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How Service Quality and Transactional Ease Shape Customer Satisfaction in Digital Printing

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ABSTRACT

Wellen Print is a retail store that offers digital printing services. The aim of this research is to analyze service quality and ease of online transactions on customer satisfaction. The type of research carried out in this research is using a quantitative descriptive analysis approach. The population in this study consisted of 100 respondents. The sampling technique used was purposive sampling with the requirement that customers have a history of online purchases at Wellen Print Pasar Minggu. The data collection technique uses a questionnaire with a Likert scale, each of which has been tested to meet validity and reliability. The analysis technique used is the T test and F test in multiple regression analysis in SPSS 25. The research results show that there is a significant influence on service quality and ease of transactions on customer satisfaction, both simultaneously and partially.

Keywords: *Ease of Transactions, Customer Satisfaction, Service Quality, and Printing.*

1. INTRODUCTION

In response to the demands for creative and innovative transformation in achieving goals and the growth of digital businesses or online marketing, PT. Wellen Brother (Wellen Print) is innovating by marketing products and services to consumers through internet-based gadgets. Consumers can use their gadgets for transactions due to time and space constraints. Besides That according to Safitri & Widiati [1] internet technology can support various human activities, such as education, work, and buying and selling transactions.

In this context, the salesperson plays a significant role in convincing potential customers about the details and specifications of the product being offered, including price. In addition to focusing on product quality and price, salespeople also emphasize strategic capabilities and service, efficient and fast processes, and tangible evidence that can convince consumers. Therefore, only quality industries are able to compete and dominate the market [2]

Wellen Print is a printing company in Jakarta that focuses on printing, offering a variety of services, including books, banners, flyers, name cards, and various other prints. Its tagline, "Printing at no cost," is a key competitive advantage in the printing industry. Wellen Print already has two other outlets in Tangerang and Daanmogot.

To meet the demand for affordable printing services, Wellen Print relies not only on low prices but also on high quality and speed. However, along the way, Wellen Print still frequently receives complaints from customers, as shown in the table below:

Table 1. Complaint Customer Wellen Print

No	Customer Complaints
1	Slow seller response
2	*Missed communication* often occurs
3	Not careful in making orders
4	Long order process
5	Print results that do not match the design
6	Length of the queuing process

Source: Google Review

Based on the data above, the problems faced by Wellen Print can cause fluctuations in the number of buyers at the Wellen Print Printing Company in Pasar Minggu. Furthermore, many other printing companies in

Jakarta have provided online printing systems, creating intense competition among printing companies to attract new buyers. Table 2 lists several major printing companies in Jakarta that are competitors to Wellen Print.

Table 2. List of Printing Names Competitors

No	Printing Name	Location	*Google Review* Rating
1.	Primagraphia *Express*	Jl. Kali Baru Timur III, Senen District, Central Jakarta City	4.4 stars
2.	Snappy	Jl. M mpng Pra p a t an. Raya Duren Tiga, Pancoran District, South Jakarta City	4.9 stars
3.	Jaya Print	Jl. Mampang VIII No. 29 South Jakarta	4.7 stars
4.	Inti Rimbo Printing	Cawang, East Jakarta	4.1 stars

Source: Google

Based on Table 2 above, there are four competitors of Wellen Print, which significantly influence the number of new buyers each month, as each printing company has its own unique advantages that can attract buyers. Table 3 below shows the number of buyers of Wellen Print Pasar Minggu Printing from July to December 2023.

Table 3. *Total Customer Wellen Print On The Moon July - December 2023*

Month	Number of Buyers	Growth
July	1167	-
August	937	-19.71%
September	727	-22.41%
October	852	17.91%
November	1,085	27.35%
December	1,225	12.9%

Source: Wellen Print Management

Based on the data and description above, the fluctuation in the number of customers at Wellen Print Printing is caused by several complaints, where these complaints are related to the service and ease of transactions at Wellen Print Printing in Pasar Minggu. According to Blattebert and Deighton [3], it is simpler to retain current customers than to attract new customers. Thus, it is important to conduct research on service quality and ease of transactions to understand customer expectations regarding the service and convenience that this company has strived for.

