

## ANTECEDENTS AFFECTING CUSTOMER SATISFACTION HIROTOLAND BOGOR CITY BRANCH

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**ARTICLE INFO****Accepted** : 11-09-2023**Revised** : 15-09-2023**Approved** : 21-09-2023**ABSTRACT**

This study aims to analyze the influence of differentiation strategy, service quality, and promotion on customer satisfaction at Hirotoland Branch Bogor. The sample used in this study consisted of 100 individuals. The data analysis method employed was multiple linear regression. The results of hypothesis testing simultaneously indicate that the variables of differentiation strategy, service quality, and promotion significantly affect customer satisfaction. The results of partial hypothesis testing show that each variable, namely differentiation strategy, service quality, and promotion, significantly influences customer satisfaction. This research contributes to the understanding of factors affecting customer satisfaction at Hirotoland Branch Bogor and provides insights for management to develop more effective strategies to enhance customer satisfaction.

**Keywords:** Differentiation Strategy, Service Quality, Promotion, Satisfaction

**Introduction**

The property industry has experienced significant growth in recent decades. With technological advancements, lifestyle changes, and global mobility, many cities have become a necessity for society (Mbake, Bahantwelu, & Hardy, 2021; Firatmadi, 2017). In this context, consumer satisfaction in property services has a major impact on reputation and the city as a whole (Firatmadi, 2017). Amid increasingly fierce competition, the property industry is required to identify key factors that can increase consumer satisfaction (Rosita, Sudono, & Masharyono, 2017; Insyroh, Setyowati, & Santoso, 2018).

The property industry has a central role in a country's economy, providing essential residential, commercial, and public infrastructure to the people. In the era of globalization and increasingly fierce competition, property developers need to adopt effective strategies to meet consumer needs and expectations to maintain their competitiveness (Sarkar, Chauhan, & Khare, 2020). One property developer that stands out in this sector is Hirotoland, which focuses on differentiation strategies to create unique products and services. However, the effectiveness of this strategy in influencing customer satisfaction in the Bogor Branch needs to be explored further.

Consumer satisfaction has been recognized as a critical factor influencing consumer loyalty, recommendations, and retention (Cruz, 2016; Kotler & Armstrong, 2018). In the context of property, factors such as service quality and promotion also have a significant impact on consumer perception and satisfaction. High quality of service includes not only

the physical quality of the property but also the interaction between the developer and the consumer during the purchase and post-purchase process. On the other hand, effective promotion can influence consumer perception of the value and benefits offered by developers.

In the context of Bogor Branch, urban growth and demand for quality property are increasing. This poses a challenge for Hirotoland to maintain its reputation and meet consumer expectations amid intense competition. Therefore, it is necessary to conduct an in-depth analysis of the influence of differentiation strategies, service quality, and promotion on customer satisfaction at the Hirotoland Bogor Branch. This research is expected to provide valuable insights for Hirotoland to formulate more appropriate policies and strategies to increase consumer satisfaction levels and strengthen their position in the competitive property market.

Several previous studies have examined factors that affect consumer satisfaction in the property industry (Yordan Andre, Zulkarnain, 2019; Luthfi & Hapsari, 2017). Differentiation strategies, which involve developing distinctive and unique characteristics (Rumiyati & Syafarudin, 2021), have been shown to influence consumer perceptions of the added value provided by housing developers. Service quality, both physical aspects and interactions with employees, is also an important focus in influencing consumer experience (Sutiari, 2022). On the other hand, promotion plays a role in communicating excellence and attracting potential customers (Rani, Rani Sukma Dewi, Ni Made Rustini, & Ni Made Taman Sari, 2021). However, the literature is still limited in integrating these three factors comprehensively in the context of the property industry in the city of Bogor.

Although the literature has examined each factor in its influence on consumer satisfaction, the scientific novelty of this study lies in a comprehensive approach that combines differentiation, service quality, and promotion strategies in the context of the property industry in the city of Bogor. The integration of these three factors is expected to provide a more holistic view of how the industry can create an experience that satisfies consumers, maintains competitiveness, and contributes to the development of the property industry in the city of Bogor.

