

Petshop Business Performance Analysis: An Marketing Approach

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ABSTRACT

The need for a Petshop business in Makassar City is needed along with the increasing love of people for pets so that a marketing strategy is needed in marketing services for the products they sell. The population of this study was service users (3) three petshops in Makassar City, while the determination of this sample used the Probability Sampling Technique which amounted to 69 people in a random way without paying attention to the level that existed in the population members. Data collection techniques used are observation, questionnaires and direct interviews to parties related to the problem under study. The data were analyzed using multiple linear regression analysis techniques, t-test, f-test and coefficient of determination with the help of SPSS 23 program. The results showed that (i) direct marketing communication did not have an effect on customer satisfaction, (ii) service quality directly affected and significantly affected customer satisfaction, (iii) simultaneously communication and service quality had a positive effect on customer satisfaction. Based on the coefficient of determination obtained from the results of data analysis, it is known that marketing communication and service quality have an influence of 61.6% on customer satisfaction of Petshop business in Makassar.

INTRODUCTION

The development of this type of business is currently growing rapidly and progressing along with the development of people's lifestyles for the level of their needs. Changes in lifestyle and increasing community needs such as love for pets provide opportunities for service sector growth (Lupiyoadi, 2011). The increasing variety of services offered to the community, such as the Petshop business, is a type of business that is still relatively new, and has even become a leading business in big cities (Bastian & Widodo, 2022) which requires business strategies, especially in the field of marketing to be better known by people who need their services. Petshop business type is a service provider of various pet needs, ranging from the provision of pet food, bathing services (Grooming) as well as services for shaving (Hair Cut) with various models and shapes according to customer wishes., pet services (Pet hotel) and even Clinics (Pet Clinic) such as Cats and Dogs.

Petshop business is experiencing rapid development. This leads to a large enough space for customers to search Petshop based on the quality of its service which he finds attractive. The faster the level of development of the Petshop business, the higher the level of competition between Petshop service providers and others, so this type of business must make strategies to improve the quality and superiority of the products or goods they have so that the products marketed can attract consumer interest and to get products in accordance with the expectations of consumers. In addition, in marketing the Petshop business, it must have a competitive advantage to be able to successfully win the competition through better service quality than its competitors.

The strategy used in doing business in the field of Petshop services in improving service quality, one of which is by considering how to communicate and service employees in terms of marketing products or goods owned by the company. Petshop's efforts in marketing or introducing services provided to its potential customers, especially in expanding its target and target customers, require effective and efficient marketing communication with the cooperation of online service applicators (Rauf, et al., 2022) so that information on its services is quickly received and easily known. In providing services for the products offered, service providers must provide fast service and can understand the needs of their customers, so

that customer satisfaction can be guaranteed so that existing customers can retain customers, and these customers can disseminate information on the services provided in order to bring in new customers (Nurdiansyah, et al., 2022).

Customer satisfaction is a feeling of pleasure or disappointment that arises after using or buying goods or services resulting from a sales activity (Sumarwan, 2010). A business that always pays attention to customer satisfaction will get the attention of consumers and encourage consumers to come back. Customer satisfaction cannot be separated from how marketing communications are carried out by service providers to their customers.

Based on the background described above, the author conducted research on Petshop Business Analysis in Makassar using the variables of Marketing Communication and Service Quality to Customer Satisfaction.

The hypotheses in this study are as follows;

- H1: It is suspected that marketing communication has a positive and significant effect on customer satisfaction of Petshop Business in Makassar.
- H2: It is suspected that Service Quality has a positive and significant effect on customer satisfaction of Petshop Business in Makassar.
- H3: It is suspected that marketing communication and service quality simultaneously have a positive and significant effect on customer satisfaction of Petshop Business in Makassar.

