



The Effect of Service Quality on Customers of The Jakarta and Tangerang Branch of The Gree Electric Appliances Indonesia on The “Hoki Sale” Campaign

Mohammad Ridha¹, Joanne Veronique Herlina Pingkan²

^{1,2}Vocational Education Program, Office Administration, Universitas Indonesia, Depok 16424, Indonesia
mohammad.ridha@ui.ac.id

Abstract. The background to the preparation this research is the importance of service quality in order to get customer satisfaction and good value from consumers so that the targets set by the company can increase and provide brand awareness for the public. The purpose of writing this research is to explain administrative procedures and requirements, explain the results of the customer satisfaction questionnaire, and obstacles to the "Hoki Sale" campaign at Gree Electric Appliances Indonesia Jakarta and Tangerang branches. Research on customer satisfaction in this research with a quantitative method, namely the calculation of the questionnaire that will support the problem solving of the components; tangibles, reliability, responsiveness, assurance, empathy. This research shows positive results from the services provided in the "Hoki Sale" campaign with several notes of deficiencies such as, the lack of information that consumers get regarding the time the "Hoki Sale" admin replies to consumer messages and reward information which turns out to be incomplete, and the lack of admin activity in answering consumer questions. Therefore, the authors provide suggestions for improving several forms of administrative terms and conditions in a better and clearer manner.

Keywords: service quality, administrative processes, brand awareness

1 Introduction

According to (Gofur, 2019) In the business world, the most important thing is the concept of customer satisfaction that is used to attract consumers. It is important for companies to offer the best quality service to survive and remain in the trust of customers. To create customer satisfaction can offer benefits, including business relationships to customers to be harmonious, customers make repeat purchases so as to create customer loyalty. This will form a profitable recommendation for the company.

According to (Prasetyo, 2007) quality has a close relationship with customer satisfaction. A decent company has a high level of customer satisfaction so the company offers a high level of customer service. Quality of service with customer satisfaction has a close relationship in every company. The higher the quality of service then leads to higher customer satisfaction. Customer satisfaction is an evaluation when the selected option at least meets or exceeds expectations.

Gree Electric Appliances (Gree) is an international air conditioning company originating from China and founded in 1991. The company has integrated manufacturing, marketing and service. Air-conditioning industry brands spread over more than 200 countries and regions around the world. Gree Electric Appliances has various branches all over the world, especially in Indonesia. Gree Electric Appliances Indonesia not only serves home air conditioners, but handles many Indonesian building projects and has many dealers across the island of Java.

With the high achievement of awards that Gree has achieved, being named a "World Brand" there will certainly be many customers who are interested in this product. Behind the success of the many customers there will be a support team to fulfill Gree user satisfaction. Consumers certainly not only want to buy a product, but also want to enjoy the advantages and bonuses of the product.

Supporting work behind the success of increasing buyers is marketing plans that are well managed and can be executed. Marketing will always maintain the credibility of selling the company's products in order to achieve the expected goals. Various efforts have been made by marketing parties so that the products sold can be enjoyed and satisfied by consumers, both individuals and corporates.

Marketing Gree will continue to strive to satisfy consumers and increase sales. Gree Marketing provides an attractive campaign for consumers, namely the "Hoki Sale" which provides cashback to attractive prizes so that consumers feel satisfied and comfortable to be able to trust Gree products.

With the campaigns being made, of course the marketing team needs an administrative process to move the product marketing actions. Administrative procedures will make work optimal and orderly. Marketing administration is also one of the most important in establishing good relations with consumers. All consumer data to participate in campaigns is the duty and responsibility of the admin so that it is organized and kept confidential.

2 Literature Review

2.1 Definition of Administration

The etymological meaning of administration comes from English, namely "administration", which means to manage or manage. Administration according to KBBI is the business and activities of determining the organization, business, and activities related to organizations, government, office activities, and administration.

According to (Grager, 1958), administration is where an organization has an administrative function as a provider of communication and service. According to (Terry, 2022), administration is a process of planning, controlling, organizing, and executing it in order to achieve the goals that have been set.

In a narrow sense, administration is an activity of systematically recording information, so that in the future you can retrieve the data as a whole in relation to one another. In a broad sense, administration is a cooperative activity in an organization or business carried out by two or more people by utilizing existing resources to achieve predetermined goals.

From this definition the author assumes that activities include planning, controlling, and organizing to achieve common goals.

2.2 Definition of Marketing

Marketing or Marketing is referred to as a sharp and shiny business spearhead which means it is the main key for the company to grow in order to generate profits to the desired goals and fulfill customer loyalty. The marketing process is to create value for customers to establish relationships with the aim that the company gets good value from consumers (Kotler & Armstrong, Marketing Principles, 2018).

The existence of marketing involves individuals or groups to achieve what is needed and wanted through the creation, offering, and exchange of products and services and value (Kotler & Keller, Marketing Management, 2016) transaction processes (Sastroatmojo, 2021).

Knowing and meeting consumer needs to provide maximum service so that companies can benefit both consumers and companies. The function of marketing is targeted to attract new customers and retain existing customers through various means such as; promotions, attractive price offers, and promises of added value.

From this definition the author assumes that marketing is the process of creating, offering and exchanging products and services to create customer loyalty and satisfaction as well as getting good value from consumers.