In study This there is formulation the problem is how perception customer to quality service, convenience transactions and satisfaction customers at Wellen Print? And how influence quality service and convenience transaction to satisfaction customer Good in a way simultaneous and partial? The purpose of this research is to be able to answer all existing questions on formulation of the problem.

2. LITERATURE REVIEW

2.1 Quality Service

According to Tjiptono [4], service quality is an effort to fulfill needs and expectations. Customer satisfaction, while also creating a balance between timely delivery and consumer expectations. The services in question are those defined according to standards, for example, a good product introduction process for consumers.

In addition, Usmara argues that service quality is a reflection of the attitude of a relationship created by comparing expectations and performance (results) [5]. Services will be received well or positively if the services provided are in accordance with expectations.

Service is an evaluation component that represents customer opinion regarding 5 (five) specific service performance indicators, according to Tjiptono and Chandra in Indrasari [6], [7]. The five service quality indicators are as follows:

1. Tangibles, such as the aesthetics of the building, equipment and materials used by the company, along with the physical appearance of its staff.
2. Reliability, includes the company's ability to provide accurate and good services consistently, avoid errors, and meet established schedules.
3. Responsiveness, is the intention and capability to accompany customers and carry out their instructions, providing services. with speed and accuracy, and provide information regarding service schedules.
4. Assurance, which refers to employee efforts in building trust from the company to customers and how the company provides peace of mind to customers.
5. Empathy is the company's ability to understand and care about the problems faced by its consumers, act in their interests, pay special attention to consumer needs, and offer operating hours that are convenient for them.

2.2 Convenience Transaction

Yuliawan argues that the efficiency and effectiveness that consumers obtain in making payments for purchased products, through each simple stage, can be connected with comfort in the transaction process[8]. The

perception of ease of transactions according to Widiyanto and Prasilowati [9] is:

1. Ease of payment methods

This can be done through various payment methods such as credit cards, bank transfers, *e-wallets, and other online* payment options, so users can save time and energy when making transactions.

2. Transparency of information during the transaction process

This measure is implemented to ensure that all parties involved in a transaction receive equal information and that no party suffers any losses. Transparency of information during the transaction process also helps prevent conflicts of interest between the parties involved.

3. Ease of ordering procedure

It can be understood as a simple and easy ordering process, a purchasing process that provides satisfying information and experience, and efficient product completion.

2.3 Customer Satisfaction

According to Sangadji [10], customer satisfaction is a feeling experienced by someone, whether happiness or disappointment, when comparing their perception of the actual or real performance of a product or service with their expectations. If a customer is satisfied, it means that the performance has met or exceeded their desired expectations.

According to Indrasari [6] there are three methods for measuring customer satisfaction, namely:

1. Conformity to Expectations,

that is, satisfaction is not measured directly, but is understood through the extent to which customer expectations match or do not match the company's actual performance.

2. Interested in Visiting Again,

that is, measuring customer satisfaction done by searching know are consumers willing to make a purchase or apply for the company's services again.

3. Willingness to Recommend,

This means that measuring customer satisfaction can be done by looking for know whether customers will recommend the product or service to others, including family, friends, and others.

3. METHOD

This research uses quantitative descriptive methods and utilizes method survey through use distributed questionnaires to 100 respondents. Survey This implemented in a way *on line* use *Google Form.* Furthermore, in determining the sample, *a purposive sampling technique was used* to select respondents who matched the target population being studied. As for the provisions The respondents were customers who had used printing services. in a way *Online* at Wellen Print Pasar Minggu. Verified data valid and reliable through testing instruments, then processed using multiple linear regression analysis to evaluate the influence between variables using the device soft SPSS 25

4. FINDINGS AND DISCUSSION

Characteristics Profile Respondents

The majority of respondents in this study were women as many as 62 respondents out of 100 respondents with respondents' jobs generally are private workers. Average expenditure per month respondents range Between 0 and 5 million rupiah, this is because printing services at Wellen Print are relatively affordable. Furthermore, 100 % of respondents are located in Greater Jakarta (Jabodetabek), meaning they are customers of printing services.

