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The Effect of Service Quality and Coal Price Perceptions on Customer Satisfaction at PT Bukit Asam, TBK

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Abstract---*This study aims to analyze the effect of service quality and price perception on customer satisfaction of PT Bukit Asam Tbk. As one of the largest coal mining companies in Indonesia, customer satisfaction is a critical aspect of maintaining market share in the midst of intense competition. The research was conducted using quantitative methods using questionnaires to customers in several operational units. The sample used in this study was 100 respondents with a purposive sampling method. The results of multiple linear regression analysis show that service quality and perceived coal prices have a positive and significant effect on customer satisfaction. These findings indicate the importance of improving services and adjusting prices in accordance with customer expectations to maximize customer satisfaction and loyalty.*

Keywords---*customer satisfaction, price perception, service quality.*

Introduction

The era of globalization and increasingly competitive business competition today requires companies to be able to maintain and develop their business. This goal can be achieved by increasing profits or profits earned. Achieving this goal is closely related to the company's ability to increase profits or profits, one of which can be realized through optimizing the product distribution sector. Therefore, companies need to take advantage of every opportunity that exists to increase revenue and strengthen their position in the market through the implementation of effective and efficient marketing strategies (Yudhistira et al., 2021).

One example of a company that implements such a marketing strategy is PT Bukit Asam Tbk, a state-owned enterprise in Indonesia that focuses on the mining sector, particularly in coal management and production. In addition to producing coal, the company offers additional services such as marketing and selling coal for export, as well as delivering products on demand to customers in various regions, including Sumatra, Java and Sulawesi. (Saragih et al., 2023). As one of Indonesia's leading companies, PT Bukit Asam Tbk is not only responsible for maintaining the quality of coal products but also must ensure customer satisfaction through excellent service and

competitive pricing. This focus on customer satisfaction is very important, given its role as a key indicator of the success of marketing strategies while supporting long-term business sustainability. (Ningsih & Cheisviyanny, 2019).

Satisfaction is defined as a feeling of pleasure obtained after sacrificing something. Every business must be able to deliver value to customers while still making a profit. Business success depends on the ability to deliver well-managed value, including selecting, providing, and communicating superior value to customers. Customer satisfaction is the feedback given after they feel the match between the value of the product or service used (Sasongko, 2021). After using a product or service, customers will judge whether the experience exceeded their expectations. (Meida, 2022).

Service quality is the buyer's perception or view of the service provided, which exceeds their expectations. (Suhardi et al., 2022). Companies that want to provide quality service usually try to understand customer concerns or concerns, both in terms of requests, complaints, and questions that need to be answered quickly and attentively. (Rismawati & Yuliviona, 2021). The level of excellence in meeting customer needs is known as service quality, which comes from understanding and fulfilling customer needs by the company. Marketing strategy is very important in the context of the services provided. To achieve this quality, companies must provide services that are easily accessible and usable by customers, and meet or even exceed their expectations. The higher the quality of service provided, the greater the satisfaction felt by consumers. (Syahidin & Adnan, 2022).

Table 1
Customer Complaints at PT Bukit Asam, Tbk in 2023

No.	Month	Location			Total
		Tanjung Enim Mining Unit (Times)	Tarahan Port Unit (Times)	Kertapati Jetty Unit (Times)	
1	January	-	-	1	1
2	February	-	-	-	-
3	March	-	-	-	-
4	April	-	-	1	1
5	May	-	-	-	-
6	June	-	-	-	-
7	July	-	-	-	-
8	August	-	-	1	1
9	September	1	2	-	3
10	October	1	1	1	3
11	November	-	-	-	-
12	December	-	1	-	1
TOTAL		2	4	4	10

Source: Internal Data PT Bukit Asam, Tbk, 2024

Based on the data in the table above, it shows complaints made by customers at PT Bukit Asam, Tbk in 2023. In the data, it can be concluded that there were 10 complaints from customers, of which there were 2 times in the Tanjung Enim Mining Unit, 4 times in the Tarahan Port Unit and 4 times in the Kertapati Dock Unit.

