

ANALYSIS OF PROMOTION AND SERVICE QUALITY ON CUSTOMER SATISFACTION AT THE CENTER OF HAJJ AND UMRAH SOUVENIRS BIN DAUD MAKASSAR

Muliati^{1*}, Mochtar Lutfi², Hermawaty Remba Kasim³, Vebby Anwar⁴, Dwi Putri⁵

Faculty of Social and Political Sciences, Makassar Islamic University, Indonesia^{1,2,3,5}

STIE Pelita Buana Makassar, Indonesia⁴

muliati@uim-makassar.ac.id¹, mochtarluthfi_dpk@uim-makassar.ac.id², hermawatyrk@gmail.com³,
vebbyanwar1512@gmail.com⁴, putrydwi23@gmail.com⁵

ABSTRACT

This study aims to analyze the effect of promotion on customer satisfaction, the effect of service quality on customer satisfaction, the influence of promotion and service quality simultaneously affect customer satisfaction, and analyze the magnitude of the influence of promotion and service quality on customer satisfaction at the Hajj and Umrah Bin Daud Souvenir Date Center in Makassar City. This type of research is quantitative with research for two months (January-February 2023). The sample in this study was 95 respondents taken using the slovin technique. The analytical methods used are instrument tests (validity and reliability tests), classical assumption tests (normalist tests, multicolonierity tests and heteroscedasticity tests), multiple linear regression tests, determination coefficient analysis and hypothesis testing (persial and simultaneous tests) with SPSS version 25 applications. The results showed that promotion has a positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, promotion and service quality simultaneously affect customer satisfaction, and promotion and service quality show an influence on customer satisfaction Hajj and Umrah Bin Daud Date Center in Makassar City.

Keywords: Promotion; Service; Customer Satisfaction

INTRODUCTION

The retail industry is a strategic industry in its contribution to the Indonesian economy. In the global context, the potential of Indonesia's retail market is quite large. The retail industry has the second largest contribution to the formation of *Gross Domestic Product* (GDP) after the agricultural industry. Based on data from BPS, the number of retail in Indonesia consisting of shopping centers and convenience stores in 2020 reached 2,133 units. This is shown by the expansion of modern retail is very aggressive to enter residential areas. Traditional retail in areas and people's settlements was also affected by dealing directly with modern retail. Competition between the two was inevitable. Not only that, due to the lack of zoning rules from modern retail developments, traditional retailers in big cities were affected.

The tighter business competition that exists, especially competition from similar businesses, makes business people increasingly required to move faster in terms of attracting customers and need to pay attention to consumer behavior and factors that influence their purchase decisions by customers. This is because in the concept, one way to achieve business goals is to know what the needs and desires of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors (Kotler & Keller, 2017, p. 36).

According to Tjiptono (Tjiptono, 2019, p. 30) customer satisfaction *Customer satisfaction* is a measure that determines how well a company's products or services meet customer expectations. This is one of the most important indicators of purchase and customer loyalty. These conditions can help predict business growth and revenue (Gattermann-Itschert & Thonemann, 2022).

The company conducts promotions to attract consumers. With the promotion, customers are expected to make purchase decisions both for the first time buying and repurchase. According to Assauri (Sofjan, 2018, p. 27) promotion is an effort from the company to influence and seduce potential buyers, through the use of all elements of the marketing mix, this promotion policy is

inseparable from the integrated policy of the marketing mix, so its success or effectiveness depends on other marketing policies as a whole (Berthon et al., 2012).

Quality can be broadly viewed as excellence or idiosyncrasies and can be defined as the delivery of services that are relatively privileged or superior to customer expectations (Mikalef et al., 2020), meaning that the company does not provide good quality service. Service is the most important thing for companies in carrying out marketing strategies when selling the same product. This proves that service is a very important aspect that must be considered by the company. Service must be viewed as an integral part of the product offered (Fischer & Eastwood, 2016).

The phenomenon of the growth of retail companies in Indonesia is increasingly mushrooming so that the business world is required to always be able to compete in terms of improving the quality of goods and services products. One of these advances is in the field of souvenir products typical of the Middle East in this case dates and the like, where there have been many date shops in Indonesia along with the majority Muslim community so that the presence of date shops makes it easier for Indonesian residents, especially Muslims, to consume dates.

