Abstract

Food is everything that comes from biological sources of agricultural products. Rice is one of the staple foods of Indonesian citizens. People factors, process, physical evidence are very important things from an effort to make customers satisfied in buying a product. The purpose of this study is to find out and analyze the role of people, process, physical Evidence Significantly simultaneously and partial to the satisfaction of UD Warehouse customers. Two sons in Lumajang Regency. Respondents in the study were customers of 40 respondents. With multiple linear analysis, the results of this study indicate that partially the variables that have a significant effect on customer satisfaction are variables of physical evidence. Simultaneously the three independent variables have a significant effect on customer satisfaction,

Keywords: People, Process, Physical Evidence

INTRODUCTION

Economic activity in the era of globalization is now growing more rapidly, the economic activities growing along with the population increasing, Food is anything that comes from biological sources of agricultural products, agriculture, forestry, fisheries, livestock, water, and water, both of which treated or untreated were applied as a food or beverage for human consumption, including additional material. Marketing world is a world that is dynamic and possess a very broad range.

Rice is one of the important commodity for Indonesia. This is because almost all Indonesian people consume rice as a staple food. That is why Indonesia is a food consumer with the largest rice bahanpangan. In addition, rice is very influential for perekonomianIndonesia for more than 60% of Indonesia's population are farmers producing rice. Thus rice takes to not only consumed but also a source of income and employment.

Satisfaction or dissatisfaction is part of the customer experience to a product being offered, based on this, the customer usually has a tendency to build up the value tertentu.Nilai will give effect to the customer to do a comparison of other products ever felt. Satisfaction becomes a very important role in the purchase of a product or service that is made by the consumer. According to Kotler in almana et al (2018: 9) confirms that customer satisfaction is the level of one's feelings after comparing (or result) that he felt compared with expectations, and therefore companies should pay attention to the physical evidence and its employees should be disciplined and polite interacting, so that the customer was satisfied.

Several studies linking the role of people, process, physical evidence to customer satisfaction, Haryana Sapta Widada (2009) with the title of the influence of product, price, place, promotion, and physical evidence of customer satisfaction (study at Cakra Kusuma Yogyakarta), price, place, promotion, and physical evidence of a significant effect on customer satisfaction.
Kristina Ayu Wulandari (2017) the effect of physical evidence, accessibility and service to customer satisfaction in the hotel and restaurant partners INN Kediri, concluded that the partial physical evidence does not affect the consumer satisfaction while accessibility and service affects customer satisfaction. Simultaneously two independent variables have a significant effect.

**METHODS**

This type of research is quantitative and associative causal, respondents in this study is a customer at UD rice warehouse. Two Men Lumajang as many as 40 people, with multiple linear regression analysis.

**RESULTS AND DISCUSSION**

Results of testing the validity of the correlation of each factor is positive study and the magnitude reached 0.3 upwards then the factor is a powerful construct. In this study if the correlation between the score of grains with a total score of less than 0.3 then the grain - grain in these instruments tend magnitude declared invalid correlation coefficients of all the questions comprising each three (3) the questions for the variable people, process, physical pelanggan. Dengan evidence and satisfaction so that all the questions declared invalid.

result recapitulation reliability testing showed Cronbach's coefficient Alphauuntuk X1 people variable in the amount of 0.768, X2 process by 0.712. And X3 amounted to 0.750, while the variable Y in the amount of 0.821, the results of the three variables used in this research is said to be reliable.

The test results show a pattern chart histograms normalistas irregularly shaped A normal distribution has a symmetrical shape with a mean, median, and mode which collects in the midpoint. From the graph of normal probability plots pp shows that the dots are not far from the diagonal line, this means that the regression model is already normal distribution.

The test results multikolinieritas variable people value tolerance and VIF 1.142 0.876, while the process variable has a value of 0.862 while the tolerance for 1.160 VIF, evidence physical variable has a value of tolerance of 0.792 has 1.263 VIF. The test results of all independent variables have a tolerance value above 0.1 and VIF under 10 so that the results can be concluded then this result all the independent variables in this study are mutually independent variables, so that it can continue in the study of multiple linear regression.

Results of the test showed that there heteroskedastisitas clear pattern of the point. This shows that the regression model did not have symptoms of heteroscedasticity, in the sense that there is significant disruption tiadak in this regression model.

