ANALYSIS OF THE EFFECT OF PRICE PERCEPTION, SERVICE QUALITY AND RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION AND ITS IMPACT ON REPURCHASE INTENTIONS MEDICAL OXYGEN PRODUCT IN PT. ANEKA GAS INDUSTRI, JAKARTA, INDONESIA

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Abstract. The purpose of this research is to find out the factors that influence the repurchase intensions of medical oxygen products. The type of research used is quantitative research. The data presented in this study was obtained through a questionnaire given to 180 respondents. The results of the study hypothesis testing to analyze the research data using SEM techniques, Lisrel 8. Results from This study found a significant relationship between perception of price, customer satisfaction and service quality with customer satisfaction, there was a significant relationship between perceptions of price, customer satisfaction and service quality with repurchase intensions and a significant relationship between customer satisfactions and repurchase intensions.

Keywords: perception of price, customer satisfaction, service quality, repurchase intensions

Abstrak. Tujuan dari penelitian untuk mengetahui faktor-faktor apa saja yang mempengaruhi minat pembelian ulang konsumen terhadap produk oksigen medis. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Data yang disajikan dalam penelitian ini didapatkan melalui kuesioner yang diberikan kepada 180 responden. Hasil penelitian terbagi menjadi dua tahapan, yaitu (1) uji Kuesioner untuk memastikan validitas dan reliabilitas kuesioner sebagai instrumen penelitian dengan menggunakan SPSS Statistics versi 25, (2) uji hipotesis untuk menganalisa data – data hasil penelitian menggunakan teknik SEM, Lisrel 8. Hasil dari penelitian ini adalah untuk menganalisa hubungan antara persepsi harga, kepuasan pelanggan dan kualitas pelayanan dengan kepuasan pelanggan, untuk menganalisa hubungan antara antara persepsi harga, kepuasan pelanggan dan kualitas pelayanan dengan keputusan pembelian ulang serta untuk menganalisa hubungan antara kepuasan pelanggan dengan keputusan pembelian ulang.

Kata kunci: persepsi harga , kepuasan pelanggan , kualitas pelayanan , kepuasan pelanggan , keputusan pembelian ulang.

INTRODUCTION

PT. Aneka Gas Industri was established in 1916 and the first industrial gas company to be established in Indonesia. Core business activities of PT. Aneka Gas Industri is producing and supplying Oxygen (O2); Nitrogen (N2); Argon (Ar); Carbondioxide (CO2); Dry Ice; Nitrous Oxide (N2O); Hydrogen (H2); Specialty Gas and Mixgas.

Medical Gas sales growth continues to increase and the business competition level of Gas Industrial providers is experiencing high competition. Based on research from the Equity Research AGII Initiation Coverage - 27 December 2017 that Aneka Gas Industri almost controlled a 30% market share in Indonesia.

The author focuses on medical oxygen products which are generally marketed in hospitals, especially in the Jabodetabek area. The author sees that opportunities in the healthcare or medical sector continue to experience significant growth in Indonesia. From the picture of Journal Equity Research, it can be seen that the growth of hospitals in Indonesia increased 67% compared to 5 years ago.

The phenomenon of hospital growth is based on the Ministry of Health's National Report that the number of hospitals both at the National level and in the DKI Jakarta region continues to experience significant growth from year to year.

Based on market share AGI 2017 , Aneka Gas Industri, Jakarta data is at the lowest position in the market leader of medical oxygen in the Jabodetabek area while AGI is the national oxygen market leader in Indonesia.

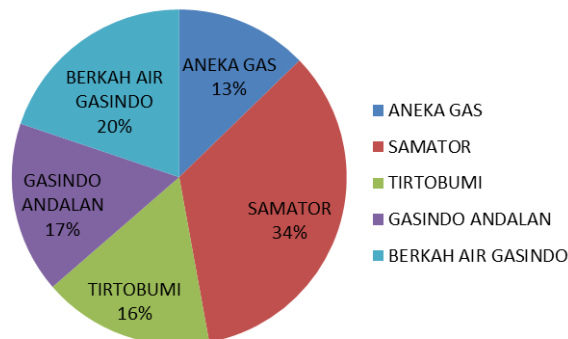This can be seen in the picture on the following page.

