

# Impact of Service Quality and Policy Coverage Value on Customer Satisfaction at PT. FTI

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## ABSTRACT

This study aims to examine the influence of Service Quality and Policy Coverage Value on Customer Satisfaction at PT. FTI, both partially and simultaneously. Employing a quantitative approach, data collection was conducted using a Likert scale method. The subjects comprised 40 customers from the Medan branch of PT. FTI, selected through random sampling. Data analysis was performed using IBM SPSS Statistics 26. Results indicate that: Firstly, Service Quality significantly and positively affects Customer Satisfaction with a significance value of 0.042 less than 0.05. Secondly, Policy Coverage Value also significantly and positively influences Customer Satisfaction with a significance value of 0.031 less than 0.05. Thirdly, both Service Quality and Policy Coverage Value collectively have a significant positive impact on Customer Satisfaction, with a significance value of 0.028 less than 0.05.

## ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh Kualitas Pelayanan dan Nilai Pertanggungans Risiko Polis terhadap Kepuasan Nasabah pada PT. FTI, baik secara parsial maupun secara simultan. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengumpulan data menggunakan skala Likert. Subjek penelitian terdiri dari 40 nasabah cabang Medan PT. FTI yang dipilih dengan menggunakan teknik sampling acak. Analisis data dilakukan menggunakan program IBM SPSS Statistic 26. Hasil penelitian menunjukkan bahwa: Pertama, Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Kepuasan Nasabah dengan nilai signifikansi 0,042 lebih kecil dari 0,05. Kedua, Nilai Pertanggungans Risiko Polis juga berpengaruh positif dan signifikan terhadap Kepuasan Nasabah dengan nilai signifikansi 0,031 lebih kecil dari 0,05. Ketiga, Kualitas Pelayanan dan Nilai Pertanggungans Risiko Polis secara bersama-sama memiliki pengaruh positif dan signifikan terhadap Kepuasan Nasabah, dengan nilai signifikansi 0,028 lebih kecil dari 0,05.



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## INTRODUCTION

The quality of service represents a customer's assessment of the received service level (perceived service) compared to the expected service level. Customer satisfaction in the service industry is a crucial and decisive element in nurturing the growth of companies to remain competitive (Artameviah, 2022). Similarly, in the insurance business, which is based on trust, service quality issues become crucial factors in determining the success of this business. This also applies to PT. FTI Branch in Medan City, chosen as the research object by the author, where service quality is a critical aspect to consider. In line with its mission,

Takaful, which operates on the principles of Sharia, aims to provide the best facilities and services for the Muslim community and Indonesian society.

However, from preliminary research findings, the author observes that many customers expect Sharia-compliant insurance, but the services provided are not entirely in line with Islamic Sharia principles, resulting in customer dissatisfaction or disappointment. This can potentially harm PT. FTI Branch in Medan City and erode customer trust in the insurance company. A company that fails to satisfy its customers will face complex issues. Typically, dissatisfied customers share their negative experiences with others, leading to substantial losses for the company. Therefore, every service-oriented company, including Takaful insurance, must plan, project the company or product image, implement, and control the quality system effectively so that the services can satisfy its customers or clients. The failure to satisfy customers by a company, said (Purnami, 2021).

The Policy Coverage Value is an insurance contract between the insured and the insurer, where the insurer commits to indemnify losses incurred on the insured object according to the coverage stated in the insurance policy in exchange for a premium. PT. FTI needs to review its policies, including premium payments versus the benefits received by policyholders, product quality enhancement, ease of claim submission, administrative procedure simplification, and others, to compete effectively with other insurance services. Therefore, ensuring satisfaction with the coverage value of the insurance policy is essential for all participants. However, preliminary research findings indicate that some participants are dissatisfied with the coverage value of the insurance policy.

