The impact of office administration performance on customer satisfaction at PT Media Mover

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Abstrak

Penelitian ini bertujuan untuk menginvestigasi pengaruh kinerja administrasi perkantoran terhadap kepuasan pelanggan di PT Media Mover. Dalam penelitian ini, digunakan pendekatan kuantitatif dengan metode survei, dan pengumpulan data dilakukan melalui kuesioner yang disebarkan kepada pelanggan perusahaan. Jumlah responden yang terlibat dalam penelitian ini adalah 50 orang pelanggan. Data yang diperoleh dianalisis menggunakan uji statistik deskriptif, serta uji validitas dan reliabilitas, diikuti dengan analisis regresi linier sederhana. Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan antara kinerja administrasi perkantoran dan kepuasan pelanggan. Temuan ini mengindikasikan bahwa semakin baik kinerja administrasi, semakin tinggi tingkat kepuasan pelanggan yang dirasakan. Oleh karena itu, disarankan kepada perusahaan untuk terus meningkatkan kualitas pelayanan administrasi, khususnya dalam aspek ketepatan waktu, keakuratan informasi, dan sikap pelayanan yang ramah.

Kata kunci: kepuasan pelanggan; kinerja; manajemen perkantoran; pelayanan

Abstract

This study investigates the impact of office administration performance on customer satisfaction at PT Media Mover. A quantitative approach with a survey method was employed, utilizing questionnaires distributed to the company's customers. The study involved 50 customer respondents, with data analyzed through descriptive statistical tests, validity and reliability assessments, followed by simple linear regression analysis. Results demonstrate a significant positive relationship between office administration performance and customer satisfaction. These findings indicate that enhanced administrative performance correlates with higher levels of customer satisfaction. Therefore, companies should prioritize continuous improvement in administrative service quality, particularly focusing on timeliness, information accuracy, and courteous service delivery.

Keywords: customer satisfaction; office management; performance; service

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Introduction

In today's rapidly evolving globalized and digitalized environment, the quality of office administration services has emerged as a critical determinant of customer satisfaction levels. Office administration functions extend beyond mere operational support; they play a pivotal role in shaping corporate image and customer perceptions. Effective administrative performance, encompassing timeliness, process efficiency, and responsiveness to customer requests, significantly influences customer experiences during company interactions (Ruru & Kolondam, 2022).

Contemporary technological advancements have heightened customer expectations for faster, more accurate, and professional administrative services. Research conducted by Yakub et al. (2022) demonstrates that effective administrative services contribute significantly to customer satisfaction across various sectors, both governmental and private. This development compels organizations to adapt to emerging technologies and enhance administrative staff competencies to meet evolving customer expectations.

PT Media Mover, a company operating in the media and technology services sector, faces challenges in improving administrative efficiency to maintain customer loyalty. While many organizations have transitioned to digital-based administrative systems, various issues persist, including insufficient employee skills in operating digital systems, delays in responding to customer requests, and inefficiencies in document and information management. These challenges can negatively impact customer satisfaction and risk customer attrition due to ineffective administration (Irawan & Laksono, 2020).

In Indonesia, the challenge of improving customer satisfaction with administrative services remains significant for many companies. Data presented by Apriani et al. (2023) indicates that 35% of customer complaints in the service sector stem from inadequate administrative service quality, including response delays, recording errors, and poor inter-departmental coordination. This reveals gaps in understanding and implementing effective office administration practices.

Although previous research has examined the relationship between service quality and customer satisfaction, there remains insufficient investigation into how office administration performance specifically influences customer satisfaction levels. Studies by Astawa and Manuaba (2023) focused on digitalization of administrative services, while research by Nugraha (2022) emphasized employee professionalism in administrative service delivery. Therefore, comprehensive examination of overall administrative performance contribution to customer experience is necessary.

This research aims to bridge this gap by analyzing the influence of various administrative performance aspects—including service speed, document accuracy, and communication quality—on customer satisfaction levels at PT Media Mover. Through a quantitative approach, this study will collect data from PT Media Mover customers to identify significant administrative factors affecting their satisfaction.

The research findings are expected to provide new insights for companies in improving office administration effectiveness. Additionally, this study may serve as a reference for other organizations seeking to optimize administrative services to enhance customer satisfaction and build long-term loyalty.