As is known, date palm products and the like are in great demand by the people of Indonesia. According to data from the Central Statistics Agency (BPS, 2022), throughout February 2022 Indonesia has imported around 13.5 thousand tons of dates with a total value of US \$ 21.6 million. The volume of date imports in February 2022 increased by 53.4% compared to the same period the previous year, which was 8.8 thousand tons in February 2021 (Dihni, 2022). The increasing import of dates in Indonesia makes business opportunities grow and it is proven that there are many typical date souvenir shops in Indonesia.

One of the shops that provides typical souvenirs from the middle east is the Hajj and Umrah Bin Daud Makassar Date Center. This store is relatively new in Makassar but is able to grow and compete with its competitors. Based on the observations of the Hajj and Umrah Bin Daud Makassar Date Center, they intensively promote by utilizing technology as a medium for promoting goods. It can be seen on Bin Daud social media accounts that he continues to provide promotional offers to the people of Makassar and its surroundings. Promotional activities are felt at certain times such as ahead of the fasting month of Ramadan and the end of the year. In addition to promotions, the company is also making improvements to service considering that customer behavior continues to change along with the times and technology. One form of improving service quality so that customers feel satisfied is the arrangement of the store more clean and neat, maintaining product quality, the application of 3S (Smile, Greetings and Greetings) by employees and online sales so that they can reach customers do not need to come all the way to the store and queue. Based on the discussion of phenomena and observations, this study aims to analyze the amount of contribution of the influence of promotion and service quality on customer satisfaction at the Center for Dates and Souvenirs of Hajj Umrah Bin Daud Makassar.

RESEARCH METHOD

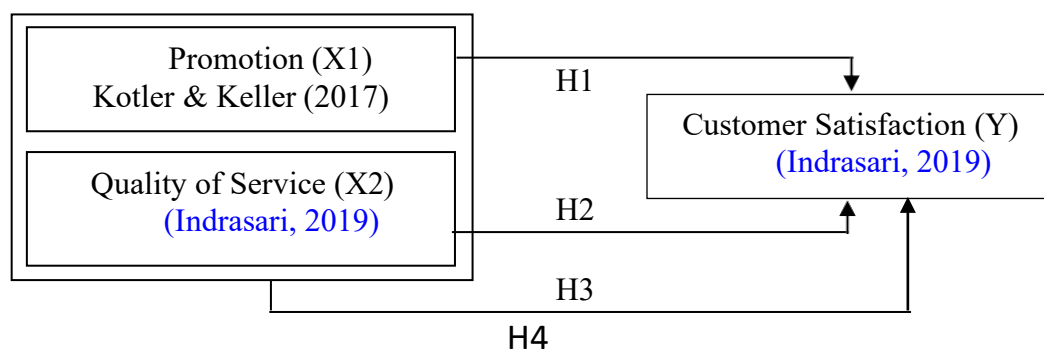


Figure 1 Mindset Scheme

Types of Research

The type of research used in this study is quantitative research method. This research was conducted at a retail company, namely the Center for Dates and Souvenirs of Hajj Umrah Bin Daud Makassar which is located at Ma'rumpa, Ruko Griya Batas Kota Blk. 5C, Jl. Poros Makassar - Maros, Sudiang, Kec. Marusu, Maros Regency, South Sulawesi 90552. Meanwhile, the time used in the study is planned for less than 5 (five) months, consisting of January - May 2023. The population in this study is customers of the Center for Dates and Souvenirs of Hajj Umrah Bin Daud Makassar. The population selected in the study was customers during January – November of 2022. The following is the number of customers of the Umrah Bin Daud Hajj Date and Souvenir Center Makassar.

Table 1
The number of customers of the Umrah Bin Daud Hajj Date and Souvenir Center Makassar

No	Moon	Number of Customers
1	January	106
2	February	97
3	March	119
4	April	287
5	May	193
6	June	149
7	July	176
8	August	129
9	September	191
10	October	153
11	November	131
Total		1731

The sampling technique used in this study is *Purposive Sampling* (Sugiyono, 2019, p. 62). In this study, sample calculations were used according to the Slovin Formula (Sugiyono, 2018, p. 31). Data collection techniques in this study used observation, interview and documentation techniques. The analysis technique in this study is quantitative data analysis. Analysis techniques used Multiple Linear Regression Analysis.

Characteristics of Respondents

In this study, they distributed questionnaires to customers of the Umrah Bin Daud Hajj Date and Souvenir Center Makassar which was the object of research. To find out the picture of customers who are the sample of this study, the following is described the grouping of respondents based on gender, age, education level, occupation. Of the 95 customers who were respondents in this study, the characteristics of research respondents can be known as follows:

Table 2
Characteristics by Gender

No	Gender	Total of Respondents	Presentase (%)
1	Male	32	34
2	Female	63	66
Total		95	100

Source: Data processed in 2023

Based on Table 1 above, there were 32 male respondents (34%) while female respondents were 63 (66%).

