

Analysis of The Influence of Service Quality, Product Quality, Customer Value, and Brand Image on Customer Satisfaction at Pt. Pegadaian (Persero) Banjarmasin Branch

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Received: March, 2023; Accepted: April, 2023; Published: April, 2023

Abstract

Research how the influence of service quality, product quality, customer value, and brand image on customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch. 100 customers of PT. Pegadaian (Persero) Banjarmasin Branch was taken as a sample. As for the calculation results of the analysis of the description of the research variables with the SPSS (Statistical Package for Social Science) Version 23.0 program. The results of the study prove that service quality, product quality, customer value, and brand image have an effect on customer satisfaction at PT Pegadaian (Persero) Banjarmasin Branch.

Keywords: service quality, product quality, customer value, brand image, customer satisfaction

INTRODUCTION

Increasing the amount of credit by the public provides an opportunity for PT. Pegadaian (Persero) as an alternative to channeling credit to the lower middle class who do not receive credit facilities from banks. The form of a guarantee institution is to support economic development and credit lending services to meet the community's need for capital facilities. This credit lending service activity covers all aspects of the economy in the fields of production, distribution, consumption, trade, investment, and services in the form of cash, goods, and services.

PT. Pegadaian (Persero) Banjarmasin Branch is the branch office with the largest number of Out Standing Loans, namely 32.6 billion, and the largest number of customers. PT. Pegadaian (Persero) Banjarmasin Branch is the oldest and largest in the South and Central Kalimantan area, so customers often think that PT Pegadaian (Persero) Banjarmasin Branch is the head office of all branches in South and Central Kalimantan.

the number of customers at PT. Pegadaian (Persero) Banjarmasin Branch in 2015-2016 experienced a decline, in 2016-2019 it experienced an increase but not significantly to the increase in the number of transactions. The number of transactions in 2015-2018 has decreased. In 2015-2016 it decreased by 2.46% while

in 2016-2017 it decreased by 2.41%. And in 2017-2018 it decreased by 4.40%. In 2019 there was an insignificant increase in the number of customers, namely 0.80%.

In 2015 – 2017 there was an increase in the number of Out Standing Loans due to the price of gold increasing every year automatically the estimated amount of gold increased so that the Out Standing Loan also increases. But in 2018 Out Standing Loans should have increased but decreased even though the price of gold increased every year and in that year pawnshop products increased. And in 2019 the Out Standing Loan increased.

Based on this background description, the authors are interested in researching the Analysis of the Influence of Service Quality, Product Quality, Customer Value, and Brand Image on Customer Satisfaction at PT Pegadaian (Persero) Banjarmasin Branch.

LITERATURE REVIEW

Service Quality

Services are intangible and do not end in ownership. The definition of service quality according to Tjiptono (2015: 51) is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations. According to Tjiptono (2015: 70), five dimensions of ServQual (Service Quality) are used to measure service quality, namely:

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Emphaty

In Syaifullah (2018) and Zulkifli (2018), service quality significantly affects customer satisfaction.

Product Quality

Product quality is the suitability of product use (fitness for use) to meet consumer needs and satisfaction. Meanwhile, according to Nasution (2015: 3) product quality is a dynamic condition related to products, people/labor, processes and tasks, and the environment that meets or exceeds consumer or consumer expectations.

Tjiptono (2015: 299) defines quality as the level of quality expected and diversity control in achieving that quality to meet consumer needs, whereas according to Kotler and Armstrong (2011: 354), product quality is the ability of a product to carry out its functions, including durability, reliability, ease of operation and repair, and value attributes. In this study, four indicators were determined from product quality variables according to Nasution (2015: 5) the dimensions of product quality were divided into eight, namely performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, perceived quality, from these dimensions four indicators were selected according to the research, namely:

1. Conformance with specifications
2. Features
3. Aesthetic

4. Service

Customer Value

According to Kotler (2002) in Farida (2012) the definition of customer-delivered value is the difference between total customer value and total customer cost. Total customer value is a set of benefits that customers expect from a particular product or service. Kotler (2002) states that benefits include functional benefits and emotional benefits. Costs include monetary, time, energy, and physical costs.

According to Kottler (2005) in Fergiawan (2016: 25) for customers, the value or value of products or services offered by a company has two dimensions:

1. Product performance or features compared to similar products offered by the company's competitors.
2. Price or cost.

According to Tjiptono (2015: 298), the dimensions of customer value consist of 4, namely: Emotional value, price/value of money, Social value, and Quality/performance value. Hidayat (2015) examined customer value on satisfaction, which partially affected customer satisfaction (a case study at Bank Nagari Capem Kambang).

Brand Image

Brand Image is a representation of the overall perception of the brand and the form of information and experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Through brand image, consumers can recognize products, evaluate quality, reduce purchase risk, gain certain experiences, and get a certain satisfaction from a product according to Setiadi (2003) in Sondakh (2014: 23).

According to Kotler and Keller in Nasution, et al (2015: 243) a brand is a product or service whose dimensions differentiate the brand in some way from other products or services designed to satisfy long-standing needs. Another understanding according to Rangkuty (2004) in Sondakh (2014: 23) brand image is a set of brand associations that are formed and embedded in the minds of consumers.

