

PENGARUH STRATEGI PEMASARAN DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PENGGUNA JASA KURSI PIJAT DI PT. NUSANTARA SEHAT-PERFECT RELAXIN BANDARA DEPATI AMIR KOTA PANGKALPINANG

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Abstrak

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh strategi pemasaran dan kualitas pelayanan terhadap kepuasan pelanggan. Populasi dalam penelitian ini adalah seluruh pengguna jasa kursi pijat di PT Nusantara Sehat-Perfect Relaxat Bandara Depati Amir Kota Pangkalpinang dengan metode pengambilan sampel nonprobability sampling dengan menggunakan metode sampling insidental. Teknik analisis data yang digunakan adalah uji validitas dan reliabilitas, uji asumsi klasik, uji analisis regresi linier berganda, uji t, uji f, dan uji R dengan menggunakan program Statistical Package for Social Science (SPSS) versi 24.

Berdasarkan hasil analisis deskriptif pada variabel strategi pemasaran dengan nilai mean sebesar 3,37 (sedang), kualitas pelayanan sebesar 3,35 (sedang), dan kepuasan konsumen sebesar 3,34 (sedang). Hasil penelitian ini menunjukkan bahwa variabel strategi pemasaran (X1) mendapatkan nilai thitung > ttabel (6,161 > 1,973), variabel kualitas pelayanan (X2) mendapatkan nilai thitung > ttabel (7,764 > 1,973). Hal ini berarti strategi pemasaran, kualitas pelayanan, secara parsial berpengaruh positif dan signifikan terhadap kepuasan konsumen. Diketahui dari uji F diketahui bahwa nilai signifikansi lebih kecil dari 0,05 yaitu sebesar 0,000, hal ini menunjukkan bahwa strategi pemasaran dan kualitas pelayanan secara simultan memiliki pengaruh dan signifikan terhadap kepuasan konsumen. Berdasarkan uji t diketahui bahwa secara parsial strategi pemasaran dan kualitas pelayanan berpengaruh secara simultan dan signifikan terhadap kepuasan konsumen.

Kata kunci : Strategi Pemasaran, Kualitas Pelayanan, Kepuasan Pelanggan.

Abstract

This study aims to determine whether there is influence of marketing strategy and service quality on customer satisfaction. The population in this study were all massage chair service users at PT Nusantara Sehat-Perfect Relaxat Depati Amir Airport, Pangkalpinang City with sampling method nonprobability sampling by using incidental sampling method. The data analysis technique used is validity and reliability test, classic assumption test, multiple linear regression analysis test, t test, f test, and R test by using Statistics Package for Social Science (SPSS) version 24.

Based on the results of descriptive analysis on marketing strategy variables with a mean value of 3.37 (moderate), service quality of 3.35 (moderate), and consumer satisfaction of 3.34 (moderate). The results of this study indicate that the marketing strategy variable (X1) gets a value of $t_{count} > t_{table}$ (6,161 > 1.973), service quality variable (X2) gets the value of $t_{count} > t_{table}$ (7.764 > 1.973). This means that marketing strategy, service quality, partially has a positive and significant effect on customer satisfaction. It is known from the F test that the significance value is less than 0.05 which is equal to 0.000, this shows that marketing strategy and service quality simultaneously have an influence and are significant on customer satisfaction. Based on the t test, it is known that partially marketing strategy and service quality simultaneously and significantly affect customer satisfaction.

Keywords : Marketing Strategy, Service Quality, Consumer Satisfaction

1. Introduction

Health is one of the most concern of today's society. Health technology includes: medicines, medical devices, surgical and medical procedures, support systems, and organizational systems. The use of technology in the health sector can improve health

services and can change health behavior (Yani, 2018). One of the efforts made to maintain health is to do reflexology.

According to Do, Q., & Vu, T. (2020) argue that consumer satisfaction "is a business term to measure how products and services meet or surpass customer



expectations” (consumer satisfaction is the business term for measuring how products and services meet or exceed customer expectations). Beginning in 2019, the massage chair business in Pangkalpinang began to grow rapidly and has different segments. However, along the way, many massage chairs in Pangkalpinang have experienced difficulties in building a positive image in the minds of the public. The following is a list of massage chairs in Pangkalpinang:

Table 1.1 List of Massage Chairs in Pangkalpinang 2021

No	Nama kursi pijat di Pangkalpinang	Address
1	PT Nusantara Sehat- <i>Perfect Relax</i>	Depati Amir A
2	Time Zone 2000 massage chair	Ramayana Pangkalpinang