2.3 Brand awareness

In the long term, marketing aims to keep existing products alive, whereas in the short term, marketing aims to attract consumers and bring new products to market. That is, brand awareness is a marketing strategy that aims to build consumer awareness so that they can remember and recognize a product (Duriyanto, 2014) which will form positive value from customers and will continue to consume the product.

Brand awareness is divided into four parts which can be seen in the following pyramid image:



1. Unware of a brand.

In this lowest category, consumers do not know or are aware of the existence of a brand.

2. Brand recognition

At this stage is the minimal level of brand awareness which is important when someone makes a purchase on a brand. In a sense, consumers will recall a brand at the time of purchase.

3. Brand recall

In this category, consumers can remember and mention a brand easily because it has been stored in consumer memory (unaided recall).

4. Top of mind

At this peak stage is the stage where the consumer can immediately mention or choose a product, which means that the brand has been stored in the consumer's memory.

From this definition, the author assumes that brand awareness is a process of consumer awareness to remember and recognize a product to create positive value for consumers and companies.

2.4 Customer Satisfaction

Satisfaction is a feeling that arises because consumers have compared the results of the product or service with their expectations (Kotler, 2004). Service quality will increase customer satisfaction by looking at the quality of service provided whether it is in accordance with expectations or not (Parasuraman, A. B.)

The high competition between companies makes customer satisfaction and loyalty a top priority. Customer satisfaction will show consumer trust in the company which will affect customer loyalty (Norhermaya & Soesanto, 2016) and (Mariska & Shihab, 2016).

From this definition the author assumes that customer satisfaction is the most important thing for the company's strategy to increase sales. With consumers who are satisfied with the products and services that the company provides, it will increase the trust and loyalty of the company so that it affects the level of sales.

2.5 History of Gree Electric Appliances

Gree Appliances Indonesia is a company engaged in the electronics industry, especially in the field of selling air conditioners originating from China. The company was founded in 1991 which was originally named Zhuhai City Haili Cooling Engineering Company Limited. Now Gree Electric Appliances has 10 production bases and branch companies in various countries including Indonesia. Sales of Gree products have been one of the highest for international air conditioners for nine consecutive years. 300 million users worldwide with international revenue exceeding US\$ 20 billion.

The branch in Indonesia was established in July 2015 in Kuningan City, Jakarta which became the head office until it moved to Landmark, Pluit. Gree Indonesia sells air conditioning products that can be used in housing and also handles large projects such as buildings in Indonesia. In fact, not only does Gree offer air conditioning, but room purifiers are also available.

3 Topic Description

Every company certainly wants to provide the best satisfaction to its customers. Companies use various ways, one of which is to provide promotions to customers to increase and meet their expectations. In improving existing marketing or promotions, companies must provide good service quality to customers so that customer trust in the company increases.

Behind the formation of an attractive promotion, people are needed to design and carry out the marketing, namely the marketing team. Marketing Gree is one of the most important parties in the company, because marketing is related to consumers, sales, promoters, dealers and installers. The task of marketing is to assist in the form of branding so that the level of public awareness knows that there are Gree products in Indonesia, especially Jakarta & Tangerang and of course to increase sales. The Gree sales process is from sales ordering products to Gree and distributing the products to dealers, then promoters help dealers sell Gree products to consumers, and installers who will install Gree products at consumers' places in accordance with existing standards. In other words, marketing which includes sales, promoters, dealers, installers, consumers becomes a unit to ensure that branding is carried out successfully with evidence that Gree goods or products are widely spread in the hands of consumers throughout Indonesia, especially Jakarta & Tangerang.

Gree Appliances Indonesia is a company that pays attention to increasing customer satisfaction with the promotions provided. With sales satisfaction also increasing, Gree's marketing created a "Hoki Sale" campaign. The "Hoki Sale" campaign is a form of promotion from 12 January 2023 to 10 February 2023 in the context of Chinese New Year for buyers of certain Gree products to get attractive prizes from Gree. The running of the "Hoki Sale" campaign certainly requires an administrative process so that the predetermined procedures are captured and properly organized. Administration is not

only about data but also about the best service for Gree consumers. With the administration process in this campaign, it will be seen later whether the services provided by the Jakarta & Tangerang branch of Gree Electric Appliances Indonesia are excellent or not by research using the distributed questionnaires.

"Hoki Sale" Campaign Administration Requirements and Procedures. The requirements, procedures, and prizes that can be obtained for participating in the "Hoki Sale" campaign have been listed on posters that consumers can see or get at the dealer where they buy Gree products. This campaign program is given to all consumers who follow the terms and conditions that apply and register to the Hotline campaign "Hoki Sale".



Gree Products Requirements to Follow the Lucky Sale. Gree has three types of products, namely Residential, Light Commercial, and Home Appliances.



In accordance with the conditions stated in the brochure, those who are entitled to take part in the "Hoki Sale" campaign are consumers who buy Gree Residential AC, Light Commercial AC, and Air Purifier products.