At a certain price level, if the perceived benefits increase, the value will also increase. If the value perceived by customers is higher, this will create an optimal level of customer satisfaction. The results of research conducted at the Tanjung Enim Mining Unit, Tarahan Port, and Kertapati Pier show that there are price variations in each unit during 2023, which are detailed in the following table.

Table 2
Coal Selling Price in PT Bukit Asam, Tbk in 2023

No.	Month	Location			Total (IDR/Tonne)
		Tanjung Enim (IDR/Tonne)	Tarahan (IDR/Tonne)	Kertapati (IDR/Tonne)	
1	January	634.169	1.235.355	1.504.615	1.226.108
2	February	601.196	879.217	1.541.523	1.009.325
3	March	525.690	1.077.849	1.317.836	1.088.996
4	April	518.819	1.068.077	1.271.619	1.074.516
5	May	520.812	916.216	1.200.322	956.389
6	June	521.248	1.015.477	1.108.051	1.001.211
7	July	481.933	898.853	974.550	880.292
8	August	539.364	932.497	1.027.739	909.573
9	September	506.579	992.020	1.036.420	944.798
10	October	523.135	1.005.153	1.120.350	969.567
11	November	523.135	1.021.669	1.139.816	977.267
12	December	481.369	1.054.274	1.133.302	1.014.574
TOTAL		531.279	1.008.055	1.198.012	1.004.385

Source: Internal Data PT Bukit Asam, Tbk, 2024

Table 2 shows the sales price of coal at PT Bukit Asam, Tbk in 2023 which is different in each location. The data explains that there are differences in sales prices from each unit, namely an average of Rp. 531,279 per tonne in Tanjung Enim, an average of Rp. 1,008,055 per tonne at Tarahan Port and an average of Rp. 1,198,012 per tonne at Kertapati Pier.

The phenomenon in this study on the variables of product quality, service quality and price perception is the focus of 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, the 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 is 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 located in Indonesia. When prices are considered commensurate, customers feel that they are obtaining benefits that outweigh the costs incurred, which in turn affects their decision to buy. (Adhitama, 2022).

PT Bukit Asam Tbk itself implements a pricing strategy that refers to various international indices such as the *Global Coal Index* (GCI) and *Indonesian Coal Index* (ICI), as well as the reference coal price (HBA). For the domestic market segment, especially sales contracts with PLN and PT Semen Baturaja, pricing refers to the *Domestic Market Obligation* (DMO) provisions set by the government. However, in its implementation, the company faces various challenges, especially related to the *Free On Truck* (FOT) method which requires optimal risk management and transport costs. In addition, the emergence of customer complaints related to product quality conformity with expectations, requests for independent laboratory testing, and the need for price adjustments based on product quality are crucial issues that need serious attention. (Saragih et al., 2023).

Method

This research design is causal research because it aims to examine the relationship between the independent variables of product quality, service quality and coal price on customer satisfaction at PT Bukit Asam in the Tanjung Enim Mining Unit, Tarahan Port Unit and Kertapati Dock Unit in 2023 to 2024.

The population in this study were all consumers or companies that purchased coal at PT Bukit Asam in the Tanjung Enim Mining Unit, Tarahan Port Unit and Kertapati Dock Unit in 2023 to 2024. Sample withdrawal was carried out using *nonprobability sampling* technique, namely the *purposive sampling* method. *Nonprobability sampling* with *purposive sampling* method is a sampling technique that does not provide equal opportunities or opportunities for each element of the population member to be selected as a sample (Kotler & Keller, 2018; Mahendri & Munir, 2021; Nurmala et al., 2023).

In this study, the results obtained from the answers to the questionnaire using a Likert scale are ordinal data. In order for the data to be statistically analyzed, the data must be converted into intervals. The method used is the *method of successive* (MSI), which is a scaling method to raise the ordinal measurement scale to the interval measurement scale. (*Human Resource Management.*, n.d.).

