



Customer Satisfaction On Wedding Organizer During The Covid-19 Pandemic (Adinata Wedding Organizer Case Study)

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ABSTRACT

This study aims to determine the influence of people, process, and physical evidence on customer satisfaction at Adinata wedding organizers during the COVID-19 pandemic. This type of research is associative research. with the form of research is a quantitative approach. the sampling technique used purposive sampling, the respondents of this study were customers who used the services of a wedding organizer from March 12, 2020 to June 12, 2021 with a total sample of 40 respondents. Data collection techniques using the method of observation and questionnaires. The research instrument used in this study was a questionnaire (Questionnaire). The data analysis technique in this study uses multiple linear regression, partial T test and simultaneous F test, the data is processed using the SPSS 26 program. The results of this research show that there is no significant effect of people on customer satisfaction, while process has a significant effect on customer satisfaction. and physical evidence has a significant influence on customer satisfaction in choosing Adinata wedding organizer services during the COVID-19 pandemic.

Keywords: People; Process; Physical Evidence; Customer Satisfaction.

INTRODUCTION

In this industrial era 4.0, business competition is getting tougher. especially with the emergence of the COVID-19 outbreak in early 2020 which hit almost all over the world. Until now the epidemic is still attacking humans. The outbreak that came from the Chinese city of Wuhan has claimed millions of lives. The spread of this virus has an impact on all business actors in Indonesia and has a direct impact on the drastic decline in the economy. there are so many businesses that have gone bankrupt even though there are some businesses that can still survive (Mahendri & Munir, 2021). One of the business centers experiencing the impact of the COVID-19 pandemic is the Wedding Organizer (WO) service business. The level of competition in the Wedding Organizer business in Indonesia is also inseparable from this intense competition. Each company seeks to increase market share and consumers by providing complete, good services and with the lowest possible budget (Rahmatika & Fitriyah 2021). The many competitors with various service advantages offered make companies have to look for the right strategies and innovations to survive and develop. However, efforts to achieve competitive advantage and win the competition are hampered by the COVID-19 pandemic. Conditions that require all activities to be carried out virtually. In the current state of the COVID-19 pandemic, many parties have turned to virtual activities (shopping, studying, entertainment and work). With the COVID-19 pandemic spreading across the globe, many activities have been disrupted, ranging from schools, work, as well as the economy and business. However, the business must still run. COVID-19 is not only deadly to humans, but also the Wedding Organizer business. This is because there is a prohibition on making crowds, including making weddings, in order to suppress the spread of the infectious virus (Widiyaningsih & Mustamim, 2021).

Marketing is the process of planning, pricing, promoting and distributing ideas, satisfying individuals, and creating opportunities that meet organizational goals (Prayudi & Yulistria, 2020). The give and take events given by both parties are marked or measured by satisfaction. The operation of a service is complex because of the many factors that affect the service, such as the organization's internal systems, physical environment, interpersonal communication, advertising, billing, and word of mouth promotion.

(Philip, 2000) defines the marketing mix as follows. "Marketing mix is a set of marketing tools that a company can use to achieve its marketing objectives in the target market".

People are people who have a stake in providing or showing services provided to customer during the purchase of goods (Marsono, 2018). According to Bilson (2001:45) measuring people can be done using the following indicators:

- Competence, namely the people on duty can carry out their duties very reliably and full of expertise in their respective fields.
- Courtesy, namely people who provide services are always friendly, kind, polite to costumers.
- Selective, people who become service providers before being hired must meet the requirements set by each service provider company.
- Communicative, namely people who provide services will always provide important information to be conveyed to costumers.

According to the process here is covering how the company serves the demands of each customer. Starting from the customer ordering (order) until they finally get what they want. Therefore, the process in marketing referred to here is the entire system that takes place in the implementation and determines the quality that can provide the satisfaction expected by its users. (Setianto et al., 2020)

According to (Mursid, 2006) the indicators related to the process are as follows:

- Speed, namely service providers provide all the fast processes in delivering services that will be consumed by costumers so that costumers do not procrastinate waiting for the services to be obtained.
- Convenience, namely service providers develop easy procedures for consuming services for costumers.
- Accuracy, namely in delivering the services provided by the service provider, he appears to be really thorough in every activity of providing the service.
- Submission of Complaints, namely service providers respond to incoming complaints from costumers properly and provide solutions to these customer problems.

Physical Evidence is evidence that physically is an important aspect of services, because some customer service products need to be physically present in the service environment. The quality of a good service environment directly affects customer satisfaction with the services received (Ary, 2015). According to (Assauri, 2010) indicators of good physical evidence are as follows:

- Environment, namely an environment with comfortable and attractive conditions for both internal and external business locations.
- Layout, which is related to the arrangement of a good location and pleasing to the eye.
- Additional Facilities, namely by providing supporting facilities to provide convenience for consumers.

