

# Effectiveness of Quality of Seminar Services and Corporate Image on Consumer Satisfaction of Seminar Services

Puti Lenggo Ginny<sup>1)\*</sup>, Diana Silaswara<sup>2)</sup>, Rinintha Parameswari<sup>3)</sup>

<sup>1)2)3)</sup>Universitas Buddhi Dharma

Jl. Imam Bonjol No 41 Karawaci Ilir, Tangerang, Indonesia

<sup>1)</sup>puti.lenggo@ubd.ac.id

<sup>2)</sup>diana.silaswara@ubd.ac.id

<sup>3)</sup>rinintha.parameswari@ubd.ac.id

---

## Article history:

Received 10 December 2021;  
Revised 10 January 2022;  
Accepted 3 February 2022;  
Available online 10 February 2022

---

## Keywords:

*Seminar Service Quality*  
*Company Image*  
*Consumer Satisfaction*

Click or tap here to enter text.

Click or tap here to enter text.

---

## Abstract

This research on the effect of service quality and company image on customer satisfaction with seminar services was prepared using the associative method to examine two or more variables. Data collection used is questionnaire data. Every company engaged in seminar and sales services is oriented to achieve maximum profit by using minimal data sources. Therefore, marketing as a part of the company's body has a very important role for the development and survival of the company itself.

Image is the most important tangible asset owned by the company. A good image can support the company's competitiveness and can also be a protection in times of crisis. Besides that, a good image can also be an attraction for executives and increase the effectiveness of marketing strategies and save operational costs.

This study aims to determine how much influence service quality has on consumer satisfaction and corporate image at the Seminar Service Company. It can be seen from the results of the calculation of the correlation coefficient, which is 0.523 which means strong and the calculation of the coefficient of determination of 27.4% affects the company's image to consumers. And it can be seen from t count of 4.607 and t table of 1,978 which is greater than t count.

So, by knowing the response of service quality and company image to customer satisfaction at the Seminar Service Company, it is hoped that it can provide input to satisfy consumers in improving the quality of service and company image that has been carried out.

---

## I. INTRODUCTION

Excellent service has become one of the mandatory spices in everyday life. Every human being always has their own measure of satisfaction in life, this also has an impact on the service business world. Whatever the type of service, the method, and the form of business, all cannot escape the name of service, especially in service companies. In this field, the phrase "service" will always be found, starting from introductions with customers to the use of the product by customers, all of which do not escape the word service. In the era of globalization as it is today, people's needs to make changes to their mindset and economic standard of life are increasingly in demand, resulting in service business businesses being increasingly sought after by enthusiasts of business seminar services. And as we know in the business world will face a lot of competition, business seminar services are no exception. Competition in positive terms is needed in all fields, because with competition it will be increasingly motivated in everyone to spur himself to improve quality so that he can compete and compete with anyone. Currently, to prove that a service company can be superior to other similar companies, it is with the demand for the services produced. Therefore, service companies that want to succeed and develop must have a strategy in getting consumers and then being able to meet the needs of these consumers. Due to the increasing interest of business actors to have business skills, business seminar services in the market today are one of the references, so there are many similar companies

\* Corresponding author

that offer various kinds of business seminar services with advantages both in terms of marketing, price and quality which makes competition for similar businesses increasingly tight. In marketing business seminar services, every marketer must have service quality in a good offer strategy to attract consumer interest in the use of services. With the quality of services provided by attractive and guaranteed offers in the offering strategy, it will build consumer confidence and become more value for marketers and make it easier to increase the sense of consumer desire in using the services offered so that purchases occur. every marketer must have service quality in a good offer strategy to attract consumer interest in using services. With the quality of services provided by attractive and guaranteed offers in the offering strategy, it will build consumer confidence and become more value for marketers and make it easier to increase the sense of consumer desire in using the services offered so that purchases occur.