According to Kotler (2015: 56), the measurement of brand image can be done based on aspects of a brand, namely:

1. Strength
2. Uniqueness
3. Favorable

In Sondakh (2014) brand image has no significant effect on customer satisfaction.

Customer Satisfaction

Howard and Sheth in Tjiptono (2015: 433) states that customer satisfaction is the buyer's cognitive situation regarding the equivalence or disproportion between the results obtained compared to the sacrifices made. Meanwhile, Kotler (2000) in (Kussujaniatun, 2011: 32) states that satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (or results) of a product and his expectations.

Measuring satisfaction where the desires, expectations, and needs of customers are met. In this case, customer satisfaction is considered very important in better, more effective, and more efficient service. According to Fornell in Tjiptono (2015: 453), there are 3 important aspects of measuring satisfaction, including:

1. General or overall satisfaction;
2. Confirmation of expectations, namely the level of conformity between performance and expectations;
3. Comparison with the ideal situation, namely product performance compared to the ideal product according to customer perceptions.

Formulation Problem

Based on the background of the problems raised in the research, the formulation of the problem is as follows:

1. Does service quality affect customer satisfaction at PT Pegadaian (Persero) Banjarmasin Branch?
2. Does product quality affect customer satisfaction at PT Pegadaian (Persero) Banjarmasin Branch?
4. Does customer value affect customer satisfaction at PT Pegadaian (Persero) Banjarmasin Branch?
5. Does brand image affect customer satisfaction at PT Pegadaian (Persero) Banjarmasin Branch?
6. Does service quality, product quality, customer value, and brand image simultaneously affect PT Pegadaian (Persero) Banjarmasin Branch?

Hipotesis

Based on the theoretical basis that has been explained and the results of previous research, the hypotheses put forward in this study are:

H1: Service quality affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.

Service quality is a very important thing in service, service quality cannot be touched but gives a deep impression to customers to increase customer satisfaction.

H2: Product quality affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch

Product quality is the expected level of quality and control of diversity in achieving that quality to meet consumer needs.

H3: Customer value affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch

Customer value is the value of the benefits expected by customers, so customer value is one of the factors that influence customer satisfaction

H4: Brand image has an effect on customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch

Brand image is a belief and preference for a product so that it can convince customers in selecting products that suit their needs so that customer satisfaction can be realized.

H5: Service quality, product quality, customer value, and brand image simultaneously affect customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch

FRAMEWORK OF THINKING

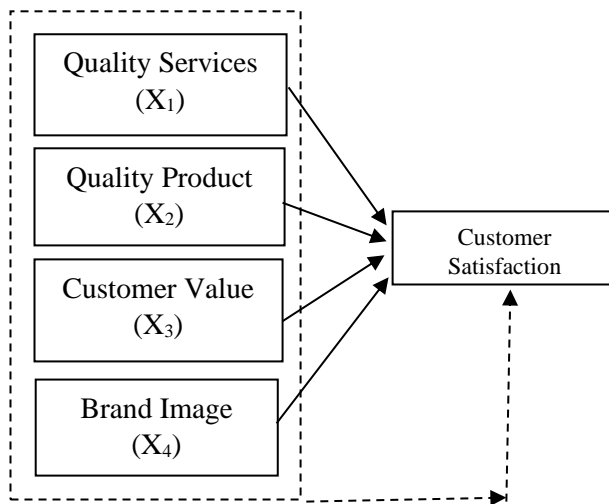


Figure 1. Framework of thinking

RESEARCH METHODS

Population and Sample

The population in this study are all customers of PT. Pegadaian (Persero) Banjarmasin Branch, totaling 7,325 people.

The sample size was taken using the Slovin formula (Husein Umar, 2008:

$$49): n = \frac{N}{N d^2 + 1}$$

n = number of samples

N = Total population

d = The tolerance for the value of the precision of the average determination that is expected not to deviate is 10%.

$$n = \frac{7.325}{7.325 (0,1)^2 + 1} = 98,65$$

So the number of samples obtained is 100 respondents (rounded up to represent the total population).

Sampling Technique

The sampling technique in this study used the purposive sampling method. The purposive sampling method is a sampling technique with certain considerations (Sugiyono, 2011: 78). The specified criteria are as follows:

1. The customer has been a member for at least 2 years
2. The customer has made transactions more than 3x

Data Retrieval and Collection Procedures

In order to get complete data, a method is needed in collecting it. The methods used in this study are as follows:

1. Interview
2. Observation
3. Questionnaire

Data Analysis Technique

1. Test data quality

To test the quality of data in quantitative research, validity, and reliability tests are used, namely:

a. Validity test

A validity test is used to determine whether a questionnaire is valid or valid. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire. The validity test was carried out by comparing the r count values (correlated item-total correlations) with the r table values. If the value of r count $>$ r table is positive, then the question is said to be valid (Ghozali, 2013).

b. Reliability Test

The reliability test is used to measure the consistency of the research instrument. The instrument is said to be reliable if the measuring instrument shows consistent results so that this instrument can be used safely because it can work properly at different times and conditions. In this study, the authors conducted a reliability test using Cronbach's Alpha. An instrument can be called reliable or consistent if it has a Cronbach Alpha greater than 0.70 (Ghozali, 2013). Calculating the reliability of the variable is done with the help of the SPSS 23.0 for the Windows program.