Validity Test Results

The purpose of the Validity Test is to determine the validity of the research trial data. Decisions in this Validity Test are made based on a comparison between the calculated r-value and the table r-value. If the calculated r-value > r-value, then the data is considered valid; conversely, if the calculated r-value < r-value, then the data is considered invalid.

Table 4. Validity Test

Variables	Item	Error Level	R Table	R Count	Info
Service Quality (X1)	X1.1	0.05	0.361	0.877	Valid
	X1.2	0,05	0,361	0,811	Valid
	X1.3	0,05	0,361	0,865	Valid
	X1.4	0,05	0,361	0,884	Valid
	X1.5	0,05	0,361	0,810	Valid
	X1.6	0,05	0,361	0,954	Valid
	X1.7	0,05	0,361	0,869	Valid
	X1.8	0,05	0,361	0,905	Valid
	X1.9	0.05	0,361	0,971	Valid
	X1.10	0.05	0,361	0.940	Valid
Ease of Transaction (X2)	X2.1	0.05	0,361	0,744	Valid
	X2.2	0.05	0,361	0,898	Valid
	X2.3	0.05	0,361	0,940	Valid
	X2.4	0.05	0,361	0,915	Valid
	X2.5	0.05	0,361	0,914	Valid
	X2.6	0.05	0,361	0,901	Valid
Customer Satisfaction (Y)	Y1	0.05	0,361	0,944	Valid
	Y2	0.05	0,361	0,917	Valid
	Y3	0.05	0,361	0,929	Valid

Variables	Item	Error Level	R Table	R Count	Info
	Y4	0.05	0,361	0,888	Valid
	Y5	0.05	0.361	0.949	Valid
	Y6	0.05	0.361	0.935	Valid

Source: Processed SPSS data (2024)

Based on the results of the validity test consisting of the variables of service quality (X1) and ease of use transactions (X2) and customer satisfaction (Y) with a sample size of 30 (n=30) with r table 0.361 and α = 0.05. It can be concluded that there are 22 statement items that are declared valid because the value is higher than 0.361.

Test Reliability

Reliability testing is conducted to demonstrate the extent to which measurement results remain consistent when the instrument is used repeatedly. In this study, researchers used *the Cronbach's Alpha method* to assess the reliability of each instrument.

Table 5. Reliability Test

Variables	Cronbach's Alpha	N of Items	Information
Service Quality (X1)	0.971	10	Reliable
Ease of Transaction (X2)	0.971	6	Reliable
Customer Satisfaction (Y)	0.987	6	Reliable

Source: Processed SPSS data (2024)

Based on the results in the table above, it was found that *the Cronbach's Alpha* of the variable el Service quality, ease of transactions, and customer satisfaction were greater than 0.60. Therefore, all variables were declared reliable.

Multiple Linear Analysis

This data analysis method addresses the questions posed in the problem formulation, with the aim of investigating whether each variable has an impact on the dependent variable, either partially or simultaneously. The following is the formula applied in this study.

Y = a + b1x1 + b2x2

Information:

Y = Customer Satisfaction

a = Constant

b = Regression Coefficient

X1 = Service Quality

X2 = Customer Satisfaction

This analysis was conducted to test the influence of service quality (X1) and ease of transaction (X2) on customer satisfaction (Y) using a regression equation. The results of the multiple linear regression analysis are shown in the table below:

Table 6. Results of Multiple Linear Analysis

Coefficients [a]						
Model		Unstd Coeff.		Std Coeff.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.309	.140		2,209	.030
	Service Quality (X1)	.642	.100	.664	6,396	.000
	Ease of Transaction (X2)	.292	.103	.295	2,842	.005
a. Dependent Variable: Customer Satisfaction (Y)						

Source: Processed SPSS data (2024)