Based on the background above, the research problem to be answered is the extent to which the influence of differentiation strategies, service quality, and promotion on consumer satisfaction in Harotoland Bogor city, more specifically, this study will test the hypothesis that these three variables simultaneously or partially have a significant influence on consumer satisfaction in Harotoland. The purpose of this article is to describe, analyze, and interpret the effect of differentiation strategies, service quality, and promotion on customer satisfaction at Hirotoland Bogor Branch. This article aims to provide a better understanding of the factors that are most influential in creating a positive experience for consumers as well as provide guidance for management in designing marketing strategies and improving service quality to maximize customer satisfaction.

## **Research Methods**

### **Research Design**

The type of research used in this study is quantitative research. The type of data used in this study is quantitative data, namely data measured on a numerical scale or using statistical procedures (Sujarweni, 2014: 39).

### **Population**

The population in this study is consumers who have contracted or have purchased housing products from Hirotoland Bogor Branch, both for consumers who buy at Ciomas River View Phase 1 and Phase 2 housing, Kayu Manis Residence housing, Victoria Hill Residence housing, and Victoria Park housing. While the sample used was 100 people.

### **Sample**

The sampling technique uses the *purposive sampling* method, with the criteria of consumers who have bought a house in Hirotoland Bogor Branch, based on data obtained from a sample of 100 people.

### **Data Retrieval Techniques**

Data collection techniques in this study used primary data in the form of questionnaires, and interviews.

### **Data Analysis Methods**

The data analysis method used in this study uses Multiple Linear Regression analysis.

## **Results and Discussion**

### **Descriptive Statistics**

Respondent characteristics are used to determine the diversity of respondents based on gender, age, occupation, and housing purchased. This is expected to provide a fairly clear picture of the condition of the respondents and their relation to the problems and objectives of the study.

**Table 1**  
**Characteristic Respondents**

Karakteristik	Kategori	Jumlah	%
Jenis Kelamin	Laki-laki	50	50%
	Perempuan	50	50%
	Jumlah	100	100%
Usia	17-25 Tahun	11	11%
	26-35 Tahun	59	59%
	36-45 Tahun	20	20%
	46-60 Tahun	10	10%
	Jumlah	100	100%
Pekerjaan	Pegawai BUMN/BUMD	16	16%
	Pegawai Swasta	71	71%
	Wiraswasta	3	3%
	Ibu Rumah Tangga	7	7%
	Lainnya	3	3%
	Jumlah	100	100%
Perumahan	Ciomas River View 1	25	25%
	Ciomas River View 2	35	35%
	Victoria Park	6	6%
	Victoria Hill Residence	25	25%
	Kayu Manis Residence	9	9%
	Jumlah	100	100%

Source: Data processing, 2023

Table 1 above shows that in terms of gender, Hirotoland's consumers are balanced between men and women, namely 50 people each or with a percentage of 50% each. This shows that Hirotoland's consumers are balanced between men and women, or no one dominates.

Based on the age characteristics of respondents, it shows that respondents aged 17-25 years as many as 11 people with a percentage of 11%, respondents aged between 26-35 years as many as 59 people with a percentage of 59%, respondents aged between 36-45 years as many as 20 people with a percentage of 20% and respondents aged 46-60 years as many as 10 people with a percentage of 10%.

From this data, most respondents aged between 26-35 years, which is 59%. This is because Hirotoland projects have a segmentation of young people who make their first home purchase and usually for young newly married couples.

Based on job characteristics, Hirotoland's consumers are dominated by Private Employees who number 71%, SOEs/BUMD Employees at 16%, and followed by Housewives by 7%, while for Entrepreneurs and others only 3%.

Furthermore, the characteristics of respondents based on the housing purchased, showed that Ciomas River View 2 housing consumers were 35 with a percentage of 35%, Ciomas River View 1 housing consumers were 25 with a percentage of 25% the same as Victoria Hill Residence housing consumers as much as 25%, then Kayu Manis Residence housing was 9% and the last was Victoria Park housing which was 6% because Victoria park housing is only a cluster consisting of 42 units. Most respondents are Ciomas River View 2 housing consumers, which is as much as 35%. This is because the location of Ciomas River View 2 housing is more strategic with 24-hour vehicle access and at a more affordable price when compared to other Hirotoland housing. So the respondents were mostly Ciomas River View 2 housing consumers.

## Data Quality Test Validity Test

The validity test of a measuring instrument is shown by its ability to measure questionnaires given to respondents. If all 1399 instruments from the questionnaire tested are appropriate, then the instrument is said to be valid. The assessment criteria for the validity test are if the calculation is  $>$  table.

