Analysis of Service Quality and Promotion on Customer Satisfaction Of CV Takapedia

Fanny Indah Lestari, Hidayati Purnama Lubis, Husni Muharram Ritonga

Abstract

This study aims to determine the influence of service quality and promotion on the purchase decision of CV Takapedia. The object of this study is the consumer of products at CV Takapedia. This research was conducted in 2024-2025. The population and sample of this study amounted to 86 respondents. Data processing uses SPSS Version 26. The data test was carried out using classical assumption tests and multiple linear regression. The value of t-value of service quality is 2.192 > t table 1.66 and significance 0.001 < 0.05, so the quality of service partially has a positive and significant effect on customer satisfaction. The value of the promotion calculation is 11.319 > t table 1.66 and the significance is 0.000 < 0.05, so the promotion partially has a positive and significant effect on customer satisfaction. The results of the F test showed that in the obtained Fcalculation of 90.183> Ftable 2.48 with a significant value of 0.000 < 0.005, meaning that the quality of service and promotion simultaneously had a significant effect on customer satisfaction. The R^2 test result of 0.685 means that 68.5% of customer satisfaction can be obtained and explained by the variables of service quality and promotion.

***Keywords**:* Service Quality, Promotion, Customer Satisfaction

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Introduction

The development of the *games* industry and the payment industry in recent years has been very rapid. The many *games* and *online* payment industries that have emerged provide easy access to get items or currencies in *games* and provide payment solutions. According to Putri (2020), business actors must be able to follow the economic shift that has occurred towards a digital-based economy, both using *websites* and social media in the form of applications. A prominent aspect of the industry's development is the wide choice of payment methods available, ranging from bank transfers, *e-wallets*, to credit cards. This makes it easier *for gamers* to top *up*. In addition, many *specialized platforms* and applications offer *top-up services* at competitive prices, as well as attractive promos that increase the attraction for players. As well as offering payment services that allow integration directly on the publisher's website. More and more *games* offer *top up options*, ranging from *mobile games* to *PC games*. This creates a wider market for these services. Many *game* developers offer discounts and bonuses for *top ups*, thus attracting more players to invest in their favorite games. The community *of gamers* who are active on social media also contributes to promoting various *top up* services, sharing experiences and recommendations. The *gamer* community creates content development in games*, such as* skins*, characters, and* exclusive items*, encouraging players to top* up for a better gaming experience. With more and more options and convenience, the *gaming* and payment industry is becoming an integral part of the experience for many people. With this, business actors make the latest innovations and provide the best possible service quality so that consumers are interested and satisfied[1].

Strategies that can be implemented are to continuously improve product quality, improve service quality and of course a marketing strategy that is right on target for the intended *market share*.

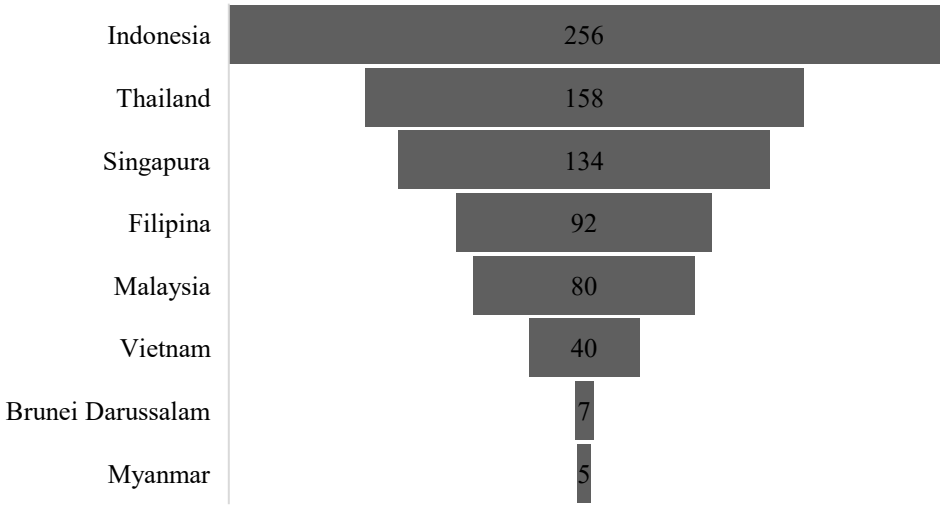

Figure 1 List of Southeast Asian Countries with the most games on Steam as of January 2024
Source: VirtualSEA (2024)

It can be seen from the data shown that Indonesia was named the largest contributor of *games* on the Steam *platform* in Southeast Asia in early 2024. This is based on data from *VirtualSEA* (2024), one of the well-known curators on Steam. In January 2024, the number of *games* made by indie game developers in the country will reach 256 *games* on Steam. Which means that Indonesia has a high *game* industry compared to other Southeast Asian countries.