Figure 1. Medical Oxygen Market Share in Jakarta in 2017

Source: Internal Data of Aneka Gas Industri Oxygen Products Medical Sector – 2017

Table 1. Sales of Medical Oxygen Hospital in DKI Jakarta 2013 - 2017 (in M3 units) Average Data on O2 Volume per Month

TAHUN	ANEKA GAS	SAMATOR	TIRTOBUMI	GASINDO ANDALAN	BERKAH AIR GASINDO	TOTAL	MARKET SHARE ANEKA GAS
2013	16,485	34,117	16,403	16,403	19,683	103,090	16%
2014	18,316	37,908	18,225	18,225	21,870	114,544	16%
2015	20,351	42,120	20,250	20,250	24,300	127,271	16%
2016	19,851	46,800	22,500	22,500	27,000	138,651	14%
2017	19,301	52,000	25,000	25,000	30,000	151,301	13%

Source: Data AGI 2013-2017

Table 2. Average Table of Medical Oxygen Selling Prices in Jakarta DKI 2017 - 2017

NAMA	2013	2014	2015	2016	2017
ANEKA GAS	53,509	50,961	48,534	46,223	44,022
SAMATOR	51,506	49,053	46,717	44,493	42,374
TIRTOBUMI	50,389	47,989	45,704	43,528	41,455
GASINDO ANDALAN	55,487	52,845	50,328	47,932	45,649
BERKAH AIR GASINDO	59,167	56,350	53,666	51,111	48,677

Source: Data AGI 2013-2017

When viewed from the price side, it can be seen that the selling price of medical oxygen has been declining more and more from 2013. This is due to the high level of market competition. This certainly becomes a problem in the case of selling Aneka Gas where the growth of hospitals always increases every year based on data from the Ministry of Health.
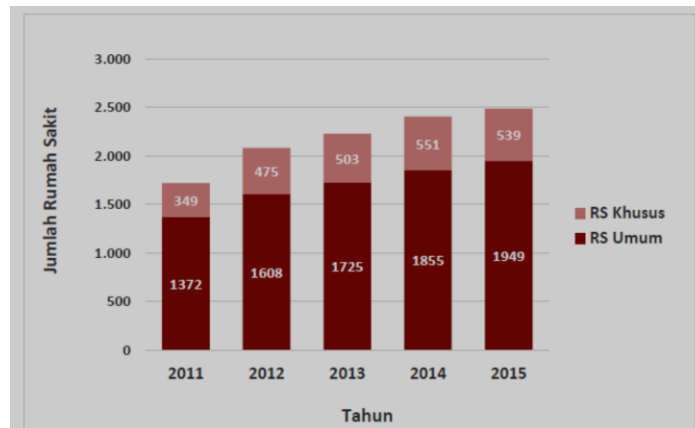
Figure 2. Development of the Number of General Hospitals and Special Hospitals in Indonesia from 2011 to 2015
Source: 2015 Indonesian Health Profile Report from the Indonesian Ministry of Health
(Directorate General of Health Services, Ministry of Health, Republic of Indonesia, 2016)

This is an interesting phenomenon where in general Aneka Gas Industri has a high national market share data of 30% and as a Market Leader. Whereas in DKI Jakarta area market share of Oxygen Medical only reached 13% compared to other competitors. The author sees that there are several things that must be done by Aneka Gas Industri to win the position of the Medical Oxygen Market Leader in the DKI Jakarta area.

LITERATURE REVIEW

Perception of Price. Kotler and Keller (2018: 80) discuss the pricing and psychology of consumers where consumers are "ready to accept prices" and just accept prices as given. Marketers recognize that consumers often actively process price information, interpret prices in terms of their knowledge based on previous buying experience, formal communication (telephone sales advertising and brochures), informal communication (friends, colleagues or family members) and point of purchase or online source. Purchasing decisions are based on how consumers understand the price and what they consider the current price and not the price set by the customer.

Service Quality. Kotler and Keller (2018: 54) that companies that successfully add benefits to their offer, not only satisfy customers but also surprise and delight them. Pleasing customers is a matter of how to exceed customer expectations.
Parasuraman, Zeithaml and Berry there is a formulation of a service quality model that emphasizes the main requirements in providing high service quality. The following are attributes of service quality (SERVQUAL).
1. Reliability - The ability to carry out promised services in a convincing and accurate manner.
2. Responsiveness - Willingness to help customers and provide services quickly.
3. Guarantee - Knowledge of employees, employee politeness and the ability of employees to convey trust and confidence to customers.
4. Empathy - Willingness gives deep and special attention to each customer.
5. Intangible objects - Appearance of physical facilities, equipment facilities to support customers, employees and communication materials.

