

INFLUENCE OF STYLE OF COMMUNICATION AND SERVICE ON CUSTOMER SATISFACTION AT 74,945.14 SPBU SANDANA TOLI-TOLI

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ABSTRACT

The formulation of the problem of this study is whether the communication style affects customer satisfaction, whether the service influences customer satisfaction, and whether the communication style and service simultaneously affect customer satisfaction. From the results of the research conducted, it is known that the variable communication style has a negative effect on the satisfaction variable while the variable has a positive effect on the satisfaction variable, which means that there is an influence between the style of communication and customer satisfaction service at SPBU 74.945.14 Sandana Tolitoli

Keywords - Communication style, service, customer satisfaction

INTRODUCTION

Today, business people must be smart in taking advantage of existing business opportunities, and identify individual needs to obtain or use goods or services in the purchasing decision process. Almost all business ventures aim to obtain maximum profit in order to improve the welfare of business actors and expand their business networks.

Communication is the process of transferring information from one person or group of people using certain symbols (1). The process of transferring information always invites influence. Effective communication in relationships with good interpersonal relationships. In communication we not only convey messages, but also determine the level of interpersonal relationships and do not determine the content but also determine the level of the relationship.

Service is an activity organized by the organization of the consumer's needs and will create the impression of being free, with good service, consumers will feel satisfied, thus service is very important in an effort to attract consumers to use the products or services offered (2).

High-standard service will result in high satisfaction as well as more frequent repurchases, Satisfaction is an assessment of the characteristics or privileges of the product

or service, or the product itself, which provides a level of consumer pleasure related to the fulfillment of consumer consumption needs (3).

If a customer is satisfied with the value provided by a product or service, he is likely to be a customer for a long time (4). Pertamina is a part of a company that is able to compete with its latest creative ideas in running various programs to develop service standards that are useful to ensure customers get better service and get customer satisfaction. One of the efforts made is to cooperate with public fuel purchasing stations, which are the private sector as a means to distribute the products produced by Pertamina. By requiring each SPBU to prioritize service to customers. In Tolitoli Regency, there is a gas station called SPBU 74.945.14 Sandana, Galang District, Tolitoli Regency under the auspices of the company PT. Kharisma Panca Sutra, which began operating in 1997. Based on the results of observations by researchers at SPBU 74.945.14 Sandana, there are problems in the style of communication and service to customers, including the number of customer complaints against officers, among others, a less friendly communication style such as not applying the 3S slogan, namely smiles, greetings and greetings that should have been applied in The SPBU, Service of gas station officers who are less careful when refueling and returning the remaining money to customers, and not applying queuing rules to customers, based on this phenomenon, the authors conducted a study which is the Effect of Communication Style and Service on Customer Satisfaction at SPBU 74.945.14 Sandana Tolitoli”.

METHODOLOGY

The analytical approach used in this study is the Multiple Regression Analysis model. Multiple regression analysis is used to determine the effect of the independent variable on the dependent variable. To find out the size of the contribution of the independent variable to the dependent variable and analyzed with the SPSS program, the regression equation model according (5), the multiple linear regression model can be formulated as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

RESULTS

In the context of this study, Multiple Linear Regression is used to measure the influence of communication style (X1), service (X2) with dependent variables of customer satisfaction (Y). In accordance with the results of the Multiple Linear Regression analysis, the constant value of the regression equation is 21,996 And the value of the regression coefficient is -1.178 for the measure of communication style (X1), 0.923 for the size of service (X2) with the regression equation is as follows: $Y = 21.996 - 1.178 X_1 + 0.923 X_2$ This equation shows the independent variable analyzed is a variety of communication style and services (X1.X2) The regression equation above shows that the size of service (X1) with a regression coefficient of -1.178 shows that there is a negative influence between measures of communication style and satisfaction. This means that every time there is an increase in the size of the communication style 1 unit, it will experience a decrease in

satisfaction by -1,178 units. While the service size (X2) with a regression coefficient of 0.923 shows that there is a positive influence between service and satisfaction. This means that every time there is an increase in the size of the communication style 1 unit, it will experience a decrease in satisfaction of -1,178 units. While the service size (X2) with a regression coefficient of 0.923 shows that there is a positive influence between service and satisfaction. This means that every time there is an additional service size of 1 unit, there will be an increase in satisfaction of 0.923 units.

DISCUSSION

Communication has five elements: message, communicator, communication, media and effects, of these five elements, it can be said that communication can be said to be effective in messages that are carried out properly. Based on the results of the analysis carried out on the SPBU, the communication style is applied because it has a great leverage to increase fuel sales. So that the style of communication has an effect on customer satisfaction at SPBU 17.945.14 Sandana. In addition, service delivery can be set with standards both at the time required and the results. Good service will make consumers feel satisfied, so that service is very important in an effort to increase fuel sales. So this service has an effect on customer satisfaction at SPBU 17.945.14 Sandana.

The style of communication and service of officers is a must and must be done by a company in order to be able to survive and still gain customer trust. Effective and good communication and service styles carried out by officers to customers are able to provide a special attraction for customer satisfaction. A customer can experience a degree of satisfaction if the performance is less than what the customer expected, Then the customer will be disappointed. If the officer service is commensurate with the expectations the customer wants, then the customer will be satisfied and if the employee's performance exceeds the customer expectations, then the customer will be very satisfied. So thus based on the research results that the varied style of communication and service have an effect on customer satisfaction at SPBU 17.945.14 Sandana.

CONCLUSION

Suggestions in this research are to the management and officers of SPBU 74.945.14 Sandana so that it can improve service quality and good communication styles, including implementing the 3S slogan, smiling greetings and greetings, applying time discipline so as not to disappoint customers, providing services quickly so as not to happen long queue. So that customers will feel satisfied.

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