Customer satisfaction is a Feelings of pleasure or disappointment that arise after comparing performance (outcome) of the product considered against the performance (or result) that expected (Kotler dan Keller, 2014). According to Daryanto i (2014) there are 5 customer icon satisfaction indicators, namely:

- Service Quality
- Price
- Service Quality
- Emotional Factor
- Cost and Convenience

METHOD

This type of research is associative research, namely research that aims to determine the effect or also the relationship between two or more variables (Sugiyono, 2017). The form of this research is a quantitative approach. The research method used is the observation method and the questionnaire i (questionnaire). The data collection is done by asking questions or making written statements to the interviewees. Population and Sample, In the sampling technique, the sampling technique is purposive. According to (Arikunto, 2010), the subject of research is a place where data for research variables are obtained and determined in a framework of thought. Characteristics of respondents i in this research are

costumer cons who used the Wedding Organizer service during the pandemic which started on 12 March 2020 until 12 June 2021. The data analysis technique in this research uses multiple linear regression test, partial test (T), and simultaneous test (F).

RESULT AND DISCUSSION

From the results that have been tested, I explain that one of the variables, namely people, has no effect on costumer satisfaction in choosing adinata wedding organizer services during the covid-19 pandemic, while the process and physical evidence variables have a positive and significant impact on the satisfaction of wedding Organizer icon costumers, either partially The respondents in this study were as many as 40 costumer cons who had already used the adinata wedding organizer's license during the covid-19 pandemic.

Result

Multiple Linear Regression Test

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig
	B	std error			
1 (Constant)	5.005	5.473		915	367
People	-.034	230	-.021	-.146	885
Process	673	258	378	2.469	018
Physical Evidence	1.053	282	500	3.734	001

Source: primary data processed (2021)

Based on table 1, the test results can be interpreted if the people, process and physical evidence variables are considered constant, then the costumer satisfaction variable will be 5,005. Based on this equation, it can be interpreted that the people regression coefficient is (-0.034) meaning that every decrease in one variable people will decrease the decrease in costumer satisfaction. this can be interpreted that people do not have a positive effect on customer satisfaction. The process regression coefficient of 0.637 can be interpreted that the process has a positive effect on costumer satisfaction. Then, the physical evidence regression coefficient is 1.053 which means that physical evidence has a positive effect on costumer satisfaction in choosing Adinata wedding organizer services.

Partial Test (T)

Table 2. Partial Test Results (T)

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig
	B	std error			
1 (Constant)	5.005	5.473		915	367
People	-.034	230	-.021	-.146	885
Process	673	258	378	2.469	018
Physical Evidence	1.053	282	500	3.734	001

Source: Primary Data processed (2021)

The explanation of the t-test results for each independent variable is as follows:

1. People
 The statistical results of the t-test for the People variable obtained a t-count (-0.146) with a significance value of $0.885 > 0.05$, then H_0 is accepted and H_a is rejected, meaning that People have no significant effect on costumer satisfaction with adinata wedding organizer.
2. Process
 The statistical results of the t test for the Process variable obtained a t value of 2.469 with a significance value of $0.018 < 0.05$ then H_0 is rejected and H_a is accepted and the regression coefficient has a positive value of 0.637, meaning that Process has a significant effect on costumer satisfaction.
3. Physical Evidence
 The statistical results of the t test for the Physical Evidence variable obtained a t value of 3.734 with a significance value of $0.001 < 0.05$, then H_0 is rejected and H_a is accepted and the regression coefficient

has a positive value of 1.053, meaning that Physical Evidence has a significant effect on customer satisfaction.

Simultaneous Test (F)

Table 3. Simultaneous Test Results (F)

Model	Sum of Square	Df	Mean Square	F	Sig
1 Regression	579.836	3	193.279	18.029	.000 ^b
Residual	385.939	36	10.721		
Total	965.775	39			

Source: primary data processed (2021)

From the test results, the calculated F value is 18.029 with a significance of 0.000. Because the significance value is $0.000 < 0.05$, it can be concluded that the hypothesis which states "there is the influence of People, Process and Physical Evidence together on Customer Satisfaction in choosing the services of Adinata Wedding Organizer.

Discussion

The discussion of the essence of each variable:

The influence of People (X1) on customer satisfaction Adinata Wedding Organizer

Based on the research that has been done, the researchers found that there was 1 hypothesis that was not accepted, namely the people variable which had no effect on customer satisfaction with Adinata wedding organizers. Thus it can be concluded that there is a t-count value (X1) which is greater than t-table, where t-count is negative (-0.146) and t-table is (1.688), and sig (0.885) < 0.05 p. can show that the people variable has no positive and significant effect on customer satisfaction for Adinata wedding organizers.

