

CUSTOMER SATISFACTION ANALYSIS THROUGH COMPANY REPUTATION, CUSTOMER TRUST AND DISTRIBUTION CHANNELS AT PT INTI PALM SUMATRA

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Abstract. The rapid growth of the palm oil industry in North Sumatra encourages companies to increase their competitiveness, one of which is through achieving customer satisfaction. This study aims to determine the effect of company reputation, customer trust, and distribution channels on customer satisfaction at PT Inti Palm Sumatra, both partially and simultaneously. The study was conducted quantitatively using a survey method through a questionnaire distributed to 46 customers of PT Inti Palm Sumatra in 2024, which were selected using a purposive sampling technique. Data analysis was carried out through validity and reliability tests, multiple linear regression, and t-tests and F-tests. The results of the study showed that partially, company reputation, customer trust, and distribution channels each had a significant effect on customer satisfaction. Simultaneously, the three variables were also proven to have a significant effect on customer satisfaction. Thus, all hypotheses in this study are accepted. These findings emphasize the importance of improving the company's image, building trust, and effective distribution arrangements as strategies to increase customer satisfaction and loyalty amidst increasingly fierce business competition.

Keywords: customer satisfaction; company reputation; customer trust; distribution channels

I. INTRODUCTION

Indonesia's rapid economic growth, including in North Sumatra Province, has encouraged the development of various business sectors, especially in the oil palm plantation sector. The increase in the number of companies in this region has triggered intense competition, so that each company is required to continue to innovate in order to maintain business continuity and increase sales. In this context, customer satisfaction is an important element in maintaining business continuity.

According to Gultom (2024), customer satisfaction is a form of fulfillment of customer needs and expectations through the products or services provided. Satisfied customers tend to be loyal and voluntarily promote products. This satisfaction creates a harmonious relationship between the company and consumers and has a positive impact on the image and income of the business. However, customers are now increasingly critical in choosing products that meet their expectations, so customer satisfaction is a challenge for the company.

One of the factors that influences customer satisfaction is the company's reputation. Sumiati et al. (2023) stated that reputation is a valuable asset that shapes customer perceptions of the quality and reliability of the company. Reputation is built through employee service, effective human resource management, and the quality of the products offered. A good

reputation will build customer trust in the company, which ultimately influences purchasing decisions.

Customer trust also plays a major role in increasing satisfaction. Rinaldi & Effendi (2021) explain that trust comes from customer expectations regarding the product promises given. If the promise is not fulfilled, then trust will decrease. Trust can be built through employee honesty, a good reputation in the community, and accurate, complete, and transparent communication of information. Companies must be able to demonstrate a commitment to acting in accordance with customer interests.

In addition to reputation and trust, distribution channels are also an important factor in shaping customer satisfaction. Nasution & Yulianti (2020) state that distribution channels are the paths through which products travel from producers to consumers. Choosing the right distribution channel will determine the ease with which customers obtain products, the speed of delivery, and the availability of products in the market. This accuracy will affect customer perceptions of service and can increase repeat purchase decisions.

PT Inti Palm Sumatra, a company engaged in the sale of fresh fruit bunches (FFB) of oil palm, is one of the companies in the midst of intense competition in this industry. To continue to compete healthily, companies are required to be able to build a good reputation, increase customer trust, and choose the right distribution channels. These three factors are the main determinants in creating customer satisfaction and

maintaining the sustainability of its business. Customer data of PT Inti Palm Sumatra from 2020 to 2024 is the basis for seeing the extent to which the company is able to maintain and increase the trust and satisfaction of its consumers.

Table 1. Number of Customers Who Purchased PT Inti Palm Sumatra Palm Oil in 2020

Years	Customer Total	Customer Percentage Difference
2020	76	-
2021	83	9,21%
2022	74	-10,84%
2023	67	-9,46%
2024	46	-31,34%

Source: PT Inti Palm Sumatra, 2024

Based on available data, it is known that PT Inti Palm Sumatra's palm oil sales have fluctuated from year to year. This inconsistency is thought to be related to the company's less than optimal reputation. Customers tend not to make PT Inti Palm Sumatra their main choice in purchasing fresh fruit bunches (FFB) of oil palm. This happens because the harvest results obtained have not been in accordance with customer expectations, both in terms of the weight of the fruit bunches and the amount of results received. This inconsistent product quality also influences customers' decisions not to make repeat purchases.