Practically, this research will assist PT Media Mover in developing more structured administrative improvement strategies through employee training, administrative technology enhancement, and work procedure adjustments to achieve better efficiency. Theoretically, this research will contribute to the office administration field by enriching studies on administration's role in improving customer satisfaction in the digital era.

Based on this background, this research aims to empirically analyze the relationship between office administration performance and customer satisfaction at PT Media Mover. Furthermore, this

study will provide strategic recommendations to the company for optimizing administrative performance to achieve higher customer satisfaction levels.

Research Methods

In quantitative research, data validity is considered one of the most crucial elements for ensuring that analytical results truly reflect existing reality. To achieve higher validity levels, this research employs not only quantitative data obtained from questionnaires but also utilizes data triangulation methods. This triangulation is conducted through brief interviews with selected respondents to complement existing information (Azizah, 2015).

The primary purpose of this triangulation is to verify and provide deeper understanding of quantitative data. Interviews were conducted semi-structurally using open-ended question guides designed to explore customer perspectives regarding administrative services and their satisfaction levels. These qualitative interviews involved informants who had previously completed questionnaires, enabling researchers to confirm their responses in quantitative instruments (Sigit & Suharsono, 2014).

Interview questions included: (1) How do you assess PT Media Mover's overall office administration performance? (2) Have you experienced problems in administrative processes at this company? If yes, what problems did you encounter? (3) Which aspect of administrative services do you find most satisfying and why? (4) Do speed and accuracy in administrative processes influence your satisfaction as a customer? (5) What improvements do you think are needed in administrative services to enhance your satisfaction?

Through these questions, researchers can collect descriptive and in-depth supporting data. Qualitative data obtained from interviews are then analyzed alongside quantitative data to ensure consistency and meaning in findings. If inconsistencies exist between quantitative and qualitative results, researchers will investigate potential gaps in perception, questionnaire item comprehension, or personal customer experience contexts (Belang, 2019).

This triangulation plays an important role in enhancing construct validity and internal validity, particularly in studies emphasizing relationships between human behavioral variables such as service and satisfaction. Therefore, integrating qualitative data from brief interviews becomes an essential part of research design aimed at strengthening result validity and supporting collected data interpretation (Azizah, 2015).

Sample representativeness is a key factor in determining how far research results can be applied to broader populations. In this research, respondent inclusion criteria were adjusted from previously only including active customers in the last 3 months to customers who had used services within the last 12 months. This adjustment is designed to eliminate limitations in covered customer experience and expand analyzed perception variations (Sigit & Suharsono, 2014).

By extending the respondent inclusion timeframe, obtained data becomes more diverse and reflects customer satisfaction dynamics more comprehensively. Customers who have interacted with administrative services over longer periods provide insights regarding consistency and changes in service performance that may not be visible in short-term observations. This experience variation is crucial for recognizing administrative service patterns and their relationship with customer satisfaction across various temporal contexts and conditions (Belang, 2019).

Additionally, this method contributes to reducing selection bias possibilities that occur when selected respondents inadvertently represent only one specific group within the customer population. If focusing only on new customers, research results could be heavily influenced by temporary services such as special offers, specific programs, or staff changes. By involving customers from a 12-month period, experience variation can increase, making obtained results more objective (Azizah, 2015).

Adjustments to inclusion criteria also influence statistical quality by expanding data diversity that supports existing assumptions in regression analysis. This supports more normal data distribution, more diverse variables, and more consistent interpretation. Therefore, this methodological approach directly contributes to research external validity and strengthens the foundation for result generalization (Belang, 2019).

In linear regression analysis, there are various classical assumptions that must be met for estimation results to be BLUE (Best Linear Unbiased Estimator). One such assumption is homoscedasticity, referring to conditions where error (residual) variation must be consistent across all observations. If error variation is not uniform, this is called heteroscedasticity, which can potentially cause errors in standard error calculations, p-values, and conclusions regarding statistical significance (Statistikian, 2020).

To detect heteroscedasticity symptoms in this research, a scatterplot method was used, mapping Regression Standardized Predicted Value on the X-axis and Regression Studentized Residual on the Y-axis. Through this visual method, researchers can observe whether residual points are randomly scattered around the horizontal zero line or form specific patterns indicating non-constant variance (Statistikian, 2020).