This is what encourages the emergence of many *online game* platforms and payment providers to meet the needs of game lovers. It has become a necessity in the digitalization era to facilitate transactions effectively and efficiently, resulting in the creation of *the games* industry and CV Takapedia's payment industry. CV Takapedia is the *Cheapest Top up Games Platform* and Payment Provider in Indonesia. Store Specialist *Games* Mobile Legends No.1 is cheap, safe, reliable and 100% legal. As one of the companies engaged in the *games* and payments industry, CV Takapedia always innovates and distributes attractive promos to maintain and improve its existence in an era of fierce competition. According to Kotler (2000), in increasing competition, each company must be able to win the competition by displaying the best products/services and being able to meet consumer tastes that are always evolving and changing[2].

CV Takapedia operates in a *dynamically changing games* and payments industry. Amid the increasing adoption of technology and digitalization, customers have greater access to information and product choices, which leads them to be more selective in choosing services. In this context, CV Takapedia needs to conduct a thorough evaluation of the quality of services provided and the effectiveness of the promotional strategies used to attract and retain customers.

Economic growth and the need for consumers with increasing purchasing power have made changes in shopping patterns in Indonesia now and developing as a reflection of a more modern and more recreation-oriented lifestyle that emphasizes aspects of pleasure, enjoyment, and entertainment when shopping (Parwanto, 2006). The change in shopping patterns makes the challenges faced in the *game* industry in this global era the number of players in the market offering similar products and services makes CV Takapedia must have a unique strategy to attract customer attention. In addition, today's customers are more likely to switch to other brands if they feel dissatisfied with the services received. CV Takapedia as a company that may still be developing, there are limitations in terms of budget and human resources to optimize services and promotions. Then adopting new technologies in service and marketing becomes essential to improve the customer experience, however this requires adequate investment and knowledge. In an era of increasingly fierce business competition, service quality and promotional strategies are two key factors that greatly affect customer satisfaction. As stated by Freddy Rangkuti (2013), customer or consumer satisfaction has a very important purpose. In a very dynamic and competitive market, consumer satisfaction is only a weak estimate of consumers who survive the onslaught of products starting to appear on the surface[3], [4].

The following is the revenue data on Takapedia's CV for the last 4 months:

Table 1 Income on Takapedia's CV November 2024 - February 2025

Yes	Report Details	Income (Rp)			
		Nov-24	Dec-24	Jan-25	Feb-25
1	Total	80.481.549	70.922.309	92.596.393	81.800.403

Source : CV Takapedia System (2025)

Overall, it can be seen in table 1 that the income level during November 2024 - February 2025 fluctuated. The decline shows low customer satisfaction and lack of continuous promotion in the last 4 (four) months. This is supported by previous research by Lubis (2024) that if consumers are satisfied with the products offered and feel what they want in accordance with the reality of the product, it makes consumers more confident and encourages consumer intentions to be able to make repeat purchases, as well as according to Theofilus (2024) that service quality variables affect customer satisfaction. So it can be known that the better the quality of service provided by Itemku, the higher the decision given by consumers to buy products at Itemku[5], [6].

Table 2 Pre-Survey Regarding CV Takapedia Online Store

Yes	Statement	Agree		Disagree		Total	
		People	%	People	%	People	%
Quality of Service							
1	Takapedia provides the right service	9	37,5	15	62,5	24	100
Promotion							
2	Interested in shopping online at Takapedia because of promotions	9	37,5	15	62,5	24	100
Customer Satisfaction							
3	Takapedia provides accurate service	7	29,2	17	70,83	24	100

Source: Takapedia Consumers

Based on table 2 above, it can be seen that the Takapedia online store is less enthusiastic. The quality of service provided is not right. Lack of consumer interest due to inappropriate promotions on the menu. Thus, customer satisfaction is not achieved because the service provided is inaccurate.