Companies that contain public dissatisfaction until company issues appear in the mass media every day become those that cannot be controlled by public relations. The existence of these limitations makes public relations do documentation and clippings about the company's news every day. Documentation and clipping activities are the company's way of looking at the company's image in seeing the company's image formed by the mass media as a source of public knowledge. Documentation and clipping activities in public relations are two activities that are closely related or mutually support each other. This is done to control the news in the media on a regular basis, stored and analyzed to see the development of the company.

Corporate image is the view or impression of other parties in viewing the company, the image is also an important asset of the company or organization as well as the impression obtained based on their knowledge and experience. One of the public relations activities related to media relations is monitoring activities to monitor any news in the mass media related to the company. Monitoring activities are also often called documentation and clipping or better known as doklip, this is done continuously to measure and analyze news coverage in the mass media. As Iriantara said, media relations are not just a technical job like writing press releases, but also the ability to read public opinion and prepare the necessary actions if it turns out that public opinion is contradictory or negative for the organization. In media relations activities, it is also required to be able to analyze mass media such as public opinion and published news. In media reports, information comes from press releases issued by the company and can be controlled by public relations. So, there is also information about companies that harbor public dissatisfaction, so that company problems appear every day in the mass media that cannot be controlled by public relations. The existence of these restrictions forced PR to produce daily brochures and press clippings of company news. Press and journalistic activities are a way for companies to see their image by looking at the company image formed by the mass media as a source of public knowledge. Literature and journalism cutting activities in public relations are two activities that are closely related or mutually supportive. This is done to control the news in the media on a regular basis, stored and analyzed to see the development of the company.

To attract consumers and survive in increasingly fierce competition, companies must be able to continue to improve the quality of services and services to consumers in addition to maintaining good relations through promotional strategies, offers and guarantees of the promotion. strategy. In other words, the company must be able to build trust regarding the quality displayed. Consumers tend to want good service quality because with the assurance that everything is fine, the buyer feels safe and is not harmed when buying the service. This is also what PT. TDW Resources, is an Indonesian company that provides business conference services. Services provided by PT. TDW Resources is like giving business seminars that include training to increase sales with simple basic marketing concepts whose underlying strategy has added value, making it different from other businesses. service, this is the goal of PT. TDW Resources is the vehicle for success for anyone who wants to get ahead in life and finances. TDW Resources in addition to holding business seminars in the form of free seminars, also educates through internet marketing and free radio programs, to capture the right target market, where the majority are entrepreneurs who want to develop both their lives and finances during the current recession. TDW Resources is the vehicle for success for anyone who wants to get ahead in life and finances. TDW Resources in addition to holding business seminars in the form of free seminars, also educates through internet marketing and free radio programs, to capture the right target market, where the majority are entrepreneurs who want to develop both their lives and finances during the current recession. TDW Resources is the vehicle for success for anyone who wants to get ahead in life and finances. TDW Resources in addition to holding business seminars in the form of free seminars, also educates through internet marketing and free radio programs, to capture the right target market, where the majority are entrepreneurs who want to develop both their lives and finances during the current recession.

## II. RELATED WORKS/LITERATURE REVIEW (OPTIONAL)

With advances in technology, which results in increasingly fierce competition to acquire and retain customers. Service quality is one of the musts that must be done by the company to survive in the competition. According to Fandy Tjiptono and Gregorius Chandra (2012:80) in their book *Strategic Marketing*, states that: "Service quality is defined as how many hours the difference between statements and customer expectations for the service they receive or get." Service Quality is how far from the difference between the expectations and reality of customers for the service they receive. Service Quality can be identified by comparing customer perceptions of the service they receive with what they expect. Service quality is the main thing that must be considered by the company. by involving all the resources owned by the company. At the time-of-service delivery, many customers begin to evaluate the quality of service they receive and decide whether it meets their expectations so that the quality of service provided by the company will make consumers come back again to use the services offered by the company. Referring to the notion of service quality, the service concept is one of the responsiveness and reality of the services provided by the company.

