



DOI: <https://doi.org/10.38035/dijms.v7i5.6544>
<https://creativecommons.org/licenses/by/4.0/>

The Influence of Competence and Professionalism on Consumer Satisfaction at The Indonesian Nail Industry Association (PIKI)

Betti Setiawati¹, Harries Madiistriyatno², Nurwulan Kusumadewi³

¹ Management and Business Study Program, Mitra Bangsa University, Jakarta, Indonesia, email. bettitatar77@gmail.com

² Management and Business Study Program, Mitra Bangsa University, Jakarta, Indonesia, email. harries.madi@gmail.com

³ Management and Business Study Program, Mitra Bangsa University, Jakarta, Indonesia, email. lppm@umiba.ac.id

Corresponding Author: bettitatar77@gmail.com¹

Abstract: This study has the following objectives: To determine the effect of competence on consumer satisfaction, To determine the effect of professionalism on consumer satisfaction and To determine the effect of competence and professionalism simultaneously on consumer satisfaction. The population in this study was 171 nail beauty consumers, the author narrowed the population by calculating the sample size using the Slovin technique of 120 customers. Competence (X_1) has a positive and significant effect on consumer satisfaction (Y), Professionalism (X_2) has a positive and significant effect on consumer satisfaction (Y), Competence (X_1) and professionalism (X_2) simultaneously have a positive and significant effect on consumer satisfaction (Y). This is proven through the ANOVA test with an F count value of 29.773 which is greater than Ftable of 2.68, and a significance value of $0.000 < 0.05$, so the third hypothesis is accepted. The significant contribution of competence and professionalism to customer satisfaction is indicated by the R-square value of 0.337, indicating that 33.7% of the variation in customer satisfaction is influenced by competence and professionalism, while the remaining 66.3% is influenced by other factors not examined in this study, such as product quality, price, organizational image, after-sales service, and other external factors.

Keyword: Competence, Professionalism, Customer Satisfaction.

INTRODUCTION

The Indonesian Nail Industry Association (PIKI), as a forum for professionals and nail industry players, plays a strategic role in improving the competency and professionalism standards of its members. Competence encompasses the knowledge, skills, and work attitudes necessary to perform work effectively, while professionalism relates to a commitment to ethical standards, responsibility, and consistent service quality. These two aspects are believed to contribute significantly to consumer perceptions of the quality of service received. Consumer satisfaction is a crucial indicator of a service organization's success. Satisfied consumers tend to make repeat purchases, provide positive recommendations, and build loyalty to the service provider. Conversely, incompetent and unprofessional service can lead to complaints, diminish trust, and impact the organization's image.

Human resource management is the process of acquiring, training, assessing, and compensating employees, and addressing employee relations, health and safety, and fairness. Therefore, human resource management requires top priority to ensure its utilization meets the expectations of the organization or agency in achieving its stated goals. In the face of globalization, human resources play a crucial role in work activities.

In such a highly competitive environment, customer satisfaction is a key factor in determining business success. Consumers assess service quality not only by the end result, but also by the competence and professionalism of the service provider. Business competencies encompass technical knowledge, practical skills, and the ability to tailor services to customer needs. Meanwhile, professionalism encompasses work behavior, service ethics, discipline, and the ability to communicate effectively with customers.

Competence in this context refers to the knowledge, skills, and technical abilities possessed by nail care professionals. This includes expertise in gel application, nail art, cuticle care, and an understanding of instrument sanitation and sterilization. Meanwhile, professionalism encompasses attitude, work ethic, and customer communication. This includes punctuality, friendliness, honesty, and the ability to listen to customer needs and concerns. When these two aspects are aligned, the customer experience is significantly enhanced.

Customer satisfaction is the primary measure of a business's success. Satisfied customers will have a positive perception of the brand or service they use. In the beauty industry, this satisfaction stems not only from the final product but also from the overall experience, from booking to treatment completion. A number of issues frequently arise, such as unsatisfactory results, slow service, or unfriendly service providers. These complaints can impact a business's reputation and ultimately reduce customer base.