2. Clascal Asumption Test

a. Multicollinearity Test

The multicollinearity test aims to determine whether in the regression model there is a correlation between the independent variables or not, a good model should not have a high correlation between the independent variables. If the independent variables are correlated with each other then these variables are not orthogonal (the correlation value is not equal to zero). This multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Tolerance measures selected independent variables that cannot be explained by other independent variables. So a low tolerance value is the same as a high VIF value (because $VIF = 1 / \text{tolerance}$) and indicates high collinearity. The commonly used cut-off value is a tolerance value of 0.10 or a VIF value of 10. So multicollinearity occurs if:

- a) Having a perfect correlation between independent variables (more than 0.9), then there is a multicollinearity problem.
- b) Having a VIF value of more than 10 (> 10) and a tolerance value of less than 0.10 (< 0.10), then the model has a multicollinearity problem.

b. Autocorrelation Test

An autocorrelation test was conducted to find out whether in, a linear regression model, there is a correlation between confounding errors. If there is a correlation, then there is called an autocorrelation problem. Autocorrelation arises because successive observations over time are related to one another. This problem arises because the residuals (confounding errors) are not independent of one observation to another.

- a) D-W (Durbin Watson) numbers below -2 mean there is a positive autocorrelation.
- b) D-W numbers (Durbin Watson) below -2 to +2 means there is no autocorrelation.
- c) A D-W (Durbin Watson) number above +2 means that there is a negative autocorrelation

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals or observation to other observations using the Scatterplot graph. A good regression model is that there is no heteroscedasticity. The basis for decision-making is if there is a certain pattern such as dots that form a certain regular pattern (wavy, widened, then narrowed), then it indicates that heteroscedasticity has occurred. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity (Ghozali, 2013).

b. Normality Test

This assumption test aims to test whether, in the regression model, the dependent and independent variables have a normal distribution or not. A good regression model has a normal distribution or at least close to normal. While the basic decision-making for the normality test is:

- a) If the data spread around the diagonal line and follows the direction of the diagonal line or the histogram graph, showing a normal distribution, then the regression model meets normality.
- b) If the data spreads away from the diagonal and does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution, then the regression model does not meet the assumption of normality.

3. Multiple Linear Regression Analysis

The Multiple linear regression model is :

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

information:

- Y = The variable value of customer satisfaction
b₁, b₂, b₃, b₄ = Multiple linear regression coefficients
X₁ = Service quality variable
X₂ = Product quality variable
X₃ = customer value quality
X₄ = Brand image quality
e = error

4. Testing the hypothesis t-test

carried out to determine whether there is an influence of the independent variable on the dependent variable partially.

Degrees of freedom $df = n - 2$, $\alpha = 0,05$

The criteria for testing the research hypothesis are as follows:

- If $t \text{ count} > t \text{ table}$, then H_0 is rejected and H_1 is accepted
- If $t \text{ count} < t \text{ table}$, then H_0 is accepted and H_1 is rejected.

5. Model feasibility test

a. F Test

Hypothesis testing using the F test is carried out to determine whether there is an influence of the independent variable in the dependent variable simultaneously

The criteria for testing the research hypothesis are as follows :

- If $F \text{ count} > F \text{ table}$, then H_0 is rejected and H_1 is accepted
- If $F \text{ count} < F \text{ table}$, then H_0 is accepted and H_1 is rejected

b. Coefficient of determination

The coefficient of determination basically measures how far the ability of the model (service quality, product quality, customer value and brand image) in explaining the variation of the dependent/dependent variable (customer satisfaction). The value of the coefficient of determination is between zero (0) and one (1). The small value of R^2 means that the ability of the independent (free) variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Imam Ghozali, 2013).

RESEARCH RESULTS AND DISCUSSION

The results of the calculation of the analysis of the description of the research variables using the SPSS (Statistical Package for Social Science) Version 23.0 program are as follows:

Table 1. Description of Statistics

No.	Variabel	Variable Average	Indicator	Average
1	Service Quality(X_1)	4,22	X1.1	4,09
			X1.2	4,26
			X1.3	4,19
			X1.4	4,27
			X1.5	4,29
2	Product Quality (X_2)	4,32	X2.1	4,24
			X2.2	4,37
			X2.3	4,37
			X2.4	4,31
3	Customer Value (X_3)	4,20	X3.1	4,29
			X3.2	4,07
			X3.3	4,23
			X3.4	4,22



4	Brand Image (X ₄)	4,37	X4.1	4,36
			X4.2	4,36
			X4.3	4,39
5	Customer Satisfaction (Y)	4,19	Y1	4,30
			Y2	4,22
			Y3	4,06

Source : Processed primary data, 2020

Based on Table 1 it can be seen that the average value of the service quality variable (X₁) is 4.22, product quality (X₂) is 4.32, customer value (X₃) is 4.20, brand image (X₄) is 4, 37, and customer satisfaction (Y) of 4.19. This shows that service quality, product quality, customer value, and brand image are included in the very good or very high category, while customer satisfaction is included in the good or high category.