RESEARCH METHOD

This research is a quantitative research using questionnaires to obtain information from respondents who were sampled in this study. The population in this study was customers from 3 (three) Petshop stores in the city of Makassar, while the sampling technique in this study was simple random and incidental, where all populations had the opportunity to be sampled. The sampling time is 1 (one) month, so customers get interviews and fill out questionnaires as many as 69 respondents. The Operational Definition in this study can be seen in table 1 below.

Table 1. Operational Definitions of Variables.

Variable	Operational Definition	Indicator	Measurement Scale
Marketing Communications (X1)	How to convey information to customers.	1. Advertising 2. Direct response 3. Publicity 4. Personalselling	Likert scale
Quality of Service (X2)	The level of service provided by the company to customers.	1. Tangible 2. Reliability 3. Responsiveness 4. Warranties and Assurances 5. Empathy	Likert scale
Customer Satisfaction (Y)	The perception or feeling of the customer because his need for a product is realized.	1. Overall Customer Satisfaction 2. Confirmation of Expectations 3. Repurchase Interest 4. Willingness to Recommend	Likert scale

Source: Data Primer 2023

Each question answer is given the highest score of 5, while for answers that do not support or lack support are given the lowest score, namely:

Table 2. Answer Weights

No	Pernyataan	Bobot
1	Totally Agree	5
2	Agree	4
3	Disagree Less	3
4	Disagree	2
5	strongly Disagree	1

Source: Data Primer 2023

The analysis technique that will be used is multiple linear regression analysis to obtain a comprehensive picture of the relationship of variables to one another. The dependent variable in the study is Customer Satisfaction (Y) and the independent variables are Marketing Communication (X1) and Service Quality (X2).

Before the data is analyzed, it is first tested through validity and reality tests so that accurate data and consistency of respondents' answers are obtained as follows:

Validity Test

Validity tests are needed as a tester of the validity of research instruments so that they can be used as tools to explore data when conducting research. One way that can be used is to correlate the score obtained from each item with the total score of each attribute. The correlation technique used is pearson product moment correlation:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum x^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Where:

r : correlation coefficient between item (x) and total score (y)

N : number of respondents

X: score obtained from all items

Y: the number of scores obtained from all items

$\sum XY$: sum of multiplications X and Y

$\sum X^2$: sum of squares in distribution score X

$\sum Y^2$: the sum of squares in the distribution score Y

The calculation of the validity test of the variables X1, and X2 and Y, will be carried out with the help of SPSS version 23. The criteria for assessing the validity test are:

1. If r counts $> r$ table (at a signification level of 0.05), it can be declared that the questionnaire item is valid.
2. If r counts $< r$ table (at a signification level of 0.05), it can be declared that the questionnaire item is invalid.

Reliability Test

Reliability test is the extent to which measurement results using the same object will produce the same data (Sugiyono, 2016). For reliability tests using the Cronbach alpha reliability coefficient (α). This is in accordance with the purpose of the test which intends to test the consistency of items in the research instrument.

The Cronbach alpha method (α) is measured based on the Cronbach alpha scale (α) from 0.00 to 1.00. If the scale is grouped into five classes with the same range, then the measure of alpha stability can be interpreted as follows:

1. Cronbach alpha value 0.00 to 0.20 means less reliable
2. Cronbach's alpha value of 0.21 to 0.40 means somewhat reliable
3. Cronbach's alpha value of 0.41 to 0.60 means it is quite reliable
4. Cronbach alpha value 0.60 to 0.80 means reliable
5. Cronbach alpha value 0.81 to 1.00 means Very reliable

Multiple Liner Regression

To determine that there is a significant influence between the dependent variable and the independent variable, a multiple linear regression model is used which is formulated as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Where Y is the dependent variable (bound) and X is the independent variable (free)

Information:

Y : Customer satisfaction

X1 : Marketing Communications

X2 : Quality of Service

A : Kostanta

β_1, β_2 : Regression coefficient X1 or X2, is the magnitude of the change in the dependent variable due to the change in each unit of the independent variable (slope)

e : Error Standard

Test the hypothesis

To test the hypothesis, the test is carried out using:

Partial test (t)

Used to determine the effect of each independent variable (free) on the dependent variable (bound), through the following method:

H0 : $b_i = 0$, This means that there is a partial absence of significant influence between the independent variable and the dependent variable.