Source : data processed by researchers, 2022

Based on Table 1.1 states that the object of this research is PT Nusantara Sehat-*Perfect Relax*. PT Nusantara Sehat-*Perfect Relax* is one of the massage chair businesses spread across transportation areas such as at various airports in big cities in Indonesia, one of which is Depati Amir Airport, Pangkalpinang City (Source: interview with massage chair supervisor). Here's a picture of a massage chair*perfect relax* at Depati Amir Airport, Pangkalpinang City:

Figure 1.1 Image of a massage chair*perfect relax* at Depati Amir Airport, Pangkalpinang City, 2021



Source: Massage chair data*perfect relax*, year 2021

Based on Figure 1.1 it can be seen that the massage chair*perfect relax* is one of the largest massage chairs in Pangkalpinang, especially at Depati Amir Airport. The picture above shows that massage chair *perfect relax* operates well and is quite attractive to consumers while waiting for departure. The environmental changes faced by entrepreneurs today make entrepreneurs need to pay attention to the internal and external environment, so that they can survive in the existing competition (Reniati, 2022).

On his way massage chair*perfect relax* has a large number of consumers who use its services. This cannot be separated from the participation of consumers who help massage chairs*perfect relax* The following is data on the number of massage chair consumers*perfect relax* year 2021.

Table 1.2 Number of Massage Chair Consumers*Perfect Relax* year 2021

Day	Achievements	Target
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Monday Friday	Maximum 10 consumers / day	More than 15 consumers/ day
Saturday and Sunday	Maximum 15 consumers / day	More than 25 consumers/ day

Source: Interview with massage chair operational staff*perfect relax*, year 2021

Based on Table 1.2 it can be seen that the data above shows that the number of consumers of massage chairs*perfect relax* when Monday to Friday can reach a maximum of 10 consumers / day while Saturday and Sunday the number of consumers can reach a maximum of 15 consumers / day. If added up, the average yield of massage chair consumers*perfect relax* monthly is 320 consumers. From the data above it can also be concluded that the achievements that have been obtained by massage chairs*perfect relax* still less than the target to be achieved. The following are the rates for using a massage chair*perfect relax* as follows :

Table 1.3 Rates for the Use of Massage Chairs*Perfect Relax* year 2021

No	Usage Price Tariff	Usage Time
1	Rp. 10,000	5 minutes
2	Rp. 20,000	10 minutes
3	Rp. 50,000	25 Minutes

Source: Interview with massage chair operational staff*perfect relax*, year 2021

Based on Table 1.3 above, the rates for massage chairs*perfect relax* at Depati Amir Airport, Pangkalpinang City has 3 different types of prices, the price that is often chosen by users is Rp. 10,000 with 5 minutes of use, the second price is Rp. 20,000 with 10 minutes of use, the third price is Rp. 50,000 with a usage time of 25 minutes.

Satisfied consumers will be loyal to the product provider and continue to use products from that brand. Customer satisfaction is an important factor in a business to achieve success. The following is massage chair income data *perfect relax* from 2019-2021.

Table 1.4 Total Massage Chair Revenue*Perfect Relax* year 2019-2021

Year	Revenue Per year
2019	Rp. 86,870,000
2020	Rp. 48,570,000
2021	Rp. 46,980,000
Total	Rp. 182,420,000

Source: Massage chair data*perfect relax*, year 2021

Based on Table 1.4 it can be seen the results of massage chair income*perfect relax* at Depati Amir Airport during the period 2019 – 2021 there were ups and downs. In 2019, it was the period with the highest income, namely Rp. 86,870,000. Meanwhile, the lowest amount of income occurs in 2021, namely Rp.

46,980,000. The highest amount of decrease in income occurred in 2020, namely from Rp. 86,870,000 decreased to Rp. 48,570,000 with a difference of Rp. 38,300,000 which was due to the spread of covid-19 which greatly affected flights that year so that it had an impact on massage chair revenue.

According to Asdin Juniardi, et al (2018) marketing mix or *marketing mix* is the controllable set of tactical marketing tools that a company blends to produce the response it wants in its target market. The marketing mix of services and products/goods has differences. The product marketing mix includes 4P, namely: *product, price, place and promotion* while for service marketing three more indicators are added, namely: *people, process and physical evidence* (Asdin Juniardi, et al 2018).