Literature Review

2.1 Quality of Service

Tjiptono and Chandra (2016) are that quality can be interpreted as a dynamic state related to products, services, human resources and the environment that meets or exceeds expectations. Likewise, the quality of service is a benchmark of how good the level of service provided is in accordance with the expectations of consumers. The indicators of service quality according to Lupiyoadi and Hamdani (2009), namely: (1) Tangible, (2) *Reliability*, (3) *Responsiveness*, (4) *Assurance*, (5) Empathy[7], [8].

2.2 Promotion

Poltak, et al. (2021) said that: "Promotion means activities carried out by the company in order to communicate or convey the existence of the company's products to the target market. Promotions in the marketing mix include: sales promotion, advertising, salespeople, direct or indirect marketing, and public relations". Kotler and Amstrong (2019:62) said that the promotion indicators are, (1) Advertising, (2) Sales promotion, (3) Public relations[9], [10]

2.3 Customer Satisfaction

According to Ritonga (2020), customer satisfaction is a customer's feeling of happiness or disappointment that comes from a comparison between his impression of the performance (result) of a product and his expectations. According to Fandy Tjiptono (2017) Indicators that form consumer satisfaction consist of: (1) Suitability of expectations, (2) Interest in returning visits, (3) Willingness to recommend[7], [11].

Research Methodology

This research was carried out at CV Takapedia which is located at Jl. Mekar Sari, Deli Tua District, Deli Serdang Regency, North Sumatra 20148. The research was conducted from November 2024 to February 2025. The research used is associative research, associative

research is a research conducted to determine the influence between two independent variables, namely service quality and promotion, and dependent variables, namely customer satisfaction. The sample in this study is as many as 86 respondents to CV Takapedia customers. With the data collection technique, a list of questions *(questionnaire) was carried out*. With data processing using SPSS Version 26. In this study, several data analyses were carried out, including data quality tests, classical assumption tests, multiple linear regression tests, hypothesis tests, and determination tests.

Results

4.1 Validity Test

A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. If the validity of each statement is greater than 0.30, the statement item is considered valid.

Table 3 Service Quality Validity Test (x1)Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P01	49,5698	136,083	,832	,950
P02	49,7442	139,416	,772	,951
P03	49,6163	147,698	,432	,957
P04	49,4419	135,402	,823	,950
P05	49,9767	146,258	,514	,956
P06	49,5698	136,083	,832	,950
P07	49,4884	136,888	,815	,950
P08	49,5698	136,883	,798	,950
P09	49,6395	138,021	,696	,953
P10	49,5698	136,083	,832	,950
P11	49,5814	136,576	,793	,950
P12	49,5698	136,083	,832	,950
P13	49,4767	134,888	,839	,949
P14	49,4884	136,888	,806	,950
P15	49,9767	146,258	,514	,956

Source : SPSS Processing Results Version 26

From Table 3 above, it can be seen that the results of the SPSS output are known to be the validity test results of 15 (fifteen) statements on the service quality variable can be seen from the results *of the Corrected Item- Total Correlation* > 0.30 so that it can be concluded that all statements used in the service quality variable model are valid, (Sugiyono, 2020)[12].

Table 4 Promotion Validity Test (X2) Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P01	61,79	45,838	,585	,887
P02	61,91	44,674	,763	,881
P03	61,91	47,356	,442	,893
P04	61,92	44,640	,751	,881

P05	61,79	45,838	,585	,887
P06	61,81	45,894	,580	,888
P07	61,91	44,674	,763	,881
P08	61,86	48,569	,382	,895
P09	61,92	45,205	,605	,887
P10	61,92	44,640	,751	,881
P11	61,92	46,734	,544	,889
P12	61,79	45,838	,585	,887
P13	61,91	47,356	,442	,893
P14	61,87	48,278	,390	,895
P15	61,85	48,906	,356	,896

Source : SPSS Processing Results Version 26

From Table 4 above, it can be seen that the SPSS output results are known to be the validity test results of the 15 (fifteen) statements on the promotion variable are seen from the result of *the Corrected Item-Total Correlation* > 0.30 so that it can be concluded that all statements used in the promotional variable model are valid, (Sugiyono, 2020)[12].