METHOD

Types of research

According to Harries (2022), research types can be classified based on their objectives, approaches, and levels of analysis. This classification aims to align research methods with the problem and objectives to be achieved. This research uses a quantitative approach, which is descriptive and associative. This research is an analytical observational study, meaning the researcher directly observes respondents by distributing questionnaires for analysis using quantitative research methods.

Sample population

According to Harries (2022), a sample is a portion of a population taken using a specific technique and deemed to represent the characteristics of the population as a whole. Based on this definition, the population in this study was 171 nail beauty consumers, with 120 customers sampled using the Slovin technique.

Method of collecting data

Techniques are methods for searching for and obtaining data on variables in the form of notes, reports, and documentation. According to Sugiyono (2020), there are two main factors that influence the quality of research data: the quality of the research instrument and the quality of the results. In this study, the data collection technique used is the field research technique, carried out by going directly to the field using a questionnaire data collection tool which is distributed to respondents.

The data collection techniques used in this study are as follows:

1. Questionnaire

In this study, the author used a closed questionnaire (statements that were already available), where the author provided respondents with a choice of each statement

submitted, so that respondents only had to mark (X) or mark (√) on each statement option they wanted.

Assessment of a series of research questionnaire statements that have been answered by respondents using the following research norms:

A question is positive if the answer is:

- a) Strongly Agree Score 5
- b) Agree Score 4
- c) Quite Agree Score 3
- d) Disagree Score 2
- e) Strongly Disagree Score 1

Likert scale. The Likert scale is used to measure an individual's or group's attitudes, opinions, and perceptions about social events or phenomena. In this research, these social phenomena have been specifically defined by the researcher, and are hereinafter referred to as research variables.

2. Research Instruments

Research instrument of the influence variable between competence (X_1) and professionalism (X_2) towards consumer satisfaction, Questionnaires (Surveys) were given to respondents of the Indonesian Nail Industry Association (PIKI) with a Likert model *scoring* filled out by respondents on the distributed questionnaires. The Likert scale consists of 5 (five) scales, namely Strongly Agree (SS), Agree (S), Quite Agree (CS), Disagree (TS) and Strongly Disagree (STS).

Analysis Method

The analysis technique used in this study was quantitative analysis using statistics. Furthermore, to obtain and expedite data input, statistical software was used to support this research. The software used to support this research was SPSS (Statistical Product and Service Solutions) version 29. In SPSS, raw data that had been processed into numbers was input into SPSS, making it easier for the author to conduct this research.

Validity Testing

The basis for decision making in validity testing is as follows:

- a) If the r value is positive and the r_{result} is $> r_{\text{table}}$, then the item or variable is valid.
- b) If the r value is negative and $r_{\text{result}} < r_{\text{table}}$ or r_{result} is negative $> r_{\text{table}}$ then the item or variable is invalid.

A questionnaire is declared valid if the r value obtained from the calculation results (r_{xy}) is greater than the table r value (5%).

Instrument Reliability Test

According to Arikunto (2020), reliability refers to the degree to which an instrument is sufficiently reliable to be used using the Cronbach's Alpha formula. The basis for decision making in the reliability test in this study is as follows:

- a) If the r alpha value is positive and r alpha $> r$ table, then the item or variable is reliable.
- b) If the r alpha value is negative and r alpha $< r$ table or r alpha is negative $> r$ table, then the item or variable is not reliable.

Multiple Regression Analysis

Sugiyono (2019) proposed multiple linear regression analysis used to make predictions, how the value of a variable changes dependent if the value of the independent variable is increased or decreased. This analysis is used by involving two or more independent variables between the dependent variable (Y) and the independent variables (X_1 and X_2), This method is

used to determine the strength of the influence between several factors. independent variables simultaneously with the dependent variable.

$$\mu_{Y/X_1, X_2, \dots, X_n} = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$$

Technique used in this study was multiple linear regression. The analysis was conducted computerized using the computer program Statistical Product and Service Solutions (SPSS) Version 29 for Windows.

Coefficient of Determination

The definition of the coefficient of determination according to Supangat (2018) is: "The coefficient of determination is a quantity to show the level of strength of the relationship between two or more variables in the form of a percentage (showing how much percentage of the diversity of y can be explained by the diversity of x), or in other words how much x can contribute to y."