Quality of service must start from knowing what the customer needs and ending with the perception given by the customer. This means that good service quality is not based on the perception of the service provider, but on the customer's perception. Service quality can be perceived as how far the difference between the reality and expectations of consumers for the services they receive. The quality of a service or service can be known by comparing consumer perceptions of the services they receive. Similarly, according to Fandy Tjiptono and Gregorius Chandra (2012:80): "Service quality is an attitude or overall assessment of the superiority of a service". Based on the opinion above, it can be concluded that there are main factors that affect service quality, namely: presentation of products or according to company standards and efforts to provide products and services such as workshops. participants expect or exceed expectations. Expected/perceived service. If the perceived service matches the expected service, Then the expected service quality will be assessed as good or positive. If the perceived service exceeds the expected service level, then the service quality is considered as ideal quality. Likewise, if the service is perceived as negative or bad. Thus, service quality depends on the ability of service providers to always meet consumer expectations. Service quality is a series of actions taken by a company to meet consumer expectations.

## III. METHODS

The research method is a system or method of working in a systematic field that aims to obtain adequate results in scientific research. In this study, the author uses several research methods which are one way to collect objective and relevant data and information so that it is easy to prepare.

### **Population**

Sugiyono in his book *Research methodology* (2010: p80) reveals that: "population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions." The population referred to in this research is the seminar participants from PT TDW Resources itself.

### **Sample**

The size of the population in the research to be carried out and the limited time that the researcher has, the sample taken is as many as 134 people. The sample is taken at random (probability sampling), which provides equal opportunities for each element (Member) of the population to be selected as a member of the sample.

## IV. RESULTS

In this study, the authors took samples from several people to answer the questions that the authors asked about the influence of corporate image and the quality of seminar services on consumer satisfaction of PT. TDW Resources, in the form of a questionnaire which was distributed to 134 respondents. To facilitate the research, the writer chose the best 134 respondents' answers.

### **Test the Validity and Reliability of Seminar Service Quality (X1)**

In this study the authors made 10 questions about Service Quality. To find out whether all these questions were reliable, a reliability test was used with the results:

**Service Quality Reliability Test (X1)**

**Table 1. Case Processing Summary**

		N	%
Cases	Valid	134	100.0
	Excluded	0	,0
	Total	134	100.0

a. Listwise deletion based on all variables in the procedure.  
 Source: SPSS data 21.0

**Table 2. Reliability Statistics**

Cronbach's Alpha	N of Items
,817	10

Source: SPSS data 21.0

In the table above, the reliability statistic above shows that the value of Cronbach's Alpha is 0.817 with a total of 10 questions. When compared with the value of Cronbach's Alpha according to Stanisless S. Uyanto in his book *Data analysis guidelines with SPSS* (2010: 274) Cronbach's Coeddients Alpha, which is minimal enough, can be accept (acceptable) is a value of 0.70 or more. Meanwhile, the Cronbach's Alpha value obtained is 0.817, which means that it exceeds the reliable standard. Cronbatch's Alpha value of the price variable is more than  $\alpha=0.70$ . If all the questionnaires about the price are proven reliable.

**Table 3. Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Politenessanddiscipline	37.82	12,133	,523	,798
Neat appearance	37.85	12,248	,482	,802
Ability to serve	37.84	12,524	,447	,805
good responsiveness	37.75	11,920	,506	,799
GivingGoodSolution	37.72	11,735	,556	,794
good attention	37.82	12,043	,493	,801
Not Discriminatory	37.88	12,497	,477	,802
Convenience of communicating	37.91	12,714	,425	,807
Responsibility	37.91	12,082	,520	,798
Response	37,90	11,763	,538	,796

Source: SPSS data 21.0

From the table above it can be explained that:

The item-total statistics table shows the results of the reliability calculation for 10 questions. Showing the size of the r table with the provision of the degree of freedom (df) the number of respondents-2 or  $134-2 = 132$  with a significant level of 5%, then the value of r from the table is 0.169. Comparing the r table with each r question, by comparing the corrected item-total-total correlation output with 0.169 (r table).

When compared with the r table in the correlated item-total correlation table, the r value for all questions about price is greater than the r table. This means that all questions are valid.