Age of Respondent

Table 3 Characteristics Based on Age

No	Age (Year)	Total of Respondents	Presentase (%)
1	<20	11	11
2	20 - 30	36	38
3	31 - 40	34	36
4	> 40	14	14
Total		95	100

Source : Data processed in 2023

Education Level

Table 4
Characteristics By Education Level

Level Education	Total of Respondents	Presentase (%)
< Senior High School	11	12
Senior High School	33	35
Associate's degree	5	5
Bachelor	46	48
Total	95	100

Source: Data processed in 2023

Work

In the results of this study, data on the work of respondents can be obtained which are presented in the following table:

Table 5
Characteristics Based on Work

Types of Jobs	Total of Respondents	Presentase (%)
Private employee	32	34
Self employed	30	31
Civil Servan	22	23
Student	11	12
Jumlah	95	100

Source: Data processed in 2023

RESULT AND DISCUSSION

Descriptive Analysis of Variables

Here's a description of respondents' responses based on each variable.

a. Promotion (X1)

Table 6
Response Promotion Variables (X1)

Statement	Respondents' Responses					Average
	Very Agree	Agree	Neutral	Disagree	Very Disagree	
First	32	33	21	9	-	3,95
Second	33	33	20	9	-	4,21
Third	33	34	20	8	-	3,95
Fourth	33	32	21	9	-	3,96
Fifth	32	34	20	9	-	3,95

Source: SPSS 25 program data processing results

Based on Table 6, the results of the promotion variable questionnaire responses in the first statement (P1) were obtained with 32 strongly agreeable responses, then 33 respondents' affirmative responses, then 21 respondents' neutral responses, while 9 respondents disagreed. This means that the first statement is "The promotional message used is so clear that make it easier for us as customers". Responded by diverse customers but predominantly expressed agreement.

The second statement (P2), namely "The number of sales promotions carried out at a time through sales promotion media" was responded by respondents with 33 people agreeing, then agreeing with 33 respondents, neutral as many as 20 respondents, while disagreeing with 9 respondents.

Statement three (P3), namely "This store uses promotions through social media so that we are always updated with product price information" was responded by respondents with 33 people agreeing, then agreeing with 34 respondents, neutral as many as 20 respondents, while disagreeing with 8 respondents. So the conclusion is that the majority of customers agree with information about promotions always delivered through social media, making it easier for customers to find out the latest information related to the product.

Statement four (P4), namely "There is a certain time to do in providing product promotion" was responded by respondents strongly agreed as many as 33 people, agreed as many as 32 respondents, neutral as many as 21 respondents, while did not strongly agree as many as 9 respondents. This means that the customer agrees with the company's commitment in providing

promotions at a certain time.

The fifth statement (P5), namely "Actively involved in community activities such as sponsoring activities" was responded by respondents strongly agreed with 32 people, agreed with 34 respondents, neutral as many as 20 respondents, while disagreed with as many as 9 respondents. This means that the majority of customers agree with the company's involvement in community activities so that its products can be widely known by the community.

b. Service (X2)

Service variables in this study were measured through three 4 indicators with each amounting to 1 statement item. The following distribution of respondents' answers regarding service variables can be seen in the following table:

Table 7
Service Variable Response (X2)

Statement	Respondents' Responses					Average
	Very Agree	Agree	Neutral	Disagree	Very Disagree	
c	32	33	20	10	-	3,95
Second	32	35	20	8	-	4,21
Third	28	58	9	-	-	3,95
Fourth	32	34	20	9	-	3,96
Fifth	33	33	20	9	-	3,95

Source: SPSS 25 program data processing results

Based on Table 7 obtained the results of respondents' responses to the service variables above, it is known that the first statement (P1) "The condition of the Makassar Date and Hajj Bind Daud Center room is neatly arranged, and clean" was responded strongly by 32 respondents, then agreed to be responded by 33 respondents, neutral responded to 20 respondents while disagreed as many as 10 respondents. The conclusion is that dominant customers agree with the neat and clean arrangement of the store so that customers are comfortable shopping.