Result and Discussion

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardised Residuals
N		100
Normal Parameters	Mean	.0000000
	Std. Deviation	.55723030
Most Extreme Difference	Absolute	.096
	Positive	.096
	Negative	-.041
Kolmogorov-Smirnov Z		.096
Asymp. Sig. (2-tailed)		.137

Data Source: Processed from Questionnaire, 2024

Based on the normality test results in Table 3, it shows that the data is normally distributed. This is indicated by the *Kolmogorov-Smirnov* test which shows results that have a significance level of 0.137 which is above 0.05.

Multicollinearity Test Results

Table 4
Multicollinearity Test Results

Test Of Multicollinearity	VIF	Cutt Off	Description
Service Quality	1.775 <	10	No Multicollinearity
Customer Satisfaction	1.518 <	10	No Multicollinearity

Data Source: Processed from Questionnaire, 2024

Based on the results from Table 4, it show that there is no multicollinearity between the independent variables because it shows the VIF value is less than 10. Thus in this model, there is no multicollinearity problem.

Multiple linear regression analysis results

Multiple linear regression analysis was carried out to determine the effect of product quality variables (X1), service quality (X2) and price perceptions (X3) on customer satisfaction (Y). Based on the test results obtained as follows:

Table 5
Multiple linear regression analysis results

Model	Coefficients			
	Unstandardised Coefficients	Std. Error	Standardised Coefficients	Sig.
1	B		Beta	
	Constant	.745	.271	
	Service Quality	.491	.078	.491
	Customer Satisfaction	.418	.063	.421

Data Source: Processed from Questionnaire, 2024

Based on the table, the results of multiple linear regression analysis can be expressed with the following equation:

$$Y = 0,745 + 0,491X_1 + 0,418X_2 + e$$

The linear regression equation above can be explained as follows:

- 1) The constant value shows a positive value with a value of 0.745. This shows that customer satisfaction is considered without the influence of product quality, service quality and price perception, the magnitude of the customer satisfaction variable is 0.745.
- 2) The regression coefficient value of the service quality variable is 0.491 with a value of 5.457. t_{hitung} of 5.457 states that service quality has a positive effect on customer satisfaction. This shows that the higher the quality of service carried out, the higher the customer satisfaction at PT Bukit Asam, Tbk.
- 3) The regression coefficient value of the price perception variable is 0.418 with a value of 4.870. t_{hitung} value of 4.870 states that price perception has a positive effect on customer satisfaction. This shows that the higher the price perception, the higher the customer satisfaction at PT Bukit Asam, Tbk.

Test Results of Correlation Coefficient (r) and Coefficient of Determination (R²)

Table 6
Correlation Coefficient Test Results (r) and Coefficient of Determination (R²)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820	.672	.662	.565870

Data Source: Processed from Questionnaire, 2024

Based on the *summary model output* in Table 6, the results of the correlation coefficient test (r) show that the magnitude of the influence of the product quality, service quality and price perception variables on customer satisfaction is 0.820 or 82%. The magnitude of the R square number (R²) is 0.672 or 67.2%, this figure is used to see how the product quality, service quality and price perception of coal on customer satisfaction at PT Bukit Asam, Tbk. This figure means that how the variables of product quality, service quality and price perception in showing what factors can affect customer satisfaction and together by 67.2% while the remaining 32.8% is influenced by other factors.

Hypothesis Test
F Test Results

The F test in this study was conducted to identify whether the regression equation model was feasible or not feasible to use to explain the effect of the independent variables on the dependent variable. Based on the test results and data processing, the test results are as follows:

Table 7
F Test Results

Model		ANNOVA ^b				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.013	3	21.004	65.596	.000 ^a
	Residuals	30.740	96	.320		
Total		93.753	99			

Data Source: Processed from Questionnaire, 2024

Based on the results in the table, a significance value of 0.000 is obtained because the significance value of 0.000 < 0.05, it can be said that the linear regression model obtained is feasible to be used to explain the effect of product quality, service quality and price perception on customer satisfaction at PT Bukit Asam, Tbk.

