

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Company has many aims in doing its market activity. One of them is to increase the sales. Sales is important for the company as it shows how a company perform in overall and also the sales itself is when it is higher shows that company not only survive in the industry but also grow and get better. Both company and its competitors race in order to get more attention from potential customers therefore more and more strategies occur in order to win the tight competition.

Sales come out when the potential customers decide to choose product or service from the company. In order to increase sales, company has to make sure the customers are satisfied with what they have chosen from the company. According to Tjiptono & Diana (2015, p.23) "Customer satisfaction comes out from comparison between customers' expectation and reality." Satisfied customers would likely do repeat order or even recommend what they have experienced to their friends or relatives. Without any certainty of satisfaction level, the sales cannot be made which is why the role of marketing from the company should give its best strategy for many customers to earn more and positive level of satisfaction.

Customer satisfaction cannot be made without any good strategy, the company should ensure the customers that the product or service from the company is what they desire. To ensure them, company should provide more comfortable and friendly environment. It can be done by providing marketing communication. According to Kotler & Armstrong (2016), "Marketing communication is an activity aims to the consumers through various kinds of media with hope there will be changes in consumers in term of knowledge, behavior and action." Marketing communication from the company can attract customers or at least provide information for the candidate customers about the company. Marketing communication is essential for the company as it can be one of the best assets for the company to introduce as well as promote their product or service to the market. Marketing communication can also introduce early satisfaction which attract the potential customers to try the product or service from company. According to Firmansyah (2020), "Sales coming from marketing communication can be so powerful when it is used to attract people, so they are aware, recognize and satisfied with their expectation."

PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi is a banking company located at Jendral Sudirman street number 158, Tebing Tinggi. After doing observation and some interview in the company, the writer found problems regarding customers satisfaction in the company. The number of customers closing their accounts have been increasing for the last 12 months in 2020. The data is presented by table 1.1 below:

Table 1.1 Number of Customers Closing Account at PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi

Period	Number of customers
January	25
February	17
March	31
April	30
May	46
June	49
July	28
August	45
September	51
October	59
November	67
December	72

Source: PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi, 2020

Based on table 1.1, number of customers of PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi closing their accounts at the company increase steadily, from the data above shows there could be problem with the customer satisfaction in the company. Based on Kotler and Keller in Firmansyah (2020), “Satisfied customers hardly has a chance to quit using the product or service from the company, satisfied customers tend to show less interest with another competitor which has the same business characteristic of the company.”

The reasons why customers decide to close the accounts at PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi are variative. The main reasons of the customers closing their account on table 1.1 is further illustrated in table 1.2 which is:

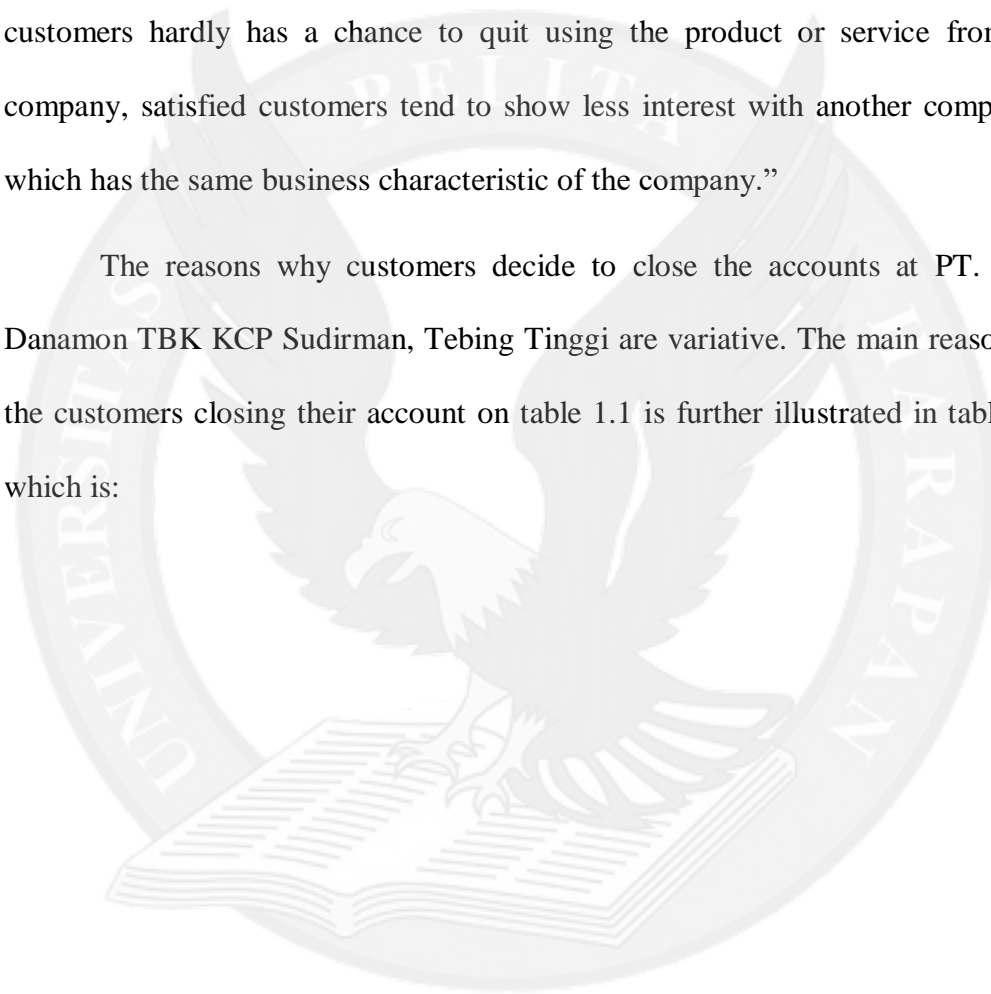


Table 1.2 Main Reason of Customers Closing Account at PT. Bank Danamon TBK KCP

Sudirman, Tebing Tinggi

Period	Main Reason of Customer Closing Accounts
January	<ol style="list-style-type: none"> 1. Location far from working place. 2. Dissatisfied with the banking product. 3. Unhappy experience with the employees. 4. Uncomfortable with the bank environment.
February	<ol style="list-style-type: none"> 1. Customers are comfortable using another bank service. 2. Location far from working place.
March	<ol style="list-style-type: none"> 1. Dissatisfied with the banking product. 2. Unwilling to top up money in the account.
April	<ol style="list-style-type: none"> 1. Customers are comfortable using another bank service. 2. Unwilling to top up money in the account. 3. Unhappy experience with the employees.
May	<ol style="list-style-type: none"> 1. Customers are comfortable using another bank service. 2. High banking cost. 3. Dissatisfied with the banking product.
June	<ol style="list-style-type: none"> 1. Customers are comfortable using another bank service. 2. High banking cost. 3. Unhappy experience with the employees

July	<ol style="list-style-type: none"> 1. Customers are comfortable using another bank service. 2. Location far from working place. 3. Dissatisfied with the banking product. 4. Dissatisfied with the service.
August	<ol style="list-style-type: none"> 1. Location far from working place. 2. Dissatisfied with the banking product. 3. Dissatisfied with the service.
September	<ol style="list-style-type: none"> 1. High banking cost. 2. Customers are comfortable using another bank service.
October	<ol style="list-style-type: none"> 1. Dissatisfied with the service. 2. Unwilling to top up money in the account. 3. Unhappy experience with the employees. 4. Uncomfortable with the bank environment.
November	<ol style="list-style-type: none"> 1. Customers are comfortable using another bank service. 2. Uncomfortable with the bank environment.
December	<ol style="list-style-type: none"> 1. High banking cost. 2. Location far from working place.

Source: PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi, 2020.

According to the interview to the Manager of PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi, Mr. Herman, regarding how communication is done to the customers, some customers complain that information given by the banking staffs is not assuring, fails to attract them to use the service of the company for their additional banking product other than savings and even the information provided did not bring solution to them. Based on the problems above, the writer is interested to make a research with title **“The Influence of Marketing Communication Towards Customer Satisfaction at PT. Bank Danamon TBK KCP Sudirman, Tebing Tinggi.”**

1.2 Problem Limitation

Due to the time limitation, this research only focuses on two variables. They are independent variable which is marketing communication and dependent variable which is customer satisfaction. Indicator used in marketing communication variable are advertisement, sales promotion, public relationship and personal sales (Kotler and Armstrong, 2018) while the indicator of customer satisfaction is the fulfilled customer desire, attitude in using product or service, provide recommendation to others, loyalty and good reputation (Kotler in Priansa, 2017).

Research place is done at PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi located at Jendral Sudirman street number 158, Tebing Tinggi and will be done from December 2020 until January 2021 where the respondents of the research are the selected loyal customers of PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi. The selected customers are the customers who has been having accounts at PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi for 5 years.

1.3 Problem Formulation

There are two problem formulation in this research, they are:

1. Does marketing communication have positive relationship towards customer satisfaction at PT. Bank Danamon, TBK. KCP Sudirman, TebingTinggi?
2. Does marketing communication have influence towards customer satisfaction at PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi?

1.4 Objective of the Research

1. To find out the relationship between marketing communication and customer satisfaction at PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi.
2. To find out how much influence does marketing communication have towards customer satisfaction at PT. Bank Danamon, TBK. KCPSudirman, Tebing Tinggi.

1.5 Benefit of the Research

1.5.1 Theoretical Benefit

1. This research gives benefit for the writer to enrich his knowledge about the material specifically in marketing communication and customer satisfaction.
2. This research provides insight for the future researchers who also conduct research with the related title or variable.
3. This research provides benefit for the readers to increase their knowledge in term of variable marketing communication and customer satisfaction.

1.5.2 Practical Benefit

1. This research serves as input for PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi about its marketing communication and customer satisfaction.
2. This research serves as suggestion for PT. Bank Danamon, TBK. KCP Sudirman, Tebing Tinggi form making better marketing communication and customer satisfaction.
3. This research may provide case study for other company which has the same business characteristic in order to be familiar with variable marketing communication and customer satisfaction.