Gree Product Retail Price Requirements Following the Lucky Sale. It can be seen from the price list image below that each type of Gree product has a predetermined retail price. Consumers can buy Gree products at the prices listed. If Gree consumers want to take part in the "Hoki Sale" campaign, they must show proof of purchase that

matches or exceeds the retail price. The following are examples of the 3 types of Gree products:

Residential AC



Figure 1. Example of a residential AC retail price
Source: Company Data

Light Commercial AC



Figure 2. Example of a Light Commercial AC Price
Source: Company Data

Air Purifier



Figure 3. Example of Air Purifier Prices
Source: Company Data

Administrative Process Following the Hockey Sale Campaign

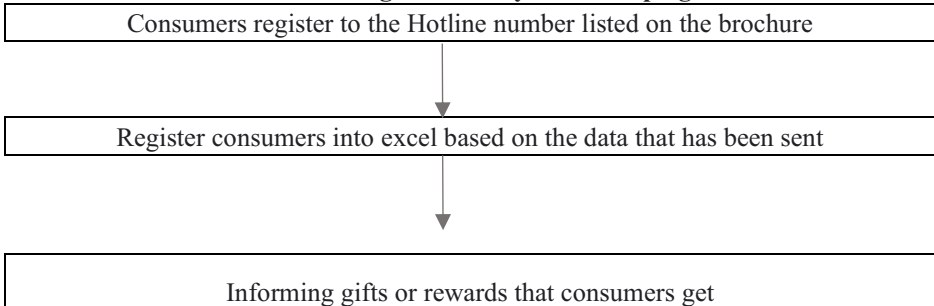


Chart 1. Hoki Sale Camping Procedure Flow

Source: Processed by the Authors

Consumers Register to the Hotline Number Listed in the Brochure. Each branch has its own Hotline number connected to WhatsApp and listed on the Hoki Sale brochure. The author is responsible for holding the Jakarta and Tangerang branch Hotline numbers. Every consumer who registers will certainly have an automatic message to reply to messages from consumers. After the message is automatically sent, consumers can fill in the format and send it again. Provide photos of barcodes, original units and proof of purchase.

But sometimes many Gree consumers don't send data right away, because of the following problems;

- Do not understand the existing procedures
- Wrong destination number, want to do warranty
- Inquire about Gree products

Even though the Hotline that the author uses is specifically for the "Hoki Sale" campaign, to provide the best service for consumers these problems must be faced.

Registering into Excel Based on Data that Consumers Have Sent. After the data has been collected, the author must recap the data into excel to register lottery numbers as potential winners.

Informing Prizes or Rewards that Consumers Get. The "Hoki Sale" campaign prize is a product from Flife. Flife is a sister brand of Gree Electric Appliances which is only located in Indonesia and provides products for household needs. Gree made Flife a gift because of a marketing strategy, namely increasing brand awareness of Gree's own products as well as introducing products from its sister companies. In accordance with the theory of brand awareness, the target of this campaign is to make Gree a product that will enter the brand recognition phase and is expected to have an impact on increasing sales of Gree air conditioners.

Not only Flife products are prizes, but there are also other attractive prizes and rewards for both winners and non-winners to strengthen the "Hoki Sale" campaign, namely,

For Winners

Voucher for Hotel Bintang Lina Nusa Penida Bali,

- Flife Oven 28 Liter,
- Flife Oven 20 Liter

Not Winner

IDR 50,000 cashback

- Flife Pressure Cooker Voucher IDR 200,000

After a draw from the social media team via live tiktok and information via Instagram Gree Indonesia, the author can inform consumers who have registered for the "Hoki Sale" campaign. The following is an example of a winner announcement:



The winner will be informed to provide their address so that Gree can send the prize to the customer's place. After getting the address of the winner of the 28 liter and 20 liter Flife electric oven product, a travel document will be given to send the prize. The hotel voucher winners will be brought in directly by Gree for prize delivery and documentation.

Results of Research on Administrative Services Hotline Campaign Hoki Sale at Gree Electric Appliances Indonesia Jakarta & Tangerang Branches

Research Methods. Methods and techniques of data collection conducted by the author for the survey is a questionnaire technique. Data collection tool in the form of questions related to procedures and services provided by the "Hoki Sale" Hotline campaign admin which is distributed through online media, namely Google Form. The target respondents are definitely the participants in the "Hoki Sale" campaign. The answers to each question in this questionnaire are divided into 5 (five) categories with a scale of very positive to very negative levels. Apart from questions, there are also suggestions that consumers can fill in regarding what should be improved by this Hotline service.

A. Description of Respondents

Based on the purpose of making the questionnaire distributed, namely to find out the quality of service provided by the "Hoki Sale" admin, the respondents are customers of Gree Appliances Electric Indonesia Jakarta & Tangerang branches who buy Residential, Light Commercial, and Home Appliances products according to retail prices.

B. Time of Research

The research time is 9 days from March 30 2023 to April 7 2023 via an online questionnaire.

Research Model. The research model used uses the service quality model developed by (Parasuraman, A. B.). Here is the research model

Model:

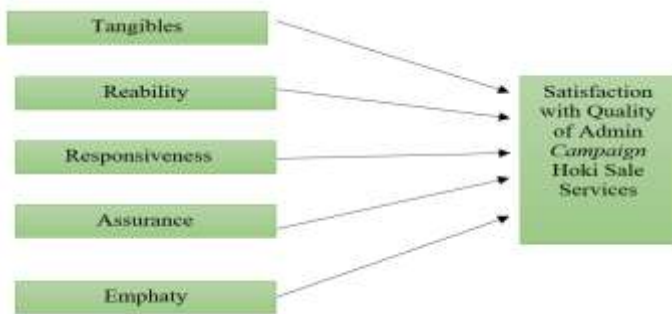


Chart 2. Research Model
Source: Processed by the Authors

1. Tangibles

Namely the message design or format used in the "Hoki Sale" Hotline campaign.

