



The Building Image of PT. Jakarta East Industrial Park

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ABSTRACT

The study aims to determine the effect of service quality and customer relations simultaneous on the image of PT.JEIP. The method used in this research is a descriptive and explanatory survey. The unit of analysis is the investor industrial estates managed by PT.JEIP with a sample size of 110 investors. The time horizon in this study was cross-sectional. The findings in this study are that the service quality and customer relationship simultaneous influence on image of PT. EJIP, but when viewed in partial, it predominantly affects the customer relationship on image of PT. EJIP, while the quality of service has no significant effect on the image of PT. EJIP.

Keywords: Service Quality, Customer Relationship, Image

JEL Classifications: L8, M31, N75

1. INTRODUCTION

The increasingly fierce competition among the Company, where more and more companies involved in fulfilling the needs and desires of customers, cause every company must put orientation on customer satisfaction as a primary goal. Thus faced by PT.JEIP. The decline in the share of investors in the industrial estates managed by PT.JEIP tends to be an indication that the image of PT.JEIP is still relatively good. Likewise, the image of PT.JEIP is still relatively poorly thought to be caused by the quality of services provided by PT.JEIP tend not good, so investors who have become customers of PT.JEIP does not provide recommendations on other investors to become customers of PT.JEIP. Citra PT.JEIP relatively not good also allegedly caused by a lack of PT.JEIP do relations with the customer/investor them.

Based on the above phenomenon, efforts PT.JEIP tries to increase the focus on human resource management. One aspect that is often neglected, hard to see and be managed is employee attention on customers. As proposed by (Yi and Gong, 2013), states that the service elements that can be responded to by the customer in the delivery of services are physical support, process, and personal

contact. Among the variables considered directly affects customer confidence is people, process and physical evidence. Both of the last variables are independent, both neighbors and the dependent variable.

Based on the foregoing, it is very interesting to be disclosed in a study, the extent to which the quality of service companies and relations customers can give effect to the image, so that through this research can be used as an evaluation and may also be findings in the field that formed the basis for companies in order to improve the image/image of the company in the future, then the expected results of this study are academically able to contribute to efforts to the development and improvement of service quality program policies and design strategies relations customers.

This study was conducted using a survey method, where information respondents (customers) in place of empirical events to know the opinion of the majority population of the research object.

2. LITERATURE REVIEW

In defending the survival of his business, every company, as well as constantly, company services should strive to have “competitive

advantage” (excellence to win the competition). In this case, the program can be an advantage in the quality of service and customer cooperation with the ultimate goal of creating a corporate image.

According to (Chui et al., 2010), five elements determine the quality of service that is: tangible, empathy, responsiveness, reliability, assurance, Quality of service can improve the company’s image.

While (Sichtmann and Diamantopoulos, 2013) points on an evaluation of the quality of services through the matrix of interest and performance (importance and performance matrix), wherein the matrix can be seen elements of service quality should be improved (concentrate here), must be maintained (keep up the good work), too much (possibly overkill), and low priority (low priority). In this study to determine the quality of service PT.JEIP will use the benefit analysis and performance (importance and performance analysis).

Similarly, the concept of customer relation are methods to maintain customer satisfaction to enable continuous relationships with customers. (Munnukka, 2008) revealed the presence of the five principles in implementing customer relationship marketing are:

1. Placing the market as the center of the marketing organization
2. Marketing is the creation of the market (market creation) and not market share
3. Marketing is a process and not a tactical issue of promotion
4. Marketing is qualitative and not quantitative
5. Marketing is the task or job of everyone.

Customer relationship has two important elements, namely trust, and commitment. Customers relationship will create trust and commitment to the customer so that finally the image of the company will build. As noted (Hidayat and Firdaus, 2014), namely: “An Image is a total perception of the subject that this formed by processing information from various sources over time.” The image of the whole of a person’s perception of one thing that is formed through a process of information obtained from various sources.

Ali et al. (2016) in his research on image measurement company produced four elements that can form criteria company, namely access to services, services offered, personal contact, security, and reputation, which will be used in this study.

Access to services is comprised of indicators ease of use of services, timeliness of transactions, convenience of service, the operational schedule of the company, and the possibility to file a complaint/protest (Lemmetyinen et al., 2016).

