The Influence of Customer Perceived Value toward Customer Satisfaction in Jababeka Golf & Country Club

Ihsan Hadiansah

Business Administration, Faculty of Business, President University, Jl. Ki Hajar Dewantara, Kota Jababeka, Cikarang Baru, Bekasi 17550 – Indonesia

E-mail: *hadiansah@president.ac.id*

Abstrak

Penelitian ini menginvestigasi faktor – faktor yang mempengaruhi kepuasan pelanggan di Jababeka Golf dan Country Club. Sangat penting bagi para pelaku usaha di bidang jasa untuk memahami faktor – faktor apa saja yang memberikan pengaruh terhadap kepuasan pelanggan. Di dalam penelitian ini, skala ukur yang digunakan dalam kuesionernya menggunakan skala ukur Likert dan diambil dari 452 responden. Kerangka penelitian ini terdiri dari tiga variable yang berpengaruh terhadap kepuasaan pelanggaan. Hasil dari penelitian ini telah menemukan bahwa nilai fungsi, nilai emosi, dan nilai social berpengaruh secara signifikan terhadap kepuasaan pelanggan. Nilai fungsi merupakan salah satu faktor yang paling besar pengaruhnya secara signifikan terhadap kepuasan pelanggan.

Kata kunci: nilai fungsi, nilai emosi, nilai social, kepuasan pelanggan,

Abstract

This study was look into the factors that influence customer satisfaction in Jababeka Golf & Country Club. It is important to find out the factors that influence consumer Satisfaction. In this study, the researcher used questionnaires with Likert scales and 452 samples as quantitative method and STATISTICAL SOFTWARE v16.0 to analyze the collected data. The research set up 3 independent variables that might influence consumer Satisfaction toward Jababeka Golf & Country Club. From the outcome of research, the researcher found out among the three variables that are functional value, emotional value, and social value. Functional value, emotional value, and social value has significant influence consumer Satisfaction toward Jababeka Golf & Country Club. Functional value is the dominant factor that has the deepest impact toward Jababeka Golf & Country Club.

Keywords: functional value, emotional value, social value, consumer Satisfaction, Jababeka Golf & Country Club

1. **Introduction**

   1.1. Background

Customer is the foundation of enterprises' development, how to keep the customer is very important to enterprise, and customer satisfaction is the root of customer retention. In this dynamic competitive era the sustainable competitive advantage become the main role that possible to achieve through delivering great quality service in order to satisfy the customer (Artinah Zainal, 2016).

A customer willing to establish a relationship with the enterprise or not, mostly depends on the customer's satisfaction (Mohd Nazri, 2016), this paper analyze how Perceived value affecting customer's satisfaction which can helps one of a service based company called Jababeka Golf & Country Club to maintain the relations towards customer.

The customer satisfaction of guest from Jababeka Golf & Country Club are affected by perceived value, which include emotion value, functional value and social value. Customer perceived value should be reflected in how well the service is from Jababeka Golf & Country Club. According to Sanchez (2006).

In order to measure customers' perceived values, Sweeney and Soutar (2001) proposed a multidimensional model. According to Ariff (2012) there are three value dimensions – economic, emotional, and social values - are treated as the most relevant to mobile service experience.

   1.2. Research questions
This research is conduct with several questions below:

   1. Is there any signification influence between emotional value toward customer satisfaction?
   2. Is there any signification influence between functional value toward customer satisfaction?
   3. Is there any signification influence between social value toward customer satisfaction?

   1.3. Research objectives
The specific objectives of this research could be defined below:

   1. To determine whether emotional value has signification influence on customer satisfaction or not;
   2. To determine whether functional value has signification influence on customer satisfaction or not;

3. To determine whether social value has signification influence on customer satisfaction or not;

Literature Review

2.1. Customer Satisfaction

Customer satisfaction is defined as measurement of whether organization has ability to not only meet customer' s needs but also exceed customer 's expectation through products or service (Angelova, 2011). According to Paul (2010), customer satisfaction is reflex number of customer's percentage of experience of customer's image toward products or services. On other hand, Kotler (2012) stated that customer satisfaction could consider as perceptual knowledge through feelings perception of individual perceived outcome in their expectation. How to satisfy customer is the key of marketing strategy. The more Customers satisfied with the provided products or services not only more profits could be gain, but the products or services are popular recognition by customers as well (Deng, 2009). Hence the topic of customer satisfaction will never abandon. Once customer satisfied with the certain products or services, it is could be reduce the operational cost, because remain the old customer it is easier and cheaper than get new customer to use your products or services (Raja, 2014). Customer satisfaction in measurement whether the certain products or services is qualify or not. When customer faces the choice of provided products or services, in fact it is compare similarity products and services. Customer evaluates the products or services whether meets the needs or not (Kotler, 2012). Customer satisfaction also could be help companies evaluating the performance of certain product or services are profitable or not, in order to change the strategies overcome problems and enhance competitive power.

