

MANAGEMENT STRATEGY OF BANK DKI, MEDAN BRANCH, IN CREASING CLIENTS' LEVEL OF SATISFACTION

ANDITA ANASTASIA SAPUTRI^a, NAZARUDIN MATONDANG^b and SUTARMAN^b

^a Magister Manajemen, Universitas Sumatera Utara, Medan, Indonesia.

^b Post Graduate Lecturer, Universitas Sumatera Utara, Medan, Indonesia.

Abstract

The objective of the research was to solve the problems and to yield or to specify accurate and reliable marketing strategy in increasing people's interest in Medan in becoming the clients of Bank DKI, Medan Branch, and to what extent mix marketing had correlation in specifying marketing strategy for Bank DKI, Medan Branch. The population was 229 clients that joined Bank DKI, Medan Branch, in the period of April-May, 2016, and 69 of the were used as the samples, using Slovin method. The research used quantitative survey method. The data were gathered by conducting interviews and questionnaires with the clients during the period of April-May, 2016 and analyzed simultaneously and partially in order to find out whether there was the correlation and influence of Product, Price, Place, Promotion, People, Process, and Physical evidence partially on the clients' level of satisfaction. The gathered data were analyzed by using multiple linear regression analysis. The result of the research showed that, simultaneously, the 7P of Mix Marketing (Product, Price, Place, Promotion, People, Process, and Physical evidence) had positive and significant influence on the clients' level of satisfaction at Bank DKI, Medan Branch, so that it increased people's interest in becoming the clients of Bank DKI, Medan Branch.

Keywords: Clients' Satisfaction, Banking Service, Bank DKI Branch.

1. INTRODUCTION

Competition in the banking business today is very tight considering the number of banks operating in Indonesia, both with domestic capital and foreign capital. Banks with large capital can expand their market reach to the sub- district level. This condition is a challenge for banking management. Banks that have strong capital and reliable management will still exist and guaranteed survival, while banks with limited capital and limited management system will also have difficulty in competing. However, the bank companies are basically trying to keep maximizing the profit to finance the company's operations in order to be sustainable. One of the banks that enliven the banking services business is Bank DKI. Nationally, Bank DKI is a conventional bank with a considerable number of customers in the area of DKI. Bank DKI is based in Jakarta. This bank is a Regional Bank owned by the Government of DKI Jakarta. For assets they also have high assets, in addition to Bank DKI is ranked third for the ranking of all Regional Development Bank (BPD) after Bank Jateng and BJB. In 2015 Bank DKI expanded its network to expand beyond Java. One of the goals of Bank DKI expansion is the capital of North Sumatra Province, Medan. Medan City is the largest city outside of Java island which has densely populated and heterogeneous population. The high population is a huge market potential for the business world, especially in banking services. This condition is very relevant for Bank DKI to participate in banking competition in Medan city. There will be no potential big market potential cannot be mutually beneficial. A good marketing strategy and supported by good resources will greatly determine the success of a company in achieving its objectives. Bank DKI Medan Branch in its operational run by 30 personnel, starting from branch head, vice chairman, head of section, staff, OB and security. As a newcomer, Bank DKI Medan branch which is only one year old, still have to pioneer to seize customers in Medan city. The strategy implemented by the management of Bank DKI Medan Branch to get the

customer is to recruit staff in the field of marketing with a certain target, which if the target is met then the staff will be appointed as permanent employees of Bank DKI Medan Branch. However, the effort that has been done by Bank DKI management so far still has not shown maximum results. This can be seen from the number of customers or customers who opened a savings account at Bank DKI Medan branch in March, April and May 2016(table 1.1).