Ha : $b \neq 0$, This means that there is a partial influence between the independent variable and the dependent variable.

H0 is accepted, if t counts table $< t$ at $\alpha = 0.05$

Ha is accepted, if t counts table $> t$ at $\alpha = 0.05$

Simultaneous test (f)

Simultaneous tests to determine whether independent variables together or simultaneously affect the dependent variable (bound) in the following way:

H0 = $b_1 = b_2 = 0$, This means that the independent variables together or simultaneously do not have a positive and significant influence on the dependent variable.

Ha = $b_1 \neq b_2 = 0$, This means that the independent variables together or simultaneously there is a positive and significant influence on the dependent variable.

The criteria for decision making are;

H0 is accepted, if f counts $< f$ table at $\alpha = 0.05$

Ha is accepted, if t counts $> t$ table at $\alpha = 0.05$ (Umar, 2005)

The formula of the Simultaneous test (f) is as follows;

$$F = \frac{R^2 / K}{(1 - R^2) / (n - k - 1)}$$

Where:

R² : is the coefficient of determination

n : is the number of data or cases

k : is the number of independent variables

Coefficient of Determination (R²)

The coefficient of determination (R²) aims to find out how much the ability of the independent variable to explain the dependent variable can be shown in SPSS, the coefficient of determination lies in the Model Summary and written R Square. If the value of R² is small then the ability of the independent variable to explain the variation of the dependent variable is very limited.

RESULTS AND DISCUSSION

Validity Test

To find out the validity of the question items asked can be seen by comparing the value of Sig. < $\alpha = 0.05$. The summary of the validity test results of all research variables is as follows:

Table 3. Validity Test Analysis Results.

Variabel	Indicators	R- count	R- table	Sig.	A	Information
Marketing Communications (X1)	1	0,885	0,244	0,000	0,05	Valid
	2	0,833	0,244	0,000	0,05	Valid
	3	0,815	0,244	0,000	0,05	Valid
	4	0,722	0,244	0,000	0,05	Valid
Quality of Service (X2)	1	0,879	0,244	0,000	0,05	Valid
	2	0,874	0,244	0,000	0,05	Valid
	3	0,818	0,244	0,000	0,05	Valid
	4	0,809	0,244	0,000	0,05	Valid
	5	0,791	0,244	0,000	0,05	Valid
Customer Satisfactiong (Y)	1	0,798	0,244	0,000	0,05	Valid
	2	0,823	0,244	0,000	0,05	Valid
	3	0,852	0,244	0,000	0,05	Valid
	4	0,751	0,244	0,000	0,05	Valid

Source: Data after processing, 2023.

Reliability Test

Reliability testing is carried out to determine the consistency of measuring instruments in their use, or in other words the measuring instrument has consistent results when used many times at different times. For this reason, this reliability test uses the Cronbach Alpha technique. For this test, the Cronbach alpha meter is needed, if reliability testing is carried out with this method, then the calculated value is represented by the Cronbach alpha value of the reliability level with the Cronbach alpha method measured based on a scale of 0-1, if the scale is grouped into the same five range classes, then the measure of alpha stability can be interpreted in five classes or levels. If the alpha value is positive and greater than 0.60, an instrument can be called reliable, (Sugiyono, 2016). From the tests carried out with the help of the SPSS 23 program. Then the following results are obtained:

Table 4. Reliability Test Analysis Results

Variable	Cronbach's Alpha	N of Items
Marketing Communications	.828	4
Quality of Service	.886	5
Customer Satisfactiong	.818	4

Source: Data after processing, 2023

Based on the results of the reliability test above, it can be seen that all variables have a positive alpha Cronbach coefficient and > 0.60, so it is concluded that all variables are reliable or fall into the realistic category (0.81-1.00).