2.2. Consumer Perceived Value

When customer consider about overall evaluation toward the utility of a product on the basis of their perception of what they get and what is given, it's called as perceived value. Customer assumed value is something that possible to get compare to the cost that they take. In 1988, Zeithaml assumed that value is linked in with the perceptions of what costumers are received and what is given. Similar with the given explanation from Holbrook in 1999, he explained that value as a "trade-off" between benefits and sacrifices. In the real life, value is formed from the collaboration of satisfaction and quality (Banu, 2015).

2.3. Social Value

Social value is defined as the perception that came from the benefits that believed by the referent others such as friends and family. The level of satisfaction could be influenced by the utility of using new technology in use of social media. For

example when people using internet, they tend to increases their self-esteem and self-worth and in this matter they significantly enhance the take up of new technologies by people (Ashraf, 2013).

2.4. Emotional Value

Emotional value is relates to feelings and/or affective states that arouse from the benefits obtained, for example a sense of gladness or self-achievement. Thus, emotional value has a strong relationship with satisfaction. For example in case of customers behavior during they shopping; those who are in a good mood or has a positive emotion are more likely to stay longer in the shopping store or environment and has a huge potential to do more purchases (Ashraf, 2013).

2.5. Functional Value

Functional value relates to the utility or benefits of a product or service, i.e. a capability to fulfill the function that it has been created to provide. It's also defined as utility that get from several alternatives for functional, utilitarian, or physical performance. An alternative will acquires in order to fulfill the functional value through the possession of salient functional, utilitarian, or physical attributes. Functional value is also possible measured on a profile of choice attributes (Ashraf, 2013).

Research Methods

3.1. Theoretical Framework

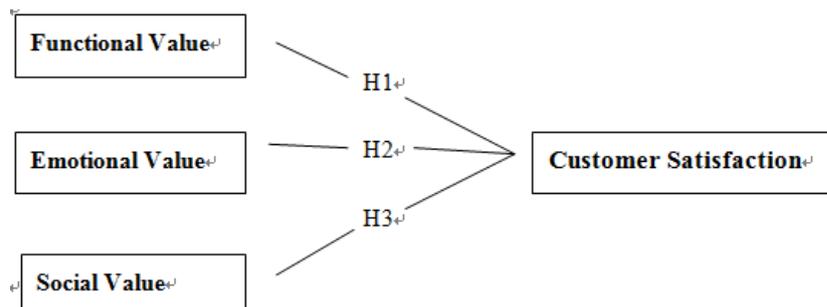In order to better understanding this study structural, the theoretical framework is following:

Figure 1. Conceptual Framework

Source: Kim (2013)

3.2. Hypothesis

Based on theoretical review and theoretical framework, below are research hypothesis constructed:

H_1: There is a significant impact of emotional value on customer satisfaction.

H_2: There is a significant impact of functional value on customer satisfaction.

H_3: There is a significant impact of social value on customer satisfaction.

3.3. Instrument

In this study, the researcher use close-ended questionnaire. While close-ended questions consist of selected option that respondent need to choose (such as check box, ranking, drop down, multiple choice, etc.). By this sampling technique, the researcher is able to get the result in the form of data (close-ended). The questionnaire consisted of 2 demographical questions and 18 other questions for measuring independent variables and dependent variables regarding the influence of Social Value functional value and emotion value toward customer satisfaction. Regarding the mathematical method, the quantitative data needs to be converted into numerical form; therefore, the researcher collected data by developing questionnaires asking respondents to rate a number of statements. Questionnaire was taken from Sanchez (2006) and Wang (2004). The researcher used 7 points of Likert scale as the measurement of the questionnaires. 7 point scale provides more granularity and hence better decision making, namely: (1) Strongly Disagree, (2) Very Disagree, (3) Disagree (4) Neutral, (5) Agree, (6) Very Agree (7) Strongly Agree.