Services offered consist of indicators of the availability of the number of products and services, the appeal of the products and services offered, interest in the product, interest payments on loans, and payment of fees (Lemmetyinen et al., 2016).

Contacts of employees comprised of employee friendship indicator, individual attention, personal contacts, financial advisory services, ease of consultation (Ramani and Kumar, 2008).

The security consists of the security indicator in the transaction, security in saving money, security in the data (Watson et al., 2015).

The company’s reputation is composed of promise company confidence indicators, the reputation of the services offered, trust in companies that have exceeded other institutions (Martinez and del Bosque, 2013).

3. METHODOLOGY

The method used in this research is descriptive method survey builds upon the descriptive and explanatory survey method that builds upon research verification. Descriptive research is research that aims to obtain a corporate overview of the characteristics of variables (quality of service and customer relations) on PT.JEIP. While research verification wanted to test the truth of a hypothesis that is carried out through data collection in the field, as for all the items in the formulation of the problem using verification method, but the discussion still has to describe the characteristics of variables (descriptive). Judging from the data collection period (time horizon) of this cross-sectional study which is taking the data directly.

The sampling technique used in this study is the probability sampling, the sampling technique that provides equal opportunity for each element (member) of the population to be elected as members of the sample. While the sampling method used was simple random sampling. The population in this study is the customer/tenant PT.JEIP who have invested more than 1 (one) year, as many as 250 customers/tenants.

The analysis consists of two types: (1) descriptive analysis especially for variables that are qualitative, to discuss the quality of service using a matrix of importance and performance (importance-performance analysis), whereas to discuss relations customers using frequency distribution and (2) analysis quantitatively, the form of hypothesis testing using statistical tests. The quantitative analysis emphasized to express the behavior of the research variables, while the descriptive analysis/qualitative used to explore the behavior of the underlying cause. The analytical method used in the form of cross-sectional analysis. By using a combination of methods of analysis that can be obtained generalization is comprehensive.

4. RESULTS AND DISCUSSION

4.1. Service Quality of PT. EJIP

Quality service PT. EJIP was closely related to customer satisfaction. Quality gives special encouragement for customers to establish mutually beneficial relationship ties in the long term with PT. EJIP. This kind of emotional bond allows PT. EJIP to understand carefully the specific expectations and needs of customers. In turn, PT. EJIP can improve customer satisfaction, which PT. EJIP maximizing customer experience less enjoyable.

Quality of service PT. EJIP should start from the customer’s needs and ends with customer satisfaction and positive perceptions of

the quality of those services. Dimensional measurement of service quality by (Limakrisna and Ali, 2016) connected with the quality of service EJIP are as follows:

Dimension	Indicator
Reliability	Availability of the infrastructure required for operation The quality of effluent water treatment plant (WWTP) The quality and distribution of industrial water
Responsiveness	Implementation rules consistently industrial area Free provision of services and information Alertness Preussen to face problems The willingness of managers for environmental mediation The company's ability responsive to customer complaints
Assurance	The ability of employees in addressing the issues The ability to mediate environment Proficiency in information and legal services The attitude of the employees in providing services
Empathy	Ease to get service The ability to communicate to the customer Give the same attention and services to all customers Responsible for the safety and comfort of industrial operations
Tangible	Environmental hygiene industrial area Landscaping is lush and maintained The quality of infrastructure maintenance Industrial Zone Availability of worship and social for employees

(Campo and Yagüe, 2007) points on an evaluation of the quality of services through the matrix of interest and performance (importance and performance matrix), wherein the matrix can be seen elements of service quality should be improved (concentrate here), should be maintained (keep up the good work), too much (possibly overkill), and low priority (low priority). In this study to determine the quality of service PT. EJIP will use the benefit analysis and performance (importance and performance analysis).

Based on the Cartesian diagram, it appears that the two elements of the quality of service PT. EJIP are in quadrant 1 (keep up the good work), namely the elements of service quality must be maintained, because it has high performance (> 3.489) and high customer interest (>4.283), which is an element of Reliability (R1) and responsiveness (R2). While the dimensions of tangibles (T), is in quadrant 2 (concentrate here), the performance is lower than 3,489, but the interests of more than 4.283 customers, so the dimension of tangibles should be corrected. Dimensions of empathy (E) and assurance (A) is in quadrant 4 (low priority) or low priority so that the dimensions of empathy and assurance this is a low priority for PT. EJIP.