The second statement (P2), namely "Employees of the Umrah Bind Daud Makassar Date and Hajj Center can provide services according to customer needs" were responded to variously by respondents. Responses strongly agreed as many as 32 people, agreed as many as 35 respondents, neutral as many as 20 respondents while disagree as many as 8 respondents. The conclusion is that the dominant customer agrees that employees are able to provide maximum service.

The third statement (P3), namely "Employees inform or offer promos at the Makassar Daud Bind Date and Hajj Center" was responded variously by respondents. Responses strongly agreed as many as 28 people, agreed as many as 58 respondents, while neutral as many as 9 respondents. In conclusion, customers agree with excellent communication services such as the company always provides information when the company is conducting product promotions.

The fourth statement (P4), namely "Feel safe and comfortable in transacting at the Center for Dates and Hajj Umrah Bind Daud Makassar" was responded variously by respondents. The responses strongly agreed as many as 32 people, agreed as many as 34 respondents, neutral as many as 20 respondents, while disagreed as many as 9 respondents. The conclusion is that customers agree with the level of safety and comfort obtained during shopping at the Bind Daud Makassar Date and Hajj Center.

The fifth statement (P5), namely "Date Shop Employee Bind David served with a friendly / smile" was responded to variously by respondents. The responses strongly agreed as many as 33

people, agreed as many as 33 respondents, neutral as many as 20 respondents, while disagreed as many as 9 respondents. This means that the majority of consumers agree and strongly agree with the services of the Umrah Bind Daud Makassar Date and Hajj Center.

c. Customer Satisfaction (Y)

The customer satisfaction variable in this study was measured through three 5 indicators with each amounting to 1 statement item per indicator. The following distribution of respondents' answers regarding customer satisfaction variables can be seen in the following table:

Table 8
Variable Response Customer satisfaction (Y)

Statement	Respondents' Responses					Average
	Very Agree	Agree	Neutral	Disagree	Very Disagree	
First	31	34	20	10	-	3,95
Second	33	33	20	9	-	4,21
Third	32	33	20	10	-	3,95
Fourth	26	64	4	4	-	3,96
Fifth	33	33	20	9	-	3,95

Source: SPSS 25 program data processing results

Based on Table 8 obtained the results of respondents' responses to the service variables above, it is known that the first statement (P1) "The goods and services in the Date Shop Bind Daud are very good" was responded strongly by respondents as many as 31 people, then agreed to be responded by 34 respondents, neutral responded to by 20 respondents while disagreed as many as 10 respondents. The conclusion is that the dominant customer agrees on the level of quality of the product he buys.

The second statement (P2), namely "The company is able to maintain a good relationship with customers" was responded to variously by respondents. Responses strongly agreed as many as 33 people, agreed as many as 33 respondents, neutral as many as 20 respondents while disagreed as many as 10 respondents. The conclusion is that the dominant customer agrees with the assessment of the company that is able to maintain its relationship well with its customers.

The third statement (P3) namely "The Company provides special morning service to loyal customers" was responded to variously by respondents. The responses strongly agreed as many as 32 people, agreed as many as 33 respondents, disagreed as many as 20 respondents while neutral as many as 10 respondents. In conclusion, the company always provides the best service so that customers agree with their loyalty.

The fourth statement (P4), namely "Always take good care of its customers", received mixed responses from respondents. Responses strongly agreed as many as 26 people, agreed as many as 64 respondents, neutral as many as 4 respondents, while disagreed as many as 4 respondents. The conclusion is that the attention given by the company to the customer responded to the dominant agree.

The fifth statement (P5), namely "The Company is always responsive to criticism and input from customers" was responded to variously by respondents. The responses strongly agreed as many as 33 people, agreed as many as 33 respondents, neutral as many as 20 respondents, while disagreed as many as 9 respondents. This means that customers judge open and cooperative companies for criticism regarding customer complaints.

Instrument Test Results

Table 9
Instrument Test Results

Variable	Item	R Value Calculate	Table R Value	Information
Promotion (X1)	P1	0,663	0,2017	Valid
	P2	0,632	0,2017	Valid
	P3	0,558	0,2017	Valid
	P4	0,653	0,2017	Valid
	P5	0,692	0,2017	Valid
Services (X2)	P1	0,634	0,2017	Valid
	P2	0,791	0,2017	Valid
	P3	0,408	0,2017	Valid
	P4	0,584	0,2017	Valid
	P5	0,820	0,2017	Valid
Customer Satisfaction (Y)	P1	0,663	0,2017	Valid
	P2	0,537	0,2017	Valid
	P3	0,805	0,2017	Valid
	P4	0,526	0,2017	Valid
	P5	0,829	0,2017	Valid

Source: SPSS 25 program data processing results

Based on Table 9 the results of data processing through the SPSS application version 25 obtained validity testing results show that all indicators used to measure the variables used in this study have a greater korea than ($r_{calculate} > r_{table}$) so that all indicators and variables in this study are declared valid so that the research can be continued.