2. Reliability

That includes the completeness of services with a complete, accurate, reliable, and concise flow in the "Hoki Sale" Hotline campaign.

3. Responsiveness

Namely the Hotline campaign admin "Hoki Sale" can provide services to consumers precisely and quickly.

4. Assurance

That includes ethics or courtesy given by the Hotline campaign admin "Hoki Sale" to build and gain the trust of consumers.

5. Empathy

Namely the ability of the Hotline campaign admin "Hoki Sale" to provide a level of attention to consumers.

Research Variables

QUESTION INDICATOR	Answer Choices				
	1	2	3	4	5
Tangibles					
The chat format provided by the admin is easy to understand					
GREE admins provide an informative messages					
Reliability					
GREE admin provides services carefully and on time					
GREE admin responds to costumer complaints and feedback					
Responsiveness					
GREE admin accepts and serves costumers well					
GREE admin serves costumers according to predetermined procedures					
Assurance					
GREE admin serves with a convincing attitude that customers feed comfortable					
GREE admin replies to message politely and kindly					
Empathy					
GREE admin does not ignore questions asked by costumers					
The friendliness of GREE admin in responding to consumer messages					

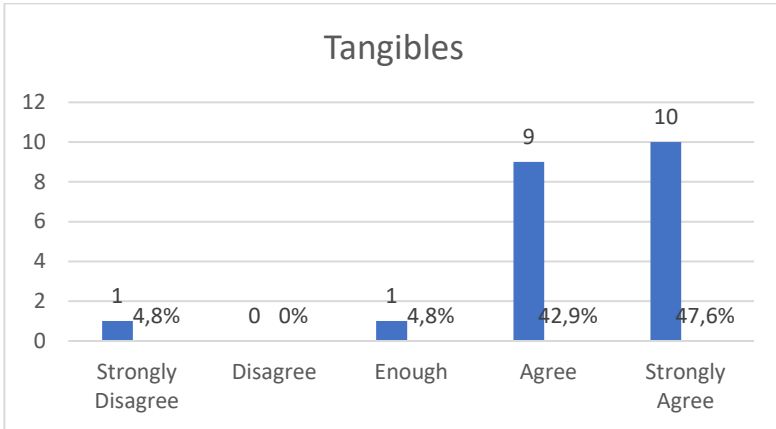
Information:

1. Strongly Disagree
2. Disagree
3. Enough
4. Agree
5. Strongly Agree

Explanation of Questionnaire Results Regarding Satisfaction with the Quality of Hoki Sale Admins. This questionnaire is an Analysis of Customer Perceptions of the Quality of Hoki Sale Admin Service which consists of 5 indicators and 10 questions answered using multiple choice.

Tangibles

- The chat format provided by the admin is easy to understand

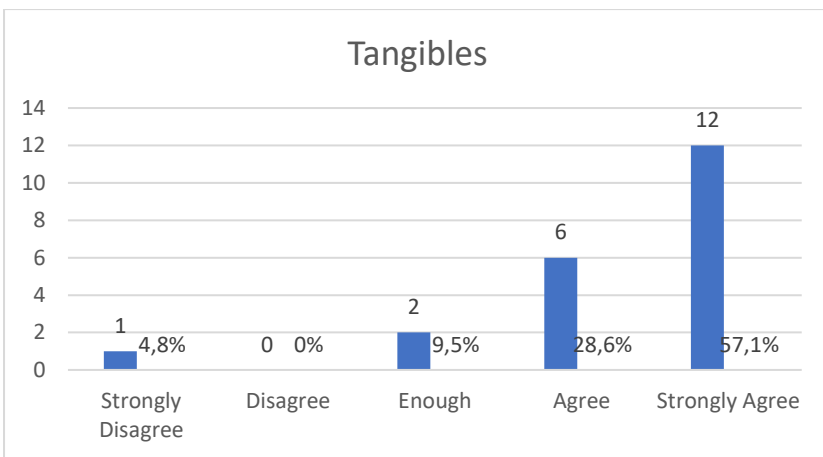


Graph 1. The chat format provided by the admin is easy to understand

Source: Data Processed by the Authors

Based on the graph above it states that: "The chat format provided by the admin is easy to understand". As many as 1 respondent or 4.8% value stated strongly disagree, 1 respondent or 4.8% value stated enough, 9 respondents or 42.9% value stated agree, and 10 respondents or 47.6% value stated strongly agree. Based on the largest percentage value, they strongly agree that the message given by the Gree admin is easy to understand.