The following are the results of an initial survey of 30 users of the perfect relax massage chair service from January 10 2022 to February 8 2022 regarding marketing strategies using the marketing mix strategy (product, price, location, promotion, means physique, people, and process) on a chair massage perfect relax in Airport Depati Amir of Pangkalpinang city, namely as follows:

Table 1.5 Pre-survey results of Marketing Strategy on Massage Chairs Perfect Relax year 2021

Source: Data processed by researchers, 2022

Based on Table 1.5, it shows that the marketing strategy perceived by consumers is towards massage

Dimension Question	STS	TS	N	S	SS
Product	8,3%	15%	18,3%	41,7%	16,7%
Price	5,6%	14,4%	28,9%	37,8%	13,3%
Location	10%	21,7%	23,4%	35%	10%
Promotion	12,2%	37,8%	21,1%	15,6%	2,2%
Physical Facilities	12,7%	20,7%	22,7%	33,3%	10,7%
Person	10%	22,5%	29,2%	25%	13,3%
Process	5,6%	23,3%	20%	35,6%	15,6%

chairs *perfect relax* there are still deficiencies in various aspects. On questions about consumer promotion, only 15.6% answered agree and 37.8% disagreed. questions about people who answered agree only by 25% and those who were neutral/undecided by 29.2%.

Service quality can be identified by comparing customer perceptions of the service they receive with the service they actually expect (Ahmad Kamaludin, 2019). There are five dimensions used in measuring service quality, namely *reliability* (reliability), *Responsiveness* (responsiveness), *assurance* (Guarantee), *Empathy* (empathy), *Tangible* (direct evidence). The following are the results of a pre-survey regarding service quality conducted by researchers, which can be seen in table 1.8 as follows:

Table 1.8 Results of the Pre-survey of Service Quality on Massage Chairs Perfect Relax year 2021

Dimension Question	STS	TS	N	S	SS
Tangibles	5,6%	2,2%	26,7%	44,4%	21,1%
Reliability	15%	21,7%	18,3%	26,7%	18,3%
Responsive ness	11,7%	26,7%	23,3%	25%	13,3%
Assurance	8,3%	20%	30%	21,7%	16,7%
Empathy	8,3%	15%	30%	23,3%	20%

Source: Data processed by researchers, 2022

Based on Table 1.8 it is known that the quality of service perceived by consumers towards massage chairs *perfect relax* there are still deficiencies in various aspects. Where is the question about *responsiveness* on the massage chair *perfect relax* to consumers, only 25% agreed and 26.7% disagreed. Question about *assurance* those who answered agreed were 21.7% while those who answered were neutral/undecided by 30%. Question about *empathy* those who answered agreed were 23.3% while those who answered were neutral/undecided by 30%.

2. Basis of Theory and Hypothesis

According to Meithiana Indrasari (2019) marketing management is a series of processes of analysis, planning, implementation, as well as monitoring and controlling a marketing activity where the goal is to achieve company targets effectively and efficiently. Marketing management according to Suhardi (2018) is a planned, implemented and controlled stage in business activities and allocating products/services to companies so that achieving company targets runs smoothly and right into the hands of customers.

Marketing strategy

According to Nur Naningsih, et al (2019), marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and location, especially in response companies in the face of ever-changing competitive environment and circumstances.

Service quality

According to Putri Maharani Purnama (2018) states service quality is a function of consumer expectations at pre-purchase in the process of providing goods/services and the quality of output received by consumers. According to Kotler and Keller (2012) service quality is the overall features and characteristics of a product or service that depend on its ability to meet stated or implied needs

Satisfaction

Keller, et al (2013), revealed that consumer satisfaction is the emergence of feelings of pleasure

or disappointment after comparing the product results that are thought of with the expected product results. Satisfaction is an individual's feeling of pleasure or disappointment based on a comparison of the results of the product or service received with what is expected. According to Sofian Assauri (2012) Consumer satisfaction is assessing how good the customer response is to the future of the company's business as one indicator of the business success of a company.

Hypothesis

- H1: Marketing strategy has a positive and significant effect on consumer satisfaction using massage chair services at PT Nusantara Sehat- *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City.
- H2: Service Quality has a positive and significant effect on Consumer Satisfaction using massage chair services at PT Nusantara Sehat-*Perfect Relaxat* Depati Amir Airport, Pangkalpinang City.
- H3: Marketing Strategy and Service Quality have a positive and significant effect on Consumer Satisfaction using massage chair services at PT Nusantara Sehat- *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City.