Scatterplot analysis findings in this research show non-random residual distribution patterns, indicating heteroscedasticity presence in the regression model. This heteroscedasticity indicates certain elements from independent variables causing irregularities in residual variance, thus affecting the effectiveness of statistical models used (Statistikian, 2020).

Violations of homoscedasticity assumptions affect statistical inference reliability. Inaccurate standard errors can potentially cause errors in t-tests and F-tests, leading to Type I or Type II errors incorrectly accepting or rejecting hypotheses. Therefore, corrective measures such as variable transformation, robust regression models, or weighted least squares (WLS) techniques should be considered for more valid estimation (Statistikian, 2020).

In this research context, heteroscedasticity presence is noted and considered in regression result interpretation. Although variable relationships appear significant, this assumption violation indicates that results must be interpreted methodologically with caution. Researchers also provide opportunities for further analysis using more robust methods as follow-up to these findings (Statistikian, 2020). Figure 1 presents the heteroscedasticity test results, showing the distribution pattern of residuals that indicates the presence of heteroscedasticity in the regression model.

Figure 1
Heteroscedasticity test scatterplot
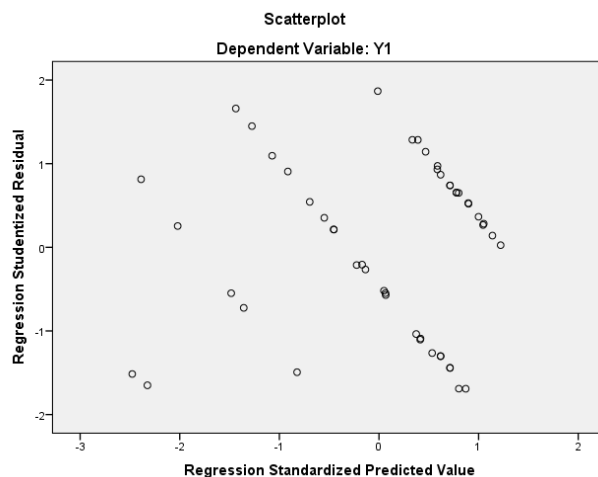
This research adopts a quantitative approach with an associative focus. This method was chosen because the primary research objective is to analyze the influence between two variables: office administration performance as the independent variable and customer satisfaction as the dependent variable. By using a quantitative approach, researchers can measure this influence objectively and statistically, while testing previously formulated hypotheses.

This study is explanatory in nature and aims to explain causal relationships between office administration work systems and customer satisfaction perceptions. This approach is considered relevant in contributing to office administration science development, particularly in public service contexts.

The quantitative method selection is also based on its ability to generate numerical data that can be analyzed using valid and accurate statistical tests. Research results are expected to provide systematic, empirical, and logical descriptions of the investigated influence (Creswell, 2013).

This research was conducted at PT Media Mover, a company specializing in moving services for apartments, homes, and offices. This location selection has strong foundations, as PT Media Mover maintains a well-structured office administration system with extensive customer interactions. Efficient administrative system presence is crucial for supporting company operational services. Additionally, this location facilitates researcher data collection.

The research was planned to span two months, from May to June 2025. Phases begin with research instrument preparation and permit arrangements in the first and second weeks of May, followed by instrument testing in the third week. Subsequently, in June, questionnaires will be distributed and data collected. Data processing and analysis are scheduled for the third and fourth weeks of June 2025. This scheduling ensures smooth research implementation and efficient time utilization (Mahi, 2011).

The research population includes all customers who utilized PT Media Mover services within the last six months. These customers have direct experience interacting with the company's administrative team, enabling them to provide valuable information about service quality and satisfaction levels. Population selection inclusion criteria include customers who have used PT Media Mover services at least once and are willing to complete questionnaires. Meanwhile, exclusion criteria include customers who utilized services more than six months ago and those unwilling to participate as respondents.

Sampling was conducted using purposive sampling, a sample selection technique based on specific considerations aligned with research objectives. The planned sample size is 50 respondents, determined using the Slovin formula with a 10% error rate. Through this purposive sampling technique, representative samples of the studied population are expected to be obtained (Sugiyono, 2018).