3.4. Sampling

In this study , the research was conducted in Jababeka Golf & Country Club, Cikarang Barat. since this research uses Structural Equation Modeling (SEM) as method of testing the hypothesis, in order to fulfill the criteria of SEM which is use large sample technique, the sample should be more than 200 respondents (N > 200) (Maholtra, 2010). As the sample should be more than 200, by entering 5% margin of error, 95% confidence level, and the sample size used in this research into sample size calculator, the researcher got 500 as the respondent numbers. Therefore, there were 500 respondents as the sample size.

3.5. Data Analysis

After doing validity and reliability test for the pre-test, then the researcher performs the actual deployment of questionnaires to 500 respondents in Jababeka Golf & Country Club, Cikarang Barat. Data that's obtained serves as primary data and 500 respondents serve as the sample size. The data results of questionnaires

are analyzed by using statistical software version in order to analyze the data that's formed as numerical and statistical data

3.6. Validity

This study use Pearson coefficient correlations which means varies from -1 to 1. A value of 1 means that X and Y can be well described by a straight line equation, Y increases while X increases, which indicates the margin positive correlation between two variables; On the other hand, a value of -1 shows all data points fall on a straight line as well but Y decreases while X increases, which means there is a margin negative correlation between two variables. A result of 0, shows the two variables literally have no correlations. Majority of researches barely got the margin value 1, -1 or 0. The more the value close to 0, it means the less correlation between two variables.

3.7. Reliability

Reliability test is a tool that performs data analysis to measure the overall performance and stability of a set of variables. When a data analysis is conducted in researches, the questionnaire must be proven to be reliable before the result of data analysis considered being valid. Normally, both validity test and reliability test are considered as an instrument in quantitative research, in order to ensure the result is more precise and effective.

The Cronbach's Alpha is a measurement that would be used in this research to measure the reliability and internal consistency.

The following is the internal consistency standard, the higher value means the higher correlation between the testing variables and questions:

A rule of thumb for interpreting alpha for dichotomous questions (i.e. questions with two possible answers) or Likert scale questions is:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 3.1 Interpretation for Cronbach's Alpha Value

(Source: Tavakol M and Dennick R, 2011)

3.8. T-Test

The significant level being used for the T-Test is 0.05 (5 %). So, if the significant value is less than 0.05, it means the independent variable will has significant impact to dependent variable. And if significant value is more than 0.05, it means the independent variable has no significant impact to dependent variable (Gabriel, L, 2010).

3.9. F-Test

The researcher used level of significant $\alpha = 5\%$. If the significant value is greater than significant level, then all independent variables has no significant impact to dependent variable. On the contrary, if the significant value is less than significant level, then all independent variables has significant impact to dependent variable.

Result and Discussion

4.1. T-Test

This study was use t value that be calculated by Statistical Software 16.0 software in table 4.9 compare to the critical value t-table at the limit level of 0.05 and df is 28 (2.048).

Table 4.1: Coefficient

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.580	.297		5.324	.000		
	FVA	.285	.037	.318	7.702	.000	.886	1.128
	EVA	.304	.049	.290	6.210	.000	.693	1.442
	SVA	.138	.047	.135	2.970	.003	.733	1.364

(Source: Statistics output)

Functional value

The test using Statistical Software for the variable X1 (Functional value) obtained the t value = 7.702 with significance level of 0.000. By using the 0.05 limit, the significance value is smaller than the level of 5%, the t value is > t table (2.048)

with df = 28 which means that the variable is enough to meet the requirement of significant influence variable. Therefore, we accept Ha1 and reject Ho1

Emotional value

The test using Statistical Software for the variable X2(Emotional value) gained that the t value= 6.210 with significance level of 0.000. Through using the 0.05 limitation, the significance value is smaller than the level of 5%, t value is > t table (2.048) with df=n-2=28. It means that the variable is enough to meet the requirement of significant influence variable. Therefore, we accept Ha2 and reject Ho2

Social value

The test using Statistical Software for the variable X2(Social value) gained that the t value=2.970 with significance level of 0.003. Through using the 0.05 limitation, the significance value is small that the level of 5%, t value is > t table (2.048) with df=n-2=28. It means that the variable is fulfilling the requirement of significant influence variable. Thus, Ha3 is accepted, and Ho3 is rejected.