This is in line with research conducted by Junaedi (2021), Ramadhan (2019), Marito (2021), Rizal (2022), and Hidayat (2020), indicating that the service quality variable affects customer satisfaction, highlighting its significance in a company. However, the study by Nislah (2021) shows that the service quality variable only significantly affects customer satisfaction at PT. Jiwa Insurance Branch in Cirebon. This suggests a discrepancy between previous research and the current study. Furthermore, research by Bambang Edy Suryanto (2020), Fitri (2019), Noviana (2021), Sekar (2021), and Fadilah (2022) suggests that the Policy Coverage Value significantly affects customer satisfaction. However, the study by Miswar (2021) shows that the Policy Coverage Value variable does not significantly affect customer satisfaction at PT. FTI Branch in Bengkalis City. This further highlights the disparities between previous studies and the current research.

Based on the description above, the author is interested in conducting a study titled "Impact Of Service Quality And Policy Coverage Value On Customer Satisfaction At PT. FTI." This research is essential to understand how service quality and policy coverage value contribute to customer satisfaction, which can help the company improve service strategies and maintain customer satisfaction.

## **THEORITICAL FRAMEWORK**

### **Service Quality**

*Service* is an effort provided by a company to fulfill consumer needs to achieve satisfaction. According to Sugiarto (2019), service is an action taken to fulfill the needs of others (consumers, clients, guests, etc.) whose satisfaction can only be felt by both the server

and the service. According to Tjiptono (2020), service quality is consistently meeting internal and external needs based on existing procedures. This is required by service providers to strive to understand consumer desires, thus aiming to achieve the highest quality (Masturoh & Anggita, 2018).

Service is an attitude or approach to serving customers to ensure customer satisfaction, which includes speed, accuracy, friendliness, and comfort. From the definitions above, it can be concluded that service is an action performed by PT FTI Branch in Medan to attract customers so that they are willing to use the offered products and services, ultimately resulting in transactions. Service quality is the manner of presenting or providing products or services to customers according to consumers' desired or expected standards and criteria. Therefore, service quality can be interpreted as fulfilling customer desires and needs and the appropriate delivery method for customers to receive information and products or services per their expectations and perceptions. Additionally, service quality is the alignment between perceptions and expectations and the standards of customer products or services (Ramadhan et al., 2023).

Service quality indicators, according to Kotler, as cited in Arni Purwani and Rahma Wahdiniwati (2019), are as follows: (a) Responsiveness, willingness to assist customers and provide prompt service; (b) Assurances, knowledge, and courtesy of employees and their ability to ensure quality so that participants trust and believe; (c) Reliability, ability to perform reliable and accurate services; (d) Empathy, individual attention to customers; (e) Tangibles, physical facility appearance, equipment, facilities, and infrastructure (Silvia, 2022).

### **Policy Risk Coverage**

The Sum Insured Policy Risk Value is a closing insurance contract (written evidence) between the insured and the insurer, where the insurer, by receiving a certain premium, binds itself to indemnify losses arising from the insured object as stated in the Sum Insured Policy Risk Value insurance. Sharia insurance policies involve mutual assistance and protection among Sum Insured Policy Risk Values participants. This mutual assistance and protection are carried out by forming a contribution group of Participants managed according to Sharia principles to face specific risks (Saputra & Alwie, 2019).

Implementing the principle of risk sharing, all parties who hold Sum Insured Policy Risk Values bear the risks of Sharia insurance participants. This differs from conventional insurance, which applies a risk transfer system (the risk of Sum Insured Policy Risk Value holders is transferred to the insurance company). Thus, the role of Sharia insurance is to carry out management and operational activities with funds obtained from Sum Insured Policy Risk Value holders (Pratiwi & Seminari, 2021). This management is based on the principle of mutual assistance among Sum Insured Policy Risk Value holders and cooperation between them and the company as the Insurance Manager.