Reliability Test

Reliability as a tool used to collect data in this study, it is due to the existence of trustworthy and reliable instruments that will produce reliable data. In a study, an instrument can be said to be reliable if the data has a value of Cronbach's alpha (α) > 0.60 .

Table 10
Reliability Test

No	Variable	Cronbach's Alpha	Conclusion
1	Promotion	0,639	Reliabel
2	Service	0,672	Reliabel
3	Customer Satisfaction	0,703	Reliabel

Source : SPSS 25 program data processing results

Based on Table 2, the results of data processing through the SPSS application version 25 obtained reliability test results on the promotion variable of (0.639) then the service variable (0.672), then the customer satisfaction variable (0.703) $>$ Cronbach's alpha > 0.60 , it can be

concluded that the entire variable of this study is considered reliable because it has a contribution of Cronbach's alpha value above 0.60 so that research can be continued.

Classical Assumption Test Results

Table 11
Kolmogorov-Smirnov One-Sample Normality Test Results

		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,42957912
Most Extreme Differences	Absolute	,060
	Positive	,060
	Negative	-,053
Test Statistic		,060
Asymp. Sig. (2-tailed)		,200 ^{c,d}
Asymp. Sig. (2-tailed)		,200^{c,d}

Source: SPSS 25 program data processing results

Based on Table 11, the results of data processing through the SPSS application version 25 obtained normality test results based on the One-Sample Kolmogorov-Smirnov Test with Asymp values. Sig. (2-tailed) of 0.200 > Sig 0.05 so that it can be concluded that the data tested in this study are normally distributed. Here's a normality test based on the graph.

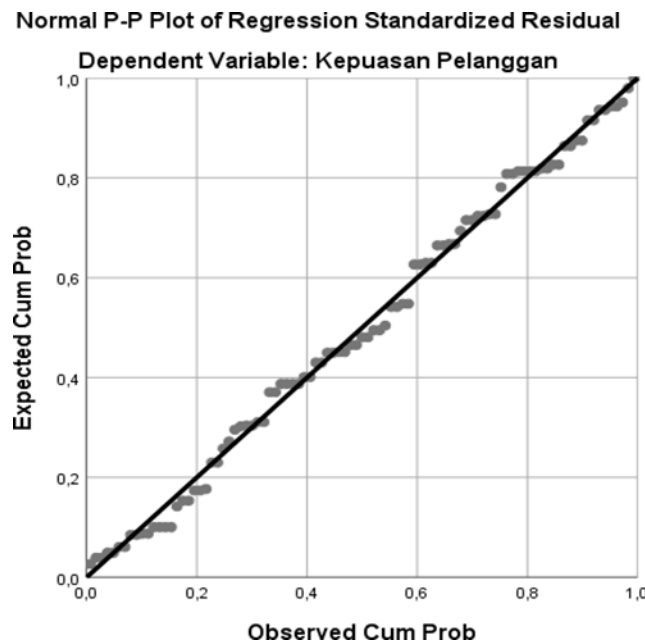


Figure 2
Normality Graph Test Output

Source: SPSS 25 program data processing results Based on Graph on normal curve graph testing.

P-P Plot through SPSS version 25, it can be seen that with dots spread around the diagonal line so that the variables are stated the overall data of the variability in the study has a normal distribution so that the conclusion can be continued research

Multicollinearity Test

The multicollinearity test aims to test whether in a regression model there is a correlation between independent variables. A good regression model does not have correlation between independent variables. To detect the presence or absence of multicollinearity in the regression model is to look at the tolerance value and *Variance Inflation Factor* (VIF). If the tolerance value $> 10\%$ and the VIF value < 10 , it can be concluded that there is no multicollinearity between independent variables in the regression model. The following are the calculation results using the SPSS 25 program.