- Admin Gree provides informative messages



Graph 2. Admin Gree gives an informative message

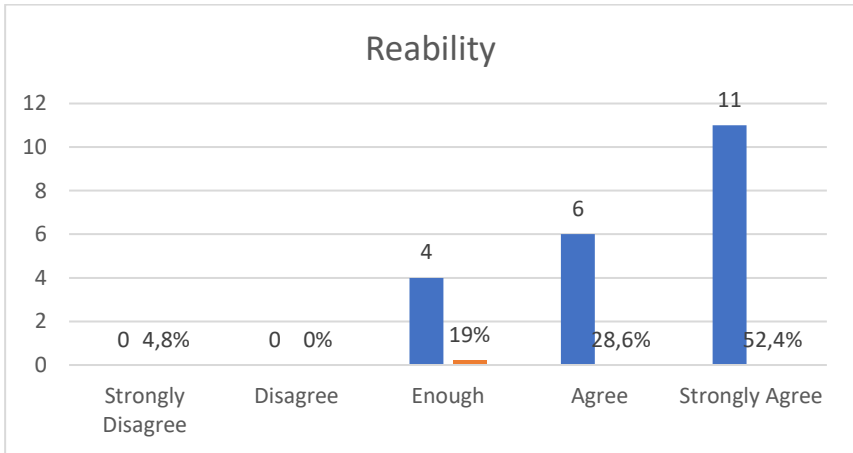
Source: Data Processed by the Authors

Based on the graph above it states that: "Admin Gree provides informative messages". As many as 1 respondent or 4.8% value stated strongly disagree, 2 respondents or 9.5% value stated enough, 6 respondents or 28.6% value stated agree, 12 respondents or

57.1% value stated strongly agree. Based on the largest percentage value, they strongly agree that the message given by the Gree admin is easy to understand.

Reliability

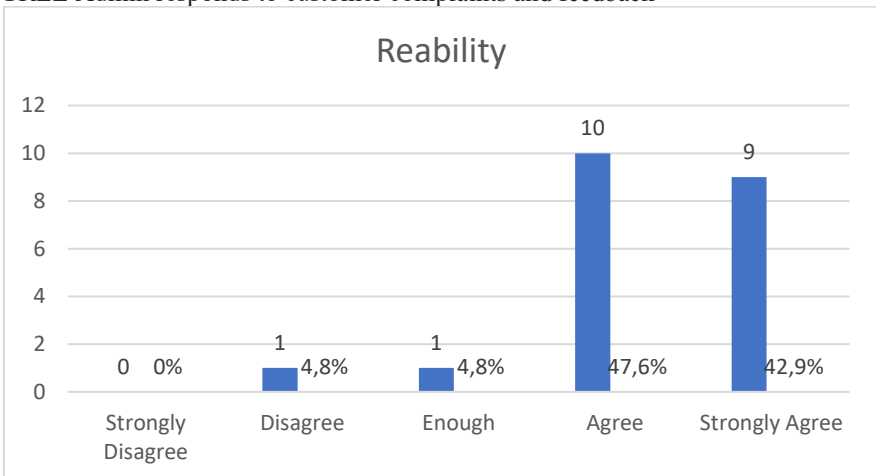
- Admin GREE provides services in a thorough and timely manner



Graph 3. GREE admins provide services in a thorough and timely manner
Source: Data Processed by the Authors

Based on the graph above it states that: "Admin Gree provides services in a thorough and timely manner". As many as 4 respondents or 19% said enough, 6 respondents or 28.6% said they agreed, and 11 respondents or 52.4% said they strongly agreed. Based on the largest percentage value, they strongly agree that the message given by the Gree admin is easy to understand.

- GREE Admin responds to customer complaints and feedback

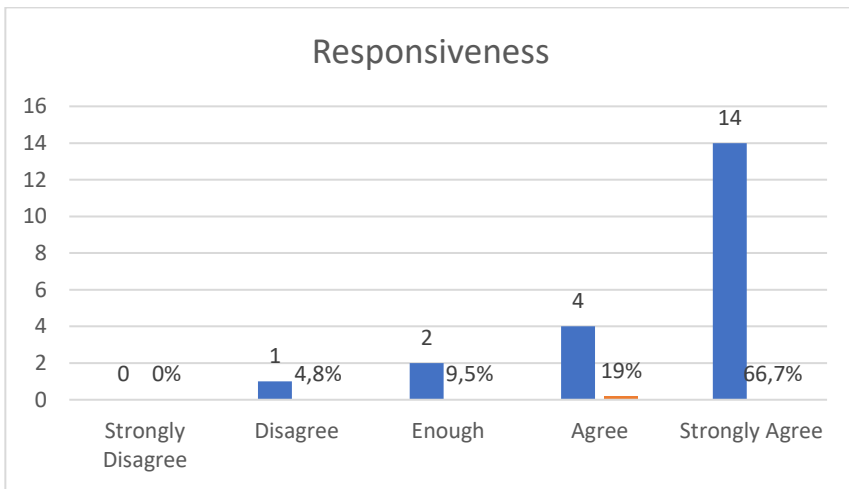


Graph 4. Gree Admin Responds to Customer Complaints and Feedback
Source: Data Processed by the Authors

Based on the graph above it states that: "Admin Gree responds to customer complaints and input". As many as 1 respondent or 4.8% stated that he disagreed, 1 respondent or 4.8% stated that it was sufficient, 10 respondents or 47.6% stated very much, and 9 respondents or 42.9% stated that they strongly agreed. Based on the largest percentage value, they agree that the message given by the Gree admin is easy to understand.