The company's reputation is one of the main factors thought to influence low customer satisfaction. As explained by Sumiati et al. (2023), a company's reputation is a valuable asset that shapes public perception of the quality and credibility of a company. In the context of PT Inti Palm Sumatra, the reputation has not been formed strongly because most customers do not know the company positively. The relationship between the company and customers has not been well established, thus reducing loyalty and trust in the products offered.

In addition, customer trust in the company has not been formed optimally. Rinaldi & Effendi (2021) stated that consumer trust is formed from the fulfillment of the company's promises regarding the products or services offered. In this case, customers of PT Inti Palm Sumatra feel that their expectations for the product, especially in terms of harvest results, have not been met. Therefore, the process of building trust becomes more difficult, especially since the location of the plantation is in Asahan Regency, which is an area with high palm oil business competition.

Observation results show that in Asahan Regency there are a number of other palm oil companies that are direct competitors of PT Inti Palm Sumatra. The existence of competitors who are better known and perhaps more trusted in the eyes of customers also poses a major challenge in building reputation and market trust. Therefore, the right strategy is needed to improve the company's image, build good relationships with customers, and improve product

quality so that customer satisfaction and loyalty can grow sustainably.

Table 2. Data on the Number of Palm Oil Companies in Asahan Regency in 2024

No	Company Name	Total Company
1	PT Perkebunan Nusantara	10
2	PT Bakrie Sumatera Plantation	5
3	PT PP London Sumatra Indonesia (Gunung Melayu)	1
4	PT Sari Persada Raya	1
5	PT Inti Palm Sumatra	1

PT Inti Palm Sumatra's palm oil sales show a fluctuating pattern every year, which is strongly suspected to be influenced by the company's less than optimal reputation. Customers have not made PT Inti Palm Sumatra their main choice in purchasing fresh fruit bunches (FFB), because the harvest results obtained have not met expectations—both in terms of weight and quantity received. This discrepancy has an impact on low customer decisions to make repeat purchases.

A reputation that has not been formed positively is the main factor in low customer satisfaction. Sumiati et al. (2023) stated that a company's reputation is a valuable asset that shapes public perception of the company's quality and credibility. In this case, PT Inti Palm Sumatra has not succeeded in building a positive perception in the eyes of customers, which can be seen from the lack of good relations between the company and customers. As a result, loyalty and trust in the company are low.

In addition, the level of customer trust in PT Inti Palm Sumatra is not optimal. Rinaldi & Effendi (2021) explain that trust arises from customer expectations regarding the fulfillment of the company's promises. However, in this case, many customers feel that their expectations are not met, especially in terms of quality and yields, which makes it difficult for trust to grow. Geographical factors are also an obstacle, because the location of the plantation in Asahan Regency makes access and introduction to the company limited, while the area is a region with a high level of competition in the palm oil industry.

Observation results show that many other palm oil companies in Asahan Regency are better known and trusted by customers. This condition adds to the challenges for PT Inti Palm Sumatra in building a reputation and strengthening market trust. Therefore, a focused and sustainable strategy is needed to improve the company's image, improve product quality, and strengthen relationships with customers, so that satisfaction and loyalty can be achieved optimally.

Based on the background above, this study aims to: (1) To determine whether the company's reputation affects customer satisfaction at PT Inti Palm Sumatra. (2) To determine whether customer trust affects customer satisfaction at PT Inti Palm Sumatra. (3) To determine whether distribution channels affect customer satisfaction at PT Inti Palm Sumatra. (4) To determine whether the company's reputation, customer

trust and distribution channels affect customer satisfaction at PT Inti Palm Sumatra.

Framework of Thought

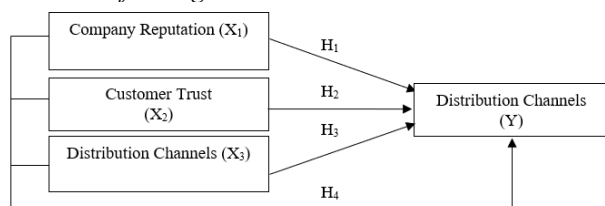


Figure 1. Framework of Thought

Hypothesis

H₁: Company reputation influences customer satisfaction at PT Inti Palm Sumatra

H₂: Customer trust influences customer satisfaction at PT Inti Palm Sumatra

H₃: Distribution influences customer satisfaction at PT Inti Palm Sumatra

H₄: Company reputation, customer trust and distribution channels influence customer satisfaction at PT Inti Palm Sumatra.