Data Analysis

1. Data Quality Test

a. Validity test

The validity test in this study uses Product Moment correlation, if the observation results are $r_{count} > r_{table}$, then the questionnaire is valid or valid. The calculation results with the help of the SPSS (Statistical Package for Social Science) Version 23.0 program are as follows:

Test the validity of service quality variables (X₁)

Table 2. Test the validity of service quality variables (X₁)

grain	r count	r table	information
X1.1	0,420	0,195	Valid
X1.2	0,718	0,195	Valid
X1.3	0,666	0,195	Valid
X1.4	0,748	0,195	Valid
X1.5	0,603	0,195	Valid

Source : Processed primary data, 2020

Based on table 2, it can be seen that all r counts from statements X1.1 to X1.5 (Corrected Item Total Correlation) > the r table number is 0.195, so all data is valid.

Test the validity of product quality variables (X₂)

Table 3. Test the validity of product quality variables (X₂)

grain	r count	r table	information
X2.1	0,585	0,195	Valid
X2.2	0,765	0,195	Valid
X2.3	0,672	0,195	Valid
X2.4	0,620	0,195	Valid

Source : Processed primary data, 2020



Based on Table 5.24. it can be seen that all r counts from statements X2.1 to X2.4 (Corrected Item Total Correlation) > the r table number is 0.195, so all data is valid.

Test the validity of customer value variables (X₃)

Table 4. Test the validity of customer value variables (X₃)

grain	r count	r table	information
X3.1	0,752	0,195	Valid
X3.2	0,703	0,195	Valid
X3.3	0,735	0,195	Valid
X3.4	0,585	0,195	Valid

Source : Processed primary data, 2020

Based on Table 4 it can be seen that all r counts from statements X3.1 to X3.4 (Corrected Item Total Correlation) > the r table number is 0.195, so all data is valid.

Test the validity of brand image variables (X₄)

Table 5. Test the validity of brand image variables (X₄)

grain	r count	r table	information
X4.1	0,730	0,195	Valid
X4.2	0,813	0,195	Valid
X4.3	0,682	0,195	Valid

Source : Processed primary data, 2020

Based on Table 5. it can be seen that all r counts from statements X4.1 to X4.3 (Corrected Item Total Correlation) > the r table number is 0.195, so all data is valid.

Test the validity of customer satisfaction variables (Y)

Table 6. Test the validity of customer satisfaction variables (Y)

grain	r count	r table	information
Y1	0,731	0,195	Valid
Y2	0,721	0,195	Valid
Y3	0,555	0,195	Valid

Source : Processed primary data, 2020

Based on Table 6. it can be seen that all r counts from statements Y1 to Y3 (Corrected Item Total Correlation) > the r table number is 0.195, so all data is valid.

2. Reliability Test

The reliability test in this test uses Cronbach Alpha, if Cronbach Alpha > 0.7 then the questionnaire is said to be consistent or reliable. Based on calculations with the SPSS Version 23.0 program for each variable alpha value shown in the table below, the questionnaire in this study is consistent or reliable.

Table 7. Data Reliability Test

No.	Variable	Alpha Cronbach	information
1	Service quality (X ₁)	0,823 > 0,7	Reliabel
2	Product Quality (X ₂)	0,830 > 0,7	Reliabel
3	Customer Value (X ₃)	0,850 > 0,7	Reliabel

4	Brand Image (X ₄)	0,863 > 0,7	Reliabel
5	Customer Satisfaction (Y)	0,812 > 0,7	Reliabel

Source : Processed primary data, 2020

1. Clasical Asumption Test

a. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If there is a correlation, then there is a multicollinearity problem. A Regression that is free from multicollinearity problems if the VIF value is < 10 and the tolerance value is > 0.10, then the data does not have multicollinearity.

Table 8. Multicollinearity Test Result

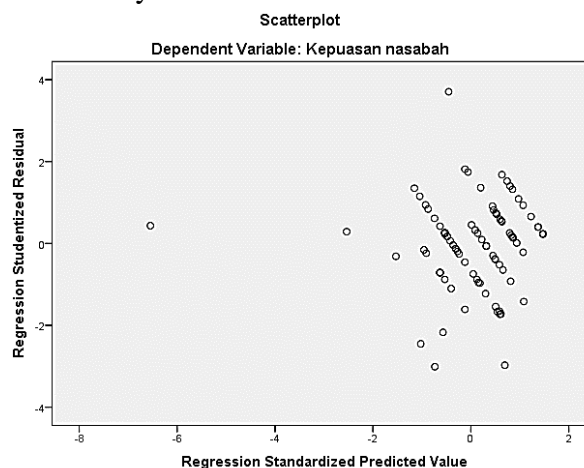
No.	Variable	Tolerance	VIF
1	Service Quality (X ₁)	0,259	3,859
2	Product Quality (X ₂)	0,242	4,140
3	Customer Value (X ₃)	0,325	3,073
4	Customer Satisfaction (X ₄)	0,332	3,010

