

The Influence of Service Quality, Emotional Marketing and Spiritual Marketing On Customer Satisfaction

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Abstract: This study aims to determine the effect of service quality, the influence of emotional marketing, the effect of spiritual marketing, on satisfaction, and to know the three variables jointly affect customer satisfaction. This research is a quantitative research. With a questionnaire instrument distributed to 90 customers. Statistical test using classical assumption test, hypothesis testing using regression analysis test multiple test T test, F test and R test the coefficient of determination. The results showed that service quality, emotional marketing and spiritual marketing each had a significant positive effect on customer satisfaction. Then the quality of service, emotional marketing and spiritual marketing simultaneously have an effect on satisfaction

Keywords: Quality of service, Emotional Marketing, Spiritual Marketing, Customer Satisfaction

1. Introduction

According Putra et al. (2021); Praditya, R. A. (2020) By understanding the needs, wants and demands of customers, it provides input for institutions to design marketing strategies in order to create satisfaction for the company (Lovenia, 2012). Service quality and satisfaction are closely related, quality aims to encourage a person consumers provide a strong bond to the company. Companies can improve service that makes customers happy and eliminates unpleasant customer experience (Iswahyudi, 2009). According to Kotamena et al. (2020); Novitasari et al.(2021) There are various factors that affect the success of the company, strategy creation Marketing that is centered attracts new customers so that functional and emotional satisfaction is fulfilled when buying a product for win the competition with product differentiation on emotional value (emotional value). Apart from emotional marketing strategies, companies also need to implement spiritual strategy. Even though the company has used super-sophisticated technology and has quality people, the company must also began to enter the spiritual ranks that prioritize universal love. The quality of service (service quality) can be seen by comparing consumers for services that are actually received or obtained by the actual service expected or desired for the service attributes of a company. According to Tjiptono in Lovenia (2012: 13), the quality of service is a relationship relating to products, services, people, processes and the environment in accordance with expectations. Service quality variables are measured based on seven indicators formed from five dimensions of service quality, namely: tangible, empathy, responsiveness, reliability, and assurance. physical form (Tangibles) is formed by: Facilities that are attractive, comfortable, visually neat.

According to Kotamena et al. (2020); Novitasari et al.(2021) Advanced technology to make transactions easier for customers. Reliability is formed by: The services provided are in accordance with what is informed. Assurance is formed by: Employees develop self-confidence. Responsiveness is formed by: Willing to help customer complaints. Concern (Empathy) is formed by: Giving attention to customers, Understanding customer needs. According Putra et al. (2021); Praditya, R. A. (2020) conveying the definition emotional marketing is the company's efforts to build sustainable relationships with customers. The concept of emotional marketing for each bank is different, because one person's emotions will be different from time to time. Even though every bank uses the concept of emotional marketing, at the time of implementation, good services, transactions, activities, relationships are built banks and others from each bank to customers will be different. Emotional marketing variables are measured based on six indicators formed from three dimensions of emotional marketing, namely: Equity, Experience and Energy. According to Sihite et al (2020); Supratman et al (2021); Suprapti et al . (2020) Equity is formed by: Trust, Brands that fit your needs. Experience is formed by: Products and services easily accessible Comfort and convenience. According to Purwanto et al (2020);Suryani et al.(2020) Energy formed by:

communication with bank employees. Spiritual marketing is a business where everything in the transaction involves oneself in the pleasure of God, teaches sincerity and makes it solely worship to Allah. In the spiritual marketing business, the company plays a role not only by relying on profit only but seeking blessings in transactions by giving birth to the concept of *maslahah*, namely the welfare that underlies shari'ah-oriented companies (Rianto, 2010: 19). According Putra et al. (2021); Praditya, R. A. (2020) The spiritual marketing variable is measured based on six indicators formed from four spiritual dimensions of marketing, namely: *Teisis* (*rabbaniyah*) is formed from: no fraud, no breaking promises. Ethical (*akhlaqiyyah*) employees are polite, Be humble in marketing products. Realistic (*alwaqi'iyah*) is formed from mastering correctly about the product, dexterous, thorough, precise in actions, neat appearance, clean and unpretentious. According Putra et al. (2021); Praditya, R. A. (2020) Humanistic (*al - insaniyyah*) is formed from: not differentiating between customers, willingness to help customers, giving individual attention to customers. According to Purwanto et al (2020);Suryani et al.(2020) Customer satisfaction is the level of a person's feelings after comparing performance or results compared with expectations (Guntur, 2010: 69). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. According to Enggel et al (1990) in Guntur (2010: 69), Satisfaction customer is a after-sale evaluation where the alternatives at least match or exceed the customer's expectations. Basically a satisfied customer covers the difference between performance or perceived results.