Table 1: Number of Customers Opening an Account at Bank DKI Medan Branch

No	Month	Number of clients opening an account	Walking Customer	Nominal
1	March	138	13	Rp. 19.570.000.-
2	April	87	17	Rp. 180.970.000.-
3	May	9	4	Rp. 44.500.000.-
Total		229	34	Rp. 245.040.000.-

Data Table 1.1 shows that a significant reduction of the number of clients who opened an account at Bank DKI Medan Branch. Another fact that illustrates from the data Table 1.1 shows that in March and April the number of those who opened accounts quite a lot, but the nominal entry as a savings society in March is very small, which is only Rp. 19.570.000.-

In addition, the number of customers who apply for credit to Bank DKI Medan Branch is also very little. This can be seen from the data in table 2

Table 2: Number of customers of Bank DKI Medan Branch Who Submits Credit

Month 2016	customers who apply for credit	Total credit realized	Total Unrealized Credit	Application ceiling	Realized credit funds (IDR)
March	5	3	2	KPR	5.300.000.000
April	3	2	1	KPR	2.200.000.000
May	2	1	1	KPR	2.000.000.000
Total	10	6	4		9.500.000.000

Table 2 shows that in the last three months of this year only 10 people / legal entities are applying for loans at Bank DKI Medan Branch. Of the ten customers only six customers realized credit, the other four are not realized or rejected. The type of ceiling that is realized only on the mortgage ceiling while the KMK ceiling is not realized. This condition also shows that the interest of Medan city people to apply for credit at Bank DKI Medan Branch is very small.

Other observations conducted on the city of Medan show that most of the people in Medan who were questioned did not know and did not know the existence of Bank DKI Medan Branch. This shows that the level of promotion of the introduction of Bank of Bank DKI Medan Branch. For that we need a precise strategy to accelerate the introduction DKI Medan Branch and its banking products are also still relatively low. This is directly correlated to the low interest of the people of Medan to become customers or use banking products of Bank DKI Medan Branch and its products to the people of Medan and surrounding areas.

2. LITERATURE REVIEW

2.1 Theory of Marketing

In this era of marketing activity is not only about the problem of sales and distribution only, but contains a broader understanding again. According to Kotler (2012) states that marketing is a social and managerial process that makes individuals and groups get what they need and want through the creation and exchange of products and values with others. Another definition of marketing that Sergio (2011) brings is Marketing is a big and inseparable business that must be

viewed from the point of view of the end result, of course from the point of view of the Customer.

2.2 Theory of Marketing Mix

In general, in conducting marketing activities, the company currently combines the seven variables that are very supportive in determining the marketing strategy, the combination of the four variables is known as marketing mix consisting of product, price, place), promotion, process (process), people (people), physical environment (physical evidence).

According to Sergio (2011) said that Marketing Mix is a strategy to combine marketing activities, in order to create the maximum combination to bring the most satisfying results. Satisfaction is meant by Sergio is the satisfaction of the company and consumer satisfaction as the main target of marketing

- Product

According to Sumarsono (2012), Products are any what can be offered in the market to get attention, demand, usage or consumption that can meet the desires or needs. Products not only always in the form of goods but can also be a service or a combination of both (goods and services).

- Price

According Sumarsono (2010) price is, "The amount of money (plus some products if possible) needed to get some combination of goods and services". After the product is ready to be marketed, the company will determine the price of the product. In sales, the price becomes very important for both the seller and the buyer. For the price company can be a step to penetrate the market, improve product quality and increase profits. For consumers, getting goods or services that are worth the price is a fundamental goal or desire.

- Place

The place in the marketing mix is called the distribution channel, the channel where the product reaches the consumer. The definition of Sumarni and Soeprihanto (2010) on distribution channels is, "The channels used by producers to distribute the product from producer to consumer or user industry"

According to Kotler (2012), the distribution channel (Place) is an organized device that depends and is covered in the process of manufacturing a product or service until the use of the product or service is in the hands of the consumer.

- Promotion

According Tjiptono (2010), the essence of promotion is a form of marketing communication. What is meant by marketing communications is a marketing activity that seeks to disseminate information, influence / persuade, and

/ or remind the target market of the company and its products to be willing to accept, buy and loyal to the products offered by the company concerned.