Source : Processed primary data, 2020

Table 8 explains that the VIF number for the service quality variable (X₁) is 3.859, VIF for the product quality variable (X₂) is 4.140, VIF for the customer value variable (X₃) is 3.073, and VIF for the brand image variable (X₄) is 3.010. Based on the results of VIF < 10, the research data is classified as having no multicollinearity disturbances in the regression model.

b. Heteroscedasticity Test

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals or observation to other observations using the Scatterplot graph. A good regression model is that there is no heteroscedasticity.



Source : Processed primary data, 2020

Figure 2. Scatterplot Graph

Based on Figure 2. explains that the points formed spread randomly and are scattered both above and below the number 0 on the Y axis, it can be

concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use.

c. Uji Autokorelasi

The results of the autocorrelation test with Durbin-Watson can be seen in the table below:

Tabe 9. Durbin-Watson Statistik

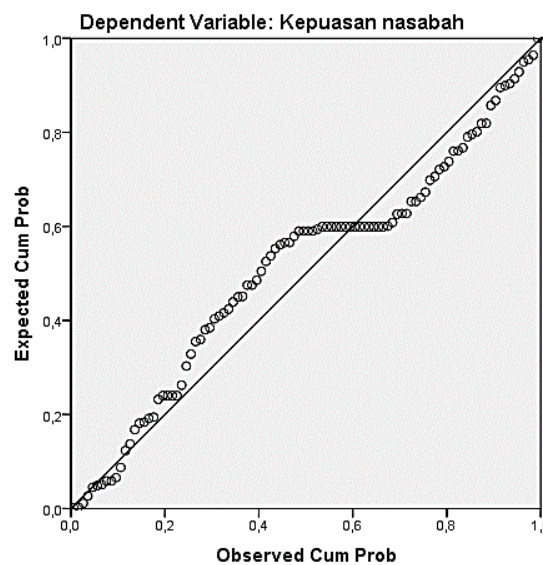
Model	mark	information
<i>Durbin-Watson</i>	1,611	worthy

Source : Processed primary data, 2020

Based on table 9 explained that the Durbin-Watson value obtained in this test was 1.611. Because the calculated Durbin-Watson values ranged from -2 to +2, it can be concluded that the regression model indicated that there were no serious autocorrelation problems.

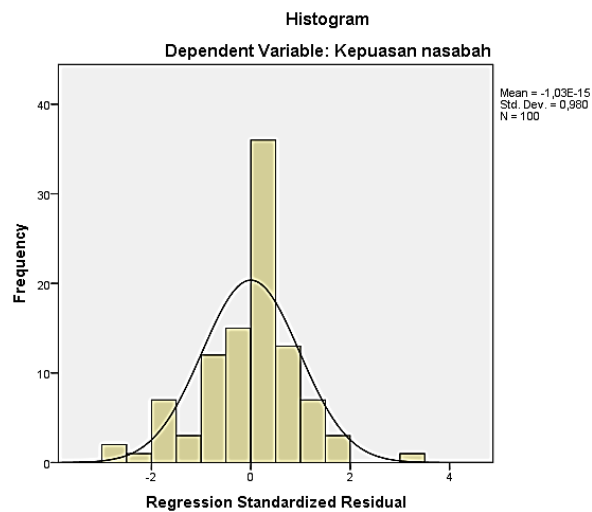
d. Normality Test

This assumption test aims to test whether, in the regression model, the dependent and independent variables have a normal distribution or not. A good regression model has a normal distribution or at least close to normal.



Source : Processed primary data, 2020

Figure 3. Normal P-P of Regression Standardized Residual



Source : Processed primary data, 2020

Figure 4. Histogram

Based on Figure 3 and 4 it can be concluded that the histogram image gives a distribution pattern that is close to normal. Meanwhile, in the normal probability plot, it can be seen that the dots spread around the diagonal line, and the distribution follows the direction of the diagonal line. These two graphs show that the regression model is feasible to use because it meets the assumption of normality.

Multiple Linear Regression Analysis

Table 10. Multiple Linear Regression Analysis

No.	Variable	Standardized Coefficients
1	Service Quality (X_1)	0,221
2	Product Quality (X_2)	0,209
3	Customer Value (X_3)	0,328
4	Brand image (X_4)	0,195

Source : Processed primary data, 2020

Based on the calculation results of the SPSS Version 23.0 program, the following results are obtained : $Y = 0,221 X_1 + 0,209 X_2 + 0,328 X_3 + 0,195 X_4$
Information :

- The coefficient value of the service quality variable (X_1) from multiple linear regression calculations is 0.221 positive. This means that if the quality of service is getting better, customer satisfaction will be getting better too, assuming other variables are constant or fixed.
- The coefficient value of the product quality variable (X_2) from multiple linear regression calculations is 0.209 positive. This means that if the product quality is getting better, customer satisfaction will be getting better too, assuming other variables are constant or fixed.
- The coefficient value of the customer value variable (X_3) from multiple linear regression calculations is 0.328 positive. This means that if customer value is

getting better then customer satisfaction will be getting better too assuming other variables are constant or fixed.