Table 12
Multicollinearity Test Results

Coefficients^a

Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	,667		
	Promotion	,033	,593	1,687
	Service	,000	,593	1,687

Source : SPSS 25 program data processing results

Based on Table 12, the results of data processing through the SPSS application version 25 obtained the results of multicollinearity on each independent variable, namely X1 (Promotion) *tolerance value* $0.593 > 0.1$ and *VIF value* $1.687 < 10$ and X2 (Service) *variability tolerance value* $0.593 > 0.1$ and *VIF value* $1,687 < 10$. So it can be concluded that none of the variables in this study have symptoms of multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

Based on the standard regression image, it can be seen that the dots spread out randomly. Data points also do not collect only above or below them. So it can be concluded that there is no heteroscedasticity problem in this study. The following output results of SPSS heteroscedasticity test are:

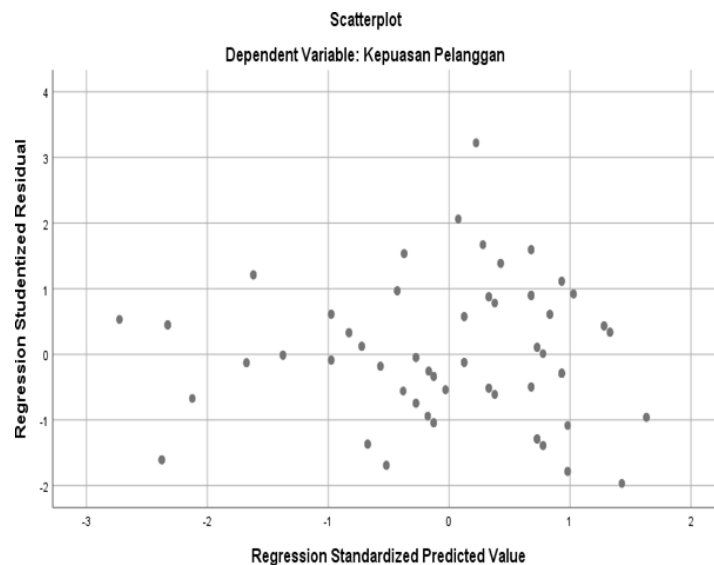


Figure 3
SPSS Output Results Heteroscedasticity Test

Sumber : Hasil olah data program SPSS 25

Based on Figure 3 heteroscedasticity test testing was found that visible dots spread randomly. Data points also do not collect only above or below them. So it can be concluded that there is no heteroscedasticity problem in this study.

Multiple Linear Regression Analysis Results

The multiple regression equation can be done by interpreting the numbers in the *Unstandardized Coefficients Beta* in the following table:

Table 13
Multiple Linear Regression Analysis Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	,470	1,089		,432	,667
	Promotion	,136	,063	,135	2,170	,033
	Service	,836	,065	,797	12,848	,000

Source: SPSS 25 program data processing results

Based on Table 13 by considering the numbers in the *Unstandardized Coefficients Beta* column, the multiple regression equation can be arranged as follows:

$$Y = -11,470 + 0,136X_1 + 0,836X_2$$

From the regression equation above can be interpreted several thing:

- d. The value of the promotion coefficient X1 is 0.470 with a positive value. This means that every increase in promotion will be accompanied by an increase in customer satisfaction, which is 0.470 units assuming the other variable (X2) is constant.
- e. The value of the service coefficient (X2) is 0.836 with a positive value.

This means that each service improvement will be followed by an increase in customer satisfaction of 0.836 units assuming the other variable (X1) is constant.

Coefficient of Determination Analysis (r^2)

**Table 14
Model Summary Analysis Results**

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,889 ^a	,790	,786	1,445	2,406

- a. Predictors: (Constant), Service, Promotion.
 - b. Dependent Variable: Customer Satisfaction
- Source : SPSS 25 program data processing results

Based on Table 14 the results of data processing through the SPSS application version 25 obtained a summary model value in column r^2 (R Square) of 0.790. So it can be concluded that promotions and services have an influence on customer satisfaction of the Makassar Bin Daud Date Center by 79%. Then the rest were influenced by other factors outside this study by 21%.