**Table 2**  
**Differentiation Strategy Validity Test Results**

No	Indikator	$r_{hitung}$	Simpulan	Keterangan
1	Citra>Nama Baik	0,685	Valid	Karena nilai $r_{hitung} > 0,3$
2	Desain yang unik	0,786	Valid	Karena nilai $r_{hitung} > 0,3$
3	Pelayanan berbeda	0,817	Valid	Karena nilai $r_{hitung} > 0,3$

Source: Data processing, 2023

**Table 3**  
**Service Quality Validity Test Results**

No	Indikator	$r_{hitung}$	Simpulan	Keterangan
1	<i>Tangible</i>	0,574	Valid	Karena nilai $r_{hitung} > 0,3$
2	<i>Responsive</i>	0,724	Valid	Karena nilai $r_{hitung} > 0,3$
3	<i>Assurance</i>	0,64	Valid	Karena nilai $r_{hitung} > 0,3$
4	<i>Reliability</i>	0,388	Valid	Karena nilai $r_{hitung} > 0,3$
5	<i>Emphaty</i>	0,662	Valid	Karena nilai $r_{hitung} > 0,3$

Source: Data processing, 2023

**Table 4**  
**Hasil Uji Validitas Promosi**

No	Indikator	$r_{hitung}$	Simpulan	Keterangan
1	<i>Advertising</i>	0,584	Valid	Karena nilai $r_{hitung} > 0,3$
2	<i>Personal selling</i>	0,805	Valid	Karena nilai $r_{hitung} > 0,3$
3	<i>Sales promotion</i>	0,569	Valid	Karena nilai $r_{hitung} > 0,3$
4	<i>Word of mouth</i>	0,801	Valid	Karena nilai $r_{hitung} > 0,3$

Source: Data processing, 2023

**Table 5**  
**Consumer Satisfaction Validity Test Results**

No	Indikator	$r_{hitung}$	Simpulan	Keterangan
1	Kepuasan konsumen	0,795	Valid	Karena nilai $r_{hitung} > 0,3$
2	Konfirmasi harapan	0,785	Valid	Karena nilai $r_{hitung} > 0,3$
3	Kesediaan untuk	0,869	Valid	Karena nilai $r_{hitung} > 0,3$
4	Dimensi kepuasan	0,854	Valid	Karena nilai $r_{hitung} > 0,3$
5	Minat ulang pembelian	0,781	Valid	Karena nilai $r_{hitung} > 0,3$

Source: Data processing, 2023

Based on The table above, shows that all calculated values obtained from the *Corrected Item-Total Correlation* column on the SPSS output have a value greater than the table value, so it can be said that all question items in the 1399 differentiation strategy

instrument, service quality, promotion, and customer satisfaction are declared valid and can be used for further tests.

**Reliability Test**

Reliability testing aims to see the extent to which a measuring device can be trusted or relied upon if the measuring device is used many times to measure the same symptoms.

**Table 6**  
**Hasil Uji Reliability**

No	Variabel	Cronbach Alpha	Simpulan	Keterangan
1	Strategi Diferensiasi	0,886	Valid	Cronbach $\alpha > 0,6$
2	Kualitas Pelayanan	0,777	Valid	Cronbach $\alpha > 0,6$
3	Promosi	0,796	Valid	Cronbach $\alpha > 0,6$
4	Kepuasan Konsumen	0,928	Valid	Cronbach $\alpha > 0,6$

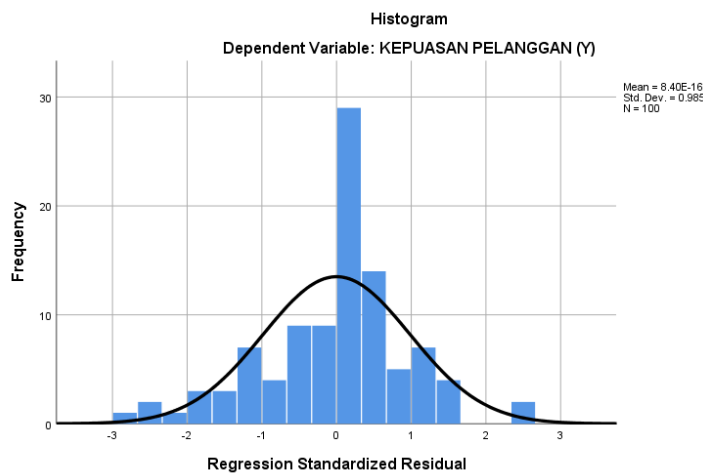
Source: Data processing, 2023

Table 6 shows that all Cronbach Alpha values for each 1400instrument are  $> 0.6$  so it can be concluded that all 1400research instruments are reliable and can be used for future tests.