**Company Image Validity and Reliability Test (X2)**

To find out whether there is an influence between the variables X1 (Service Quality), X2 (Company Image), Y (Consumer satisfaction) and to measure whether this influence is strong, reliability is used by using the SPSS calculation.

In this research the author makes 10 questions about the company's image. To find out whether all the questions are reliable, a reliability test is used with the results

**Table 4. Case Processing Summary**

		N	%
Cases	Valid	134	100.0
	Excluded	0	,0
	Total	134	100.0

Source: SPSS data 21.0

**Table 5. Reliability Statistics**

Cronbach's Alpha	N of Items
,860	10

The reliability statistic above shows that the Cronbach's Alpha value is 0.860 with a total of 10 questions. When compared with the Cronbach's Alpha value according to Stanisiss S. Uyanto in her book Data analysis guidelines with SPSS (2010: p274) Cronbach's Coenddients Alpha which is strong enough to be accepted (acceptable) is 0.70 or more. While the Cronbach's Alpha value obtained is 0.860, which means that it has exceeded the standard reliable value.

Cronbach's Alpha value of the product quality variable is more than a value = 0.70. So, all the questionnaires about the quality of these products are proven to be reliable.

**Table 6. Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AtirbutProduct	35.55	20.625	,604	,844
Credibility	35.69	21.447	,438	,857
Public relations	35.95	20.877	,550	,848
Company values and programs	35.73	20.048	,614	,843
Advertisement	35.81	19,721	,590	,845
From mouth to mouth	35.91	19,781	,530	,851
Real Experience	35.83	19,602	,606	,843
Business Ethics	35.87	21,245	,506	,852
Company identity	35,80	19,726	,621	,842
Reputation	35.65	19,853	,638	,841

From the table above it can be explained that:

The item-total statistics table shows the results of the reliability calculation for 10 questions. Determine the size of the r table with the provision of the level of confidence (degree of freedom = df) the number of respondents-2 or  $134-2 = 132$  then the significant level is 5%, then the value of r from the table is 0.169.

Comparing r table with each r question, by comparing the corrected item-total correlation output with 0.169 (r table). When compared with the r table in the correlated item-total correlation table, the r value for all questions about product quality is greater than the r table. This means that all questions are valid.

#### **Validity and Reliability Test of Consumer Satisfaction Variable (Y)**

In this study the authors provide 10 questions about customer satisfaction. To find out whether all the questions are reliable, a reliability test was carried out with the following results:

Case Processing Summary

		N	%
Cases	Valid	134	100.0
	Excluded	0	,0
	Total	134	100.0

a. Listwise deletion based on all variables in the procedure.

Table 8. Reliability Statistics

Cronbach's Alpha	N of Items
,856	10

The reliability statistic above shows that the value of Cronbach's Alpha is 0.856 with a total of 10 questions. When compared with the value of Cronbach's Alpha according to Stanisless S. Uyanto in his book on data analysis guidelines with SPSS (2010: 274) Cronbach's Coeddients Alpha, a minimum acceptable (acceptable) value is between 0.70 or more. Meanwhile, the Cronbach's Alpha value obtained is 0.856, which means that it has exceeded the reliable standard. Cronbatch's Alpha value of the Consumer Satisfaction variable is more than a = 0.70 value. If all the questionnaires about Customer Satisfaction are proven reliable.

Table 9. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product quality	41.24	9,537	,556	,843
QualityService	41.24	9,537	,556	,843
Emotional	41.19	9,330	,619	,837
Price	41.10	9,282	,685	,832
Set fee	41.09	9,330	,696	,831
QualityProduct2	41.05	9,569	,649	,836
QualityService2	41.07	9,627	,622	,838
Emotional2	41.05	10,020	,487	,849
Price2	41.04	10,247	,380	,858
Set fee2	41.04	10,247	,380	,858

Source: SPSS data 16.0

From the table above it can be explained that:

The item-total statistics table shows the results of the reliability calculation for 10 questions. Determining the size of the r table with the provision of the level of confidence (degree of freedom = df) the number of respondents-2 or  $134-2 = 132$  with a significant level of 5%, then the value of r from the table is 0.169.