To ensure clarity and measurement accuracy, this research employs operational definitions for studied variables. The first variable is office administration performance, conceptually understood as effectiveness and efficiency in conducting various administrative tasks, including information services, data recording, and customer communication. Operationally, this variable is measured through several indicators, including service speed, customer data accuracy, and administrative staff ability to communicate clear information.

The second variable is customer satisfaction, conceptually referring to the extent customers' expectations are fulfilled through received services. In operational measurement, customer satisfaction is measured using indicators such as comfort in administrative processes, communication ease, and customer willingness to recommend services to others. Both variables are measured using five-point Likert scales for each statement item, with response ranges from "strongly disagree" to "strongly agree" (Kotler & Keller, 2016).

Data collection was conducted by distributing questionnaires to selected customer samples. These questionnaires were designed with closed statements using five-point Likert scales, aiming to measure customer perceptions of company administrative performance and their satisfaction levels. Questionnaire selection as the data collection method is considered efficient as it can reach many respondents within short timeframes while facilitating quantitative data analysis. Additionally, researchers collected secondary data through company administrative activity report documentation. To ensure instrument validity, questionnaires were piloted with ten respondents having similar characteristics, with pilot results serving as revision foundations. Questionnaire content validity was also strengthened with input from administration field experts and academics, ensuring proposed statements align with studied constructs (Soehartono, 2012).

Collected data will be analyzed using simple linear regression techniques to identify office administration performance variable influence on customer satisfaction. Before conducting primary analysis, data will undergo classical assumption tests, including normality and linearity tests, to ensure data meets regression analysis requirements. Data processing will be conducted using SPSS software, enabling fast and accurate statistical processing. In this regression analysis, regression coefficients and significance values will serve as foundations for drawing conclusions about inter-

variable relationships. Data analysis will be conducted systematically to answer problem formulations and test previously established hypotheses (Ghozali, 2018).

Data validity in this research is maintained by implementing series of validity and reliability tests on used instruments. Validity is tested empirically through correlation analysis between items and total scores, while reliability is measured using Cronbach's Alpha tests with established thresholds ≥ 0.70. Additionally, data collection processes consider neutrality and confidentiality while avoiding bias by using objective statements that do not direct respondents. To ensure result accuracy, data triangulation is also conducted by comparing primary and secondary data and testing result consistency among respondents. Through these measures, comprehensive data validity and accuracy are expected to be ensured (Azwar, 2015).

Validity testing aims to ensure research instruments can measure targeted variables accurately. Content validity is evaluated through expert assessments, while construct validity is tested by analyzing consistency between indicators within one variable. Validity testing processes include correlation analysis between each item score and total scores, requiring obtained correlation coefficients to be significant. Meanwhile, reliability is measured using Cronbach's Alpha techniques, functioning to assess instrument internal consistency. If obtained alpha values reach or exceed 0.70, instruments are considered reliable. These steps are crucial for ensuring collected data is consistent and trustworthy, making research results scientifically accountable (Sugiyono, 2018).

In this research, instruments used are closed questionnaires designed based on operational definitions and indicators from respective variables. Questionnaires consist of two parts: respondent identity data and statement items related to administrative performance and customer satisfaction. Each item is constructed using Likert scales offering five response choices. Item construction is based on indicators determined in operational definitions.

Instrument development processes are conducted gradually, starting from initial draft creation, content validity testing by experts, pilot testing on small respondent groups, to final revisions before broader instrument distribution. These instruments are designed to collect relevant data that can be analyzed quantitatively to answer research problem formulations (Arikunto, 2014).

Results and Discussion

Research data were collected by directly distributing questionnaires to encountered respondents. Questionnaires were obtained through direct researcher-respondent meetings, providing questionnaires for respondent completion. The sampling technique used was Quota Sampling, where sample selection is based on predetermined quantities. This sampling is based on easily encountered subjects, facilitating easy data collection and fulfilling established quotas. The obtained sample size was 50 respondents, thus fulfilling SPSS analytical tool data processing requirements.

Descriptive data presentation aims to reveal research data profiles and existing relationships between variables used in research. Descriptive data describing respondent conditions constitute additional information for understanding research results. Research respondents possess specific characteristics including: Gender data for PT Media Mover customer respondents are presented in Figure 2, which shows the distribution of male and female participants in the study.

