company to others, and contribute to a positive brand image. In the case of PT Bukit Asam, Tbk, achieving high levels of customer satisfaction is critical, particularly given the company's substantial market share in both domestic and export sales. As such, it becomes imperative to explore the factors that significantly influence customer satisfaction in this industry, particularly in light of recent challenges, such as inconsistent product quality, customer service complaints, and varying pricing strategies.

This study aims to delve into the factors affecting customer satisfaction at PT Bukit Asam, Tbk, specifically focusing on product quality, service quality, and price perception. By identifying and analyzing these factors, the research seeks to provide valuable insights that can

inform management strategies aimed at enhancing customer satisfaction and loyalty. In an increasingly competitive environment, understanding these dynamics not only positions PT Bukit Asam, Tbk favorably against its competitors but also helps in building lasting relationships with its customers. According to Lestiyono (2018), in an era of increasingly competitive business competition like today, it requires all companies to be more creative and aggressive in creating various product innovations and providing excellent service to their customers, so as to be superior to their competitors. Competition that always appears in the business world encourages the emergence of creative ideas that can build products and services that provide more value in order to get customer satisfaction.

The company that is the object of the research is PT Bukit Asam, Tbk. Where PT Bukit Asam, Tbk is a state-owned company (State-Owned Enterprise) engaged in the coal industry in Indonesia which is also a group of MIND ID with a domestic and export market share used as fuel for Steam Power Plants (PLTU), cement mixing materials, steel smelters, fertilizer mixers and others. PT Bukit Asam, Tbk has several operating areas and is headquartered in the Tanjung Enim Mining Unit located in South Sumatra and other operating units such as the Kertapati Pier Unit located in South Sumatra Province, the Tarahan Port Unit located in Lampung Province, the Ombilin Mining Unit located in West Sumatra Province, the Peranap Unit in Riau Islands Province and the Jakarta Representative Office in the South Jakarta area. In this study, the researcher took secondary and primary data by distributing questionnaires from consumers who made transactions at the Tanjung Enim Mining Unit, Tarahan Port Unit and Kertapati Pier Unit.

In this study, the researcher focused on the factors that affect customer satisfaction at PT Bukit Asam, Tbk where the influence of customer satisfaction was focused on product quality factors, service quality and also price perception given to customers in the Tanjung Enim Mining Unit, Tarahan Port Unit and Kertapati Pier Unit, where in 2023 the three locations can sell 35,911,987 tons of coal.

Coal sales at PT Bukit Asam, Tbk in 2023 in the Tanjung Enim Mining Unit area or location amounted to 3,189,724 tons, the Tarahan Port Unit amounted to 25,944,869 tons, and the Kertapati Pier Unit amounted to 6,777,394 tons. The data in Table 1.1 shows coal sales during 2023 with a total of 35,911,987 tons for domestic sales and exports with the majority of sales for power generation material needs. In addition, in sales during 2023 there are product inconsistencies, complaints about customer service, and variations in the selling price of coal with the same product quality.

The phenomenon in this study on the variables of product quality, service quality and price perception is the focus in this study because it plays an important role in determining customer satisfaction at PT Bukit Asam, Tbk. Customer satisfaction in purchasing coal at PT Bukit Asam, Tbk is created during the purchase period, experience of using the product and the period after purchase. Customers who are satisfied with the products they use will return to buy and use the products offered. This results in customer satisfaction being one of the most important factors for PT Bukit Asam, Tbk to be able to win the competition with many competitors of similar companies, especially companies in Indonesia.

Literature Review

Quality of Service

Service quality (service quality) is a customer assessment of the excellence or privileges of a product or service as a whole (Parasuraman et al., 2019).

Product Quality

Product quality (product quality) is the ability of a product to demonstrate its function and is one of the most relied on factors by a marketer in marketing a product (Kotler & Armstrong, 2015).

Price Perception

Price is a response/view of the amount of money billed for a product or service or the amount of value that customers redeem to benefit from owning or using a product or service (Kotler & Armstrong, 2019).

Customer Satisfaction

Consumer satisfaction is the result felt by buyers who experience the performance of a company that meets their expectations (Kotler & Keller, 2018)

The urgency of this research stems from the pressing need for PT Bukit Asam, Tbk to adapt to evolving market conditions and consumer preferences. As the coal industry faces scrutiny over environmental concerns and sustainability, understanding customer satisfaction becomes even more critical in shaping the company's strategic responses. Furthermore, the company's ability to enhance customer satisfaction can lead to improved financial performance, particularly in a post-pandemic landscape where market dynamics have shifted dramatically. Given these factors, timely insights into customer satisfaction will empower PT Bukit Asam, Tbk to make informed decisions, align its offerings with market demands, and ultimately secure its position as a leader in the coal industry.