**Classical Assumption Test**

**1. Normality Test**

The normality test aims to test whether, in a regression model, confounding or residual variables have a normal distribution or not.



**Figure 1. Histogram Normality Test**

Source: Data processing, 2023

In the histogram graph above, it can be seen that the variables are normally distributed. This is shown by the histogram image not tilted to the right or left so that regression models are feasible to use to predict consumer satisfaction.

**2. Multicollinearity Test**

The multicollinearity test aims to see whether there is a correlation between independent variables or not. Multicollinearity is done by looking at the value of the Tolerance and Variance Inflation Factor (VIF).

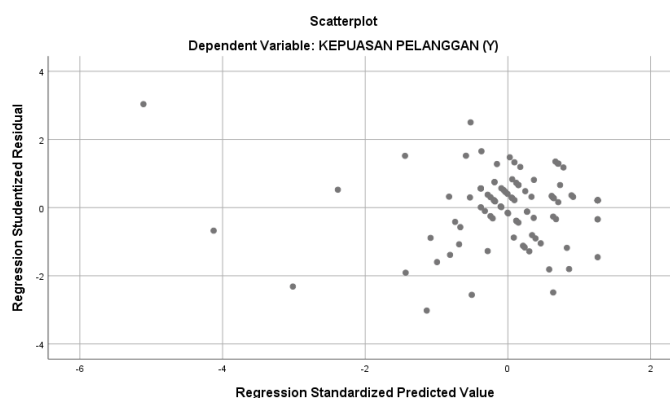
**Table 7**  
**Multicollinearity Test Results**

Variabel	Collinearity Statistics			
	Tolerance		VIF	
	Hasil	Simpulan	Hasil	Simpulan
Strategi Diferensiasi	0,354	>0,1	2,828	< 5
Kualitas Pelayanan	0,366	>0,1	2,729	< 5
Promosi	0,279	>0,1	3,578	< 5

Source: Data processing, 2023

### 1. Test Heteroscedasticity

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another.



**Figure 2** Multicollinearity Test Results

Source: Data processing, 2023

### Multiple Linear Regression Equations

Based on the results of data processing using SPSS, there is an equation model produced as follows:

**Table 8**  
**Multiple Linear Regression Equations**

Model	Unstandardized Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	-3.549	1.477		-2.403	.018
1 Strategi Diferensiasi	.630	.140	.358	4.506	.000
Kualitas Pelayanan	.330	.110	.233	2.991	.004
Promosi	.524	.126	.372	4.166	.000

a. Dependent Variable: Kepuasan Pelanggan

Source: Data processing, 2023

Based on Table 8 above the multiple linear regression equation model is as follows:

$$Y = -3,549 + 0,630x_1 + 0,330 x_2+ 0,524x_3$$

**Interpretation**

A constant of -3.549 which means that if the variables of differentiation strategy, service quality, and promotion are considered zero then there will be no variable of customer satisfaction.

The regression coefficient of the differentiation strategy variable obtained a value of 0.630 which means that if the differentiation strategy variable increases while the service quality and promotion variables are assumed to remain, the purchase decision will also increase by 0.630.

The regression coefficient of the service quality variable obtained a value of 0.330 which means that if the service quality variable increases while the differentiation and promotion strategy variables are assumed to remain, then customer satisfaction will also increase by 0.330.

The promotion regression coefficient obtained a value of 0.524 which means that if the promotion variable increases while the differentiation strategy and service quality variables are assumed to remain, then consumer satisfaction will also increase by 0.524.

**Test the hypothesis**

**Simultaneous Test of Hypothesis (F-Test)**

The hypothesis test simultaneously aims to see whether the variables of differentiation strategy, service quality, and promotion together affect customer satisfaction The results of Test F in this study can be seen in the Anova Table below.