Based on the result showing in table 4.1, Functional value (FV), Emotional value (EV) and Social value (SV) regression coefficient are positive and significant. From the regression model above, it could be further demonstrated as below:

1. Independent value Functional value (FV) has a significant influence to customer satisfaction (Y) with a regression value 0.318 and t value= 7.702 with a significance level of 0.000
2. Independent value Emotional value (X2) has a significant influence to customer satisfaction (Y) with a regression value 0.290 and t value = 6.210 with a significance level of 0.000.
3. Independent value Social value (X3) has a significant influence to customer satisfaction (Y) with a regression value 0.135 and t value = 2.970 with a significance level of 0.003.

4.2. F-Test

Results calculated using Statistical Software can be seen that the adjusted R square value of 0.319 is obtained. The 31.9% means customer satisfaction can be explained by the variable Functional value, Emotional value and Social value, while the rest is 69.1% of customer satisfaction is affected by other variables that not have been tested in this research (e.g. Flexibility, Service quality, Corporate reputation, Personality etc.)

Conclusion

According to the research: The influence of Functional value, Social value &Emotional value toward Customer satisfaction on Jababeka Golf & Country Club, the result conclusion could be summarized as below:

1. There is a significant impact of functional value on customer satisfaction.
2. There is a significant impact of emotional value on customer satisfaction.
3. There is a significant impact of social value on customer satisfaction.

Future Recommendations

According to the testing result of this research, only 31.9% of the dependent variable can be explained by the independent variable. That means there are many other factors that could influence customer satisfaction as well. Such as reputation, service quality etc. just likes how Artinah Zainal (2016) put it in the research: customer satisfaction not only influenced by perceived value, where monetary price was seen to be the best predictor of customer satisfaction. By understanding customer behavior in business, so it can help the company operator to achieve their marketing objectives at the same time accomplish organizational goals. This is because customer satisfaction will lead to determinant of repeat sales, positive word of mouth, and customer loyalty.

References

Artinah. (2016). The effect of customer perceived value on customer satisfaction: A case study of Malay upscale restaurants。 Malaysian Journal of Society and Space 12 issue 3 (58 - 68)

Banu , (2015). Relative Importance of Perceived Value, Satisfaction and Perceived Risk on Willingness to Pay More. International Review of Management and Marketing, 2015, 5(4), 211-220.

Eun. (2013). The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention. Division of Business Administration, College of Business, Sangmyung University, 20, Hongjimun 2-gil, Jongno-gu, Seoul 110-743

Familmaleki, A. (2015). Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior. International Journal of Economics & Management Science, 4(4).

Gorondutse, H. (2014). Relati9onship between Corporate reputation and Customer loyalty on Negerian Food and Beverage Industry. Int.J.Manag.Bus.Res., 125-136.

Gul. (2014). The Relationship between Reputation,Customer satyisfaction,Trust and Loyalty. Journal of Public Administrationand Governance, 4(3).

Ieva, A. L. (2013). Consumer Satisfaction with the quality of logistics service. Procedia-Social and Behavioral Sciences, 330-340.

Joshi. (2012). A Study on Customer Preference and Satisfaction towards Restaurant in Dehradun City. GLOBAL JOURNAL OF MANAGEMENT AND BUSINESSS RESEARCH, 12(21), 41.

Khan, (2012). Impact of brand related attributes on purchase intention of customers. Interdisciplinary journal of contemporary research in business July 2012. Vol 4, no 3.

Khan, (2010). Functional and relational value influence on commitment and future

Intention: the case of banking industry. Uluslararası Sosyal Arastırmalar Dergisi The Journal of International Social Research Volume 3 / 10

Mohammad. (2011). the relationship between customer satisfaction and relationship marketing Benefits. Arabian Journal of Business and Management Review Vol. 1, No.3; October 2011.

Mohd. (2012). Relationship between customers' perceived values, satisfaction and loyalty of mobile phone users Rev.Integr. Bus. Econ. Res. Vol 1(126-135)

Rajkumar. (2011). Service Quality and Customer preference of Celluar Mobile service Providers. Journal of Technology Management &Innovation, 6(1).

Saglik, G. (2014). Service Quality and Customer Satisfaction Relationship. American International Journal of Contemporary Research, 4(1).

Sanchez. (2006). Perceived value of the purchase of a tourism product (2006) 394–409

Sanchez. (2007). the concept of perceived value: a systematic review of the research Vol 7(4): 427–451

Stephen, (2011). The Growth and Development of the Indonesian Economy.

Wang. (2004). an integrated framework for customer value and customer-relationship management performance a customer-based perspective from China Volume 14 · Number 2/3 · 2004 · pp. 169-182