Table 5 Customer Satisfaction Validity Test (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P01	61,37	46,942	,469	,875
P02	61,38	44,663	,687	,865
P03	61,33	47,799	,353	,879
P04	61,48	44,723	,598	,869
P05	61,33	45,516	,513	,873
P06	61,29	44,938	,604	,869
P07	61,38	44,663	,687	,865
P08	61,37	47,201	,417	,877
P09	61,45	45,051	,519	,873
P10	61,42	44,411	,561	,871
P11	61,42	45,799	,518	,873
P12	61,42	44,411	,561	,871
P13	61,38	44,663	,687	,865
P14	61,35	47,500	,395	,878
P15	61,37	46,942	,469	,875

Source : SPSS Processing Results Version 26

From Table 5 above, it can be seen that the results of the SPSS output are known to be the validity test results of 15 (fifteen) statements on the customer satisfaction variable seen from the results *of the Corrected Item-Total Correlation* > 0.30 so that it can be concluded that all statements used in the customer satisfaction variable model are valid, (Sugiyono, 2020)[12].

4.2 Reliability Test

To determine the stability and consistency of the respondents in answering the details of the statements prepared in the form of a questionnaire, the reliability of the variable is said to

be good if it has a Croncobach's alpha value greater than 0.60. The following results of the reliability test in this study can be seen in the table below.

Table 6 Reliability Statistics

Cronbach's Alpha	N of Items
,955	15

Source : SPSS Processing Results Version 26

Based on table 6 above, it can be seen that the SPSS output is known to have *Croncobach's Alpha* value of 0.955 > 0.60 so that it can be concluded that the statement that has been given to each respondent consisting of 15 (fifteen) on the service quality variable is reliable.

Table 7 Promotional Reality Test (X2)

Reliability Statistics

Cronbach's Alpha	**N of Items**
,895	15

Source : SPSS Processing Results Version 26

Based on table 7 above, it can be seen that the SPSS output is known to have *Croncobach's Alpha* value of 0.895 > 0.60 so that it can be concluded that the statement that has been given to each respondent consisting of 15 (fifteen) statements on the promotion variable is reliable.

Table 8 Customer Satisfaction Reality Test (Y)

Reliability Statistics

Cronbach's Alpha	**N of Items**
,879	15

Source : SPSS Processing Results Version 26

Based on table 8 above, it can be seen that the SPSS output is known to have *Croncobach's Alpha* value of 0.879 > 0.60 so that it can be concluded that the statement that has been given to each respondent consisting of 15 (fifteen) statements on the customer satisfaction variable is reliable.

4.3 Classic Assumption Test

a) Normality Test

1) Kolmogorov-Smirnov Test Results

Table 9 Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		86
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	3,02669332
Most Extreme Differences	Absolute	,084
	Positive	,075
	Negative	-,084
Test Statistic		,084
Asymp. Sig. (2-tailed)		,196c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source : SPSS Processing Results Version 26

Based on table 9 above, it can be concluded that the significance value of 0.196 (0.196 > 0.05) is with a result of more than 0.05 which means that the residual data is normally distributed so that it is suitable for use, (Sugiyono, 2020)

2) PP Results – Normality Test Plot

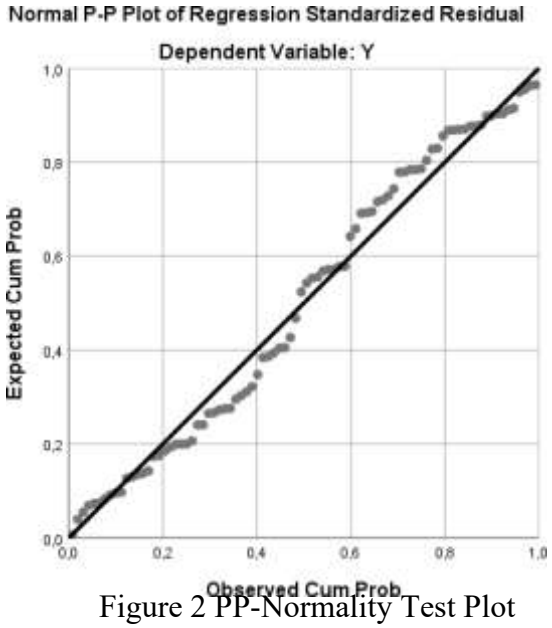

Figure 2 PP-Normality Test Plot
Source : SPSS Processing Results Version 26

Based on Figure 2 of the PP-Plot Normality Test above the histogram graph towards a balanced slope in the center and the PP-Plot points following a diagonal line, the data is declared normal, (Sugiyono, 2020)[12].