3. Research Methods

Research approach conducted by researchers using descriptive analysis and quantitative methods. The object of research conducted at PT Nusantara Sehat-Perfect Relaxat Depati Amir Airport, Pangkalpinang city regarding the influence of marketing strategies and service quality on consumer satisfaction using massage chair services at PT Nusantara Sehat-Perfect Relaxat Depati Amir Airport, Pangkalpinang City. Secondary data and primary data are the types of data used in this study. Secondary data in this study are in the form of company vision and mission, company profile, and company revenue. Secondary data in this study were also obtained through books, journals and so on. This primary data was obtained by distributing questionnaires to consumers using massage chair services at PT Nusantara Sehat-Perfect Relaxat Depati Amir Airport, Pangkalpinang city. Data collection techniques in this study used questionnaires, observations, and interviews. Analysis was carried out on the results of distributing questionnaires using descriptive statistical analysis methods, then tested for validity, reliability test, test normality, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, t test, f test, coefficient of determination test (r²) and the data is processed using Statistical Package for social science (SPSS) Version 25.

4. Results and Discussion

Validity test

This validity test is used to measure whether or not a questionnaire item is valid as a research instrument. The calculation of the r table in this study is $178-2 = 176$, so the r table value is 0.1237. The results of the validity test in this study are as follows:

Table IV.54 Validity Test Results

Variable	Items	R Count	R Table	Information
Marketing strategy	X1.1	0,637	0,1237	Valid
	X1.2	0,712	0,1237	Valid
	X1.3	0,648	0,1237	Valid
	X1.4	0,645	0,1237	Valid
	X1.5	0,631	0,1237	Valid
	X1.6	0,730	0,1237	Valid
	X1.7	0,791	0,1237	Valid
	X1.8	0,792	0,1237	Valid
	X1.9	0,796	0,1237	Valid
	X1.10	0,747	0,1237	Valid
	X1.11	0,636	0,1237	Valid
	X1.12	0,650	0,1237	Valid
	X1.13	0,638	0,1237	Valid
	X1.14	0,568	0,1237	Valid
Service quality	X2.1	0,704	0,1237	Valid
	X2.2	0,682	0,1237	Valid
	X2.3	0,798	0,1237	Valid
	X2.4	0,838	0,1237	Valid
	X2.5	0,853	0,1237	Valid
	X2.6	0,838	0,1237	Valid
	X2.7	0,825	0,1237	Valid
	X2.8	0,835	0,1237	Valid
	X2.9	0,751	0,1237	Valid
	X2.10	0,740	0,1237	Valid
Consumer Satisfaction	Y.1	0,871	0,1237	Valid

	Y.2	0,905	0,123 7	Valid
	Y.3	0,848	0,123 7	Valid
	Y.4	0,903	0,123 7	Valid

Source: Primary Data Processed by Researchers, 2022

Reliability Test

Tabel IV.55 Reliability Test Results

Variable	Item	Cronbach Alpha	Information
Marketing strategy	X1	0,913	Reliable
Service quality	X2	0,931	Reliable
Consumer Satisfaction	Y	0,905	Reliable

Source: Primary Data Processed by Researchers, 2022

Based on table IV.55, the results of the reliability test show that all variables have value *Cronbach Alpha* > 0.60, so it can be said that the questionnaire instrument for each research variable is reliable.

Classic Assumption Test

Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. Knowing the research data is normally distributed or cannot be seen on the histogram and graphs *normal probability plots* (Ghozali, 2013).

Tabel IV.56 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		178
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.85607251
Most Extreme Differences	Absolute	.050
	Positive	.050
	Negative	-.040
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source :*output*SPSS processed by researchers, 2022

Table IV.56 is the result of the normality test obtained from respondents with a significance value found in the Kolmogorov-Smirnov with a value of 0.200 > 0.05 so that it can be stated that the data regression model is normally distributed.

Multicollinearity Test

Tabel IV.57 Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Marketing Strategy	0,566	1,766	Tidak Multikolinieritas
Service Quality	0,566	1,766	Tidak Multikolinieritas

Source :*output*SPSS processed by researchers, 2022

In Table IV.57 the results of the multicollinearity test by calculating the tolerance value can be seen that all

independent variables have a value tolerance > 0.01 means that in this study there was no multicollinearity, apart from that on the VIF values on the three independent variables has a VIF value < 10 so it can be concluded that in the regression model there is no multicollinearity between the independent variables or the independent variables.

Heterocadasticity Test

A good regression model is one that has homoscedasticity or does not have heteroscedasticity (Ghozali, 2013).

