Service strategy by considering price factor to increase titan tire customer satisfaction

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Abstract. Titan Tire customers complain that the price of tires offered is more expensive than the prices offered by other tire companies. The price factor is very influential on customer satisfaction in addition to service quality. Price is an important aspect that is inseparable from the purpose of sales and service activities. Besides, Titan tires do not provide sales price determination to customers. This has a negative impact on customer satisfaction as shown in Table 3 where there are more unsatisfied customers than those who are satisfied with the services provided by Titan Tire. Multiple linear regression testing $\alpha = 0.05 > \text{sig} = 0.00$ which states that the service strategy by considering price factors should be able to increase customer satisfaction. For that Titan Tire wants to improve customer satisfaction in the future by improving better service strategies. Based on Table 1, good service to customers has a greater frequency of 55 people or 64.3% compared to poor service of 34.5%, but based on Table 3.3 the number of customers is not greater that is 52 people or 61.9% and those who are satisfied, namely 32 people or 38.0%.

1. Introduction

Current developments in Indonesia for the needs of four wheels or cars as one of the transportation needed by humans have been designed continuously from year to year and continue to emerge with the prices offered vary. At the same time, the cars need a round, black and elastic leg to be able to walk in conditions and situations of rain and heat, which is called a tire [3].

One of the tire sales with a variety of variations is on Titan Tire which sells tires in the brands of Toyo, Maxis and Pirelli. Customers complain that the price offered by Titan tires is more expensive than the prices offered by other tire companies. Factors that influence customer satisfaction, one of which is the price factor. Price is an important aspect that is inseparable from the purpose of sales and service activities. In addition, the company does not provide sales price determination to customers. Marketing is given the freedom to give prices to customers according to the basic price provided by the company, so that every free marketing increases prices according to the ability of customers, this has a negative impact on customer satisfaction where customers feel marketing in other companies can provide lower prices. For this reason an innovative service strategy is needed by considering the tire sales price factor so that it can increase customer satisfaction on Titan Tire[4].
2. Methodology
Descriptive method is a design compiled to give a systematic description of scientific information that comes from the subject or object of research\[^{10}\]. Data collection was carried out at a tire company called Titan Tire which is located at Gaharu Simpang Mahonistreet.

Descriptively data collection is based on quantitative data in the form of numbers then analyzed using statistics. The data source is divided into two parts, namely: primary data is a source of data that is directly collected from Titan Tire customers through questionnaires or questionnaires as many as 84 people; secondary data is a source that does not directly provide data to data collectors. Secondary data from Titan Tire, namely documents about company history and organizational structure\[^{2}\].

2.1. Univariate analysis
Method of analysis is univariate and multiple linear analysis. Univariate analysis aims to describe the characteristics of each variable\[^{9}\]. This analysis serves to describe the frequency, percent of sales and cumulative percent of service strategy, price and customer satisfaction variables.

2.2. Multivariate analysis
Multiple linear statistical analysis is a statistical method that can process data of more than two variables simultaneously\[^{11}\]. By using this analysis technique, it can analyze the influence of several variables on other variables at the same time with a 5% significance level so that innovative service strategies can be known by considering the factors of tire sales prices to increase customer satisfaction.

3. Result and discussion

| Service Variable | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Good             | 55        | 65,5    | 65,5          | 65,5               |
| Bad              | 29        | 34,5    | 34,5          | 100,0              |
| Total            | 84        | 100,0   | 100,0         |                    |

Table 1 shows that better service is favored by customers as much as 55 people or as much as 64.3% compared to poor service of 34.5%.

| Price Variable | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Customer       | Cheap     | 54      | 64,3          | 64,3               |
| Expensive      | 30        | 35,7    | 35,7          | 100,0              |
| Total          | 84        | 100,0   | 100,0         |                    |
Table 2 shows that cheap tire sales prices are more attractive to customers as much as 54 people or with percent tire sales of 64.3%.

| Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|---------|---------------|--------------------|
| Valid     | Statisfied | 32            | 38,0               | 38,0               |
| Disstisfied |         | 52            | 61,9               | 100,0              |
| Total     |         | 84            | 100,0              | 100,0              |

Table 3 shows that satisfied customers are less than those who are dissatisfied, namely 52 people or 61.9%.

Table 3. Frequency of Customer Satisfaction

Based on Table 4, then the submission of the service strategy hypothesis for price and customer satisfaction can be described as follows:

$H_0$ is the service strategy by considering prices cannot increase customer satisfaction at Titan Tire, $H_a$ is the service strategy by considering prices can increase customer satisfaction at Titan Tire, selected significance level of $5\% (\alpha=0.05)$, reject $H_0$ if $\alpha > \text{sig.}$, because it gets $\alpha = 0.05 > \text{sig.} 0.000$ (column sig) because $\alpha > \text{sig.}$ then the conclusion is the service strategy by considering prices can increase customer satisfaction Titan Tire.

When presented visually, the service strategy for prices and customer satisfaction will be more apparent as in Figure 1. The vertical axis shows the frequency and horizontal axis expressing tire prices and customer satisfaction. With the value of service strategy on tire sales prices and customer satisfaction has a mean of 1.32 with a standard deviation of 0.994.
4. Conclusion
Based on Table 1, good service to customers has a greater frequency of 55 people or 64.3% compared to poor service of 34.5%, but based on Table 3.3 the number of customers is not greater that is 52 people or 61.9% and those who are satisfied, namely 32 people or 38.0%, so that innovative service strategies are very much needed in order to provide satisfaction to customers, so the things to do are: Titan ban can offer a more affordable price, as in Table 2. Cheap price selection is more attractive to customers than expensive by renovating the waiting room which is equipped with facilities such as wireless fidelity (wifi), television, providing automotive magazines, providing soft drinks and children's playgrounds. In addition, updating old machines with new and up to date ones, such as the 2D spooring machine is replaced with a 3D spooring machine so that the adjustment results are more accurate. The Titan Ban balancing machine was replaced by a finishing balancing machine so that the results of the wheel weight unbalance adjustment were more accurate.

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