2.Methods

The research carried out was quantitative research. Where many use numbers, starting from data collection, data interpretation, and appearance of results (Sugiyono, 2015). According to Asbari et al (2020); Budi Hartono et al.(2020); Tri Suci Rokhani (2020) By using primary data in the form of questionnaire instruments or questionnaires distributed to customers. By using the reliability and validity test. statistical tests using the classical assumption test, including normality, multicollinearity, heterocdaticity test. Multiple regression analysis tests such as the T test, F test and R test the coefficient of determination. The sample taken in this study amounted to 57 people. The sampling used was purposive sampling technique. is a sampling technique by deliberate taking according to the requirements required Sugiyono (2015) in this study using (inclusion criteria and exclusion criteria) In this study, Service Quality as X1, Emotional Marketing X2, Spiritual Marketing X3 on Customer Satisfaction Y and the three variables to satisfaction Y.

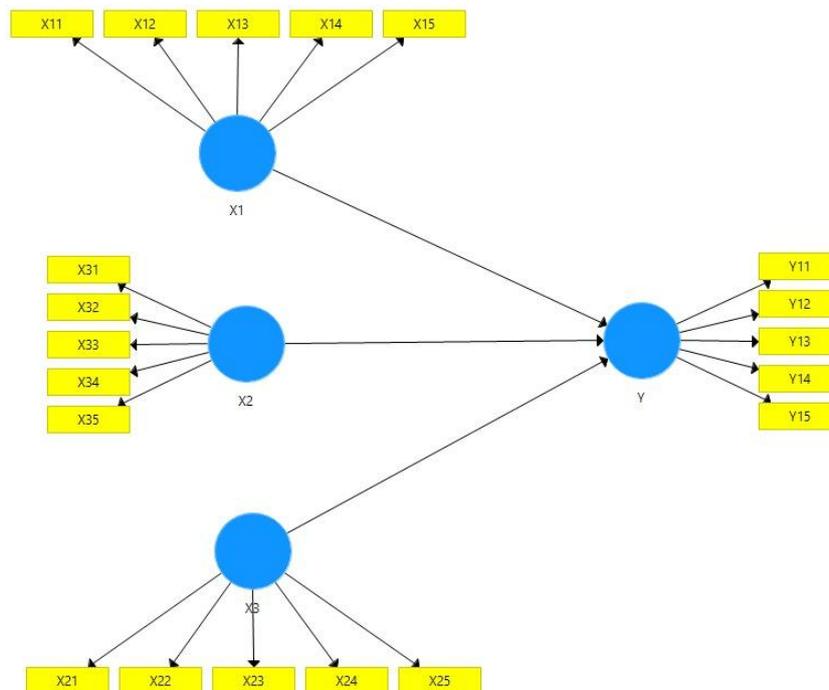


Fig 1. Research Model

3.Results and Discussion

It is known that $F_{count} > F_{table}$ is $127.588 > 2.78$. It is concluded that Service Quality (X1), Emotional Marketing (X2), Spiritual Marketing (X3) together have an effect on the dependent variable on Customer Satisfaction (Y). The Sig value of 0.000 indicates Service Quality (X1), Emotional Marketing (X2), Spiritual Marketing (X3), partially affect the dependent variable on Customer Satisfaction (Y). The value of the multiple determination coefficient (R-square) is 0.878 or 87.8%. This value indicates that 87.8% Customer Satisfaction (Y)

is influenced by Service Quality (X1), Emotional marketing (X2), Spiritual Marketing (X3) and the remaining 12.2% influenced by other variables outside the research.