Data from multiple linear regression testing can be presented in the following table:

<table>
<thead>
<tr>
<th>variables</th>
<th>B</th>
<th>Std Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. (Constant)</td>
<td>2,226</td>
<td>2349</td>
</tr>
<tr>
<td>number of People</td>
<td>.260</td>
<td>.167</td>
</tr>
<tr>
<td>Total Process</td>
<td>.130</td>
<td>.181</td>
</tr>
<tr>
<td>Total Physical Evidance</td>
<td>.485</td>
<td>.175</td>
</tr>
</tbody>
</table>

Based on the multiple linear regression equation as follows:

\[ Y = 2226 + 0.260 + 0.130 + 0.485 \]
The results show that the people of variables negatively related to customer satisfaction, process variables have a positive relationship whereas evidence physical variables have a positive relationship.

Partial hypothesis testing results are presented in the following table:

<table>
<thead>
<tr>
<th>variables</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. (Constant)</td>
<td>.350</td>
</tr>
<tr>
<td>number of People</td>
<td>.478</td>
</tr>
<tr>
<td>Total Process</td>
<td>.128</td>
</tr>
<tr>
<td>Total Physical Evidance</td>
<td>.009</td>
</tr>
</tbody>
</table>

T test results on variable people hitung 1.559 obtained with significant value 0.478, with mengguanakan significantly limit of 0.5% or (0.05). So it can disimpulakan that variable people partially no significant effect on customer satisfaction.

variables process t hitung sebesar 0.718 denagn have significant value of 0.128, so it can be concluded that the variable process no significant effect partially towards customer satisfaction.

variables physical evidence t have the significant count of 2.767 to 0.009, so that it can be concluded variables physical evidence partially significant effect on customer satisfaction.

The second hypothesis testing, simultaneous testing are presented in the following table:

<table>
<thead>
<tr>
<th>F arithmetic</th>
<th>Ftable</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.337</td>
<td>3.25</td>
<td>0.001</td>
</tr>
</tbody>
</table>

The test results simultaneously obtained value Fhitung 6.337 with significant values of 0.001, using significantly limit of 0.5% or (0.005) f table values obtained by 3.25. Then it can be disimpulakn that the three variables people, process, physical evidence simultas berpengaaruh is significant to customer satisfaction.

Test result test the coefficient of determination (R2)that the coefficient of determination (Rsquare) Obtained at 0.346. This means that 34.6 % of satisfaction can be explained by the variable people, process, and physical evidence while the remaining 65.4 % customer satisfaction is influenced by other variables not examined in this study.

Testing the hypothesis on variables people to the gratification of the customer, indicating that the variable people no significant effect on customer satisfaction. This shows that people or people who are in good company employee or owner of the company, no one disputed by the customer, which means that the customer assessment that the good performance of employees or the owner has been good or good to measure customer satisfaction. These results provide an explanation that people variable is not one of the variables that need to be considered in test rice warehouse UD customer satisfaction. Two Men Lumajang.

Testing the hypothesis on variables process to the gratification of the customer, indicating that the variable process no significant effect on customer satisfaction. This indicates that the process has no effect to measure pelanggan. Menunjukkan satisfaction that the process of rapid and timely or
procedures that run the company are commonplace or already a customer culture. This is to measure customer satisfaction is not a significant effect.

Testing the hypothesis on variables physical evidance to the gratification of the customer, indicating that the physical variables evidance significant effect on customer satisfaction. This indicates that the physical evidence (physical evidence) comfort, cleanliness and tidiness of the company into one of the problems for measuring customer satisfaction, because in this case there were respondents who are less aware of and no respondents who are aware, the respondents were aware that the company engaged in the production paddy into rice that is identical to the dust while respondents were less aware of the possibility of misunderstanding lies in fahaman because of the assumption that respondents compared with perkantoraan or companies that are not engaged in production. These results provide an explanation that evidence physical variables is one of the variables that need to be corrected and understood by UD rice warehouse company. Two Men Lumajang in improving customer satisfaction.

The test results variable people, process, and physical evidanceterhadap customer satisfaction rice warehouse UD Two Men Lumajang, shows the test results simultaneously there is a significant impact on customer satisfaction UD rice warehouse. Two Men Lumajang.Hal district proficiency level in improving customer satisfaction - should be taken good care of people, process, and physical evidence, as an employee or owner of the company has a good impact behavior that impacts negatively on customer positis and, therefore each company must clearly determine what is expected of employees when interacting with customers or consumers.

CONCLUSION

The results showed only physical variables contained evidance partial significant influence on customer satisfaction in the rice warehouse UD. Two Men Lumajang.

The results showed a variable people, process, and physical evidence simultaneously significant effect on customer satisfaction in the rice warehouse UD. Two Men Lumajang.

REFERENCES