Abdullah Amrin explains that indicators in the Sum Insured Policy Risk Value insurance include:

1. The assumption for Profit Sharing, The Sharia insurance system does not involve interest but uses the tabarru' system (social funds). A percentage of the funds given to participants come from tabarru' contributions, which have a mutual assistance nature among the community. To avoid interest elements in Sharia insurance operations and systems, companies replace them by using a profit-sharing system;
2. Morality Tables, Tables that describe the life history of a population group starting from birth at the same time and then slowly decreasing due to death until none are left. Mortality tables are constructed to provide a complete description of mortality rates and life expectancy and show patterns of mortality and life expectancy. Insurance companies use this table as a tool to calculate the morality rate of each age group, calculate losses arising from death, and predict the average lifespan of an individual. Therefore, the premiums must be paid according to the morality rate;
3. Fair and Non-Exploitative Insurance Costs for Participants, In Sharia insurance, costs are charged to customers fairly, transparently, and professionally. Thus, the costs imposed do not overly burden customers, which could result in lost funds (Razak, SE., MS. & MM., 2018).

### **Customer Satisfaction**

The term "satisfaction" originates from the Latin words "satis" (meaning sufficient) and "facio" (to do or to make). Put, *satisfaction* can be defined as the effort to fulfill something adequately. Satisfaction is one of the assessment features aimed at understanding the pleasant customer fulfillment level. The feeling of pleasure or disappointment arises when comparing product outcomes with expected performance, which is transaction-specific. It is then generated based on customer comparison regarding product performance against various purchasing standards (Rahayu & Nurlaela Wati, 2018).

According to Sangadji (2019), customer satisfaction is an individual's pleasure or disappointment when comparing their perception of actual product and service performance with their expectations. If performance meets expectations, then customers become satisfied. Kotler (2020) defines satisfaction as the level of someone's feelings after comparing the performance or outcomes they obtained with their expectations. Thus, satisfaction is a function of the difference between perceived performance and expectations. The higher the satisfaction, the more alignment between the performance or outcomes obtained and expectations. Customer satisfaction can be based on customer assessments of service delivery reliability and customer experiences with the service delivery process (Jeany, 2020).

According to Irawan (2020), customer satisfaction indicators are divided into three categories:

1. Feeling satisfied (in terms of satisfaction with the products and services) is the expression of satisfaction or dissatisfaction from customers when receiving good service and quality products from the company;

2. Fulfillment of customer expectations after purchasing products, which refers to whether the quality of a product or service meets the customer's post-purchase expectations;
3. Repeat purchase of products, meaning customers will continue to use and buy a product if their desired expectations are met (Febriana, 2020).

## RESEARCH METHODS

The research is a descriptive quantitative study aimed at describing the phenomena existing within the research object in this manner, and the conclusions are based on the results of the statistical analysis. This study aims to determine the influence of service quality and the insured sum of the Policy Risk Coverage on customer satisfaction at PT. FTI. Based on the research topic, this study is related to research that aims to understand the influence or relationship between two or more variables (Murdi et al., 2019).

This study's population comprises all PT. FTI customers total 872 individuals. The sample for this study uses simple random sampling. According to Sugiyono (2018), simple random sampling is a sampling technique where each element or member of the population has an equal chance of being selected as a sample. The sample size in this study is 4.6% of the population, resulting in a total sample size of 40 individuals.

The type and source of data used are Primary Data, which are directly obtained from respondents or objects under study. This data includes observations, interviews, questionnaires, and documentation. The measurement scale used is the Likert scale, obtained directly from customers at PT. FTI. The Data Analysis Technique employed in this research includes Descriptive Statistical Analysis, Classical Assumption Tests including tests for normality, multicollinearity, heteroscedasticity, and autocorrelation, followed by Multiple Linear Regression Analysis, Hypothesis Testing including t-tests, F-tests, and the Coefficient of Determination (R<sup>2</sup>) test (Fitri & Arifin, 2019).