Kuncoro (2021), according to him, the coefficient essentially measures the extent to which a model is able to explain variations in the dependent variable. The value of the coefficient of determination is between zero (0) and one (1). A small r^2 value means that the ability of the independent variables to explain the variable's variation is very limited. If the value is close to one, it means that the independent variables provide almost all the information needed to predict variations in the dependent variable.

The magnitude of the relationship between the variables "X₁" and "X₂" with the variable "Y" can be determined by using the coefficient of determination analysis, which is obtained by squaring the correlation coefficient. Based on the definition above, the coefficient of determination is part of the total diversity of the dependent variable that can be calculated by the diversity of the independent variable calculated with the coefficient of determination with the basic assumption that other factors outside the variable are considered fixed or constant. To determine the value of the coefficient of determination, it can be calculated using the formula:

$$K_d = r^2 \times 100\%$$

Information:

- Kd = Value of coefficient of determination
- r = Correlation coefficient value

Hypothesis

The calculations or analysis in this study utilize the SPSS computer program for Windows 29.0. The test statistics used are:

a. t-test

To determine the influence of the independent variable individually (partially) on the dependent variable, the decision is to use a partial test (t-test) with the test decision being:

- 1) H₀ is accepted if $t_{count} < t_{table}$.
- 2) H₀ is rejected if $t_{count} > t_{table}$.

b. F test

The F test statistic is used to determine simultaneously (multiple) the influence between competency (X₁), professionalism variable (X₂) and consumer satisfaction (Y), with the test results being:

- 1) H₀ is accepted if $F_{count} < F_{table}$.
- 2) H₀ is rejected if $F_{count} > F_{table}$.

RESULTS AND DISCUSSION

The quantitative data that has been compiled, through the distribution of questionnaires or surveys that the researcher has conducted, becomes the average value of variable X_1 (competence), variable X_2 (professionalism) and variable Y (consumer satisfaction) and is analyzed using parametric statistics with the program SPSS Release 29.00 For Windows, namely to find out whether each variable studied has a positive influence on Work Effectiveness or vice versa. The data was analyzed using the regression analysis command (option) found on the SPSS main menu. The values in each SPSS output are described as follows:

a. Multiple Linear Regression Test

1) t test

- a) The influence of competence (X_1) on consumer satisfaction (Y)

The coefficients table, the calculated t value for variable X_1 (competence) is 5.237, while the t table value for $n = 120$ is 1.979. So $5.237 > 1.979$, it can be concluded that partially competence (X_1) has an effect on consumer satisfaction (Y).

- b) b) Influence professionalism (X_2) on consumer satisfaction (Y).

The calculated t-value for variable X_2 (professionalism) is 4.612, while the t- table value for $n = 120$ is 1.979. So $4.612 > 1.979$, it can be concluded that partially professionalism (X_2) has an effect on consumer satisfaction (Y).

2) F test

From the analysis results in the table below above is the test ANOVA obtained a calculated F value of 29.773 , while the F table ($\alpha 0.05$) for $n = 120$ was 2.68. So the calculated $F >$ from the F table ($\alpha 0.05$) or $29.773 > 2.68$ with a significant level of 0.000 because $0.000 < 0.05$, then it can be said that competence (X_1) and professionalism (X_2) together or simultaneously have a positive effect on consumer satisfaction (Y).

b. Coefficient of Determination

The magnitude of the contribution of the competency variables (X_1) and professionalism (X_2) can be seen from the R Square value. which is 0.337. This means that 33.7 % of the consumer satisfaction variable (Y) is influenced by the independent variables, namely competence (X_1) and professionalism (X_2). While the remaining 66.3 % of the consumer satisfaction variable (Y) is influenced by other variables not discussed in this study.

CONCLUSION

1. Competence (X_1) has a positive and significant effect on consumer satisfaction (Y) at the Indonesian Nail Industry Association (PIKI). This is evidenced by the calculated t-value of 5.237, which is greater than the t-table of 1.979 .
2. Professionalism (X_2) has a positive and significant effect on consumer satisfaction (Y) at the Indonesian Nail Industry Association (PIKI). This is evidenced by the calculated t-value of 4.612, which is greater than the t-table of 1.979 .
3. Competence (X_1) and professionalism (X_2) simultaneously have a positive and significant effect on consumer satisfaction (Y) at the Indonesian Nail Industry Association (PIKI). This is proven through the ANOVA test with an F-value of 29.773 which is greater than the F-table of 2.68 , and a significance value of $0.000 < 0.05$.