Responsiveness

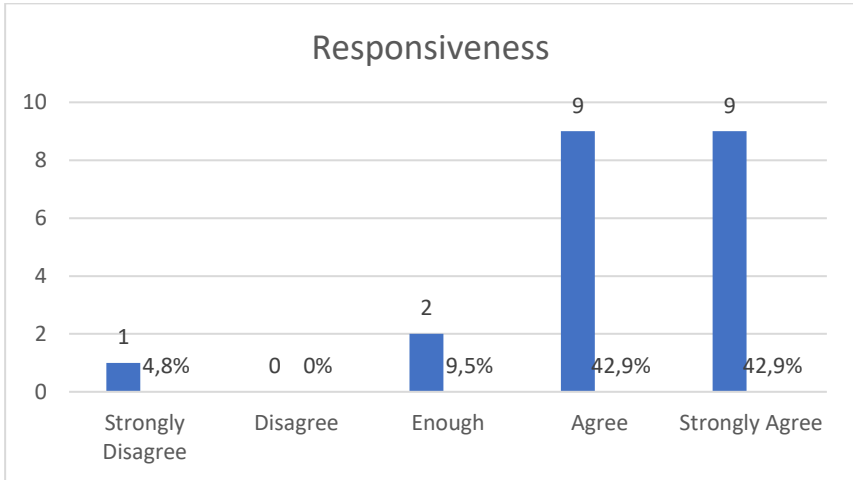
- GREE Admin accepts and serves customers well



Graph 5. Gree Admin Receives and Serves Customers Well
Source: Data Processed by the Authors

Based on the graph above it states that: "Admin Gree accepts and serves customers well". As many as 1 respondent or 4.8% stated that he disagreed, 2 respondents or 9.5% stated that it was sufficient, 4 respondents or 19% stated that they agreed, and 14 respondents or 66.7% stated that they strongly agreed. Based on the largest percentage value, they strongly agree that the message given by the Gree admin is easy to understand.

- Admin GREE serves customers according to predetermined procedures



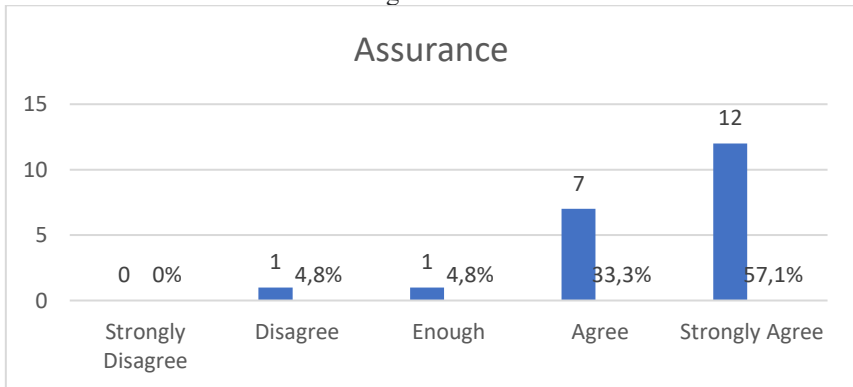
Graph 6. GREE Admin serves customers according to predetermined procedures

Source: Data Processed by the Authors

Based on the graph above it states that: "Admin Gree serves customers according to predetermined procedures". As many as 1 respondent or 4.8% value stated strongly disagree, 2 respondents or 9.5% value stated enough, 9 respondents or 42.9% value stated agree, and 9 respondents or 42.9% value stated strongly agree. Based on the largest percentage value, they agree and strongly agree that the message given by the Gree admin is easy to understand.

Assurance

- Admin GREE serves with a reassuring attitude so that customers feel comfortable

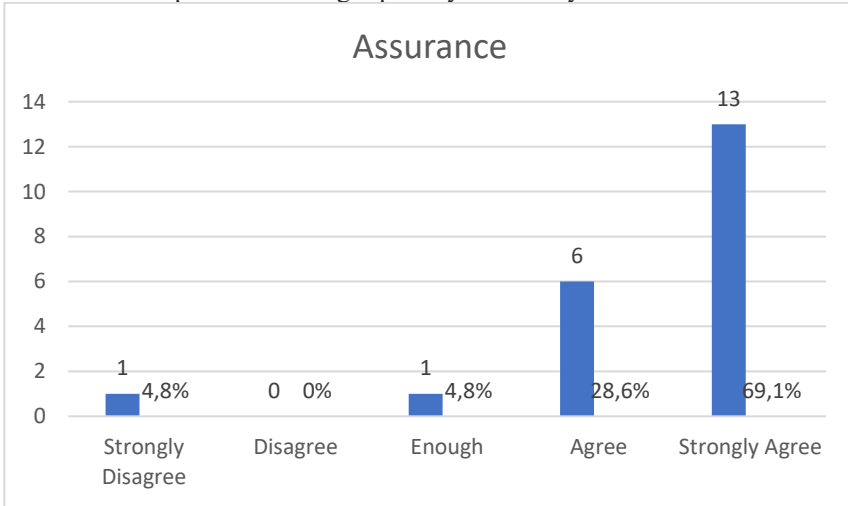


Graph 7. The GREE admin serves with a reassuring attitude so that customers feel comfortable

Source: Data Processed by the Authors

Based on the graph above it states that: "Admin Gree serves with a convincing attitude so that customers feel comfortable". As many as 1 respondent or 4.8% stated that they disagreed, 1 respondent or 4.8% stated that it was sufficient, 7 respondents or 33.3% stated that they agreed, and 12 respondents or 57.1% stated that they strongly agreed. Based on the largest percentage value, they strongly agree that the message given by the Gree admin is easy to understand.