**Table 9**  
**Simultaneous Hypothesis Test Results (F-Test)**

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
Regression	1.171.409	3	390.470	117.442	.000 <sup>b</sup>	
1 Residual	319.181	96	3.325			
Total	1.490.590	99				

a. Dependent Variable: Kepuasan Pelanggan  
b. Predictors: (Constant), Promosi, Kualitas Pelayanan, Strategi Differensiasi

Table 9 above shows that the Fcalculate value is 117.442, while the Ftable value is 2.700. So it can be concluded that the variables of differentiation strategy, service quality, and promotion have a significant effect on customer satisfaction at the Hirotoland Bogor Branch.

**Partial Hypothesis Test (t-Test)**

The partial hypothesis test aims to see the partial influence of each independent variable consisting of differentiation strategies, service quality, and promotion on



consumer satisfaction. The partial results of the hypothesis test are presented in the table below.

**Table 10**  
**Partial Test Results (t-Test)**

Variabel	t		Sig		Kesimpulan
	t <sub>hitung</sub>	t <sub>tabel</sub>	Hasil	α = 5%	
Strategi Diferensiasi	4,506	>1,985	0.000	<0,05	Berpengaruh Signifikan
Kualitas Pelayanan	2,991	>1,985	0.004	<0,05	Berpengaruh Signifikan
Promosi	4,166	>1,985	0.000	<0,05	Berpengaruh Signifikan

Source: Data processing, 2023

Partially, the differentiation strategy has a positive and significant effect on customer satisfaction at the Hirotoland Bogor branch because of the count (4.505) > table (1.985) and the significance value < 0.05.

Partially, the quality of service has a positive and significant effect on customer satisfaction at the Hirotoland Bogor branch because of the calculation (2,991) > ttable (1,985) and the significance value < 0.05.

Partially, the promotion has a positive and significant effect on customer satisfaction at the Hirotoland Bogor branch because of the calculation (4,166) > ttable (1,985) and the significance value < 0.05.

**Coefficient of Determination (R<sup>2</sup>)**

The coefficient of determination aims to measure the extent to which the variation or variation can be explained from the dependent variable (the variable to be explained) by the independent variable (the variable used to explain). In the context of statistical regression, the coefficient of determination provides an idea of how well the regression model can account for variations in the observed data.

**Table 11**  
**Determination Qualifier Test Results**

Model Summary <sup>a</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.886 <sup>a</sup>	.786	.779	1.823	1.980

a. Predictors: (Constant), Promosi, Kualitas Pelayanan, Strategi Diferensiasi  
b. Dependent Variable: Kepuasan Konsumen

Source: Data processing, 2023

Table 11 above shows that the *Adjusted R Square* value is 0.779 or 77.9%. This means that the variables of differentiation strategy, service quality, and promotion contributed to influencing customer satisfaction at Hirotoland Bogor Branch by 77.9% while the remaining 22.1% was influenced by other variables that were not included in this study, such as environmental atmosphere, location, and location.

First, the differentiation strategy variable has a significant influence on consumer satisfaction. These results are in line with the literature that underscores the importance of having unique characteristics and differentiating yourself from competitors in creating added value for consumers. The differentiation strategy implemented by Hirotoland Bogor Branch can create a special attraction that makes the experience more special for consumers.

Second, service quality variables also have a significant influence on customer satisfaction. The high quality of service, both from the physical aspect and interaction with employees has a positive impact on consumer perception of the value and comfort provided by Hirotoland. This is because service is a core aspect of the consumer experience for residential homes.

Third, the results of the hypothesis test also show that promotional variables have a significant influence on consumer satisfaction. Effective promotions help in communicating values and advantages to potential consumers. Consumer awareness of what Hirotoland offers through promotions can have a positive influence on expectations and ultimately customer satisfaction.

Overall, the results of this partial hypothesis test underscore the importance of integrating differentiation, service quality, and promotion strategies in shaping a satisfactory customer experience at the Hirotoland Bogor Branch. These results provide insight for theme park management in designing a more holistic strategy to increase consumer satisfaction and strengthen its position in the property industry in the city of Bogor.

## **Conclusion**

Based on the results of the hypothesis test simultaneously show that the variables of differentiation strategy, service quality, and promotion have a significant effect on customer satisfaction, while the results of the hypothesis test partially show that each variable consisting of differentiation strategies, service quality, and promotion has a significant effect on customer satisfaction at Hirotoland Bogor City Branch.

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