Tabel IV.58 Heteroscedasticity Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.622	.492		5.327	.000
Strategy Marketing	-.022	.013	-.163	-1.646	.102
Quality Service	-.005	.016	-.031	-.316	.753

Source :*output*SPSS processed by researchers, 2022

In Table IV.58 In the heteroscedasticity test with Spearman rho it was found that the significance value for each variable indicated a value > 0.05, so in this regression model it can be said that there was no heteroscedasticity.

Multiple linear Regression Analysis

This study uses multiple regression to prove the research hypothesis. Multiple linear regression analysis is used to test the effect of two or more independent variables on the dependent variable (Dyah, 2012). This analysis aims to test the hypothesis and determine the effect of each variable, namely marketing strategy (X1), service quality (X2), on the variable (Y), namely customer satisfaction.

Tabel IV.43 Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.734	.785		.934	.352
	Strategy Marketing	.130	.021	.382	6.161	.000
	Service quality	.193	.025	.481	7.764	.000

Table IV.43 shows the results of the multiple linear regression equation as follows.

$$Y = 0,734 + 0,130X1 + 0,193X2 + e$$

Information :

Y : Consumer Satisfaction
X1 : Marketing strategy
X2 : Service quality
e : Error Rate

The regression equation above can be stated as follows:

- 1 A constant of 0.734 states that if the marketing strategy (X1) and service quality (X2) are 0, then consumer satisfaction (Y) is 0.734.
- 2 The regression coefficient of the marketing strategy variable (X1) is 0.130 which states that if the marketing strategy variable (X1) increases by 1 unit, the value of consumer satisfaction (Y) will increase or increase by 0.130 assuming the other independent variables are constant.
- 3 The regression coefficient of the service quality variable (X2) is 0.193 stating that if the service quality variable (X2) increases by 1 unit, then the value of customer satisfaction (Y) will increase or increase by 0.193 assuming the other independent variables are constant.
- 4 The error rate represents the error or interference variable.

Partial Test (T Test)

Partial test or t test is used to show the extent to which the influence of the independent variable is partially in explaining the dependent variable. The basis for decision making is done by comparing t count with t table, where the alternative H1 hypothesis is accepted if t count > t table with a significance level of <0.05. The results of data processing can be seen in the following table:

Table IV.44 Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.734	.785		.934	.352
Marketing Strategy	.130	.021	.382	6.161	.000
Service Quality	.193	.025	.481	7.764	.000

Source: Data Processed by Researchers, 2022

H1: Test the Marketing Strategy Hypothesis on Consumer Satisfaction

The calculation results obtained by researchers through *h* for the marketing strategy (X1) is 6.161 so that it is stated to be greater than 1.973 and with a significance of 0.000 greater than 0.05. This means that H1 is accepted and H0 rejected, which means that the marketing strategy variable has a positive and significant effect on consumer satisfaction on massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City.

H2: Test the Service Quality Hypothesis on Customer Satisfaction

The calculation results obtained by researchers through *h* for service quality (X2) of 7.764 greater than 1.973 and with a significance of 0.000 which is less than 0.05. This means that H2 is accepted and H0 rejected, which means that the service quality variable has a positive and significant effect on customer satisfaction on massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City.

Simultaneous Test (Test F)

Table IV.45 Test Results f

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	992.2578	2	496.128	142.387	.000 ^b
Residual	609.7665	17	3.484		
Total	1602.022	17			

Source: Data Processed by Researchers, 2022

Table IV.45 shows the results of the f test which states that *h*

in this study amounted to 142.387 greater than with a value of 3.047 with a significance value of 0.000 which is less than the significance level of 0.05. This states that H3 is accepted and H0 rejected, which means that the variable marketing strategy (X1) and service quality (X2) jointly (simultaneously) significantly affect the variable customer satisfaction (Y). So the conclusion that can be drawn is that marketing strategy and service quality simultaneously have a positive and significant effect on customer satisfaction on massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City.

Analysis of the Coefficient of Determination (R2)

This analysis is to measure the size of the model's ability to explain variations in the dependent variable which can be interpreted as a coefficient of determination (R2) with a value between 0 and 1. If it is close to 1, it means that the independent variable is almost able to collect all the information needed in the prediction of the dependent variable and vice versa.

Table IV.59 Test Results for the Coefficient of Determination

Summary Models^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.615	1.86665

Source :*output*SPSS processed by researchers, 2022

Judging from Table IV.59 the coefficient of determination (R2) show numbers *Adjusted R Square* 0.615 or 61.5%. This means that employee performance variables can be explained by marketing strategy and service quality variables of 61.5%, the

remaining 38.5% is influenced by other variables outside of the research variables.