## RESULTS AND DISCUSSION

### Analisis Deskriptif

Data analysis involves providing a description of the data, which includes measures such as the mean, standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness (distributional characteristics) (Ghozali, 2019). The variables used in this study, which include Service Quality, Policy Risk Coverage Value, and Customer Satisfaction at PT. Sharia Insurance located in North Sumatra, Medan, are statistically tested descriptively, as shown in Table below;

**Table 1** *Descriptive Statistics Result Test*

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
TOTAL_X1	40	8.00	17.00	12.9091	2.98176
TOTAL_X2	40	10.00	23.00	15.2727	3.69028
TOTAL_Y	40	7.00	17.00	11.2727	2.76011
Valid N (listwise)	40				

Source: processed data (Researcher, 2023)

Based on the data above, the following conclusions can be drawn:

1. For the independent variable Service Quality, the minimum value is 8.00, the maximum value is 17.00, the mean is 12.90, and the standard deviation is 2.98.
2. For the independent variable Policy Risk Coverage Value, the minimum value is 10.00, the maximum value is 23.00, the mean is 15.27, and the standard deviation is 3.69.
3. For the dependent variable Customer Satisfaction, the minimum value is 7.00, the maximum value is 17.00, the mean is 11.27, and the standard deviation is 2.76.

### Validity and Reliability Testing Results

Validity testing is conducted to determine whether a measurement tool is valid. If the correlation coefficient ( $r$ ) obtained is positive, it indicates that the questionnaire items tested are valid or correct. However, even if the results are positive, the correlation coefficient ( $r$ ) needs to be checked for significance by comparing the obtained correlation coefficient ( $r$ ) value with the critical value ( $r$ -table). If the obtained  $r$  value  $>$  the critical value, then the questionnaire item is considered significant and valid. Conversely, if the obtained  $r$  value  $<$  the critical value, the questionnaire item is considered invalid and should be removed from the instrument.

Meanwhile, reliability testing is performed to assess the consistency of the research instrument. A research instrument is considered reliable if Cronbach's Alpha is above 0.60. The reliability test results for the three variables used in this study are presented in Table below.

**Table 2 Research Validity & Reliability Test Results**

Variables	Indicators	r-count	r-table	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Item	Result's
Service Quality Variable ( $X_1$ )	$X_{11}$	0,591		0,611	0,621	Valid & Reliable
	$X_{12}$	0,614				
	$X_{13}$	0,613				
	$X_{14}$	0,511				
	$X_{15}$	0,355				
	$X_{16}$	0,371				
	$X_{17}$	0,499				
	$X_{18}$	0,708	0,196			
	$X_{19}$	0,543				
	$X_{110}$	0,442				
	$X_{111}$	0,650				
	$X_{112}$	0,671				
	$X_{113}$	0,544				
	$X_{114}$	0,627				
	$X_{115}$	0,788				
	$X_2$	0,755	0,196	0,681	0,692	

	X <sub>2</sub>	0,762				
	X <sub>2</sub>	0,605				
	X <sub>2</sub>	0,541				
	X <sub>2</sub>	0,610				
	X <sub>2</sub>	0,557				
<b>Policy Risk Coverage Value Variable (X<sub>2</sub>)</b>	X <sub>2</sub>	0,611				<b>Valid &amp; Reliable</b>
	X <sub>2</sub>	0,666				
	X <sub>2</sub>	0,557				
	X <sub>2</sub>	0,355				
	X <sub>2</sub>	0,371				
	X <sub>2</sub>	0,499				
	X <sub>2</sub>	0,708				
	X <sub>2</sub>	0,543				
	X <sub>2</sub>	0,558				
		Y <sub>1</sub>	0,780			
	Y <sub>2</sub>	0,514				
<b>Customer Satisfaction Variable Customer (Y)</b>	Y <sub>3</sub>	0,643				<b>Valid &amp; Reliable</b>
	Y <sub>4</sub>	0,743				
	Y <sub>5</sub>	0,681	0,196	0,691	0,718	
	Y <sub>6</sub>	0,653				
	Y <sub>7</sub>	0,637				
	Y <sub>8</sub>	0,697				
	Y <sub>9</sub>	0,751				

Source: processed data (Researcher, 2023)