Supporting factors in people include:

- Selective, Adinata wedding organizer in determining employees is very selective in accordance with the terms or criteria determined by the company and provides quality services in accordance with the wishes of costumers.
- Communicative, Adinata always provides important information to costumers. such as regarding prices, for example the price of wedding packages at Adinata wedding organizers, starting from package B (standard) of Rp. 8,999,000 to package F (super premium) of Rp. 69,999,000 because price can be the most important factor in costumers choosing wedding organizer services.
- Competence, Adinata wedding organizer is a service party who has competent expertise in their respective fields and is very professional in providing services to their customers. politeness, in serving costumers, and also the employees are always friendly, kind, in speaking and polite to their customers. So it can be concluded that the factor that has a major contribution in determining customer satisfaction is the competence factor.

The Effect of Process (X2) on Adinata Wedding Organizer's Customer Satisfaction

Based on the research that has been done, the researcher finds that the second hypothesis is accepted, namely that there is a process variable that affects customer satisfaction for Adinata wedding organizers. it can be concluded that the value of t count (X2) is greater than the value of t table, where the value of t count (2.469) and t table (1.688), and the value of sig 0.018 < 0.05 this indicates that the process variable is influential and significant on customer satisfaction Adinata wedding organizer.

Process supporting factors include:

- Speed, the work process is carried out by Adinata's employees very quickly and very carefully.
- Ease, Adinata always provides convenience in terms of ordering procedures, such as wedding organizers who are easy to respond to costumers, wedding organizers for payment matters can make a down payment first. Besides that, Adinata wedding organizer in terms of finding information is very easy, such as Adinata Wedding Organizer has Instagram and Facebook accounts as well as contact person. In this case, costumers feel comfortable using the services of Adinata Wedding Organizer.
- Accuracy, in terms of the adinata wedding organizers, they are very careful about small things in every job when serving costumers. just like the wedding organizers always provide services in accordance with the wishes of costumers, for example the color of flowers on the decorations.

- Submission of complaints, Adinata wedding organizer is very accepting of input or complaints from its costumers. So it can be concluded that the supporting factor that has a major contribution in determining customer satisfaction is the delivery factor for complaints.

The Effect of Physical Evidence (X3) on Adinata Wedding Organizer's Costumer Satisfaction.

Based on the research that has been done, the researcher finds that the third hypothesis is accepted, namely the physical evidence variable that influences costumers' satisfaction with Adinata wedding organizers. It is concluded from the value of t count (X3) which is greater than t table, where t count (3.734) and t table (1.688), and the value of sig (0.001) < 0.05 which shows physical evidence has a positive and significant effect on costumers' satisfaction Adinata wedding organizer.

The supporting factors for physical evidence include:

- The environment, the environment around the Adinata wedding organizer's office is very comfortable, as well as the Adinata party maintains the cleanliness of the place and also the results of the interior design are very good. layout, in this case Adinata's office gives a good impression and is interesting to look at. the location that is reached is also very easy because there is a banner that says Adinata wedding organizer in front of the office.
- Additional facilities, the Adinata wedding organizer provides supporting facilities to provide comfort for their consumers, especially during the current pandemic they strictly implement health protocols for invited guests and wedding organizer employees by always washing hands, using hand sanitizer, checking body temperature, wearing masks, applying social distancing, and sharing the session for the arrival of invited guests.
- Layout, because the arrangement of facilities inside and outside the room Adinata wedding organizer is very comfortable and attractive. So it can be concluded that the supporting factor that has a high contribution in determining customer satisfaction is the layout factor.

The influence of people, process and physical evidence on costumers' satisfaction Adinata Wedding Organizer

Based on the research that has been done, the researchers found that the fourth hypothesis was accepted, namely people, process and physical evidence that simultaneously affected costumers' satisfaction at Adinata wedding organizer. The results of the simultaneous test explain that the variables people, process and physical evidence have a positive and significant effect with f count (18,029) > f table (3.23), and sig (0.000) < 0.05 which means people, process, and physical evidence variables positive effect simultaneously (simultaneously) on costumers' satisfaction Adinata wedding organizer.

With this, the physical evidence variable has the greatest influence on costumers' satisfaction (Y), because the physical evidence variable has the largest regression coefficient, which is 0.500. This shows that physical evidence must continue to be maintained and improved to increase customer satisfaction.

CONCLUSION

Based on the results and explanation that the people variable has no effect on costumers' satisfaction in choosing Adinata wedding organizers, while process and physical evidence affect costumers' satisfaction in choosing Adinata wedding organizers during the covid-19 pandemic.

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