Comparing the table with each r question, by comparing the corrected item-total correlation output with 0.169 (r table). When compared with the r table in the correlated item-total correlation table, the calculated r value of all questions about customer satisfaction is greater than the r table. This means that all questions are valid.

Analysis of the Effectiveness of Service Quality and Company Image on Consumer Satisfaction of Service Companies. To determine whether there is an influence between the variables XI (Service Quality), X2 (Brand Image), Y (Consumer Satisfaction) and to measure whether the influence is strong, multiple linear analysis is used using SPSS (Statistical Package for Service Softition) calculations. Following are the results of multiple linear analysis:

Table 10. Descriptive Statistics

	N	Minimum	Maximum	mean	Std. Deviation
Company Image	134	25	47	39.75	4,967
Service quality	134	26	48	42.04	3,837
Consumer Satisfaction	134	35	50	45.68	3,428
Valid N (listwise)	134				

SPSS 21.0 Data Source

From the table above it can be seen that:

The mean (average) of the variable Y (Consumer Satisfaction) with the number of respondents 134 people is 45.68 with a standard deviation of 3,428

The mean (average) of the variable X1 (Quality of Service) with the number of respondents 134 people is 39.75 with a standard deviation of 4,967

The mean (average) of the variable X2 (Brand Image) with the number of respondents 134 people is 42.04 with a standard deviation of 3.837.

**Table 11. Correlations**

		Consumer Satisfaction	Company Image	Service quality
Pearson Correlation	Consumer Satisfaction	1,000	,523	,504
	Service quality	,523	1,000	,476
	Company Image	,504	,476	1,000
Sig. (1-tailed)	Consumer Satisfaction	.	,000	,000
	Service quality	,000	.	,000
	Company Image	,000	,000	.
N	Consumer Satisfaction	134	134	134
	Service quality	134	134	134
	Company Image	134	134	134

Source: SPSS data 21.0

From the table above it can be seen that:

The magnitude of the relationship between Service Quality is indicated by the correlation coefficient value of 0.523 approaching 1. The magnitude of the effectiveness of Brand Image is indicated by the correlation coefficient value of 0.504 approaching 1, then the relationship between service quality and brand image on customer satisfaction in service companies is strong and has a positive relationship.

The Correlation table shows that the relationship between service quality and brand image is very significant or not with an increase in consumer satisfaction, it can be seen from the figures of  $0.000 < 0.05$ , indicating the correlation results of the three variables are significant, meaning that they reject  $H_0$  and accept  $H_a$ .

**Table 12. Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Quality Service	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq .050$ , Probability-of-F-to-remove $\geq .100$ ).
2	Image Brand	.	Stepwise (Criteria: Probability-of-F-to-enter $\leq .050$ , Probability-of-F-to-remove $\geq .100$ ).

a. Dependent Variable: Consumer Satisfaction

Source: SPSS 21.0 data

Service Quality and Brand Image are input variables (entered variables) because the probability of service quality and brand image meets the probability criteria. Where the probability of service quality and brand image is below alpha 0.05.

Testing the significance of this correlation is done by one-sided testing, where the basis for making decisions is based on probability. If the probability ( $P > \text{Alpha} = 0.05$ ) then  $H_0$  is accepted and  $H_a$  is rejected, if the probability is  $< 0.05$  then  $H_0$  is rejected, and  $H_a$  is accepted.

**Table 13. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,523a	,274	,268	2,932
2	,598b	,358	,348	2,768

a. Predictors: (Constant), Service Quality

b. Predictors: (Constant), Service Quality, Company Image

From the table above it can be seen that:

Column R for model 1 shows that the correlation coefficient is 0.523. This means that the effectiveness of service quality to customer satisfaction is strong.

The R Square column for model 1 shows the R Square number is 0.274 (is the square of the correlation coefficient or  $0.523 \times 0.523 = 0.274$ ). R Square is also called the coefficient of determination. This means that the influence of corporate image on increasing sales is (27.4%) while the rest ( $100\% - 27.4\% = 72.7\%$ ) is influenced by other factors. R Square ranges from 0 to 1, the smaller the R Square number indicates the stronger the relationship between the variables and vice versa.