Results of the t-test

The t test is carried out to determine how much influence the independent variables individually have on the dependent variable. This study with a significance of 5% or $\alpha = 0.05$. The t test results can be seen in Table 8 as follows:

Table 8
T-test results

Model	Coefficients			t	Sig.
	Unstandardised Coefficients	Standardized Coefficients			
1	B	Std. Error	Beta		
	(Constant)	.745	.271		
	Quality of Service	.491	.078	.491	5.457 .001
	Price Perception	.418	.063	.421	4.870 .016

Data Source: Processed from Questionnaire, 2024

Based on the results of the analysis calculations in the table, it can be described as follows:

- 1) The service quality variable (X1), 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 effect on customer satisfaction at PT Bukit Asam, Tbk. This proves that the second hypothesis on service quality variables has a positive and significant effect can be accepted.
- 2) The price perception variable (X2), 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 price perception variable has a positive and significant effect can be accepted.

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

Service quality has a very important role in determining the level of customer satisfaction. Quality service not only reflects the company's ability to meet customer needs well, but also shows the company's commitment to long-term satisfaction. When customers receive services that match or even exceed their expectations, they tend to feel more satisfied, which in turn increases trust in the company. This directly impacts customer loyalty, where they tend to keep using the same product or service, even recommending it to others. (Madjowa et al., 2023). Service quality has a positive and significant effect on customer satisfaction. These results are in line with the results of research from showing the results that service quality has a positive and significant effect on customer satisfaction.

Respondents' responses to indicators of officers and employees of PT Bukit Asam, Tbk are quick in responding and informing customers show the lowest value. This shows that there is still a perceived slow response by customers regarding the service system and information provided by PT Bukit Asam, Tbk service officers. Respondents who were customers said that there was 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 some obstacles that occur in providing information to customers (Wirtz & Lovelock, 2021; Liu & Lee, 2016; Kuo et al., 2009; Lii & Sy, 2009).

Respondents' responses to the indicator PT Bukit Asam, Tbk provides services in accordance with the standard show the highest value. This shows that the services provided by PT Bukit Asam, Tbk in providing services to all consumers, both new consumers and customers who have made frequent purchases. Service officers and employees of PT Bukit Asam, Tbk have provided services that are in accordance with the standards and can establish good relationships with customers.

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

Price is a response/view of the amount of money billed for a product or service or the amount of value that customers exchange to benefit from owning or using a product or service. (Kotler & Armstrong, 2019). Price perception is a key factor that has a major influence on customer satisfaction. When customers feel that the price paid is proportional to the value received, their level of satisfaction increases. Conversely, if the price is perceived to be incompatible with the quality of the product, this can decrease satisfaction. Customers often compare prices with other alternatives, and if they find a better option, they tend to switch to a competitor. (Rahmawati & Tuti, 2022). Price perception has a positive and significant effect on customer satisfaction. These results are in line with the results of research from showing that price has a positive and significant effect on customer satisfaction.

Respondents' responses to the indicator of the affordable coal price offered by PT Bukit Asam, Tbk show the lowest value. This shows that with the development of competing companies with similar products, the competition for prices offered is getting tighter. The increasing number of companies with similar products causes many price variations with the same product. This gives consumers have more choices. This is a very important challenge in maintaining consumers who make purchases in order to provide added value when compared to other companies so that consumers can be satisfied with the products, services and prices offered (El-Adly, 2019; Gustafsson, 2009; Chi & Gursoy, 2009; Lin, 2007; Sweeney et al., 1997).

Respondents' responses to the indicator of the price of coal 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 have an impact on the satisfaction felt by consumers if the product purchased is in accordance with the quality and price offered (Ariff et al., 2013; Kasiri et al., 2017; Atmaja & Yasa, 2020; Melastri & Giantari, 2019).

Conclusions

Based on the results of the research and analysis that has been carried out, the following conclusions can be drawn:

- 1) Service quality has a positive and significant effect on customer satisfaction at PT Bukit Asam, Tbk.
- 2) Price perception has a positive and significant effect on customer satisfaction at PT Bukit Asam, Tbk.

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