- d. The coefficient value of the brand image variable (X_4) from multiple linear regression calculations is 0.195 positive. This means that if the brand image is getting better then customer satisfaction will be getting better too assuming other variables are constant or fixed.

Hypothesis Testing t-test

Table 11. Hypothesis Testing t-test

No.	Variable	t	Sig.
1	Service Quality (X_1)	2,190	0,031
2	Product Quality (X_2)	1,999	0,048
3	Customer Value (X_3)	3,641	0,000
4	Brand Image (X_4)	2,183	0,032

Source : Processed primary data, 2020

Based on the calculation results of the SPSS Version 23.0 program, the t-test hypothesis testing is obtained as follows:

1. Test the hypothesis that service quality affects customer satisfaction (H_1)
In this study, the first hypothesis proposed is as follows:
 H_1 : Service quality affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch
Based on the calculation of the SPSS Version 23.0 program, it is known that the significant number of the effect of service quality (X_1) on customer satisfaction (Y) is $0,031 < \alpha = 0,05$ so it is significant. Meanwhile, the t test = $2,190 > t$ table = $1,661$ ($df = n-k-1 = 100-4-1 = 95$, $\alpha = 0,05$, one side test). Thus, H_1 is accepted, meaning that service quality affects customer satisfaction at PT. Pegadaian (Persero) Cabang Banjarmasin.
2. Test the hypothesis that product quality affects customer satisfaction (H_2)
In this study, hypothesis 2 proposed is as follows:
 H_2 : Product quality affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.
Based on the calculation of the SPSS Version 23.0 program, it is known that the significant number of the effect of product quality (X_2) on customer satisfaction (Y) is $0,048 < \alpha = 0,05$ so it is significant. Meanwhile, the t test = $1,999 > t$ table = $1,661$ ($df = n-k-1 = 100-4-1 = 95$, $\alpha = 0,05$, one sided test). Thus H_2 H_2 is accepted, meaning that product quality affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.
3. Test the hypothesis that customer value affects customer satisfaction (H_3)
In this study, the 3rd hypothesis proposed is as follows:
 H_3 : customer value affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.
Based on the calculation of the SPSS Version 23.0 program, it is known that the significant number of customer value influences (X_3) on customer satisfaction (Y) of $0,000 < \alpha = 0,05$ sehingga signifikan. Meanwhile, the t test = $3,641 > t$ table = $1,661$ ($df = n-k-1 = 100-4-1 = 95$, $\alpha = 0,05$, one sided test). Thus, H_3 H_3 is accepted, meaning that customer value influences customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.



4. Test the brand image hypothesis on customer satisfaction (H₄)

In this study, the 4th hypothesis proposed is as follows:

H₄ : Brand image has an effect on customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch

Based on the calculation of the SPSS Version 23.0 program, it is known that the significant number of the influence of brand image (X₄) on customer satisfaction (Y) is $0,032 < \alpha = 0,05$ so it is significant. Meanwhile, the t test = $2,183 > t$ table = $1,661$ (df = $n-k-1 = 100-4-1 = 95$, $\alpha = 0,05$, one side test). hus, H₄ is accepted, meaning that brand image influences customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch..

Model Feasibility Test

1. F-Test

In this study, to find the effect of the independent variables from the multiple linear regression equation together, it can be tested using the F test.

Table 12. Uji F-test

Model	F-test	Sig.
Regression	70,922	0,000

Source : Processed primary data, 2020

Based on the results of calculations with the help of the SPSS Version 23.0 program, it is known that the significant figure between service quality, product quality, customer value, and brand image on customer satisfaction (Y) is $0,000 < \alpha = 0,05$ o it is significant and the calculated F value is $70,922 > F$ table is $2,47$ ($\alpha = 0,05$, Numerator (number of variables- 1) = $5 - 1 = 4$ and Denominator ($n - k - 1$) = $100-4-1 = 95$ *This means that simultaneously the quality service, product quality, customer value, and brand image affect customer satisfaction at PT Pegadaian (Persero) Banjarmasin Branch.*

2. The Coefficient of Determination

To find the magnitude of the variation in customer satisfaction variables that are influenced by variations in the variables of service quality, product quality, customer value, and brand image, it can be seen from the magnitude of the coefficient of determination. The value of the coefficient of determination can be known from the Adjusted R Square value of the multiple regression model.

Table 13. The coefficient of Determination

Model	Adjusted R Square
Regression	0,739

Source : Processed primary data, 2020

Based on the calculation results of the SPSS Version 23.0 program, an Adjusted R Square value of 0.739 is obtained, which means that 73.9% of the variation in customer satisfaction variables is influenced by variations in service quality, product quality, customer value, and brand image variables. While the remaining 26.1% variation in customer satisfaction variables is influenced by variations in other variables not included in this study.