- People

People (Participants) are people who are involved directly or indirectly in the marketing process is also a major asset in the service industry, especially people who are high performance employees. Consumer needs for high- performance employees will cause consumers to be satisfied and loyal. Good knowledge, will be the basic competence in internal company for good outside imagery.

- Process

Process, the quality of service depends on the delivery of services to the consumer. Given that the driver of the service company is the employee itself, then to ensure the quality of service

(quality assurance), all company operations must be run in accordance with standardized systems and procedures by employees who are competent, committed, and loyal to the company where they work.

- Physical Evidence

Building is part of physical evidence, a characteristic that becomes a value-added requirement for consumers in service companies that have character. Attention to the interior, building fixtures, including lightning systems, and spacious layout of important concerns and can affect the mood of visitors. Buildings should be able to create an atmosphere with attention to ambience so as to provide experience to visitors and can provide added value for visitors, in particular a major requirement of service companies with a special market class.

2.3 Theory of Customer Satisfaction

Consumer satisfaction is the level of consumer feeling after comparing between what he receives and his expectations. A customer, if satisfied with the value provided by the product or service, is very likely to be a customer for a long time. According to Kotler and Keller (2012) from his book entitled Marketing Management says that Consumer Satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of the product thought to the expected performance. Satisfying the needs of consumers is the desire of every company. In addition to important factors for the survival of the company, satisfying the needs of consumers can increase excellence in competition. Satisfied consumers of products and services tend to repurchase products and reuse services when the same needs arise in the future. This means satisfaction is a key factor for consumers in repurchasing which is the largest portion of the company's sales volume.

3. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

3.1 Conceptual Research Framework

In the following figures will show the dimensions that affect the level of customer satisfaction at Bank DKI Medan branch as a reference in providing strategic recommendations to increase public interest to become customers at Bank DKI Medan branch. There are seven main dimensions that are the main pillars of the Marketing Mix Strategy, namely Product, Price, Place, Promotion, People, Process, and Physical Evidence dimensions.

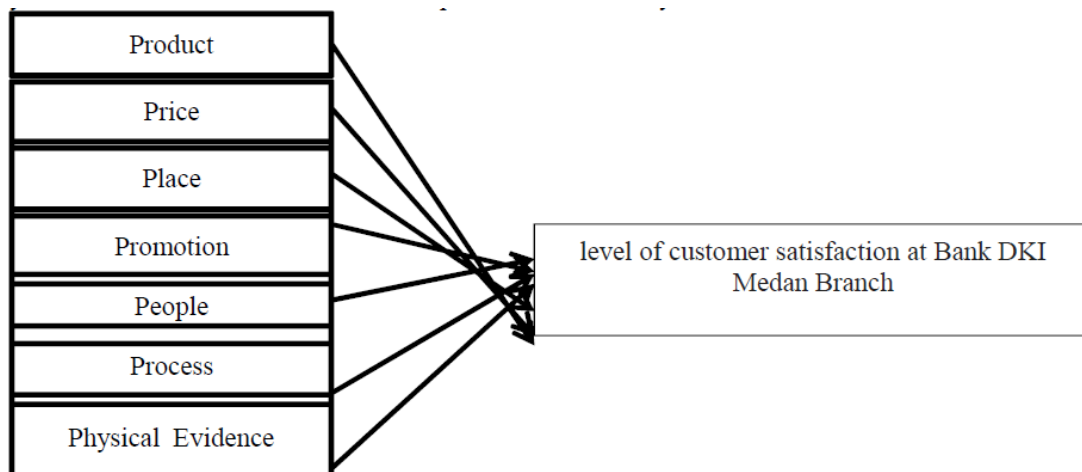


Figure 1: Conceptual Framework

3.2 Hypothesis

H0: There is no effect of Product, Price, Place, Promotion, People, Process, and Physical Evidence to customer satisfaction level at Bank DKI Medan Medan $\mu_1 = \mu_2$