Multiple Liner Regression

From the results of the analysis test through SPSS software version 23.00, the results were obtained as shown in the table below:

Tabel 5. Coefficients - Multiple Linear Regression Test Results

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.075	1.487		2.740	.008
	Marketing Communications	.032	.185	.032	0.171	.865
	Quality of Service	.603	.148	.756	4.061	.000

Variable Dependen: Customer Satisfactiong

Source: SPSS print out result

Based on calculations with the help of the SPSS program using the regression model, the multiple linear regression equation is as follows:

$$Y = 4,075 + 0,032 X_1 + 0,603 X_2$$

Based on the results of the analysis, the equation above shows that the constant of 4.075 states that if there are no variables of marketing communication and service quality, then customer satisfaction is 4.075. The value of b1 is 0.032 meaning that marketing communication (X1) increases by one, it will affect the increase in customer satisfaction (Y) by 0.032. While the value of b2 is 0.603 means that Service Quality (X2) increases by one factor, it will affect the increase in customer satisfaction by 0.603.

Hypothesis Testing

F-Test

The F statistical test, or simultaneous significant test, basically shows whether all the independent variables included in the model have an influence together on the dependent variable (Y). This F test is done by comparing Sig. < $\alpha = 0.05$. Where if the Sig result < of 0.05, the influence of the independent variable (X) simultaneously on the dependent variable (Y) falls into the Significant category.

Table 6 Anova for the Effect of Marketing Communication and Service Quality on Customer Satisfaction.

	Model	Sum of Squares	df	Mean Square	F	Sig
1	Regression	77.984	2	38.992	52.893	0,000
	Residual	48.654	66	0,737		
	Total	126.638	68			

Source: SPSS data processing results, 2023

To prove the simultaneous effect of marketing communication (X1) and service quality (X2) directly on customer satisfaction (Y), criteria were used, namely determining f tables by means of df (n1) = k-1 = 3 – 1 = 2, and df (n2) = n – k = 69 – 3 = 66 at alpha 0.05 so that F table of 3.136 was obtained where:

- If t counts \geq t table, then H0 is rejected, meaning that there is a simultaneous effect (X1 and X2) on Y
- If t counts < t table, then H0 is accepted, meaning that there is no simultaneous effect (X1 and X2) on Y

Based on the results of the analysis above, it can be seen that the value of f calculated > f table (52.893 > 3.136) then H0 is rejected, meaning that marketing communication (X1) and service quality (X2) simultaneously have a significant effect on employee performance (Y).

Thus the hypothesis of this study which states that "there is a simultaneous influence of marketing communication and service quality on customer satisfaction, Petshop Business in Makassar City is Received".

T-test

- The effect of marketing communication (X1) on customer satisfaction (Y)

To prove the effect of marketing communication (X1) directly on customer satisfaction (Y), criteria are used, namely determining t table by means of $n-k-1$ or $69 - 3 - 1 = 65$ at alpha 0.05 so that t table is obtained at 1.669, where:

- If $t \text{ counts} \geq t \text{ table}$, then H_0 is rejected, meaning that there is an effect X1 on Y
- If $t \text{ counts} < t \text{ of the table}$, then H_0 is accepted, meaning that there is no effect of X1 on Y

Based on the results of the analysis above, it can be seen that the value of t is calculated $< t \text{ table}$ ($0.171 < 1.669$) then H_0 is accepted, meaning that marketing communication (X1) has no effect on customer satisfaction (Y).