Discussion

A. Overview of Marketing Strategy and Service Quality on Consumer Satisfaction

The results of research that has been carried out by researchers through respondents' responses, it is concluded that each research variable, namely marketing strategy and service quality, has an effect on consumer satisfaction on a massage chair Perfect Relaxat Depati Amir Airport, Pangkalpinang City, is included in the high category according to the interval 3.41-4.20. This suggests that the better the marketing strategy and service quality provided by the massage chair perfect relaxat Depati Amir Airport, Pangkalpinang City, it will increase their customer satisfaction. Based on the statements that have been distributed to respondents, the average score on the variable namely marketing strategy (X1) is 3.37, service quality variable (X2) is 3.35 and consumer satisfaction (Y) is 3.34. This states that consumer satisfaction on massage chairs perfect relaxat Depati Amir Airport, Pangkalpinang City, they were satisfied with the marketing strategy and the quality of service provided by the massage chair.

B. The Influence of Marketing Strategy on Consumer Satisfaction

Based on the results of research that has been done by researchers, it can be concluded that marketing strategy variables partially have a positive and significant effect on consumer satisfaction in massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City. This is in accordance with quantitative calculations in which the change management variable produces a tcount for X1 of 6.161 > from t table 1.973 which is smaller than the significant level of 0.05.

The results of the multiple linear regression analysis obtained a marketing strategy coefficient value of 0.130. The value of the regression coefficient indicates that there is a positive relationship between marketing strategy and consumer satisfaction with massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City. The t (partial) test in this study illustrates that marketing strategy variables have an influence on consumer satisfaction in massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City, so it can be concluded that H1 is accepted and H0 rejected.

C. The Effect of Service Quality on Consumer Satisfaction

Based on the results of research that has been done by researchers, it can be concluded that service quality partially has a positive and significant effect on customer satisfaction in massage chairs *Perfect Relaxat* at Depati Amir Airport, Pangkalpinang City. This is in accordance with the quantitative calculations in which the service quality variable produces a tcount for X2 of 7.764 > from t table of 1.973 with a significance of 0.000 which is smaller than the significant level of 0.05.

The results of multiple linear regression analysis in this study obtained a service quality coefficient value of 0.193. The regression coefficient value indicates that there is a positive relationship between service quality and customer satisfaction in massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City. These results illustrate that the service quality variable partially has a positive and significant effect on consumer satisfaction in massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City, so that it can be stated that H2 is received and H0 rejected. It is stated that the better the quality provided by the massage chair *Perfect Relaxat* at Depati Amir Airport, Pangkalpinang City.

D. The Influence of Marketing Strategy and Service Quality on Consumer Satisfaction

Marketing strategy and service quality together (simultaneously) have a positive and significant effect on customer satisfaction in massage chairs *Perfect Relaxat* Depati Amir Airport, Pangkalpinang City. This is based on the results of research on the F test the response of the respondents stated that h in this research of 142.387 greater than with a value of 3.047 with a significance value of 0.000 which is less than the significance level of 0.05.

5. Conclusions and Suggestions

Conclusions

Based on the results of the research and discussion that the researchers have described regarding marketing strategies and service quality on consumer satisfaction in massage chairs *perfect relaxat* Depati Amir Airport, Pangkalpinang City, namely that the results of the descriptive analysis test regarding the general description of marketing strategies, service quality and consumer satisfaction are included in the high category, marketing strategies affect consumer satisfaction in massage chairs at PT Nusantara Sehat-*Perfect Relaxat* Depati Amir airport, Pangkalpinang City, service quality has an effect on customer satisfaction on massage chairs of PT Nusantara Sehat-*Perfect Relaxat* Depati Amir airport, Pangkalpinang City, marketing strategy and service quality have a joint effect on customer satisfaction on PT Nusantara Sehat massage

chairs *Perfect Relaxat* Depati Amir airport, Pangkalpinang City.

Suggestion

Based on the conclusions that have been obtained from the research results, there are several suggestions given so that they can be used as references for further research. With this research, it is hoped that PT Nusantara Sehat-Perfect Relax at Depati Amir Airport, Pangkalpinang City, is expected to be able to improve marketing strategies by re-evaluating marketing strategies by conducting reviews and revisiting the strategies that have been carried out as an effort to improve marketing even better within the company, PT Nusantara Sehat-Perfect Relax at Depati Amir Airport, Pangkalpinang City.

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