

PARTNER SATISFACTION ANALYSIS OF PUBLIC BROADCASTING INSTITUTIONS (LPP) INFLUENCED BY THE QUALITY OF PROGRAMS AND SERVICES AND PRICE (COST) AT TVRI, EAST KALIMANTAN STATION

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ABSTRACT

The purpose of this study was to determine 1) the quality of the program has a positive and significant effect on partner satisfaction; 2) service quality has a positive and significant effect on partner satisfaction; 3) price (service fee) has a positive and significant effect on satisfaction with LPP TVRI partners in East Kalimantan. This type of research is a quantitative approach. The number of respondents in this study were 30 partners (collaborating) with the Public Broadcasting Institution (LPP) TVRI East Kalimantan, a purposive sample with the criteria that they had collaborated as partners at least 2 (two) times, and collaborated as partners in 2019 to 2021. The results of this study indicate, among others: 1) The quality of the program has a positive and significant effect on partner satisfaction; 2) Service quality has a positive and significant effect on partner satisfaction; 3) Price (cost) has a positive and significant effect on the satisfaction of LPP TVRI East Kalimantan partners.

KEYWORDS: Program Quality, Service Quality, Price (Cost), Partner Satisfaction.



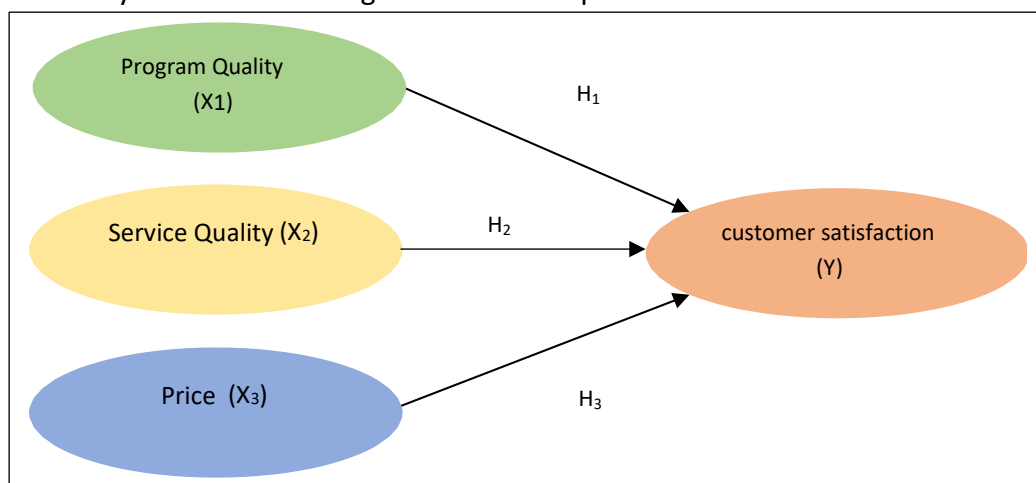
Introduction

Television of the Republic of Indonesia (TVRI) is a state television that was established on August 24, 1962. TVRI has gone through various phases, through Law Number 32 of 2002 concerning Broadcasting, TVRI was designated as a Public Broadcasting Institution (LPP). LPP is a broadcasting institution in the form of a legal entity established by the state, is independent, neutral, and functions to provide services for the benefit of the community. Based on PP No. 13 of 2005, TVRI's task is to provide healthy information, education and entertainment services, control and social adhesives as well as preserve the nation's culture for the benefit of all levels of society through television broadcasting that reaches the entire territory of the Unitary State of the Republic of Indonesia.

Currently the growth of television is increasing and more and more private television stations are appearing so that competition for advertisements or television and non-television cooperation programs is getting bigger. For this reason, TVRI East Kalimantan tries to maintain the satisfaction of the partnership relationship that has been established so that they continue to exist in partnership with TVRI.

Method

This study uses the following research concept framework:



Picture 1. Research Concept Framework

This study uses a quantitative approach pattern. The technique of determining the number of samples with purposive samples with criteria, has collaborated as partners at least 2 (two) times, and collaborated as partners in 2019 to 2021, from these criteria, the number of samples obtained is 30 partners of Public Broadcasting Institutions (LPP). TVRI East Kalimantan. The data collection methods used include interviews, questionnaires, literature studies.