Marketing Relationship. Kotler and Keller's (2018: 318) that in making sales follows the AIDA formula to get attention, pay attention to interest, generate desire and action. The marketing uses features, advantages, benefits, and value or FABV approaches. The feature describes physical characteristics such as the speed of processing oxygen filling into medical cylinder. The advantages explain why these features benefit to customers. The benefits of the

product explain the benefits from the economic view, the technical view, the service side and the social side given by the offer.

Tandjung (2004: 89), "Relationship marketing is growth, development, and maintenance in the long run that creates cost effective relationships with customers, suppliers, employees, and other partners that are mutually beneficial".

Customer Satisfaction. Based on the results of research by The National Business Research Institute (NBRI, 2009) provides input that can measure customer satisfaction:
a. Service quality
b. Innocently (flawless)
c. Service speed
d. Price
e. Complaints or problems
f. Trust your employees
g. Proximity to contact with your company
h. Other types of services needed
i. Your position in your client's mind

Repurchase Intention. Factors that influence repurchase intention according to Kotler (2007: 145), there are several main factors that influence a person's interest in making repeat purchase:
1. Psychological Factors
2. Personal Factors
3. Social Factors

In this research variables are as follows:
A. Independent variables   : Perception of price, Service Quality, Relationship Marketing
B. Intervening variable   : Customer Satisfaction
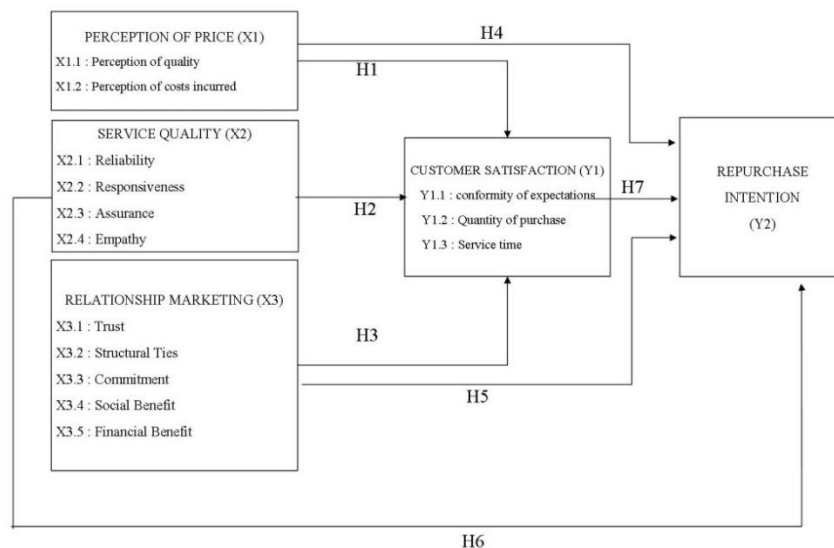C. Dependent variable   : Repurchase Intention

Figure 3. Framework

Source: Primary Data Process 2018

METHOD

Collecting data and information is taken from the sample using a questionnaire (questionnaire), then analyzed to get accurate data about the facts and the relationship between the research variables.

Data and facts from the collected questionnaires will be tested with SEM data analysis techniques. The stages of SEM analysis must at least go through five stages (Latan, 2013), namely: model specifications, model identification, model estimation, model evaluation and modification of the model. Based on the hypothesis proposed in the study briefly the design of this study.

This research took 180 samples with the following calculations: the number of population which is customer of AGI there are 60 hospitals and each hospital has 3 (three) departments or parts including purchasing or procurement, pharmaceutical or warehouse and installation unit medical gas section or Installation of Hospital Facilities & Infrastructure Maintenance. So that the respondent was
60 x 3 = 180 samples. There is data table demographic characteristics of respondents on the following page.

Operational Definition and Variable Measurement. Based on the study of theories that have been studied, the operational variables, dimensions and attributes used in this study are described in Table 4. Operational Variables Table. The scale used in this study there are two types of scales: numerical scale and ordinal scale with measurements using a Likert Scale 1-5. (1 = strongly disagree, 5 = strongly agree).

RESULTS AND DISCUSSION

The results of the study are divided into: (1) Questionnaire test to ensure the validity and reliability of the questionnaire as a research instrument, (2) Hypothesis testing to analyze the results of research data on the hypothesis proposed in the study. The research start on August until October 2018 in 60 hospitals in the Jabodetabek area to 180 respondents. Here we convey the demographic characteristics of the respondents as shown in table 3 .