Figure 2
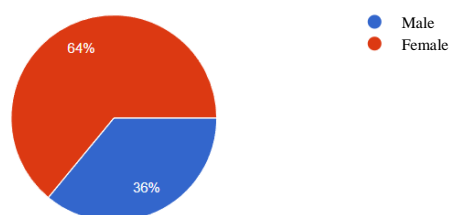*Gender distribution of respondents*

Table 1
Gender distribution of respondents

Gender	Frequency	Percentage
Male	18	36%
Female	32	64%
Total	50	100%

Based on the information in the table 1 above, as shown in Figure 2, PT Media Mover customer respondents taken as participants were predominantly female at 64% and male at 36%. This indicates that most respondents in this research were female.

Age data for respondents were grouped into 4 categories: under 20 years, 21-30 years, 31-40 years, and over 40 years. Customer age data taken as respondents are presented in Figure 3.
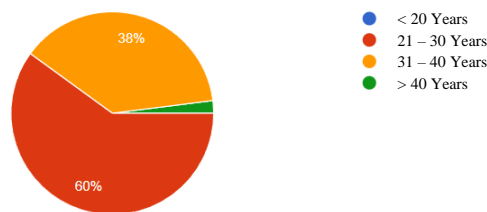
Figure 3
Age

Table 2
Age

Age	Frequency	Percentage
< 20 years	-	-
21–30 years	27	60 %
31–40 years	14	38 %
> 40 years	9	18%
Total	50	100%

Based on Table 2 above and as illustrated in Figure 3, respondent ages range from 20 to over 40 years, with dominance in the 21-30 years group at 54%, indicating that the majority of respondents are in productive and economically active age ranges.

Service usage data for respondents were divided into three groups based on service usage frequency. Respondent service usage data are presented in Figure 4.

Figure 4
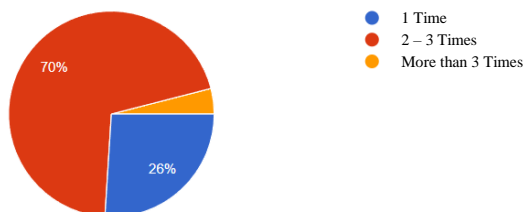*Number of service uses by respondents*

Table 3
Number of service uses by respondents

Usage Frequency	Number of Respondents	Percentage
1 time	10	20%
2- 3 times	28	56%
> more than 3 times	12	24%
Total	50	100%

Based on the table 3 above and as shown in Figure 4, most respondents used PT Media Mover services 2-3 times, totaling 28 people or 56%, followed by usage more than 3 times with 12 people or 24%, and one-time usage with 10 people or 20%. This indicates that most customers are repeat users quite familiar with services.

Service types used by research respondents were grouped into 3 categories: House Moving, Apartment Moving, and Office Moving. The distribution is presented in Figure 5.

Figure 5
Types of services used by respondents
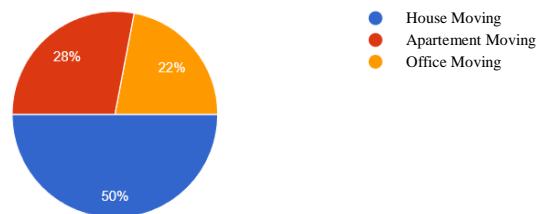
Table 4
Types of services used by respondents

Service Type	Frequency	Percentage
House Moving	26	52%
Apartment Moving	14	28%
Office Moving	10	20%
Total	50	100%

Based on the table 4 above and as illustrated in Figure 5, the most frequently used service type by respondents was house moving at 52%, followed by apartment moving at 28%, and office moving at 20%. This indicates that house moving services constitute the most dominant service used by PT Media Mover customers.

Research Results

Validity testing was conducted by calculating correlations between question item scores and construct or variable scores. This can be accomplished through significance testing indicating that items or questions can be considered valid. From validity test tables, all calculated r values are greater than table r values (calculated r > 0.284) with positive correlation directions. Therefore, it can be concluded that all question items in this research questionnaire are valid.