REFERENCE

- Agustina. (2021). Sistem Informasi Dan Pengumpulan Data. Bandung: Informatika.
Al-Karim A.Y.S., Seger Handoyo. (2018). Kepribadian Entrepreneur Pada Mahasiswa

- Universitas Airlangga.
- Analisa, Lucky Wulan. (2021). Analisis Pengaruh Motivasi Kerja dan Lingkungan Kerja Terhadap Kinerja karyawan Disperindag Kota Semarang. Fakultas Ekonomi. Universitas Diponegoro Semarang.
- Ardiani, Astrid. (2019). Analisis Pengaruh Pemberian Insentif dan Lingkungan Kerja Non Fisik terhadap Motivasi Kerja dan Dampaknya Pada Kinerja Karyawan (Studi pada BRI Kantor Cabang Pattimura). Fakultas Ekonomika dan Bisnis: Universitas Diponegoro Semarang.
- Arifin dan Fauzi. (2018). Manajemen Sumber Daya Manusia (Teori, Konsep dan Indikator). Riau: Zanafa Publishing
- Arikunto, Suharsimi. (2018). Manajemenn Penelitian. Jakarta: Rineka Cipta.
- Armstrong, Michael. (2007). Manajemen Sumber Daya Manusia: A Handbook Of Human Resource Management. PT Elex Media Komputindo. Jakarta
- B. Uno, Hamzah. (2017). Teori Motivasi dan Pengukurannya. Jakarta: Bumi Aksana.
- Bangun, Wilson. (2022). "Manajemen Sumber Daya Manusia". Jakarta: Erlangga.
- Dakhi, Yohanes. (2018). Keterkaitan Pemberian Insentif Dengan Prestasi Kerja Karyawan.
- Dicky Saputra, Nurlina, dan Lenny Hasan. (2017). Pengaruh Reward (penghargaan) dan Punishment (sanksi) Terhadap Produktivitas kerja Karyawan PT.Kereta Api Indonesia (persero) Divisi regional II Sumatera Barat. Jurnal Manajemen dan Kewirausahaan. Volume 8, Nomor 1
- Erlina. (2021). "Metodologi Penelitian". Medan: USU PRESS.
- Fauziah, H. (2022). Pengaruh Insentif dan Motivasi Kerja terhadap Kinerja Pegawai pada Kantor Dinas Bina Marga Balai Besar Pelaksanaan Jalan Nasional Wilayah I Bandar Lampung.
- Ghozali, Imam. (2019). Aplikasi Analisis Multivariate Dengan Program SPSS. Cetakan Keempat. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, Damodar R. (2022). Dasar-dasar Ekonometrika. Jilid 1. Alih Bahasa Julius Mulyadi. Erlangga Jakarta.
- Hamidi. (2017). Metodologi Penelitian dan Teori Komunikasi. Malang: UMM.
- Handoko, Jantra. (2019). Pengaruh Faktor Internal dan Eksternal Pegawai terhadap Produktivitas Kerja(studi kasus pada pegawai bagian produksi PT. Anugerah Mulia Indobel "Coklat Monggo" Yogyakarta). Universitas Sanata Dharma. Jurnal Nasional Manajemen Pemasaran, Vol.1, No.2, Hal. 45-50
- Hasibuan, M.S.P. (2017). Manajemen Sumber Daya Manusia. Jakarta: PT. Bumi Aksara.
- Hetami, A.A. (2018). Pengaruh Motivasi, Kemampuan dan Disiplin terhadap Kinerja Karyawan pada Sebuah Persero Asuransi.
- Husein, Umar. (2018). Metode Penelitian Untuk Skripsi dan Tesis Bisnis. Jakarta: PT. Rajagrafindo Persada.
- Indriantoro, Nur., dan Supomo, Bambang. (2021). Metodologi Penelitian Bisnis. Untuk Akuntansi & Manajemen. Edisi Pertama. Yogyakarta: BPF.
- Indriyanto, Taufik Tri. (2018). Pengaruh Kepemimpinan, Lingkungan Kerja dan Motivasi Kerja Terhadap Kinerja Karyawan di PT. Surya Kebak tex Karanganyar. Fakultas Ekonomi dan Bisnis. Universitas Muhammadiyah Surakarta.
- Kadarisman, M. (2022). Manajemen Pengembangan Sumber Daya Manusia, Edisi Pertama, Cetakan pertama, Jakarta: Rajawali Press.
- Kriyantono, Rachmat. (2022). Teknik Praktis Riset Komunikasi. Malang: Prenada Media Group.
- Kusuma, Arta Adi. (2019). Pengaruh Motivasi Dan Lingkungan Kerja Terhadap Kinerja Karyawan Hotel Muria Semarang. Fakultas Ekonomi. Universitas Negeri Semarang.
- Lestariningsih, Mardusi. (2022). PengaruhInsentif, Komitmen, Karyawan, Lingkungan Kerja dan Iklim Kerja Terhadap Kinerja Karyawan matahari Departement Stor.