Table 3. Demographic Characteristics of Respondents

Characteristics	Category	Observation Result	
		Frequency	%
Gender	Man	106	59%
	Women	74	41%
	Total Respondents	180	100%
Hospital Class	A	11	6%
	B	33	18%
	C	61	34%
	D	52	29%
	E	23	13%
	Total Respondents	180	
Position	Staff	81	45%
	Supervisor	58	32%
	Manager	23	13%
	General Manager	8	4%
	Others	10	6%
	Total Respondents	180	
Education	SMA / SMU	45	25%
	Diploma	101	56%
	S1	34	19%
	S2	0	
	S3	0	
	Others	0	
	Total Respondents	180	100%
Umur	< 17 years	0	0%
	18 - 28 years	31	17%
	29 - 39 years	98	54%
	40 - 49 years	32	18%
	> 50 years	19	11%
	Total Respondents	180	100%

Source: Primary Data Process 2018

To evaluate the model formed in this study, several tests were conducted to answer whether the latent variables: Perception of price, Service Quality, Marketing Relationship, Customer Satisfaction and Repurchase Intensions can consistently be explained by each construct indicator. There are testing stages are carried out, Goodness of fit test, structural model test and estimates standardized solution test, the following is a discussion and analysis.

Table 4. Operational Definition of Operational Variables

Variable	Dimension & Indicator	
	Perception of Quality	
	A1	Product quality which meets the specification standards
	A2	According to the standard Healthy Safety Environment
	Perception of costs incurred	
Perception of Price	A3	Appropriate and reasonable medical oxygen gas prices
	Perception of Price Differences	
	A4	The price of medical O2 gas informed by others, external reference prices is appropriate and reasonable

Variable	Dimension & Indicator	
	Reliability	
	B1	Information "Aneka Gas" is easily found through the internet and social media
	Responsiveness	
	B2	"Aneka Gas" after the order arrives on time, is fast in serving and responsive
	B3	Answer the questions quickly, clearly and completely
Service Quality	Assurance	
	B4	Knowledge, ability and politeness of employees in serving customers
	Empathy	
	B5	Give more attention to customers and be able to provide added value or added value to customers

Variable	Dimension & Indicator	
	Trust	
	C1	Product competency
	Structural Ties	
	C2	MOU / Policy that is accommodating to customers
	Commitment	
	C3	Maintaining good relations with customers
	Social Benefit	
Marketing Relationship	C4	Give short-term sacrifices for long-term relationships, for example in giving priority to old and loyal customers
	C5	Able to provide confidence to customers to maintain the stability of relationships such as handling complaints or customer complaints
	Financial Benefit	
	C6	Providing solutions to customers in the form of financial and economic benefits such as cost savings and efficiency

Table 4.1 (Lanjutan) Operational Definition of Operational Variables

Variable	Dimension & Indicator	
	Conformity of expectations	
	D1	Fast and responsive service time
	D2	Services provided are in line with expectations
	Quantity of purchase	
Customer	D3	Limited facilities / assets
Satisfaction	D4	Compliance with the quantity of orders ordered
	Service Time	
	D5	operationally consider a turn over cylinder
	D6	Urgent priority service (24 hours)
	D7	Operational limited by time

Variable	Dimension & Indicator	
	Repurchase Intention	
	E1	Consumers are interested in repurchasing gas at Aneka Gas Industri
	Psychological factors	
	E2	Willingness to recommend
	E3	Consumer learning experience in the past
Repurchase	Personal Factors	
Intention	E4	Customer service is important in providing good service to consumers
	Social Factors	
	E5	The effectiveness of the effect of repurchase intention from the role model depends on the quality of the production and the information available to the consumer (group reference)