H1: There is influence of Product, Price, Place, Promotion, People, Process, , and Physical Evidence to customer satisfaction level at Bank DKI Medan Medan $\mu_1 \neq \mu_2$

4. METHODS

4.1 Types of Research

The type of this research is associative explanation research, which is research that aims to know the relationship between two variables or more (Kurniawan, 2012). The variables associated with this research are Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7)). This study uses a quantitative approach to the type of survey research. Data were collected through interviews and questionnaires obtained from primary data source, namely Bank DKI Branch of Medan in March April, and May, 2016. Then analyzed by using simultaneous test and partial test to know the existence of relationship and influence between product, Price, Place , Promotion, People, Process, Physical Avidance to the Interest of Bank DKI Branch of Medan.

4.2 Population and Sample

The population used in this study is the customer of Bank DKI Medan Branch who entered into the customer in the period of March, April and May of 2016 which amounted to 229 people. The number of samples required from a population of 229 people based on the Slovin method is as follows: $n = (229) / (1 + (229) (0,1)^2) = 69$. So the sample in this study is amounted to 69 people

4.3 Sources of Research Data

- Primary data, ie data obtained by researchers directly from the main source by way of survey using questionnaires, interviews and direct observations by researchers.
- Secondary Data, ie data sourced from reports that have been made by others. The results of reports that have been made by other parties can still be used for a different study.

4.4 Data Collection Technique Research

- Interview, conducting interviews with the authorities at Bank DKI Medan Branch
- Questionnaire, which is to share the written question to the respondent or the sample that has been determined in this study who became the resource person to get the answer as Primary data to be analyzed to get the conclusion in this research.
- Documentation data that is all written data sourced from the company, such as company profile, vision, mission, annual report and so forth

5. RESULT AND DISCUSSION

5.1 Validity Test

Based on the results of data processing, shows the test results of variables. Banking Services, prices, places, promotions, people, processes, physical evidence, and public interest in Bank DKI Medan Branch have r-count tables. Thus it can be said that all assessment instruments on the variable of Banking Products Products at Bank DKI Medan Branch apply and can be used in research

5.2 Reliability Test

A variable is said to be reliable when Cronbach Alpha > 0.60. If the value of alpha > 0.7 means sufficient reliability while if alpha > 0.80 it presupposes all reliable items and all tests consistently have strong reliability. Or, there are also memaknakannya as follows. If alpha > 0.90 then reliability is perfect. If the alpha is between 0.70 - 0.90 then the reliability is high. If alpha is 0.50 - 0.70 then moderate reliability. If alpha < 0.50 then reliability is low. If alpha is low, chances are that one or more items are not reliable. A good Cronbach Alpha is a value of r counting close to 1. In the test results obtained all research variables have the value of r-count r-table (0.60), the range of r-count between 70 - 90. Thus it can be said that all the instrument questions about marketing mix as an indicator of the public interest to become a customer at Bank DKI Medan Branch is very strong and reliable to be analyzed

5.3 Normality Test

Normality test used to determine a regression that has been normal distribution or not. In the graphic diagram analysis radiated from the SPSS data result with the conclusion that the data disables the diagonal line, then the model has met the normality and vice versa if the data is far from the diagonal line, then the model does not meet the requirement of normality. The histogram graph shows the normal distribution pattern because it shows the graph following the normal curve distribution (indicated by bell curve). Normal Graph The Probability Plot shows a normal distribution pattern where the data spreads around the diagonal line and follows the direction of the diagonal line.

5.4 Multicollinearity Test

Table 3: Result of Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Product	,863	1,159
Price	,634	1,577
Place	,853	1,172
1 Promotion	,692	1,446
People	,867	1,154
Process	,652	1,534
Physical Evidence	,710	1,409

Table 3 shows the value of VIF and tolerance of all variables in this study did not experience multicollinearity. This is indicated by all variables having a VIF value less than 10 and Tolerance value approaching value 1. The results of this test indicate that the model used is free from symptoms of multicollinearity.