Based on the table above, all calculated correlation coefficients ( $r$ ) for each variable X<sub>1</sub>, X<sub>2</sub>, and Y are more significant than the critical  $r$  value at a 5% significance level. Therefore, all questions from all variables are valid and meet the validity criteria. From Table 2, the testing results for the Service Quality variable yielded a Cronbach's Alpha value of 0.611. This value is more significant than 0.60 (0.611 is greater than 0.60), indicating that respondents' answers to the Service Quality variable questions are reliable. The Insurance Policy Coverage Value variable testing results yielded a Cronbach's Alpha value of 0.681, also greater than 0.60 (0.681 is more significant than 0.60). This suggests that respondents' answers to the Insurance Policy Coverage Value variable questions can be trusted. Meanwhile, the testing results for Customer Satisfaction yielded a Cronbach's Alpha value of 0.691, greater than 0.60 (0.691 is more significant than 0.60), indicating that respondents' answers to the Customer Satisfaction variable questions are reliable. Therefore, this indicates that each statement item used will be able to obtain consistent data, meaning that if the statement is posed again, relatively similar answers will be obtained as the previous ones.

## Classical Assumption Test Results

### Normality Test Results

The normality test is used to determine whether in a regression model, the dependent and independent variables or both have a normal distribution of data. A good regression

model has a normal or nearly normal data distribution. The results of the normality test can be seen in the table below.

**Table 3 Normality Test**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			40
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		2.75938576
Most Extreme Differences	Absolute		.126
	Positive		.126
	Negative		-.110
Test Statistic			.126
Asymp. Sig. (2-tailed)			.200 <sup>c,d</sup>

Source: processed data (Researcher, 2023)

From the table above, the normality test using the one-Sample Kolmogorov-Smirnov Test reveals that the Asymp.Sig (2-tailed) value is 0.200, where Sig bigger than 0.05. Therefore, it can be concluded that the data is normally distributed because the normality test result is greater than the standardized value of 0.05.

### Multicollinearity Test Results

According to Ghozali (2016), the multicollinearity test is used to examine whether there is correlation among independent variables in a regression model. A regression model without correlation among independent variables is considered a good model or not affected by multicollinearity. The multicollinearity test has criteria that can be observed from the tolerance value and the Variance Inflation Factor (VIF), namely, if the tolerance value > 0.10 and the VIF value < 10.00, then there is no multicollinearity. Conversely, if the tolerance value < 0.10 and the VIF value > 10.00, multicollinearity occurs.

**Table 4 Multicollinearity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	10.912	6.625		1.647	.138		
	TOTAL_X1	.007	.334	.008	2.022	0.042	.957	1.045
	TOTAL_X2	.017	.270	.023	2.064	0.031	.957	1.045

a. Dependent Variable: TOTAL\_Y

Source: processed data (Researcher, 2023)

Based on the results of the test in Table above, it can be concluded that there is no multicollinearity because the variables Quality of Service and Policy Risk Coverage have tolerance values greater than 0.10 and VIF values less than 10, indicating the absence of multicollinearity.



### Heteroscedasticity Test Results

The purpose of testing for heteroskedasticity is to determine whether there is a variance difference in the residuals between one observation and another in a regression model. Heteroskedasticity occurs when the variance of the residuals between observations differs. If there is no heteroskedasticity in the regression model, then it is considered a good regression model.

**Table 5 Heteroscedasticity Test**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	10.912	6.625		1.647	.138
1 Service Quality	.007	.334	.008	.022	.983
Policy Risk Coverage	.017	.270	.023	.064	.951

Source: processed data (Researcher, 2023)

Based on table above, the results of the heteroskedasticity test using the Glejser test show that the sig. value for Service Quality is > 0.05, specifically 0.983 > 0.05, and the sig. value for Risk Insurance Value is > 0.05, specifically 0.951 > 0.05. From these results, it can be concluded that this research is free from heteroskedasticity issues.