Hypothesis Test Results

Persian Test

Table 15 Persian Test Results

Coefficients^a

Unstandardized Coefficients			Standardized Coefficients	t	Sig.	
Model	B	Std. Error	Beta			
1	(Constant)	,470	1,089		,432	,667
	Promotion	,136	,063	,135	2,170	,033
	Service	,836	,065	,797	12,848	,000

Source : SPSS 25 program data processing results

Based on Table 15 of the results of data processing through the SPSS application version 25, it is explained that:

- a. The promotion variable gets a calculated t value = 2.170 with the next significance value obtained at 0.033 while the ttable is 1.98580. Because the calculated t value is greater than the table t (2.170 > 1.98580) then the significance value obtained is 0.033 < 0.05, it can be concluded that promotion has a positive and significant effect on customer satisfaction of the Makassar Bin Daud Date Center, the first hypothesis is proven and accepted.
- b. The service quality variable gets a calculated t value = 12.848 with the next significance value obtained at 0.000. While t table is 1.98580. Because the calculated value is greater than the table t (12.848 > 1.98580) then the significance value obtained is 0.000 < 0.05, it can be concluded that service has a positive and significant effect on customer satisfaction of the Makassar Bin Daud Date Center, the second hypothesis is proven and accepted.

F Test (Simultaneous)

Test F in this study was used to prove the third hypothesis, namely:

Table 16 Simultaneous Test Results

ANOVA^a

Mode	1	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	723,198	2	361,599	173,169	,000 ^b
	Residual	192,107	92	2,088		
	Total	915,305	94			

Source : SPSS 25 program data processing results

Based on Table 16, the results of data processing through the SPSS application version 25 obtained the results of simultaneous hypothesis testing, obtained a calculated F value of 173.169 while the F value of the table was 3.10 while the value of Sig. $0.00 <$ the standard value of Sig. 0.05, it can be concluded that simultaneously promotion and service have a positive and significant effect on customer satisfaction of the Makassar Bin Daud Date Center.

Discussion

Promotion Affects Customer Satisfaction

Effective promotion will produce valuable information about a product/service and create a positive perception in the eyes of consumers that can increase consumer satisfaction. By making continuous promotional efforts, consumers will be satisfied and feel cared for by the company. Promotion is part of the marketing activity that the company disseminates, influences or persuades, and reminds the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

Based on the results of persial testing, it was found that the promotion had a positive and significant effect on customer satisfaction at the Hajj and Umrah Bin Daud Makassar Date Center. This means that it means that every increase in promotions will be accompanied by an increase in customer satisfaction, which is 0.470 units.

The results of this study are reinforced by the results of research by Handoko, (Handoko, 2017) stated that promotion has a significant influence on visitor satisfaction, the same thing was expressed by researcher Tenriala, Sri (2018) that promotion has a significant effect on consumer satisfaction.

Service Quality Affects Customer Satisfaction

Good service quality will have a positive effect on customer satisfaction, if all aspects of service quality meet or exceed consumer expectations and satisfaction will increase, as expressed by Kotler & Keller (2013: 17) products, service quality, customer satisfaction and company profitability are closely related. Higher satisfaction results in higher levels of customer satisfaction, which helps in higher prices and reduced spending (Grissemann & Stokburger-Sauer, 2012; Han et al., 2011).

Based on the results of the technical test, it was obtained that the service had a positive and significant effect on customer satisfaction at the Hajj and Umrah Bin Daud Makassar Souvenir Date Center. This means that each service improvement will be followed by an increase in customer satisfaction of 0.836 units.

The results of this study are strengthened by the results of Arianto's research, (Arianto, 2019) stated that service quality has a positive and significant effect on satisfaction, another study, namely (Arianto & Setiawan, 2020) stated that service quality has a good influence on customer satisfaction.

Promotion and Service Quality Affect Customer Satisfaction

Quality of service and promotion are factors that affect customer satisfaction (Kim et al., 2019). If the quality of a service is not in accordance with consumer expectations and the company's efforts to remind and persuade consumers continuously will not work well and vice versa if the quality of service is in accordance with consumer expectations and the company's efforts to invite consumers to use the product / service will run effectively then both will affect consumer satisfaction.

Based on the results of hypothesis testing, it was found that promotion and service had a positive and significant effect on customer satisfaction at the Hajj and Umrah Bin Daud Makassar Date Center.

Promotion Contribution and Service Quality to Customer Satisfaction

With an analysis of the coefficient of determination r^2 (*R Square*) of 0.790. So it can be concluded that promotion and service have an influence on customer satisfaction of the Makassar Bin Daud Date Center by 79%. Then the rest were influenced by other factors outside this study by 21%.

The results of this study are in line with the results of research by Arianto, (Arianto, 2019) where the results stated that promotion and service quality had a positive and significant effect on consumer satisfaction.