Discussion of Research Result

This research is perceptual, namely explaining respondents' perceptions of service quality, product quality, customer value, brand image, and customer satisfaction at PT. Pawnshop (Persero) Banjarmasin Branch. Respondents in this study were customers of PT. Pawnshop (Persero) Banjarmasin Branch. The results of the research are explained sequentially according to the order of the research objectives, as follows;

1. Service quality, product quality, customer value, brand image, and customer satisfaction

a. Service Quality

The quality of services provided by employees of PT. Pegadaian (Persero) Banjarmasin Branch for customers is very good. There is clear evidence of care and attention given by PT. Pegadaian (Persero) Banjarmasin Branch to customers becomes an image for customers in evaluating the quality of services provided. One of the components of the tangibles dimension is the appearance of employees, customers state that the appearance of PT. Pegadaian (Persero) Banjarmasin branch is already interesting.

Customers consider that employees of PT. Pegadaian (Persero) Banjarmasin Branch has adequate skills in carrying out their duties. PT. Pegadaian (Persero) Banjarmasin Branch to provide services in accordance with what has been promised in a timely manner to make customers feel well served. PT employees Pegadaian (Persero) Banjarmasin Branch can respond well to every customer complaint. This responsiveness is an ability carried out by employees of PT. Pegadaian (Persero) Banjarmasin Branch directly to provide fast and responsive services. This responsiveness can foster a positive perception of the quality of services provided. This includes if there is a failure or delays in the delivery of services, the service provider tries to repair or minimize the customer's losses immediately. This dimension emphasizes the attention and speed of employees involved in responding to consumer requests, questions, and complaints.

Customer assessment of employees of PT. Pegadaian (Persero) Banjarmasin Branch can ensure that the needs of customers can be met as promised. There is a guarantee given by PT. Pegadaian (Persero) Banjarmasin Branch can build trust and confidence in customers in doing business transaction. Management of PT. Pegadaian (Persero) Banjarmasin Branch builds customer trust and loyalty through employees who are directly involved in handling customers.

PT employees Pegadaian (Persero) Banjarmasin Branch is always friendly in serving customers. This is indicated by the ease of access provided by PT. Pawnshop (Persero) Banjarmasin Branch. This access is the ease of making use of the services offered, the existence of communication to convey information to customers, and the understanding of the needs and desires of customers.

b. Product Quality

The quality of the products offered by PT. Pegadaian (Persero) Banjarmasin branch is very good. Customers feel that the products offered by PT. Pegadaian (Persero) Banjarmasin Branch is in accordance with the specifications. This is because of PT. Pegadaian (Persero) Banjarmasin

Branch focuses on efforts to fulfill customer needs and desires as well as the accuracy of their delivery to meet customer expectations.

Customers feel facilitated because at PT. Pegadaian (Persero) Banjarmasin Branch disbursed the funds quickly. The procedure that is carried out can be said to be very easy, the customer only needs to bring the collateral or guarantee to the outlet and complete the requirements, so the disbursement process does not take long, in approximately 15 minutes the funds will be disbursed.

Customers feel confident transacting in SOEs. Even though private pawnshops are rife and emerging in the current era of digitalization of technology, it does not interfere with the performance of PT. Pawnshop (Persero) Banjarmasin Branch. As one of the giant state-owned enterprises (BUMN) that is able to make donations to large countries, making customers feel confident to make transactions at PT. Pawnshop (Persero) Banjarmasin Branch.

PT. Pegadaian (Persero) Banjarmasin Branch can provide maximum service to customers. In this era of rapidly developing technology, it is a challenge as well as an opportunity for PT. Pegadaian (Persero) Banjarmasin Branch to be able to transform into giving service. Services provided by PT. Pegadaian (Persero) Banjarmasin Branch has characteristics related to speed, competence, ease, and accuracy in repairs.

c. Customer Value

PT. Pegadaian (Persero) Banjarmasin branch is very good. I feel happy after using the products issued by PT. Pawnshop (Persero) Banjarmasin Branch. This is because utility comes from feelings or affective/positive emotions arising from consuming the products or services offered by PT. Pawnshop (Persero) Banjarmasin Branch.

I feel proud to have used the products provided by PT. Pawnshop (Persero) Banjarmasin Branch. This customer feeling arises from the product's ability to enhance the customer's social self-concept. Customers who prioritize social values will choose products/services that communicate an image that is in harmony with their friends or convey the social image they want to display.

Products provided by PT. Pegadaian (Persero) Banjarmasin Branch according to customer needs. Each customer has its own terminology regarding an offer value, where this value can meet the needs of the customer, causing good feelings.

Costs incurred in using PT. Pegadaian (Persero) Banjarmasin Branch in accordance with the benefits needed. Customers want maximum value limited by limited disbursement costs, knowledge, mobility, and income. They form an expectation of value and act on it.

d. Brand Image

The Brand image of PT. Pegadaian (Persero) Banjarmasin branch is very good. PT. Pegadaian (Persero) Banjarmasin Branch is a trusted financial institution. This is proven that PT. Pegadaian (Persero) for three years was chosen as the best BUMN for financial and other financial sectors. When all financial industries are required to survive due to various local and global

challenges, PT. Pegadaian (Persero) is still able to record positive financial performance, thus increasing the trust of customers to make transactions at PT. Pawnshop (Persero) Banjarmasin Branch.

