



**THE EFFECT OF PROMOTION, SERVICE QUALITY, PRICE  
AND LIFESTYLE ON FIRSTMEDIA CONSUMER SATISFACTION  
IN THE WEST JAKARTA AREA**

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**Abstract**

*The purpose of this study was to determine how much influence promotion, service quality, price and lifestyle have on consumer satisfaction. The object of this research is Firstmedia. This study collects data with a questionnaire, the scale used for the questionnaire is the Likert scale. There are 40 statements in the research questionnaire, so the minimum number of samples required is 200 respondents. Samples were selected using purposive sampling method. The measuring instrument used to measure the questionnaire used validity and reliability tests, validity tests were carried out by sampling the product moment correlation and reliability tests using Cronbach alpha. Meanwhile, to see the relationship between variables and the effect of each independent variable on the dependent variable using the t test and the analytical tool used is Multiple Linear Regression. The results of this study are that promotion, service quality, price and lifestyle have a positive and significant effect on consumer satisfaction*

**Keywords:** *Consumer Satisfaction; Lifestyle; Price; Promotion; Service Quality.*

**Abstrak**

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh promosi, kualitas layanan, harga dan gaya hidup terhadap kepuasan konsumen. Objek penelitian ini adalah Firstmedia. Penelitian ini mengumpulkan data dengan kuesioner, skala yang digunakan untuk kuesioner adalah skala Likert. Terdapat 40 pernyataan dalam kuesioner penelitian, sehingga jumlah sampel minimal yang diperlukan adalah 200 responden. Sampel dipilih menggunakan metode purposive sampling. Alat ukur yang digunakan untuk mengukur kuesioner menggunakan uji validitas dan reliabilitas, uji validitas dilakukan dengan mengambil sampel korelasi momen produk dan uji reliabilitas menggunakan Cronbach alpha. Sementara itu, untuk melihat hubungan antara variabel dan pengaruh masing-masing variabel independen terhadap variabel dependen menggunakan uji t dan alat analisis yang digunakan adalah Multiple Linear Regression. Hasil penelitian ini adalah bahwa promosi, kualitas layanan, harga dan gaya hidup memiliki efek positif dan signifikan.

**Kata kunci:** *Kepuasan Konsumen; Gaya hidup; Harga; Promosi; Kualitas Layanan.*

**I. INTRODUCTION**

Companies must pay attention to promotion, in promotional marketing is very important, such as disseminating information, influencing, persuading and/or reminding the target of the company so that its products are willing, accepting, and buying the products offered by the company (Kannapadang 2021). Therefore, the company needs to evaluate the

implementation of marketing strategies and socialize about understanding a good and appropriate marketing strategy so that it is on target effectively and efficiently, so that the company's goals are achieved, namely the company's profits increase. Handoko's study (2017) stated that there is a positive influence of *pomosi* on consumer satisfaction. In contrast to Ningtias, Indriyatni, and Untung (2022), promotions do not have a significant impact on consumer satisfaction. Ibrahim and Thawi (2019) prove that service quality has a positive effect on consumer satisfaction. In contrast, the findings of Tresiya, Djunaidi, and Subagyo (2019) found that service quality does not have a significant effect on consumer satisfaction.

Another factor that is suspected to affect consumer satisfaction is stated in the findings of Sudaryana (2020) that prices have a positive and significant impact on consumer satisfaction. This is contrary to the findings of Chulaifi and Setyowati (2018) that price does not have a significant influence on consumer satisfaction. Another study by Yusuf (2019) proves that lifestyle has a positive and significant impact on consumer satisfaction. This is contrary to the findings of Khusnia, Hufron, and Primanto (2019) that lifestyle does not have a significant effect on consumer satisfaction. The difference in the results of previous research became gap research so that this study aims to fill the gap in the difference.

The use of the internet was strengthened by the pandemic that occurred in early March 2020, Indonesia received the first case of Covid-19 which has not been resolved until now. This makes all people required to stay at home and practice social distancing. According to the data released (Top Brand Index Isp Fixed Phase 1 2021, 2021) with the category of top brand ISP Fixed in 2021 with the result that Indihome ranks at the top, with the number of TBI (Top Brand Index) of 34.6 followed by firstmedia at 24.2% and biznet with third place at 10.8%, in 4th place there is Indosat M2 with 4.1%. From the data above, we can see that firstmedia ranks 2nd. With the use of the internet during the pandemic but it did not have an impact on first media in order to be able to rank number 1. The data shows that even though Firstmedia has become a top brand, it has not yet ranked as the number 1 top brand.