The Adjusted R Square column for model 1 is 0.268., The Standard Error of The Estimate column for model 1 is 2,932. Above that the standard deviation value of consumer satisfaction is 3,428 which is much larger than the Standard Error of The Estimate which is only 2,932.

Column R for model 2 shows that the correlation coefficient is 0.598. This means that there is an influence between service quality and brand image on consumer satisfaction.

The R Square column for model 2 shows the R Square number is 0.358 (is the square of the correlation coefficient or  $0.598 \times 0.598 = 0.358$ ). R Square is also called the coefficient of determination. This means that the influence of brand image on consumer satisfaction is (35.8%), while the rest ( $100\% - 35.8\% = 64.2\%$ ) is influenced by other factors. R Square ranges from 0 to 1, the smaller the number of R Square indicates the relationship between variables.

Adjusted R Square column for model 2 is 0.348, The Standard Error of Estimate column for model 2 is 2,768

(Descriptive Statistics) above that the standard deviation value of consumer satisfaction is 3,428 which is much larger than the Standard Error of The Estimate which is only 2,768.

## V. CONCLUSIONS

From the results of the analysis of service quality and corporate image on customer satisfaction at PT. Service Companies by using the correlation coefficient can be seen that:

1. Service quality and company image are positively and sufficiently related to customer satisfaction. The results of the calculation of the correlation coefficient for corporate image show  $r$  is equal to 0.523 where the correlation has a positive and sufficient relationship. The results of the calculation of the correlation coefficient for service quality show that  $r$  is 0.598 where the correlation has a positive and sufficient relationship.
2. The results of the determinant coefficient of model 1 obtained by 27.4% means that the company's image affects the purchasing power of seminar services and the remaining 72.7% is influenced by other factors. The result of determining the coefficient for the model is 35.8%, meaning that service quality affects the purchasing power of seminar services and the remaining 64.2% is influenced by other factors. This proves that the three factors (company image, service quality and customer satisfaction) influence each other.
3. Based on the hypothesis test for corporate image, the  $t$ -count results are 4,607 and the hypothesis test for service quality is obtained, the  $t$ -count results are 4,144 with a  $t$  table of 1,978 obtained from the distribution results for degrees of freedom ( $df$ )  $134 - 2 = 132$  and the level of significant = 0.05 ( $t$  count >  $t$  table) means that  $H_0$  is rejected.  $H_a$  is accepted. This shows that there is a relationship between corporate image and service quality on consumer satisfaction.

## REFERENCES

- Alma Buchari, 2014. Marketing Management and Service Marketing. Bandung: Alfabeta.
- Armstrong, Gary & Philip, Kotler. 2012. Marketing Fundamentals. Volume I, translated by Alexander Sindoro and Benjamin Molan. Jakarta: Prenhalindo Publisher.
- Badruddin. 2013. Management Fundamentals. Bandung: Alfabeta. Daryanto.2012. Entrepreneurship Education. Gava Media: Jakarta. Danang, Sonyoto, 2012. Marketing Management Fundamentals.
- Etta Mamang Sangadji and Sophia, 2013. Behavior Consumer. Publisher Andy, Yogyakarta.
- Fandy Tjiptono and Gregorius Chandra, 2012. Strategic Marketing. Publisher Andy, Yogyakarta.
- J William Stanton. Marketing Management Fundamentals.2012. Danang Sunyoto Publisher, Yogyakarta.
- Kotler, Philip, 2012. Marketing Management Analysis, Planning, Implementation and Control. Prentice-Hall, New Jersey.
- Kotler Philip.2012. Marketing Management Fundamentals Translated by Danang Sunyoto: Yogyakarta.
- Thamrin Abdullah, and Francis Tantri, 2012. Marketing Management, Yogyakarta.
- Susatyo Herlambang, 2014. Basic Marketing. Yogyakarta. Goshen Publishing.
- Tjiptono, Fandy. 2014. Service Marketing. Jakarta: Gramedia Cawang.