5.5 Heterocedasticity Test

Detection of whether or not Heteroskedastisitas problem in a regression model can be done by looking at the pattern of points on a scatterplot graph with the basis of decision making that is when the points form a certain pattern that regularly has happened Heteroskedastisitas. Whereas if the points on the graph form an irregular pattern heteroskedastisitas does not occur. The test results show that regression model is free from heteroscedasticity problem so that regresai model is feasible to predict customer satisfaction variable based on independent variable.

5.6 Test Simultaneously (Test F)

Tabel 4: Hypothesis Testing Results Simultaneously

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	144,249	7	20,607	9,592	,000 ^b
Residual	131,055	61	2,148		
Total	275,304	68			

In Table 4, the result of Fcount is 9,592 while Ftable at $\alpha = 0,05$ with the denunciator of 7 and the denominator of 68 obtained by Ftable equal to 2,25 then Avidence (Marketing Mix) together show the effect of this result is known FtableFtable and significance 0.000 or more small than $\alpha = 0.05$ so the position of the test point of significance resides in the rejection region of Ho. Thus it can be said that Hi accepted, which means Product, Price, Promotion, Place, People, Process, Physical Evidence (Marketing Mix) variables together have positive and significant impact on customer satisfaction level of Bank DKI. variable Product, Price, Promotion, Place, People, Process, Physical positive so that impact to improve customer satisfaction.

5.7 Test Parsial (t test)

Table 5: Partial Test Results / Test t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-8,318	3,188		-2,609	,011
Product	,512	,123	,397	4,171	,000
Price	,252	,113	,248	2,234	,029
Place	,214	,117	,176	1,837	,071
Promotion	,078	,122	,068	,640	,525
People	,449	,150	,285	3,002	,004
Process	,111	,147	,082	,753	,454
Physical Avidence	,054	,127	,044	,424	,673

- The tcount for Product 4.171 is greater than the tilable indigo of 2,365 or the significance value for theProduct 0.000 is smaller than $\alpha = 0.05$, means Product gives a real influence in improving customer satisfaction bank DKI Medan Branch.
- The Tcount for Price 2.234 larger than the tilabel indigo 2.365 or significance value for Price 0.029 smaller than $\alpha = 0.05$, meaning Price gives a real influence in improving customer satisfaction bank DKI Medan Branch.
- The tcount for Place 1,837 is smaller than the tarable value of 2.36 and the significance value for Place 0.071 is greater than $\alpha = 0.05$. means that Place has not been able to give a real influence in increasing the satisfaction of customers of Bank DKI Medan Branch
- The value of tcount for Promotion 0.640 is smaller than the tarable value of 2.36 and the significance value for Promotion 0.525 is greater than $\alpha = 0.05$. meaning that Promotion does not give a real influencein increasing the customer satisfaction of Bank DKI Medan Branch
- The tcount for People 3.002 is greater than the tarable value of 2.36 and the significance value for People 0.004 is smaller than $\alpha = 0.05$. meaning that People gives a real influence in increasing the satisfactionof customers of Bank DKI Medan Branch.
- The thitung value for Process 0.753 is smaller than the tarable value of 2.36 and the

significance value for Process 0.454 is greater than $\alpha = 0.05$. 6. The thitung value for Process 0.753 is smaller than the tarable value of 2.36 and the significance value for Process 0.454 is greater than $\alpha = 0.05$.

- The tcount value for Physical Evidence 0.424 is smaller than the tarable value of 2.36 and the significance value for Physical Evidence 0.673 is greater than $\alpha = 0,05$, Physical Evidence is not able to give a real influence in increasing the customer satisfaction of DKI Bank Medan bank.

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