4.2. Customers Relationship of PT. EJIP

To get closer to its customers, PT. EJIP relations seeks to build with customers. customer relationship feedback regarding customers that include frequency levels communicate with customers to remain willing to invest (retention), frequency

level associated with customer wishes to remain committed/invested in PT. EJIP though confronted appeal/influence of competitors, maintain the frequency level of product quality, to customers still willing to invest despite lower income from other investment vehicles, the level of the frequency content of the agreement with the customer keeps investments above regulatory requirements, frequency level to build customer confidence in PT. EJIP (trustworthiness), frequency level build customer confidence in the honesty and integrity of the PT. EJIP (Zhang, 2015).

4.3. Effect of Service Quality and Customer Relationship Simultaneous on Company Image

To reveal the influence of a variable or set of variables to another variable, we can use path analysis (path analysis) which has been developed, Sewall wright. In this path analysis the influence of a variable to another variable, either directly or indirectly, can be known. Before taking a decision regarding the influence of a variable to another variable, the first hypothesis test, testing both in whole or individually.

To determine whether a free variable that is quality of service (X1) and customer relationship (X2) simultaneously influence PT. EJIP image (Y), is done by using path analysis (path analysis) and the software used was SPSS release 12. The steps taken are to calculate the correlation between variables, to obtain as the table below.

Based on the analysis is a correlation matrix between variables that show the relationship among independent variables. Proportion to the path diagram is two independent variables (X) having a relationship between variables, and each independent variable (X), as well as the relationships of the variables outside correlation (X) residues of the dependent variable (Y).

Based on the Table 1 of the variable path coefficient value (X1), (X2) to (Y), which is obtained by using the program as released SPSS 12 for windows, thus in accordance with the rules of the decision, that in order to have the customer relation sig. level <0.05 area H_0 is rejected it means a significant path coefficient, while the quality of service has sig. level $>H_0$ received a 0.05 area. The concept can be explained that all aspects of service quality and customer relations jointly positive effect on the image of PT. EJIP, but partially not affect the service quality PT. EJIP image, as seen on SPSS output, at 4:21 the following Table 2.

Table 1: Testing the hypothesis X1, X2, to Y

Standardize coefficient	Sig. level	Compare 0.05	Conclusion
pyx1	0041	0.683	>0.05 Ho accepted There is no influence on the image service quality of PT. EJIP
pyx2	0.333	0,001	<0.05 Ho rejected Customers relationship there is an impact on imagery of PT. EJIP

Source: The calculation results

Table 2: Partial test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.973	2.525		3.554	.001
	X1	.011	.028	.041	.410	.683
	X2	.207	.061	.333	3.370	.001

a. Dependent Variable: Y

Based on Table 2, Service quality and customer relations jointly influence the image of PT. EJIP, but when viewed in partial, it predominantly affects the customer relationship image of PT. EJIP, while the service quality has no significant effect on the image of PT. EJIP (Akroush et al., 2016; Galvagno and Dalli, 2014; Limakrisna, 2008).

5. CONCLUSION

1. Quality of service PT. EJIP when seen by the analysis of interest and performance, it turns out the dimensions of reliability and responsiveness PT. EJIP is in quadrant 1 (keep up the good work), meaning that the elements of service quality must be maintained. While the dimensions of tangibles are in quadrant 2 (concentrate here), meaning that these elements should be specifically noted and be the priority for repair
2. Customers relationship conducted by PT. EJIP shows the seriousness of PT. EJIP to strengthen the relationship with customers in terms of frequency to communicate with customers to remain willing to invest (retention), the frequency associated with the customer wishes to remain committed/invested in PT. EJIP though confronted appeal/influence other investment vehicles, the frequency of maintaining the quality of the product, in order to regulars willing to invest despite lower profit than from other investment vehicles, the frequency of keeping the contents of the agreement with the customer investment above regulatory requirements, frequency build customer confidence in the PT. EJIP (trustworthiness), frequency builds customer confidence in the honesty and integrity of the PT. EJIP, frequency build customer confidence in the reputation of PT. EJIP and frequency build customer confidence in the PT. EJIP compared to other companies
3. Quality of service and customer relations jointly influence the image of PT. EJIP, but when viewed in partial, it predominantly affects the customer relationship image of PT. EJIP, while the service quality has no significant effect on the image of PT. EJIP.

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