## **II. THEORETICAL STUDIES**

### **1. Promotion**

Promotion is any form of marketing communication, namely, marketing activities that seek to disseminate information, influence, persuade and/or remind the target of the company so that its products are willing, accepting, and buying the products offered by the company (F Tjiptono 2015). Meanwhile, according to Perreault, Cannon, and McCarthy (2017), promotion is conveying information from the seller to potential buyers with the intention of

influencing their attitudes and behaviors when buying. Previous research has shown that promotion has a significant effect on consumer satisfaction (Juniantara and Sukawati 2018; Septian and Saputra 2020; Efendi, Ginting, and Halim 2020).

## **2. Quality of Service**

Service quality is the customer's expectation of the service that will be received. Service is said to be good if the customer receives the service according to expectations (Hamzah 2022). Service quality is a condition for the survival of companies that produce products or services (Kurniawan, 2021). Previous research has shown that service quality has a significant effect on consumer satisfaction (Maramis, Sepang, and Soegoto 2018; Lesmana 2019)

## **3. Harga**

Price is the amount of money that consumers spend to use products (Fahmi, Dewi, and Setyawan 2021). Meanwhile, Gea (2021) explained that price is the amount of money needed to acquire a product and followed by service. Then, Mariska and Sitanggang (2021) define price as the value of a product that must be spent by consumers in order to get the product that consumers want, while for producers the price generates income or profits for the producer itself. Previous research has shown that prices have a significant effect on consumer satisfaction (Nurfalah, Zahra, and Tabrani 2020; Mariansyah and Syarif 2020). Lifestyle According to Kotler and Keller (2012), lifestyle is a person's lifestyle in the world that is expressed in his activities, interests, and opinions. A person's lifestyle is a pattern of life in the world expressed by one's activities, interests and activities, lifestyle describes "a person in a way.

## **Consumer Satisfaction**

In general, the meaning of consumer satisfaction or dissatisfaction comes from consumer expectations with performance perceived by consumers themselves (Oktaviani, 2018). Consumer satisfaction can be interpreted as a measure of consumers getting what is expected. If customers feel the product or service according to what is expected, there will be a sense of satisfaction and will cause repurchase or loyalty (Oktaviani 2018).

## **III. RESEARCH METHODS**

This study uses a qualitative approach with causal associative methods and uses primary data to be used in statistical testing. Data collection uses a survey method by distributing questionnaires online. Measurements were made on a Likert scale on a scale of 1 – 5 (1 = strongly disagree and 5 strongly agree).

The measurement of promotion variables uses the opinion of Tjiptono (2015) through the dimensions of advertising, sales promotion, personal selling, public relations, and direct marketing. The quality of service uses the opinion of Mustika (2017) which consists of reliability, responsiveness, assurance, and empathy. The measurement of price variables using the dimensions of price affordability, price competitiveness, price conformity with product quality, price conformity with product benefits is in line with the opinion of Sakinah (2019). The measurement of lifestyle variables using the dimensions of activity, interest and opinion is in line with the opinion of Schiffman and Wisenblit (2019). As for the Consumer Satisfaction variable, using the dimension of staying loyal, buying the products offered, recommending products, being willing to pay more, giving feedback in line with the opinion of Kotler (2011).

The population in this study is all people who have used and know Firstmedia. The number of Populations in this study is unknown. There are 40 statements in this research questionnaire, so the minimum number of samples required is 200 respondents. The criteria used in determining the sample are; Firstmedia customers who are domiciled in the West Jakarta area, who have subscribed to Firstmedia in the last 2 years, and are at least 18 years old. In this study, multiple linear regression analysis is used to determine the influence between independent variables in influencing dependent variables simultaneously or partially.

#### **IV. RESEARCH RESULTS**

Based on the results of the research that has been carried out on 200 respondents through a questionnaire as many as 40 statements that the researcher has distributed to the respondents in accordance with the respondent criteria in this study, namely the results of the dominant female sex of 52% compared to men 48%, with the dominant S1 education as much as 52%, the maximum age range of 18 – 25 years is 61%, and dominant jobs as private employees as many as 38%. The validity test and the reliability test of the initial questionnaire (pre-test) were carried out on the first 30 respondents. In the validity test using factor analysis techniques on promotional variables, service quality, price and lifestyle on consumer satisfaction, it was shown that all questions in the questionnaire were declared valid with a significant value below 0.05. Then for the reliability test with Cronbach's alpha value for all variables it is declared reliable, because it is qualified with the value.