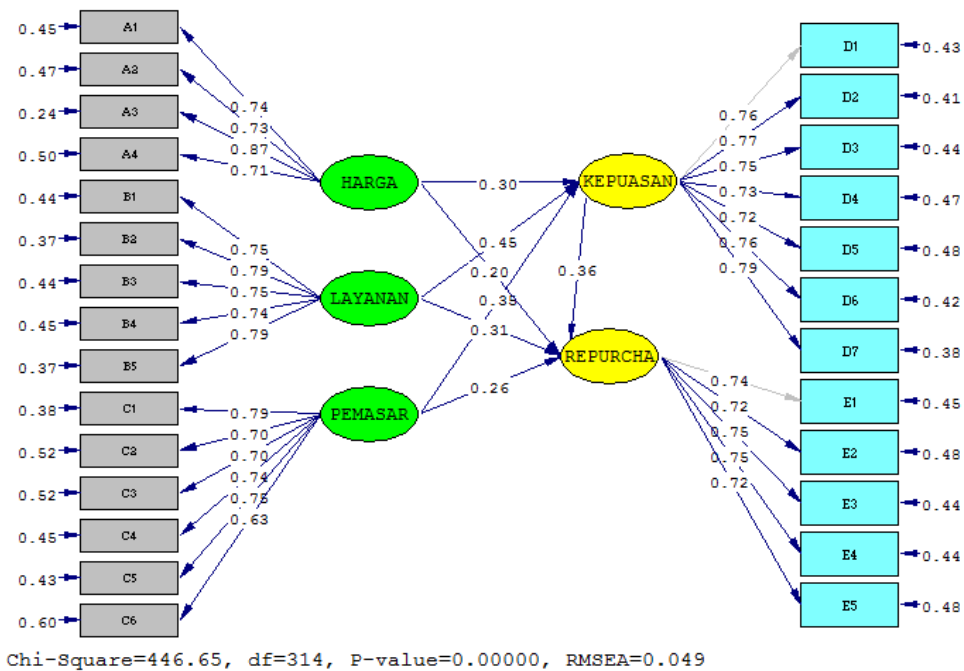Source: The results of theoretical study data processing were developed by researcher, 2018

Chi-Square=446.65, df=314, P-value=0.00000, RMSEA=0.049

Figure 4. Model Construct Standardized Solution
Source: Primary Data Process 2018

Table 5. Goodness of Fit Index

Goodness Of Fit Index		Result		Measurement results	
		Good Fit	Marginal Fit		
Goodness of Fit Index	GFI	≥ 0.9		0.84	Marginal Fit
Root Mean Square Error	RMSEA	< 0.08		0.049	Fit
Adjusted GFI	AGFI	≥ 0.90	0.8 ≤ x ≤ 0.9	0.81	Marginal Fit
Normed Fit Index	NFI	≥ 0.90	0.8 ≤ x ≤ 0.9	0.96	Fit
Non-Normed Fit Index	NNFI	≥ 0.90	0.8 ≤ x ≤ 0.9	0.99	Fit
Relative Fit Index	RFI	≥ 0.90	0.8 ≤ x ≤ 0.9	0.96	Fit
Comparative Fit Index	CFI	≥ 0.90	0.8 ≤ x ≤ 0.9	0.99	Fit
Increamental Fit Index	IFI	≥ 0.90	0.8 ≤ x ≤ 0.9	0.99	Fit
Root Mean Square Residual	RMR	< 0.05		0.034	Fit

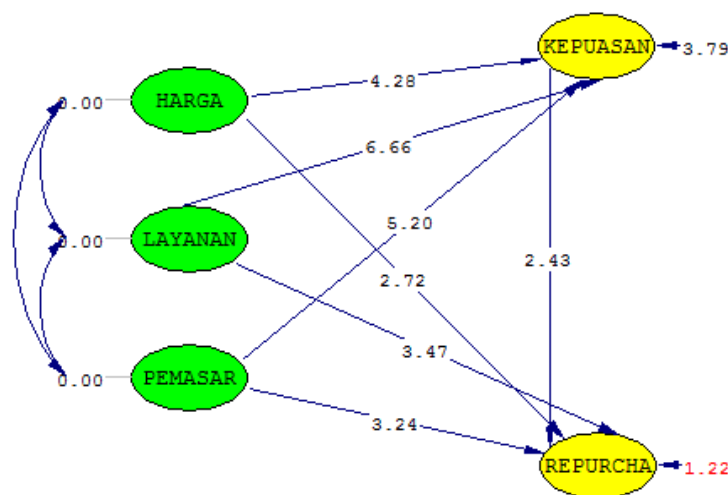Source: Primary Data Process 2018

Figure 5. Path Diagram Model (T-Values)

Source: Primary Data Process 2018

CONCLUSION

The method of analysis of this study is using the Structural Equation Model which aims to analyze the influence of perceived prices, service quality and customer marketing relationships on customer satisfaction and their impact on repurchase decisions. SEM analysis shows that each factor and the suitability analysis of the entire model and structural analysis with all medical oxygen respondents in Aneka Gas that model is fit and at the level of the test fit and acceptable.

Based on the results of the research and discussion in the previous chapters, several conclusions can be raised on the results of the data processing with SEM as follows:

1. Variable perception of price = 4.28 > 1.96 means that this variable has a positive and significant between perception of price and customer satisfaction. This states that consumers are satisfied with the perception of price of Aneka Gas medical oxygen. The challenge is the price of gas decreases from year to year. The high level of competition in the field of medical oxygen, Aneka Gas has a target to always pursue an increase in the sales volume of medical oxygen.