3) Histogram Results of Normality Test

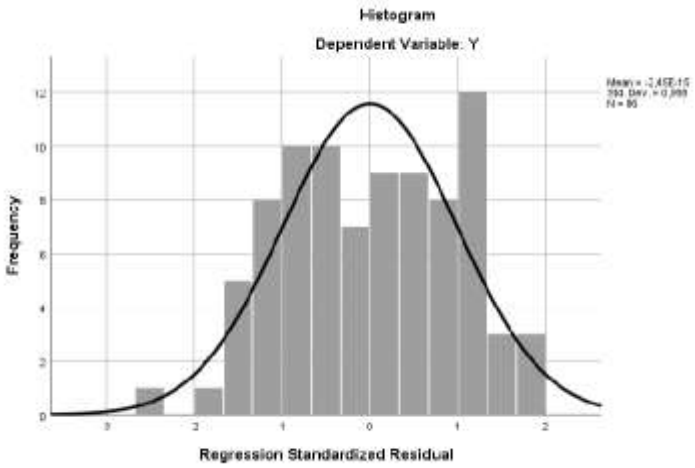

Figure 3 PP-Normality Test Plot
Source : SPSS Processing Results Version 26

Based on figure 3 PP-Plot normal graph test histogram graph is used to see the results of the normality test. The figure above is in accordance with the normality test provisions which state that the data is said to be normal if the line forms a bell and in the middle it is normally distributed (Sugiyono, 2020)[12].

b) Multicollinearity Results

Table 10 Multicollinearity Test Results

Coefficient			
Type		Collinearity Statistics	
		Tolerance	VIVID
1	(Constant)		
	Quality of Service	,845	1,183
	Promotion	,845	1,183
a. Dependent Variable: Customer Satisfaction			

Source : SPSS Processing Results Version 26

Based on Table 10, the results of the multicollinearity test on the variables of service quality and promotion have a tolerance value of >0.10 and VIF < 10, so this study is declared free from the problem of multicollinearity.

c) Heteroscedasticity Test Results

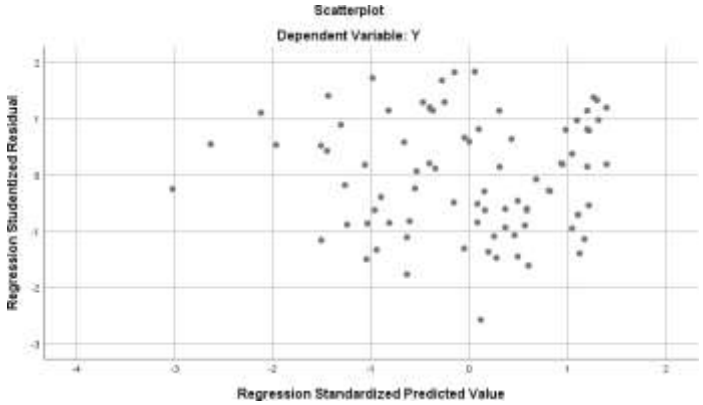

Figure 4 *Heteroscedasticity Test* Scatterplot
Source : SPSS Processing Results Version 26

Based on the 4 Scatterplot gamber , it shows that the distribution of data does not form certain patterns and does not spread too much, so the data is declared free from the problem of heterosokedasticity, (Sugiyono, 2020)[12].

4.4 Multiple Linear Regression Results

The data analysis model used to determine the magnitude of the influence of service quality and promotion on CV Takapedia's customer satisfaction.

The model of the company is:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + e$$

Information:

Y = Customer satisfaction (*Dependent Variable)*

α = Constant

β = *Multiple Regression* Coefficient
X1 = Quality of Service
X2 = Promotion
E = *error term*

Table 11 Multiple Linear Regression

Results[A]

Type	Unstandardized Coefficients	
	B	Std. Error
(Constant)		23,753
Quality of Service	,073	,033
Promotion	,563	,050
a. Dependent Variable: Customer Satisfaction		

Source : SPSS Processing Results Version 26

Based on Table 11 above, multiple linear regression is obtained as follows:
Y = 23.753 + 0.73(X1) + 0.563(X2) + e. So from the multiple linear regression equation is:

a) If everything on the free variables is considered zero then Customer Satisfaction (Y) is 23,753.
b) If there is an increase in service quality by 1 unit, then Customer Satisfaction (Y) will increase by 0.73.
c) If there is an increase in the Promotion by 1 unit, then Customer Satisfaction (Y) will increase by 0.563.