- GREE Admin responds to messages politely and kindly

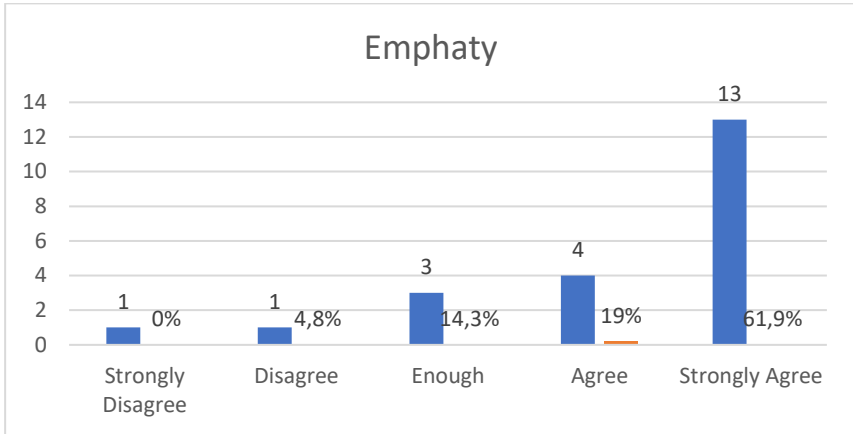


Graph 8. The GREE admin replies to messages politely and kindly
Source: Data Processed by the Authors

Based on the graph above it states that: "Admin Gree replies to messages politely and kindly". As many as 1 respondent or 4.8% value stated strongly disagree, 1 respondent or 4.8% value stated enough, 6 respondents or 28.6% value stated agree, and 13 respondents or 69.1% value stated strongly agree. Based on the largest percentage value, they strongly agree that the message given by the Gree admin is easy to understand.

Empathy

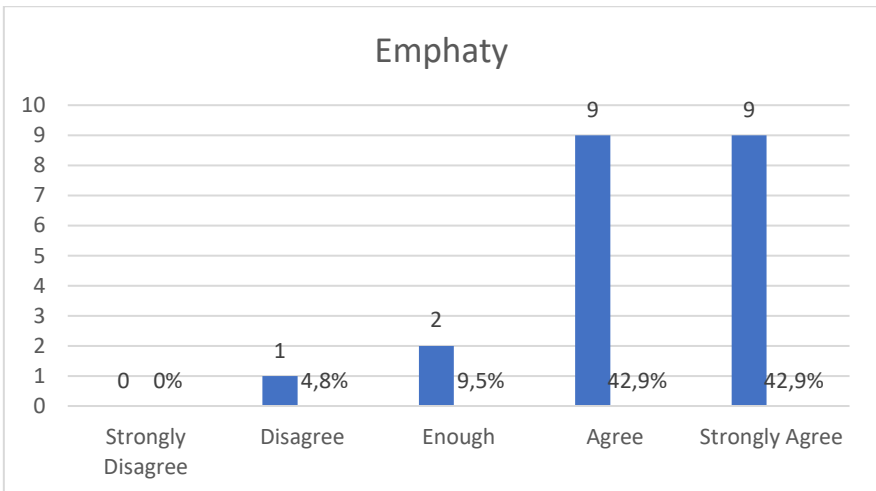
- The GREE admin does not ignore the questions raised by customers



Graph 9. The GREE admin does not ignore the questions raised by customers
Source: Data Processed by Consumers

Based on the graph above, it states that: "Admin Gree does not ignore the questions raised by customers". As many as 1 respondent or 4.8% stated that he disagreed, 3 respondents or 14.3% stated that it was enough, 4 respondents or 19% stated that they agreed, and 13 respondents or 61.9% stated that they strongly agreed. Based on the largest percentage value, they strongly agree that the message given by the Gree admin is easy to understand.

- The friendliness of the GREE Admin in responding to consumer messages



Graph 10. The friendliness of the GREE Admin in responding to consumer messages
Source: Data Processed by Consumers

Based on the graph above it states that: "Friendliness of the Gree admin in responding to consumer messages". As much as 1 respondent or 4.8% stated that he disagreed, 2 respondents or 9.5% stated that it was enough, 9 respondents or 42.9% stated that they agreed, and 9 respondents or 42.9% stated that they strongly agreed. Based on the largest percentage value, they agree & strongly agree that the message given by the Gree admin is easy to understand.

4 Analysis

Excess. At the time of purchase, consumers will remember Gree because of a campaign that attracts consumers to buy this product. The result of the running of the "Hoki Sale" campaign is an increase in brand awareness at the brand recognition stage, which is evidenced by an increase in dealer sales in January. The "Hoki Sale" campaign produced positive things for sales.

Barriers. At the same time, not only a "Hoki Sale" campaign for consumers is currently running but also a special campaign for installers or technicians. The obstacle that often occurs is that technicians often make claims to the "Hockey Sale" campaign, which should only be for consumers. When the technician has claimed the campaign installer, there should be no need to claim the "Hockey Sale" campaign, so there will be double unit barcodes and double names, and the "Hockey Sale" campaign will not match the target market, namely consumers.