This study offers a novel contribution by focusing on the specific context of PT Bukit Asam, Tbk, a state-owned enterprise in the coal industry, amidst a competitive business landscape. While previous research has explored customer satisfaction in various industries, this study uniquely emphasizes the interplay between product quality, service quality, and price perception in the coal sector, a relatively under-researched area. By incorporating primary data collected through consumer questionnaires and analyzing sales performance, this research provides a comprehensive understanding of customer satisfaction factors that are tailored to the nuances of the coal market in Indonesia.

The primary objective of this study is to examine the factors influencing customer satisfaction at PT Bukit Asam, Tbk. Specifically, the research aims to: (1) analyze the impact of product quality, service quality, and price perception on customer satisfaction; (2) evaluate how these factors contribute to repeat purchases and customer loyalty; and (3) provide insights into how PT Bukit Asam, Tbk can enhance its competitive advantage in the coal industry through improved customer satisfaction.

The findings of this study are expected to contribute significantly to both theoretical and practical domains. Theoretically, this research enhances the existing literature on customer satisfaction by providing empirical evidence from the coal industry, highlighting the importance of service quality, product quality, and price perception as key determinants of customer satisfaction. Practically, the results will offer actionable recommendations for PT Bukit Asam, Tbk to refine its marketing strategies, improve service delivery, and enhance product offerings, ultimately leading to increased customer satisfaction and loyalty. This study serves as a valuable resource for management decision-making and strategic planning, aiding PT Bukit Asam, Tbk in navigating a competitive market environment.

RESEARCH METHOD

The population in this study is all consumers or companies that purchase coal at PT Bukit Asam in the Tanjung Enim Mining Unit, Tarahan Port Unit and Kertapati Pier Unit in 2023 to 2024. The sample used in this study will be taken as many as 100 respondents by the purposive sampling method in determining the sample. This number is considered to be sufficient to represent the population to be studied because it has met the maximum limit of the research sample.

RESULTS AND DISCUSSION

- 1) The product quality variable (X1), has a beta value of 0.622 with a significant value of 0.000 which is less than 0.05. This shows that the product quality variable has a positive and significant influence on customer satisfaction at PT Bukit Asam, Tbk. This proves that the first hypothesis on the variable of product quality has a positive and significant effect is acceptable.
- 2) The service quality variable (X2), has a beta value of 0.491 with a significant value of 0.001 which is smaller than 0.05. This shows that the service quality variable has a positive and significant influence on customer satisfaction at PT Bukit Asam, Tbk. This proves that the second hypothesis on the variable of service quality has a positive and significant effect is acceptable.
- 3) The price perception variable (X3), has a beta value of 0.418 with a significant value of 0.016 which is smaller than 0.05. This shows that the price perception variable has a positive and significant influence on customer satisfaction at PT Bukit Asam, Tbk. This proves that the third hypothesis on the variable of price perception has a positive and significant effect is acceptable.

Discussion

The Effect of Product Quality on Customer Satisfaction at PT Bukit Asam, Tbk

Product quality has a positive and significant effect on customer satisfaction. These results are in line with the results of the study from (Carvalho, 2023); (Fri, 2023); (Satri., Zakaria W., Muchsin, S., Marlina, W., 2021); (Diputra, 2021); (Laili, 2021); (Alvino, 2020); (Reynard & Ariyani, 2020); (Chang & Cher-Min, 2020); (Ishaq, 2020); (Chao & Wu, 2020); (Kalam & Roostika, 2019); (Tombeng et al., 2019); (Sari, 2019); (Keloay et al., 2019); (Novrianda, 2018); (Wijaya, 2018); (Pramana, 2018); (Puasantika & Prabawani, 2018); (Maramis et al., 2018); (Nasirudin et al., 2018); (Fatini & Dewi, 2017) showed the results that product quality had a positive and significant effect on customer satisfaction.

The respondents' response to the Coal indicator produced by PT Bukit Asam, Tbk was my main choice, showing the lowest value. This shows that with the increasing number of competitors who produce similar products, it can be a challenge for PT Bukit Asam, Tbk. The existence of a variety of options offered makes consumers/customers have many choices. In addition, there is business competition that occurs to attract consumers/customers and retain customers who have made purchases so that they do not choose products from other companies.