- Mahmudi. (2019). *Buku Analisis Laporan Keuangan Pemerintah Daerah*. Yogyakarta: Penerbit STIM YPKN
- Mangkunegara. A.A.A.P. (2019). *Manajemen Sumber Daya Manusia Perusahaan*. Bandung: Rosda.
- Mathis, Robert L. dan John H. Jackson. (2022). *Manajemen Sumber Daya Manusia*, Edisi Pertama. Jakarta: Salemba Empat.
- Mayangsari, Lia. (2018). *Pengaruh Pemberian Insentif Terhadap Kinerja Karyawan Di Departemen Penjualan PT. Pusri*.
- Mutmainah, S. (2018). *Pengaruh Motivasi dan Disiplin Kerja terhadap Kinerja Karyawan pada PT. Panen Lestari Internusa Medan*.
- Ngatilah, yustina. (2019). *Pemberian Insentif Kepada Group Karyawan Berdasarkan Kompetensi Specer*.
- Noe, R., Hollenbeck, J., Gerhart, B., & M. Wright, P. (2019). *Fundamentals of Human Resource Management 8th ed*. New York: McGraw-Hill Education
- Panggabean (2020). *Manajemen SDM dalam organisasi Publik dan Bisnis*. Bandung: Alfabeta
- Poerwandari, K. (2017). *Pendekatan kualitatif dalam penelitian psikologi*. Jakarta: PSP3 Fakultas Psikologi Universitas Indonesia.
- Riduwan dan Sunarto. (2018). *Dasar-dasar Statistika*. Bandung: Alfabeta.
- Saryono. (2020). *Metodologi Penelitian Kualitatif dalam Bidang Kesehatan*. Yogyakarta: Nuha Medika.
- Sastrohadiwiryo (2022). *Manajemen Pengembangan Sumber Daya Manusia Konsep-Konsep Kunci*. Bandung: Alfabeta
- Siagian, Sondang. P. (2014). *Manajemen Sumber Daya Manusia*. Jakarta: BumiAksara
- Sofyandi, H. (2019). *Manajemen Sumber Daya Manusia*. Edisi Pertama. Cetakan Keenam. Yogyakarta: Graha Ilmu
- Sugiyono. (2018). "Metode Penelitian Kuantitatif Kualitatif dan R&D". Bandung: Alfabeta.
- Sumarsono. (2017). *Pengantar Semantik*. Yogyakarta: Penerbit Pustaka Pelajar.
- Susanto A dan Anisah Umi H. (2018). 'Pengaruh komunikasi, kepemimpinan dan motivasi kerja terhadap kinerja karyawan, studi pada kantor Wilayah XII Direktorat Jenderal Kekayaan Negara (DJKN) Banjarmasin.
- Tarigan, Henry Guntur. (2021). *Prinsip-prinsip Dasar Sastra*. Bandung: Angkasa.
- Wibowo. (2018). *Manajemen Kinerja*. Edisi keenpat, Jakarta: Rajawali Pers.
- Yuni Pratikno, S. E., MM, M., Harrys Pratama Teguh, S., & MH, C. (2025). *Perkembangan Hubungan Industrial Di Indonesia*. Pohon Cahaya.