2. Service quality variable = 6.66 > 1.96 means that this variable has a positive and significant between variable customer satisfaction. Aneka Gas customers expressed satisfaction with the quality of service for Aneka Gas medical oxygen products. Every year Aneka Gas allocates maintenance for distribution vehicles on a regular basis and prepares distribution vehicles that are safe, feasible and reliable to support excellent and excellent service quality.

Training programs and family gathering programs are held to improve the skills of human resources and strengthen teamwork every year.

3. Marketing relationship variable = 5.20 > 1.96 means that this variable has a positive and significant between variable customer satisfaction. Aneka Gas consumers are satisfied that there is an easy solution in terms of conducting contracts with Aneka Gas such as free asset loans, free installations, free tank foundation infrastructure and free maintenance. This is done by considering the volume of sales achievement and the calculation of the profit obtained is appropriate.

4. Variable perception of price = 2.72> 1.96 means that this variable has a positive and significant between variable repurchase intensions. Aneka Gas consumers have a good perception of prices so consumers are willing to reference medical oxygen products to other customers.

5. Service quality variable = 3.47 > 1.96 means that this variable has a positive and significant between variable repurchase intensions. Aneka Gas consumers have good service quality so consumers are willing to reference medical oxygen products to other customers.

6. Marketing relationship variable = 3.24 > 1.96 means that this variable has a positive and significant between variable repurchase intensions. Aneka Gas consumers have good long-term cooperation contracts so consumers are willing to reference medical oxygen products to other customers.

7. Variable customer satisfaction = 2.43 > 1.96 means that this variable has a positive and significant between variable repurchase intensions. Surely satisfied customers can influence purchasing decisions and refer to other customers. Often customers experience conditions that are urgent and out of schedule so we have to do urgent deliveries. Educate customers to overcome various problems and technical arrangements for delivery schedule.

Managerial Advice. As shown in figure 4 that relation between variable service quality and customer satisfaction shows a high value compared to other variables: 0,45.

In detail there is a high relationship between responsiveness, the order service on time, fast respond with service quality and customer care with service quality. This shows that management is expected to pay more attention to the reliability of operational facilities and the existence of back-up operations, especially for urgent situations. Another factor that has a high influence on service quality is empathy. Empathy is closely related to customer care and service quality. When we take care of our client's customers, our clients will take good care of our products and services. If we don't care about our customers, our competitors will care about them.

The next concern is marketing relationship with customer satisfaction, which is 0,35 .

In detail, there is a high relationship that concerns management. Product competency, meaning that management must be more concerned with paying attention to quality, in this case the improvement of laboratory facilities and R & D research. Because product competence always has a relationship with trust. Consumer trust above everything. Without trust we cannot sell.

Implications. Aneka Gas must be able to maintain the quality of service to customers. Service quality is created by providing adequate training and training to frontlines. Our job is to invite the team to "see contrast" in an "inescapable experience". This method is done by inviting employees to see for themselves the facts in the field. As stated above that of course good service quality by strengthening the SERVQUAL indicator. The following are service quality attributes (SERVQUAL). The author reveals the service quality attributes (SERVQUAL) to be the basis of the dimensions of service quality (X2).

Reliability is the quality of being trustworthy or of performing consistently well. One of the most important things is to improve awareness to distribution team such as scheduled distribution vehicle maintenance, regular vehicle inspection, preventive maintenance.

The next point that must be a concern of management is product competent. Product competent and quality products are very important to gain consumer trust.

Suggestions for Next Research. For the next research can be developed towards Brand Image; Brand Awareness and its influence on repurchase intention. Where at present the development of brands is still in the conventional area and can be further developed into online media or social media or e-commerce content.

Keep in mind that content for brand awareness is to provide information to readers, not to sell your goods or services. The content marketing that is meant here is positive and informative content that involves consumers.

In his book Rhenald Kasali "Disruption" (2017: 313-320) says that there is a battle of the mindset between disruptive or growth mindset against steady mindset (fixed mindset). One is looking for new ways, while the other is relying on greatness or success in the past. Just like the process of disruption faced by incumbents these days. Mental disruptive is not bound by experience or standard rules that are rigid in the past, but an open attitude towards the future. Against something new, humans must try again and be open-minded. Let's try to think positively and creatively.

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