- The effect of service quality (X2) on customer satisfaction (Y)

To prove the effect of customer quality (X2) directly on customer satisfaction (Y), criteria are used, namely determining t table by means of $n-k-1$ or $69 - 3 - 1 = 65$ at alpha 0.05 so that t table is obtained at 1.669, where:

- If $t \text{ counts} \geq t \text{ table}$, then H_0 is rejected, meaning that there is an effect X2 on Y
- If $t \text{ counts} < t \text{ of the table}$, then H_0 is accepted, meaning that there is no effect of X2 on Y

Based on the results of the analysis above, it can be seen that the value of t is calculated $> t \text{ table}$ ($4.061 > 1.669$) then H_0 is rejected, meaning that service quality (X2) has a significant effect on customer satisfaction (Y).

Coefficient of Correlation and Determination

Table 7. Model Summary for the Effect of Marketing Communication and Service Quality on Customer Satisfaction.

Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	0,785	0,616	0,604	0,859

Source: SPSS data processing results, 2023.

From Table 7 above, it can be seen that the value of R (correlation coefficient) shows that the closeness of the linear relationship between the dependent variable and the independent variable simultaneously is very close, namely R (correlation coefficient) = 0.785 and the value of R Square to determine the results of the determination test is 0.616 indicating that the influence of marketing communication (X1) and service quality (X2) on customer satisfaction (Y) is 61.6%, the rest were influenced by other factors not studied in the study.

Discussion

The influence of marketing communications on customer satisfaction.

The results of data analysis, it was found that marketing communication in Petshop's business in Makassar City did not affect customer satisfaction, so it was necessary to improve existing marketing communications, or change marketing communication strategies to support increased customer satisfaction. Changes in marketing communication strategy patterns in the face of the market system in the era of digitalization, Petshop service entrepreneurs must cooperate with digital service providers or applicators such as Gojek, Grab, maxi and so on because it is very suitable, and benefit both parties, both service providers, in this case Petshop entrepreneurs in Makassar City who provide products or services with consumers or users of products or services (Ferawati, 2022; Rauf et al., 2022). This change in strategy will have an impact on the efficiency and effectiveness between service providers and Petshop business service users in Makassar City. Research conducted by Hamdani & Mubarak (2019), one of the efforts to

improve or add to Petshop's business marketing communication strategy is to implement e-commerce using web engineering so that it is easier to recognize by potential users of Petshop services.

The effect of service quality on customer satisfaction.

The results of data analysis show that the quality of service to customer satisfaction of Petshop service users in Makassar is very influential and significant. This means that the quality of service provided is very good and needs to be maintained and even improved. The saleswomen have mastered the service products provided so that customers are satisfied with the services they have obtained. This research is supported by research conducted by Bastian & Widodo (2022), at the Sato Cibinong station, Bogor Regency, where customer loyalty is high because it is influenced by the quality of service provided to consumers. This research is also in line with research conducted by Ari, (2012) and Rahmawati (2014), that one of the factors that support customer satisfaction is because the quality of service provided by producers or service providers is very good.

The Effect of Marketing Communication and Service Quality on Customer Satisfaction

Based on data analysis, the influence of marketing communication and service quality simultaneously affects and significantly affects customer satisfaction in Petshop business in Makassar City. This influence is very meaningful in increasing the target market in Makassar City, meaning that marketing communication must be accompanied by good service quality, so that customer satisfaction is fulfilled as they wish. Partially, that marketing communication does not affect customer satisfaction, but the service quality factor that contributes is very dominant so that customer satisfaction in using Petshop services in Makassar City is very good. This research is in line with research conducted by Sheva et al., (2022), that the decision to buy again at the same place results from customer satisfaction in using a product or service they use. The ease of information obtained through social media or through the service provider's business website and the benefits of the services provided are very informative to provide customer satisfaction (Nurdiansyah, et al., 2022).

CONCLUSION

Based on the results of the research and discussion above, it is concluded as follows: Direct marketing communication does not affect customer satisfaction in Petshop business in Makassar City. Service quality has an effect and significant on customer satisfaction in Petshop business in Makassar City. Marketing communication and service quality simultaneously affect customer satisfaction in Petshop business in Makassar City.

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