### Hypothesis Testing Results

**Table 6 Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	10.912	6.625		1.647	.138		
1 Service Quality	.007	.334	.008	2.022	0.042	.957	1.045
Policy Risk Coverage	.017	.270	.023	2.064	0.031	.957	1.045

a. Dependent Variable: TOTAL\_Y

Source: processed data (Researcher, 2023)

From the coefficients above, the multiple linear regression equation can be formulated as follows:

$$Y=10.912+0.007X_1+0.017X_2+e$$

Explanation:

- Y: Customer Satisfaction
- X1: Service Quality

- X2: Insurance Coverage Value
- *e*: Error Coefficient (Disturbed Variable)

Based on the results of the multiple linear regression equation, the following can be inferred:

a) The constant value (*a*) is positively 10.912. A positive sign indicates a direct influence between independent and dependent variables. This suggests that if the independent variables, including Service Quality (*X1*) and Policy Risk Coverage (*X2*), remain constant or unchanged, the Customer Satisfaction value is 10.912; (b) The coefficient value (*B*) for the Service Quality variable has a positive value of 0.007. This indicates that if Service Quality increases by 1%, Customer Satisfaction will increase by 0.007, assuming other variables remain constant; (c) The coefficient value (*B*) for the Policy Risk Coverage variable has a positive value of 0.017. This indicates that if Policy Risk Coverage increases by 1%, Customer Satisfaction will increase by 0.017, assuming other variables remain constant.

### Partial Test (T-Test)

Based on Table 6 above, the t-values for variable *X1*, Service Quality, and variable *X2*, Insurance Coverage Value, are 2.022 and 2.064, respectively. Meanwhile, the t-table value is 1.687.

Based on the SPSS results:

1. Service Quality (Variable *X1*): According to Table 6 above, the t-value for Service Quality is greater than the t-table value (2.022 bigger than 1.687), and the significance value is 0.042, less than 0.05. Therefore, Service Quality has a positive and significant effect on Customer Satisfaction.
2. Policy Risk Coverage (Variable *X2*): According to Table 6 above, the t-value for Policy Risk Coverage is greater than the t-table value (2.064 bigger than 1.687), and the significance value is 0.031, less than 0.05. Therefore, it can be concluded that Policy Risk Coverage positively and significantly affects Customer Satisfaction.

### Simultaneous Test (F Test)

The F test is used to determine whether simultaneously or together the independent variables affect the dependent variable. This test can be done by comparing the calculated F value with the F table value by having a confidence level of 95% ( $\alpha = 0.05$ ). The formula for finding the F table with degree of freedom =  $n-k-1$ .

**Tabel 7 Simultaneous Test**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.040	2	.020	8.002	.028 <sup>b</sup>
	Residual	76.142	31	9.518		
	Total	76.182	33			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, Policy Risk Coverage

Source: processed data (Researcher, 2023)

Based on the table 7 above, the results of the simultaneous test indicate that the calculated F-value is 8.002, while the tabulated F-value is 4.11. This implies that the calculated F-value is greater than the tabulated F-value (8.002 bigger than 4.11) with a significance level of 0.028, which is less than 0.05. Therefore, it can be concluded that Service Quality and Policy Risk Coverage can significantly influence Customer Satisfaction simultaneously.

### Determination Coefficient Test Results

The coefficient of determination ( $R^2$ ) indicates the extent to which the relationship between the dependent and independent variables, or the extent to which the independent variables contribute to the dependent variable. The results of the  $R^2$  test are as follows:

**Table 8 Coefficient of Determinant ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 <sup>a</sup>	.476	.511	2.218

a. Predictors: (Constant), Service Quality, Policy Risk Coverage  
b. Dependent Variable: Customer Satisfaction

Source: processed data (Researcher, 2023)

Based on the results of the coefficient of determination testing, the Adjusted R square value obtained in this study is 0.511. This means that 51.1% of Customer Satisfaction can be influenced by the variables of Service Quality and Policy Coverage Value, while the remaining 0.489 or 48.9% is influenced by other variables not examined in this study.