Reliability testing is used to measure questionnaires that constitute variable indicators. Statistical reliability measurement uses Cronbach's Alpha. Variables are considered reliable if Cronbach's Alpha values exceed 0.70 (> 0.70). For instrument reliability testing, SPSS analysis was

employed. Table 1 presents the reliability statistics for the research instrument, demonstrating the internal consistency of the measurement scales used in this study.

Table 5

Reliability Statistics

Cronbach's Alpha	N of Items
.964	16

From Table 5 above, it can be determined that each variable has Cronbach's Alpha values exceeding 0.70, concluding that all X and Y variables are reliable and questionnaires can be used as data collection tools.

Data analysis in this research was conducted using regression analysis models, processed using SPSS version 25 based on data obtained from 50 respondents. Office administration performance variable questionnaires consisted of 8 statement items, and customer satisfaction variable questionnaires consisted of 8 question items. Each question item included alternative answers: "strongly agree" (SS), "agree" (S), "neutral" (NT), "disagree" (TS), and "strongly disagree" (STS), with scoring 5, 4, 3, 2, and 1 respectively. Based on these provisions, questionnaire results from 50 respondents are presented in Table 6.

Table 6 shows the ANOVA results from the regression analysis, which tests the overall significance of the model predicting customer satisfaction from office administration performance.

Tabel 6

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.749	1	12.749	35.476	.000[b]
Residual	17.251	48	.359		
Total	30.000	49			

Discussion

In this research, the author used a sample consisting of 50 respondents taken from the same total population of 50 people. The majority of respondents were PT Media Mover customers using moving services for apartments, houses, and offices in the Greater Jakarta area. After conducting research, the author continued with analysis constituting processing from hypothesis testing results. This analysis aims to produce interpretations from conducted calculations using regression formulas between X and Y variables.

The analysis process began by conducting t-tests and determining calculated F values to determine whether these values lie in H_o acceptance or rejection regions. T-test results on office administration performance variables showed t values of 5.955 with degrees of freedom dk = n - 2 = 50 - 2 = 48, and obtained P Values of 0.000, smaller than $\alpha = 0.05$. This constitutes strong evidence for rejecting H_o, concluding that office administration performance significantly influences customer satisfaction at PT Media Mover. Subsequently, F-test results show calculated F values greater than table F values (35.476 > 4.04), indicating calculated F values lie in H_o rejection and Ha acceptance regions.

Office administration performance influence on customer satisfaction is measured by determination coefficients (R^2) of 0.425 or 42.5%. This indicates office administration performance has 42.5% influence on PT Media Mover customer satisfaction, while the remaining 57.5% is influenced by other factors such as service speed, service costs, moving goods security, and other additional service factors. Although not all factors contribute to customer satisfaction, office administration performance still plays important roles by helping customers experience ease and speed in service delivery. Additionally, organized administration functions to enhance company credibility in customer eyes, potentially increasing customer loyalty toward PT Media Mover services.

The findings from this research, as demonstrated in Tables 1 and 2, along with the demographic analysis shown in Figures 2 through 5, provide strong empirical evidence for the significant positive relationship between office administration performance and customer satisfaction. The heteroscedasticity test results presented in Figure 1, while indicating some model limitations, do not diminish the overall significance of the relationship discovered.

Conclusion

Based on quantitative data analysis collected from 50 respondents, this study demonstrates a significant positive influence between office administration performance and customer satisfaction at PT Media Mover. Administrative performance encompassing service timeliness, data accuracy, and positive administrative staff attitudes proves capable of enhancing customer positive perceptions of received services. This is demonstrated through determination coefficient (R^2) values of 42.5%, meaning nearly half of customer satisfaction variation can be explained by office administration performance quality. These findings imply that companies need to focus more attention on administrative system improvements, including human resource capability development, administrative process digitalization, and consistent service standard implementation to maintain and enhance customer loyalty. Furthermore, this study's results support office administration theory development in service contexts, particularly for private companies operating in moving service sectors. However, this study has several limitations, including research focus on only one company, relatively small sample size, and heteroscedasticity presence in regression models that may affect estimation accuracy. Therefore, it is recommended that future researchers conduct follow-up studies with larger samples, multi-company approaches, and more robust statistical analysis techniques so research results can be more generalizable and provide more significant empirical contributions to office administration fields.

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