3.1. Effect of service quality on customer satisfaction

The results of statistical data analysis indicate that there is a significant influence positive and significant between service quality on customer satisfaction. If the quality of service is increasing then customer satisfaction will also be higher. This is evident from the results of the test analysis t which indicates t count of 5,311 with a significance level of 0,000. This is supported by research conducted by researchers previously Christiana Okky Agusta Lovenia (2012) produced findings that service quality has a positive effect on satisfaction with shown R square of 0.779 or 77.90% and the rest is influenced by factors others that were not in the study. Longgines passe (2016) Independent variable consisting of service quality tangible (physical evidence service), empathy (empathy), responsiveness (responsiveness), reliability (reliability), and assurance (guarantee) has a significant effect on customer satisfaction indicated by the sig F value amounting to $0.038 < 0.05$. The results of this study are in line with Putra et al. (2021); Praditya, R. A. (2020); Kotamena et al. (2020); Novitasari et al. (2021); Sihite et al (2020); Supratman et al (2021); Suprpti et al. (2020); Purwanto et al (2020); Suryani et al. (2020); Asbari et al (2020); Budi Hartono et al. (2020); Tri Suci Rokhani (2020) that that there is a significant influence positive and significant between service quality on customer satisfaction.

3.2. The influence of emotional marketing on customer satisfaction

The results of statistical data analysis indicate that there is a significant influence positive and significant between emotional marketing on customer satisfaction. This is evident from the results of the t test analysis shows t count of 3,924 with a significance level of 0,000. This is supported by research conducted by researchers previously Endang Sulistiya Rini (2015) emotional marketing variable has a significant influence positive and significant to customer satisfaction as indicated by level significance 0.003 with t count 3.059 > t table 1.980. The results of this study are in line with Putra et al. (2021); Suryani et al. (2020); Asbari et al (2020); Budi Hartono et al. (2020); Tri Suci Rokhani (2020) that there is a significant influence positive and significant between emotional marketing on customer satisfaction.

3.3. The influence of spiritual marketing on customer satisfaction

The results of statistical data analysis indicate that there is a significant influence positive and significant between spiritual marketing on satisfaction. This is evident from the results of the t test analysis shows t count of 4.303 with a significance level of 0.000. This is supported by research conducted by researchers previously Annisa Agustina (2011) spiritual marketing variable has a significant effect on customer satisfaction BPRS Artha Mas Abadi Pati. It can be seen that F count (2,770) > F table (2,4645) which is Islamic marketing characteristics have a role in influencing satisfaction customer Endang Sulistiya Rini (2015) emotional marketing variable has a positive effect and significant to customer satisfaction as indicated by level significance of 0.001 with t count 3.292 > t table 1.980. The results of this study are in line with Putra et al. (2021); Suryani et al. (2020); Asbari et al (2020); Budi Hartono et al. (2020); Tri Suci Rokhani (2020) that that t that there is a significant influence positive and significant between spiritual marketing on satisfaction.

3.4. The influence of service quality, emotional marketing and spiritual marketing

The results of statistical data analysis indicate that the quality factor service, emotional marketing, spiritual marketing to customer satisfaction effect simultaneously with a significance value 0.000 and F count > F table, namely $127.588 > 2.78$ and with a coefficient of determination multiple (R -square) is 0.878 or 87.8%. This value indicates that 87.8% Customer Satisfaction (Y) is influenced by Service Quality ($X1$), Emotional marketing ($X2$), Spiritual Marketing ($X3$) and the remaining 12.2% influenced by other variables outside the research. The results of this study are in line with Supratman et al (2021); Suprpti et al. (2020); Purwanto et al (2020); Suryani et al. (2020); Asbari et al (2020); Budi Hartono et al. (2020); Tri Suci Rokhani (2020) that the quality factor service, emotional marketing, spiritual marketing to customer satisfaction effect simultaneously

4. Conclusion

Based on the research results described in the previous chapter, it can concluded that service quality has a positive effect and significant to customer satisfaction. Emotional marketing has a positive and significant effect on satisfaction Customers Influential marketing spiritual positive and significant towards satisfaction. Quality of service, emotional marketing and spiritual marketing jointly influence customer satisfaction simultaneously Judging from the significant value Maybe by improving the facilities physical, such as increasing security for customers while in the Bank. Judging from the results of research conducted at the bank should pay more attention to emotional marketing and spiritual variables marketing, perhaps by further enhancing product marketing, is in the process product offerings and are willing to listen to the difficulties faced by the customers customer

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