Weaknesses. The following are the disadvantages that occur in consumers contacting the Hotline campaign "Hoki Sale":

- The old admin replied to messages from consumers

This is an obstacle experienced due to consumers' lack of understanding regarding weekdays, holidays, and public holidays. The author as the Hotline admin will reply to messages on working days with an explanation of the reasons why these consumer messages can only be replied to. Because of this lack of understanding, consumers continue to contact the Hotline continuously, even though the admin will reply to messages from the bottom and in the end it will take longer for the admin to reply to the consumer's message.

- Reward prizes are deducted by bank admin fees

Consumer account numbers that are different from those of Gree when sending rewards will certainly be deducted by bank admin fees and this is a complaint from consumers because they are not aware of these requirements.

- Lack of pro-active admin answering consumer questions

The Hotline number that the author uses is only specifically for campaigns from Gree. Auto-reply messages that are made to refer that the Hotline is specifically for

campaigns are ignored by consumers who keep asking other things such as asking about products and guarantees. This is sometimes beyond the knowledge of the Author to answer consumer questions.

Solution. Every day there will be a barcode check from the "Hoki Sale" campaign and the installer campaign. If you check, you will see the same barcode and you will also check the name of the barcode registrant. This solution is applied daily by the author to overcome the absence of cheating by technicians who register for a special consumer campaign, namely "Hoki Sale".

5 CONCLUSION AND RECOMMENDATION

Conclusion. Gree created a campaign program aimed at increasing brand awareness. With the running of the program, there is an increase in brand awareness, namely the Gree brand has achieved brand recognition as evidenced by increased sales data. However, admin support is needed in handling regular and effective services to handle the campaign program. Therefore, the company appointed the Writer's division, namely the Jakarta & Tangerang branch marketing to manage the organization of the campaign. The author has conducted a "Hoki Sale" Campaign Service Satisfaction survey in support of the program by following the theoretical principles of customer satisfaction, namely, tangibles, reliability, responsiveness, assurance, and empathy. (empathy). Therefore, the author has conducted a survey with the following conclusions:

1. Based on the results of the questionnaire on the Physical Evidence component, the fact can be obtained that the indicator of "The chat format provided by the admin is easy to understand" namely the majority of respondents stated "Strongly agree" with a value obtained of 46.7% and the indicator "Admin Gree gave a message that informative" namely the majority of respondents stated "Strongly agree" or the value obtained was 57.1%. Thus it can be concluded that there is a positive influence between the components of physical evidence on consumers "Hoki Sale".
2. Based on the results of the questionnaire on the Reliability component, the fact can be obtained that the indicator of "GREE Admins provides services in a thorough and timely manner", namely the majority of respondents stated "Strongly agree" with a value obtained of 52.4% and the indicator "GREE Admins respond to complaints and customer input" namely the majority of respondents stated "Agree" or the value obtained was 47.6%. Thus it can be concluded that there is a positive influence between the reliability component on the "Hoki Sale" consumer.
3. Based on the results of the questionnaire on the Responsiveness component, the fact can be obtained that the indicator of "GREE Admins accepts and serves customers well", namely the majority of respondents stated "Strongly agree" with a value obtained of 66.7% and the indicator "GREE Admins serves customers according to predetermined procedures", namely the majority of respondents stated "Agree" and "Strongly agree" or the value obtained was 42.9%. Thus it can be concluded that there is a positive influence between the components of responsiveness to consumers "Hoki Sale".
4. Based on the results of the questionnaire on the Guarantee component, the fact can be obtained that the indicator of "GREE Admin serves with a convincing attitude so that customers feel comfortable" namely the majority of respondents stated "Strongly agree" with a value obtained of 57.1% and the indicator "GREE Admin replied to the

message politely and kindly” namely the majority of respondents stated “Strongly agree” or the value obtained was 69.1%. Thus it can be concluded that there is a positive influence between the guarantee components on consumers "Hoki Sale".

5. Based on the results of the questionnaire on the Empathy component, the fact can be obtained that the indicator of "GREE Admin does not ignore questions asked by customers" namely the majority of respondents stated "Strongly agree" with a value obtained of 61.9% and the indicator "Friendliness of GREE Admin in reply to consumer messages", namely the majority of respondents stated "Strongly agree" and "Agree" or the value obtained was 62.9%. Thus it can be concluded that there is a positive influence between the empathy component on the "Hoki Sale" consumers.

Recommendation. Based on the results of the questionnaire, there will be deficiencies in the "Hoki Sale" campaign program, so the author hereby provides the following suggestions:

1. From the start of the "Hoki Sale" campaign, the auto-reply made should determine the active schedule of the Hotline. The schedule is written so that consumers can be more aware of the working hours of the "Hoki Sale" hotline.
2. The "Hoki Sale" brochure is not listed for account numbers other than BCA, an admin fee will be charged. The author's suggestion is to include it in the brochure or to inform again through the Hotline that accounts other than BCA banks will have an admin deduction fee.
3. The author, as the admin of the "Hoki Sale" Hotline campaign, sometimes finds it difficult to answer questions about warranties or products. Supposedly, the marketing division can provide light training regarding products and warranties.

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