4.5 Hypothesis Test Results

1. Simultaneous Significance Test (F Test)

The F test (Simultaneous Test) is carried out to see the effect of free variables on variables simultaneously. The method used is to look at *the level of* significant < 0.005.

Table 12 Simultaneous Test Results (F-Test)

NEW ERA

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1692,128	2	846,064	90,183	,000b
	Residual	778,674	83	9,382		
	Total	2470,802	85			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Promotion, Quality of Service

Source : SPSS Processing Results Version 26

Based on table 12 above, it can be seen that the significance obtained by 0.000 is much smaller than 0.005 so that Ha is accepted and Ho is rejected. Based on the Fcal value of 90.183 while the Ftable is 2.48, Ha is accepted and Ho is rejected to get the Ftable value. Therefore, it can be concluded that the regression model in this research related to service quality and promotion to customer satisfaction has a positive and significant effect.

4.6 Partial Significance Test (t-test)

The partial test (t-test) shows how far the individual independent variables explain the variation of this test is done to test the hypothesis if the researcher analyzes multiple linear regression.

Table 13 Partial Test Results (-t-test)

Coefficient

Type		t	Sig.
1	(Constant)	7,646	,000
	Quality of Service	2,192	,001
	Promotion	11,319	,000

a. Dependent Variable: Customer Satisfaction

Source : SPSS Processing Results Version 26

Based on Table 13, it can be seen that the numbers of the variables are free to affect each other of the bound variables.

Decision-making criteria:

1) Accept Ho (minus Ha) if tcounts <ttable or Sig t > α 5%,
2) Subtract Ho (accept Ha) if tcounts >ttable or Sig t > α 5%,

a) The Effect of Service Quality on Customer Satisfaction
The value of t calculating the quality of service was 2.192 > t table 1.66 (n-k = 86-4- 82 at 0.05/ 5%) and significance 0.001 < 0.05, so that Ha was accepted and Ho was rejected, then the quality of service partially had a positive and significant effect on customer satisfaction.

b) The Influence of Promotions on Customer Satisfaction
The value of t calculating product quality is 11.319 > t table 1.66 (n-k = 86-4 = 82 at 0.05/5%) and significance 0.000 < 0.05, so that Ha is accepted and Ho is rejected, then the product quality partially has a positive and significant effect on customer satisfaction.

4.7 Determination Coefficient (R^2) Test Results

The determination coefficient is used to find out how much of a relationship several variables are in a clearer sense, as well as to find out the ability of the free variable to contribute to its bound variable in percentage units. The results of the determination coefficient test are:

Table 14 Results of the Summary Model Determination Coefficient Test

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,828a	,685	,677	3,063

a. Predictors: (Constant), Promotion, Quality of Service

Source : SPSS Processing Results Version 26

Based on Table 14, the results of the *statistical* test on the *Adjustes R Square value* of 0.677 can be called the determination coefficient, this means that 0.685 (68.5%) customer satisfaction can be obtained and explained by the variables of service quality and promotion while the remaining 31.5% is explained by variables outside the model being studied.

Conclusion

Based on the results of the research and discussion that has been stated previously, conclusions can be drawn from the research regarding the analysis of service quality and promotion on CV Takapedia customer satisfaction as follows:

1. The value of t calculated for service quality is 2.192 > t table 1.66 and significance 0.001 < 0.05, so the quality of service partially has a positive and significant effect on customer satisfaction. The value of t calculated the promotion was 11.319 > t table 1.66 and the significance was 0.000 < 0.05, so the promotion partially had a positive and significant effect on customer satisfaction.
2. The results of the F test showed that in the obtained Fcalculation of 90.183> Ftable 2.48 with a significant value of 0.000 < 0.005, meaning that the quality of service and promotion simultaneously had a significant effect on customer satisfaction.

The R^2 test result of 0.685 means that 68.5% of customer satisfaction can be obtained and explained by the variables of service quality and promotion.

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