CONCLUSION

Based on the results of the study, it was concluded that: 1) The results of the persial test that the promotion has a positive and significant effect on customer satisfaction at the Hajj and Umrah Bin Daud Makassar Date Center. 2) The results of the technical test that the service has a positive and significant effect on customer satisfaction at the Hajj and Umrah Bin Daud Makassar Souvenir Date Center. 3) The results of testing the hypothesis simultan that promotion and service have a positive and significant effect on customer satisfaction at the Hajj and Umrah Bin Daud Makassar Souvenir Center. 4) The results of the analysis of the coefficient of determination r^2 (*R Square*) show that promotion and service have an influence on customer satisfaction of the Bin Daud Date Center Makassar by 79%.

REFERENCES

- Arianto, N. (2019). Pengaruh Promosi dan Kualitas Pelayanan Terhadap Kepuasan Serta Berdampak Terhadap Loyalitas Pelanggan. *KREATIF : Jurnal Ilmiah Prodi Manajemen Universitas Pamulang*, 7(1), 44. <https://doi.org/10.32493/jk.v7i1.y2019.p44-54> [Google Scholar](#)
- Arianto, N., & Setiawan, A. (2020). Pengaruh Promosi dan Kualitas Pelayanan Terhadap Kepuasan Nasabah. *Jurnal Ilmiah Feasible (JIF)*, 2(1), 27. <https://doi.org/10.32493/fb.v2i1.2020.27-37.4121> [Google Scholar](#)
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*, 55(3), 261–271. <https://doi.org/10.1016/j.bushor.2012.01.007> [Google Scholar](#)
- BPS. (2022). *Data Impor Kurma Indonesia*. Badan Pusat Statistik. <https://databoks.katadata.co.id/Jakarta> [Google Scholar](#)

- Dihni, V. A. (2022, April 6). *RI Impor Kurma Ribuan Ton pada Februari 2022, Ini Negara Pemasoknya*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/04/06/ri-imporkurma-ribuan-ton-pada-februari-2022-ini-negara-pemasoknya> [Google Scholar](#)
- Fischer, A., & Eastwood, A. (2016). Coproduction of ecosystem services as human–nature interactions—An analytical framework. *Land Use Policy*, 52, 41–50. <https://doi.org/10.1016/j.landusepol.2015.12.004> [Google Scholar](#)
- Gattermann-Itschert, T., & Thonemann, U. W. (2022). Proactive customer retention management in a non-contractual B2B setting based on churn prediction with random forests. *Industrial Marketing Management*, 107, 134–147. <https://doi.org/10.1016/j.indmarman.2022.09.023> [Google Scholar](#)
- Grissemann, U. S., & Stokburger-Sauer, N. E. (2012). Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance. *Tourism Management*, 33(6), 1483–1492. <https://doi.org/10.1016/j.tourman.2012.02.002> [Google Scholar](#)
- Han, H., Kim, W., & Hyun, S. S. (2011). Switching intention model development: Role of service performances, customer satisfaction, and switching barriers in the hotel industry. *International Journal of Hospitality Management*, 30(3), 619–629. <https://doi.org/10.1016/j.ijhm.2010.11.006> [Google Scholar](#)
- Handoko, B. (2017). Pengaruh Promosi, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Titipan Kilat JNE Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 18(1), 61–72. <https://doi.org/10.30596/jimb.v18i1.1098> [Google Scholar](#)
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press. [Google Scholar](#)
- Kim, W.-H., Cho, J.-L., & Kim, K.-S. (2019). The relationships of wine promotion, customer satisfaction, and behavioral intention: The moderating roles of customers' gender and age. *Journal of Hospitality and Tourism Management*, 39, 212–218. <https://doi.org/10.1016/j.jhtm.2019.03.001> [Google Scholar](#)
- Kotler, P., & Keller, K. (2017). *Manajemen Pemasaran* (Jilid kedua). Erlangga. [Google Scholar](#)
- Mikalef, P., Krogstie, J., Pappas, I. O., & Pavlou, P. (2020). Exploring the relationship between big data analytics capability and competitive performance: The mediating roles of dynamic and operational capabilities. *Information & Management*, 57(2), 103169. <https://doi.org/10.1016/j.im.2019.05.004> [Google Scholar](#)
- Sofjan, A. (2018). *Manajemen Bisnis Pemasaran*. Jakarta: PT Raja Grafindo Persada. [Google Scholar](#)
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. CV Alfabeta. [Google Scholar](#)
- Sugiyono. (2019). *Statistika Untuk Penelitian*. CV Alfabeta. [Google Scholar](#)
- Tjiptono, F. (2019). *Strategi Pemasaran Prinsip dan Penerapan* (1st ed.). Andi. [Google Scholar](#)