A reliable method to test the normality of a data is to look at the normal probability plot, so almost all statistical computer applications provide this facility. A normal probability plot is to compare the actual cumulative distribution of data with the normal distribution

(hypothetical distribution). Based on the Normality Test, the data is spread around the diagonal line, so the regression model meets the assumption of normality. In the multicollinearity test, the tolerance values of the three independent variables in this study were X1 0.452, X2 0.330, X3 0.518 and X4 0.317 that multicollinearity occurred because the tolerance value was less than 0.10 and the VIF value of the free variable X1 was 2.213, X2 3.030, X3 1.931 and X4 3.159 below 10. In heteroscedasticity testing, the pattern of scatter plots is formed regularly, so there is an indication of heteroscedasticity. The data analysis method used in this study is multiple linear regression, which measures the relationship between.

Tabel 1. Hasil Uji F

Model	F	Sig
1	96.635	0.000

The F test is a test used to determine the simultaneous influence of free variables on bound variables. Based on the results of the F test output contained in the appendix, an F calculation of 93.635 was obtained with a significant value of 0.000. Because F is greater than F in the table, which is 2.463 and with a significant value below 0.05, it can be said that simultaneously the free variable has a significant effect on the bound variable.

Tabel 2. Hasil Uji t

Variabel	t	Sig	Kesimpulan
Promosi	2.780	0.006	Diterima
Kualitas Pelayanan	2.775	0.006	Diterima
Harga	1.004	0.048	Diterima
Gaya Hidup	5.641	0.000	Diterima

The t test is a test to find out that each independent variable has its own influence on the bound variable, with a measured value if t is greater than t of the table, which is 1.660, then it can be concluded that it has a partial influence and if t is calculated to be smaller than t of the table, it does not have a partial influence. Whether it is significant or not is assessed if the value of sig. below 0.05 then significant and if the value of sig. above 0.05 is insignificant. The results of the t-test test contained in the appendix can be concluded that the promotion variable has a t count greater than t of the table which is 2.780 with a significant value of 0.006, the service quality variable has a t count greater than t table which is 2.775 with a significant value of 0.006, the price variable has a t count greater than t table which is 1.994

with a significant value of 0.048, The lifestyle variable has a T count greater than the T of the table which is 5.641 with a significant value of 0.000 then promotion of service quality.

## **1. Discussion**

The results of the study show that promotions affect consumer satisfaction. This means that the better the promotion, the more consumer satisfaction increases. This is in accordance with research conducted by Juniantara and Sukawati (2018), Septian and Saputra (2020) and Efendi, Ginting, and Halim (2020) stating that promotion has an effect on consumer satisfaction. If Firstmedia is able to improve promotions with detailed and clear information provided to consumers and the advertisements displayed are attractive and recommend Firstmedia products to people around them.

The results of the study also show that the quality of service affects consumer satisfaction. This means that the better the quality of service provided, the more consumer satisfaction will increase. This is in line with research that has been conducted by Maramis, Sepang, and Soegoto (2018) and Lesmana (2019) where service quality affects consumer satisfaction. If Firstmedia is able to improve the quality of service with Firstmedia's customer relations who have good knowledge to answer customer questions, Firstmedia's customer relations is willing to help customers who have difficulties and customers feel safe in the implementation of Firstmedia's customer relations services. Furthermore, the results of the study show that prices also affect consumer satisfaction. This research is in line with research conducted by Nurfalalah, Zahra, and Tabrani (2020) and Mariansyah and Syarif (2020) that prices affect consumer satisfaction.

Then the results of the study also show that lifestyle affects consumer satisfaction. This is in accordance with research conducted by Muchsin (2017) and Sitepu, Khair, and Pasaribu (2022) stating that lifestyle affects consumer satisfaction. If Firstmedia is able to become an alternative entertainment for consumers, it can support the work and social activities of consumers.

## **V. CONCLUSION**

After conducting this study, the researcher found that promotion, service quality, price and lifestyle have a significant influence on consumer satisfaction at Firstmedia in the West Jakarta area. The suggestion for future research is that future research development can add other variables besides promotion, service quality, price and lifestyle to consumer satisfaction. The second suggestion is to expand the scope of the survey conducted not only to West Jakarta, but also to other regions. Theoretically, this study provides a conclusion on how the influence of promotion, service quality, price and lifestyle on Firstmedia consumer

satisfaction in the West Jakarta area. Based on the results of the data obtained, lifestyle has an influence on consumer satisfaction. Therefore, Firstmedia must pay attention to consumer lifestyle as the main focus in building consumer satisfaction. Because in fulfilling.

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