Based on table 6, the multiple linear regression analysis equation is obtained as follows:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + e$$

$$Y = 0.309 + 0.642\ X1 + 0.292\ X2$$

This research has a positive constant value, namely 0.309. If the coefficient value for service quality (X1) and ease of access (X2) is 0.309, then the coefficient value for service quality (X3) and ease of access (X4) is 0.309. If the transaction value (X2) is 0, then customer satisfaction (Y) towards Wellen Print Pasar Minggu will experience an increase in value of 0.135. The coefficient of the service quality variable (X1) has a positive value, namely 0.642. This means that for every unit of the service quality variable (X1) that increases by 1 (one), customer satisfaction (Y) will also increase by 0.642, assuming the ease of use variable is 0.135. transaction (X2) has a value of 0. The coefficient of the convenience variable transaction (X2) has a positive value, namely 0.292. This means that each unit of the convenience variable transaction (X2) increases by 1 (one), then customer satisfaction (Y) will also increase by 0.292 assuming the service quality variable (X1) has a value of 0.

F Test Results

The criteria in decision making is if the significance value is lower than 0.05 then the independent variable is said to simultaneously influence the dependent variable. bound. If opposite, then the independent variables are simultaneously stated to have no effect on the independent variables dependent.

Table 7. F Test Results

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,357	2	28,679	441,582	.000 [b]
	Residual	6,300	97	.065		
	Total	63,657	99			
a. Dependent Variable: Customer Satisfaction (Y)						
b. Predictors: (Constant), Ease of Transaction (X2), Service Quality (X1)						

Source: Processed SPSS data (2024)

Based on table 7 above, it can be explained that the calculated f value of the service quality variable (X1) and ease of transactions (X2) is 441.582 > f table 3.09. Then based on significance value, understood The significance value of the service quality (X1) and ease of transactions (X2) variables is 0.000 < 0.05. Therefore that, it can be stated that the variable Free service quality and ease of transactions simultaneously influence the dependent variable, namely customer satisfaction.

T-Test Results

The criteria for decision making is if the significance value is less than 0.05, then the independent variable is considered to have a partial influence on the dependent variable. bound. If the opposite is true, then the independent variable is considered to have no partial influence on the dependent variable.

Table 8. T-Test Results

Coefficients [a]						
Model		UnStd. Coeff.		Std Coeff.	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.309	.140		2,209	.030
	Service Quality (X1)	.642	.100	.664	6,396	.000
	Ease of Transaction (X2)	.292	.103	.295	2,842	.005
a. Dependent Variable: Customer Satisfaction (Y)						

Source: Processed SPSS data (2024)

In table 8 it is stated that mark significance of the variables quality service is 0,000 more small from 0.05 and the value significance variables convenience transaction by 0.005 more small from 0.05. From the results the can conclusion that quality service and convenience transactions influence positive and significant to satisfaction customer Wellen Print Pasar Minggu in a way partial.

Coefficient Determination (R [2)]

The coefficient of determination is used to describe how much variation in the dependent variable can be explained by the variation in the independent variable or how well the dependent variable explains the independent variable. The following table shows the results of the coefficient of determination (R2) test.

Table 9. Coefficient Results Determination (R [2)]

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.949 [a]	.901	.899	.25484
a. Predictors: (Constant), Ease of Transaction (X2), Service Quality (X1)				

Source: Processed SPSS data (2024)

Based on Table 9, the *Adjusted R Square* figure is 0.899 or 89.9%. This means that the service quality (X1) and ease of transaction (X2) variables have an impact on customer satisfaction (Y) of 89.9%, and the remaining 10.1% is controlled by other factors not included in this study.

5. CONCLUSIONS

Customer assessment of quality The service provided by Wellen Print is very good, with the highest indicator value being 4.43. Then, regarding the respondents' responses regarding the ease of use, transactions are considered very easy, that matter show that an order at Wellen Print has very easy method and procedure understood.

Meanwhile, in response respondents about satisfaction customer considered very satisfying with highest indicator namely 4.36 very satisfied. This is show that respondents have satisfaction to use the service back. The research results show that there is a significant influence on the quality of service and convenience transaction in a way simultaneous and partial, this shows that it is important for companies to have a strategy for optimizing quality service and convenience transaction to be able to increase satisfaction customers in using printing services Wellen Print.

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