Result

Table 1. Results of Multiple Linear Regression Analysis

Variable	Regression coefficient (b)	Std. Error (B)	Beta	T _{hitung}	Sig.	Description
Constant	-1.786	0.761		-2.346	0.027	Significant
X1	0.113	0.054	0.338	2.081	0.047	Significant
X2	0.134	0.045	0.445	2.992	0.006	Significant
X3	0.113	0.046	0.227	2.478	0.020	Significant
R (Multiple R)	= 0,960					
R Square	= 0,921					
R Square (Adjusted)	= 0,912					
F count	= 104.667					
Sign. F	= 0,000					
α	= 0,05					

Source: Processed Primary Data (2022)

Based on the results of the F test in table 22. the hypothesis is carried out by the F test, namely simultaneous testing, the Fcount results are 104,667 with a significance value (0.000) which is much smaller than alpha 0.05, so Ho is rejected. This shows that there is a significant influence of marketing mix indicators consisting of Program Quality (X1), Service Quality (X2), and Price (Cost) (X3) on Customer Satisfaction who has become a partner of the East Kalimantan TVRI Public Broadcasting Institution (LPP). . Thus it can be concluded that the diversity of Customer Satisfaction who has become a partner of the Public Broadcasting Institution (LPP) TVRI East Kalimantan is determined by Program Quality (X1), Service Quality (X2), and Price (Cost) (X3) in the regression equation $Y = - 1.786 + 0.113 X1 + 0.134 X2 + 0.113 X3$.

Based on Table 5.22 by taking the significant level (significance) of 5% (0.05), for constants obtained a significance value (p) of 0.027 which is smaller than 0.05, it can be concluded that constants have a significant effect on the regression model. For the variables of Program Quality (X1), Service Quality (X2), and Price (Cost) (X3), the significance values are 0.047, 0.006 and 0.020, which are smaller than alpha 0.05. So it can be concluded that Program Quality (X1), Service Quality (X2), and Price (Cost) (X3) have a partial significant effect on Customer Satisfaction who has become a partner of the East Kalimantan TVRI Public Broadcasting Institution (LPP).

Discussion

1. Effect of Program Quality Variable (X1) on Customer Satisfaction (Y)

Based on the results of the hypothesis test (t test) conducted in this study, it is known that the program quality variable has a positive and significant effect on partner satisfaction. The results of this study support previous studies that discussed the influence of program quality on customer (partner) satisfaction, namely Dawit Daniel and Nesredin Temam (2017) who examined the influence of quality and various programs and facilities on customer/partner satisfaction. This means that the more programs offered, the more satisfied customers/partners are. Gan Gan Giantika (2017) added that the higher the quality of the broadcasting program, the higher the partner satisfaction will be.

2. The Influence of Service Quality Variable (X2) on Customer Satisfaction (Y)

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The results of the hypothesis test (t test) conducted in this study, showed that the service quality variable had a positive and significant effect on partner satisfaction. The results of this study support several previous studies, such as the research of Muhammad Ali Aqsa (2016). which states that service quality has a positive effect on customer (partner) satisfaction, this is also reinforced by the results of similar studies conducted by Teddy Chandra, Martha Ng, Stefani Chandra, et al (2018) and Amanatun Khoirina, Rusdarti, Fahrur Rozi (2020). From previous research, this means that the higher the service provided by an institution to customers/consumers/partners, the higher the level of satisfaction. However, research from Garry Prentice, Joseph Brady, Christopher McLaughlin (2018) states that service quality does not directly affect student satisfaction. Because the quality of service in this study does not directly affect customer/partner satisfaction, this becomes a research gap in this study.

3. The Effect of Price (Cost) Variable (X3) on Customer Satisfaction (Y)

The results of hypothesis testing conducted in this study indicate that the price (cost) variable has a positive and significant effect on partner satisfaction. These results support several previous studies, as written by Amanatun Khoirina, Rusdarti, Fahrur Rozi (2020) stating that there is a positive and significant effect of cost on customer satisfaction. In his research, the conclusion obtained is that the more affordable the cost, the higher the customer/partner satisfaction. Slightly different from the results of previous research by Nyoman Surya Wijaya, Syahnur Said, Nengah Landra (2017) which states that price (cost) has a positive and significant effect on customer/partner/consumer satisfaction. In this study it can be interpreted that an increase in costs can have an impact on increasing customer/partner satisfaction. Meanwhile, research conducted by Titim Nurlia (2019) found different results that price (cost) had no effect on customer/partner satisfaction.

Conclusion

1. The quality of service that is supported by question items has an effect on partner satisfaction, especially for TVRI partners in East Kalimantan. This means that if the quality of service is improved, it will also be followed by high partner satisfaction.
2. The Service Quality Variable compared to the other two variables shows the greatest effective contribution to Customer Satisfaction who has become a partner of the TVRI East Kalimantan Public Broadcasting Institution (LPP), which means that if the quality of service to partners can be improved, there will be an increase in customer satisfaction which in the end impact on increasing the number of partners and income.
3. Program quality must be a special concern in addition to service quality, the results of testing on effective contributions also show the contribution of Program Quality to service satisfaction is in second place, this means that LPP TVRI East Kalimantan must always maintain and improve program quality, especially competition from LPP TVRI East Kalimantan. will be getting tougher with today's many media choices.

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