Respondents' responses to the Coal quality indicator from PT Bukit Asam, Tbk were good and of high quality, showing the highest score. This shows that the coal products produced by PT Bukit Asam, Tbk are of good quality. Some customers who are respondents in this study said that the quality of coal from PT Bukit Asam, Tbk is of good quality and in accordance with the needs and in accordance with customer expectations for coal products.

The Effect of Service Quality on Customer Satisfaction at PT Bukit Asam, Tbk

Service quality has a positive and significant effect on customer satisfaction. These results are in line with the results of the study from (Carvalho, 2023); (Aeny, 2023); (Fri, 2023); (Connie, 2023); (Ifeoma et al., 2023); (Ajaleen, 2023); (Yang et al., 2022); (Antara, 2022); (Chuenyindee, 2022); (Rajasulochana & Khizerulla, 2022); (Apriliani et al., 2022); (Ali & Gardi, 2021); (Dam & Cuong, 2021); (Tran & Le, 2020); (Alzoubia et al., 2020); (Fida & Ahmed, 2020); (Gunardi, 2019); (Sondakh, 2019); (Sofyan et al., 2019); (Tombeng et al., 2019); (Keloay et al., 2019); (Novrianda, 2018); (Fiazisyah & Purwidiani, 2018); (Wijaya, 2018); (Pramana, 2018); (Maramis et al., 2018) showed that the quality of service had a positive and significant effect on customer satisfaction.

The response of the respondents, the officers and employees of PT Bukit Asam, Tbk were quick in responding and informing customers, showing the lowest value. This shows that there is still considered to be a slow response felt by customers regarding the service system and the

provision of information provided by service officers of PT Bukit Asam, Tbk. Respondents who are customers said that there is a delay in providing information and the duration of responding to messages and complaints felt by customers. Service officers have provided the best service, but there are still several obstacles that occur in providing information provided to customers.

The respondents' responses to the PT Bukit Asam, Tbk indicator that provided services in accordance with the standards showed the highest score. This shows that the services provided by PT Bukit Asam, Tbk in providing services to all its consumers, both new consumers and customers who have often made purchases. Service officers and employees of PT Bukit Asam, Tbk have provided services that are in accordance with standards and can establish good relationships with customers.

The Effect of Price Perception on Customer Satisfaction at PT Bukit Asam, Tbk

Price perception has a positive and significant effect on customer satisfaction. These results are in line with the results of the study from (Carvalho, 2023); (Aeny, 2023); (Fri, 2023); (Bernarto, 2022); (Apriliani et al., 2022); (Dam & Cuong, 2021); (Tran & Le, 2020); (Alzoubia et al., 2020); (Alvino, 2020); (Reynard & Ariyani, 2020); (Kalam & Roostika, 2019); (Tombeng et al., 2019); (Keloay et al., 2019); (Fiazisyah & Purwidiani, 2018) shows that price has a positive and significant effect on customer satisfaction.

The response of respondents to the coal price indicator offered by PT Bukit Asam, Tbk is affordable shows the lowest value. This shows that the growing number of similar product competitors makes the price competition offered even tighter. The increasing number of companies with similar products causes many price variations with the same product. This makes consumers have more choices. This is a very important challenge in retaining consumers who make purchases to provide plus value when compared to other companies so that consumers can be satisfied with the products, services and prices offered.

The respondents' responses to the coal price indicator offered by PT Bukit Asam, Tbk in accordance with the quality of the coal provided showed the highest value. This shows that the price of coal produced by PT Bukit Asam, Tbk has been adjusted to the quality of the products produced. The coal produced by PT Bukit Asam, Tbk provides the best quality in order to meet the needs of its consumers. This will also later have an impact on the satisfaction felt by consumers if the products purchased are in accordance with the quality and price offered.

CONCLUSION

The results of the study indicate that product quality has a positive and significant effect on customer satisfaction at PT Bukit Asam, Tbk. This suggests that the higher the quality of the product provided, the greater the level of customer satisfaction. Additionally, service quality also has a positive and significant influence on customer satisfaction, indicating that improvements in service delivery contribute to increased customer satisfaction. Moreover, price perception was found to have a positive and significant impact on customer satisfaction, showing that customers are more satisfied when they perceive the pricing of PT Bukit Asam, Tbk's products as fair and appropriate in relation to the value they receive. These findings underscore the importance of focusing on product quality, service quality, and pricing strategies to enhance overall customer satisfaction.

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