### Discussion

#### The Effect of Service Quality and Risk Coverage Policy Risk Coverage Value on Customer Satisfaction

The research findings indicate that the t-value for Customer Satisfaction is greater than the critical t-value ( $2.022 > 1.687$ ), with a significance value of  $0.042 < 0.05$ . Hence, it can be concluded that Service Quality has a positive and significant influence on Customer Satisfaction. This suggests that as Service Quality improves, Customer Satisfaction tends to increase. Service quality drives customers' commitment to a company's products and services, thus impacting the market share of a product. It plays a crucial role in retaining customers over the long term. Companies with superior service are poised to maximize their financial performance (Lee-Kelley, Gilbert, & Mannicom, 2020). Service quality represents the expected level of excellence and control over that excellence to meet customer expectations. Effective and superior service quality enhances customer satisfaction. Therefore, service quality must be professionally managed.

Companies should recognize the importance of enhancing customer service quality more comprehensively, as it is increasingly acknowledged that service and customer satisfaction are vital aspects of sustaining and winning in business competition (Tjiptono & Chandra, 2019). Kotler (2021) asserts that service quality should begin with customer needs and end

with customer perceptions, where customer perception of service quality constitutes a comprehensive evaluation of service excellence. According to Othman and Owen (2021), service quality consists of six dimensions used as indicators in assessing service quality: reliability, responsiveness, assurance, empathy, tangibles, plus an additional dimension, compliance, concerning businesses' compliance with rules or laws established by Allah SWT or Sharia. Research in both conventional and Sharia insurance contexts conducted previously has shown a significant influence of service quality on customer satisfaction. According to Maslow's theory, service quality significantly affects customer satisfaction. Customers are motivated by good communication with employees, indicating that customers desire attention and respect from company employees. Furthermore, the need for service quality is crucial for customers, as it motivates them to achieve satisfaction and loyalty. These research findings are consistent with previous studies by Budi Setiawan & Ukudi (2022), which state that service quality significantly influences customer satisfaction. The analysis results indicate that service quality has a positive impact on customer satisfaction.

### **The Effect of Trust Risk Coverage Value Policy Risk Coverage Value on Customer Satisfaction**

Based on the research findings, the t-value for the Policy Coverage Value is greater than the critical t-value ( $2.064 > 1.687$ ), with a significance value of  $0.031 < 0.05$ . Thus, it can be concluded that the Policy Coverage Value has a positive and significant effect on Customer Satisfaction. Customer trust in the insurance policy coverage value agreement encompasses factors such as trusting belief and trusting intention, according to McKnight et al (as cited in Sukmawati, 2019). Trusting belief refers to people's beliefs in the trusted party, while trusting intention denotes a state in which individuals are willing to depend on others for specific reasons, whether personal or directed toward others. With this alignment, customers are inclined to maintain their relationship with the company. Meanwhile, the dimension of perceptions of risk pertains to the measurement of trust, illustrating the extent to which customers rely on the company based on the guarantee against risks that could damage the consumer-company relationship. Based on the explanation above, it is concluded that customer trust in the insurance policy coverage value agreement is a belief obtained from PT. FTI, and this will yield positive outcomes for the insurance company. Trust will be a component with value in fostering a good relationship between customers and service providers.

Mahendra and Indriyani (2020) state that there is a significant influence between the policy coverage value and customer satisfaction. This assertion holds true. Thus, the higher the level of customer satisfaction, the stronger the level of customer trust in continuing to use the policy coverage value. These research findings align with previous studies conducted by Siswoyo et al. (2021), which indicate that the policy coverage value demonstrates a positive and significant impact on customer satisfaction.

## **CONCLUSION**

Based on the research findings and discussion, several conclusions can be drawn as follows:

1. Service Quality has a positive and significant impact on Customer Satisfaction at PT. FTI. The better the services provided by PT. FTI, the higher the level of customer satisfaction.
2. Policy Coverage Value has a positive and significant impact on Customer Satisfaction at PT. FTI. The better the Policy Coverage Value provided by PT. FTI, the higher the level of customer satisfaction.
3. Service Quality and Policy Coverage Value have a positive and significant impact on Customer Satisfaction at PT. FTI. The better the services provided by PT. FTI, the higher the level of customer satisfaction.

These conclusions underline the importance of service quality and policy coverage value in enhancing customer satisfaction at PT. FTI.

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