The customers feel that the goods were pawned at PT. Pegadaian (Persero) Banjarmasin Branch is safe. This is because of that PT. Pegadaian (Persero) is registered and licensed by the OJK (Financial Services Authority). Oversight of the pawn business through the OJK is aimed at creating a healthy pawn business, providing legal certainty for pawn business actors and protection for consumers or customers.

Customers are satisfied using the services of PT. Pawnshop (Persero) Banjarmasin Branch. To determine satisfaction or dissatisfaction with purchasing a product or service lies in the relationship between consumer expectations and perceived product performance. In evaluating certain services, customers will use their expectations as a standard or reference. As for most of the customers of PT. Pegadaian (Persero) Banjarmasin Branch was satisfied after the transaction.

e. **Customer Satisfaction**

Customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch is good. Customers feel that the services provided by employees of PT. Pegadaian (Persero) Banjarmasin branch is very good. This is in accordance with management's commitment to providing the best and most useful service for each customer which is manifested through the attitude and professional response of the company and all levels in serving customers. Pawnshop management also provides services to every customer in a swift, responsive, and reliable manner.

The convenience provided by PT. Pegadaian (Persero) Banjarmasin Branch satisfied all parties. The pawn industry has undergone drastic changes, in the management of PT. Pegadaian (Persero) Banjarmasin Branch develops products and services based on digital technology for provide convenience to customers which have done since 2017. In addition, Pegadaian has also developed Channel distribution through pawnshop agents to increase financial inclusion in accordance with the new vision of the pawnshop as a financial inclusion agent.

Administrative fees provided are in accordance with standards, so they are not burdensome to customers. The officer will estimate the price of the pawned goods by providing a loan of money for a certain period of time. Because pawnshops are like banks, which are financial institutions, this pawnshop charges administrative fees that are adjusted based on class. The greater the loan fund will affect administrative costs. To get back the pawned item, the customer must redeem it.

2. **The effect of service quality on customer satisfaction**

Service quality is proven to influence customer satisfaction at PT. Pawnshop (Persero) Banjarmasin Branch. According to Tjiptono (2015: 51), service quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. A service that can meet customer expectations will create loyal customers for the company. This is because service quality is closely related to customer

perceptions of the quality of a business. The better the service that will affect the level of satisfaction felt by customers so that the business will be considered to be of higher quality. Conversely, if the service provided is not good and satisfactory, then the business is also considered to be of poor quality. Therefore efforts to improve service quality must continue to be carried out in order to maximize service quality.

This is in line with the findings of Syaifullah (2018), Zulkifli (2018), Tombokan (2015), and Hidayat (2015) which state that service quality affects customer satisfaction.

3. **Effect of product quality on customer satisfaction**

Product quality has proven to have an effect on customer satisfaction at PT. Pawnshop (Persero) Banjarmasin Branch. Product quality is a dynamic condition related to products, people/labor, processes and tasks, and the environment that meets or exceeds consumer or consumer expectations. Product quality is the ability of a product to carry out its functions, including durability, reliability, ease of operation, and repair, as well as value attributes (Kotler and Armstrong, 2011: 354). Their many measurements can be used by customers in determining product quality, but the ultimate goal is the same, namely being able to provide satisfaction to customers (Hidayat, 2015).

4. **The influence of customer value on customer satisfaction**

Customer value is proven to influence customer satisfaction at PT. Pawnshop (Persero) Banjarmasin Branch. According to Kotler (2002), customer-delivered value is the difference between total customer value and total customer cost. Total customer value is a set of benefits that customers expect from a particular product or service. The higher the customer value, the satisfaction felt by the customer will also be higher.

This is in line with findings (Hidayat, 2015) which state that customer value influences customer satisfaction.

5. **The influence of brand image on customer satisfaction**

Brand image is proven to influence customer satisfaction at PT. Pawnshop (Persero) Banjarmasin Branch. Brand Image (Brand Image) is a representation of the overall perception of the brand and the form of information and experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to do so purchase. It was further stated that brand image is not contained in the features, technology, or product type itself, the image arises due to advertising, promotion, or use. Through brand image, consumers can recognize products, evaluate quality, reduce purchase risk gain certain experiences, and get a certain satisfaction from a product according to Setiadi (2003) in Sondakh (2014: 23).

This is in line with the findings of Syaifullah (2018), and Tombokan (2015) stating that brand image has an effect on customer satisfaction.

CONCLUSION

Based on the results of the data analysis above, it can be concluded as follows:

1. Service quality affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.
2. Product quality affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.
3. Customer value affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.
4. Brand image affects customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch
6. Service quality, product quality, customer value, and brand image simultaneously affect customer satisfaction at PT. Pegadaian (Persero) Banjarmasin Branch.

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