II. RESEARCH METHOD

This research was conducted at PT Inti Palm Sumatra, which has an office at Jl. Brigjend Katamso Komplek Centrium No.89, Medan Maimun, Medan City, with a plantation location in Sei Kepayang, Asahan Regency, North Sumatra. The research implementation period started from February to May 2025.

The type of research used is quantitative. According to Gustina et al. (2022), quantitative data is data in the form of numbers and is numeric, such as income data or number of customers. The data sources used consist of primary data, namely data obtained directly from respondents through questionnaires to customers of PT Inti Palm Sumatra, and secondary data obtained from internal company documents. This is in accordance with the opinion of Siyoto & Sodik (2015), which states that data sources consist of primary and secondary data based on the method of acquisition.

The population in this study were all customers who made purchases at PT Inti Palm Sumatra in 2024, totaling 46 people. According to Sinaga et al. (2023), the population is a subject in a certain space and time that is the object of observation. The entire population is used as a sample using purposive sampling technique, which is the selection of samples based on certain criteria set by the researcher. Purba et al. (2021) explained that purposive sampling is used to select samples that are considered most appropriate for the research objectives. The criteria used are customers who have made more than one purchase.

The variables in this study consist of dependent variables, namely customer satisfaction, and independent variables, namely company reputation, customer trust, and distribution channels. The definition and indicators of each variable are explained in a special table.

Data collection was carried out through interviews, questionnaires, and observations. Interviews were conducted directly with customers, while the questionnaire contained written questions that were distributed to respondents. Observations were made to directly see the company's reputation, customer trust, and existing distribution channels. Loo & Kristina (2022) stated that these three techniques were used so that the data obtained was objective and complete.

The data collected was then tested for validity and reliability. The validity test aims to ensure that the instrument actually measures the intended variable. Zahriyah et al. (2021) stated that if the calculated *r* value is greater than the *r* table, then the instrument is declared valid. Validity was tested on 30 respondents outside the main population, namely at PT Mahkota Group, Tbk. The reliability test was carried out using the Cronbach Alpha method, where an alpha value of more than 0.7 indicates that the instrument is reliable and suitable for use. The analysis was continued with descriptive statistics to describe the data collected. According to Purba et al. (2021), descriptive analysis presents data in the form of tables or graphs without making generalizations. Furthermore, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests. The normality test aims to test whether the residuals are normally distributed. Ghazali (2018) stated that this test is carried out through histograms, normal probability plots, and Kolmogorov-Smirnov tests with a significance limit of 0.05. The multicollinearity test is used to see if there is a correlation between independent variables. According to Ghazali (2018), multicollinearity occurs if the Tolerance value is <0.10 or VIF > 10. The heteroscedasticity test is carried out to ensure that the residual variance is constant. Ghazali (2018) stated that the absence of a particular pattern in the scatterplot indicates that the data is free from heteroscedasticity.

To test the relationship between variables, multiple linear regression analysis is used. The equation model used is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where *Y* is customer satisfaction, *X*₁ is company reputation, *X*₂ is customer trust, *X*₃ is distribution channel, *a* is constant, *b* is regression coefficient, and *e* is error. This model is used because it can show the strength and direction of the relationship between variables simultaneously.

Hypothesis testing is carried out using the t-test and F-test. The t-test is used to determine the effect of each independent variable partially on the dependent variable. Ghazali (2018) stated that *H*₀ is rejected and *H*_a is accepted if the t-count value is greater than t-table or less than -t-table. The F-test is used to test the effect of all independent variables together. If F-count is greater than F-table, then there is a simultaneous effect. Finally, the coefficient of determination or Adjusted *R*² is used to see how much the independent variable contributes to explaining the variation of the dependent variable. According to Ghazali (2018), an Adjusted *R*² value close to one indicates that the model can explain the dependent variable very well.

III. RESULT AND DISCUSSION

Characteristics of Respondents

The characteristics of respondents describe fairly clear data regarding the conditions of the respondents and their relation to the problems and objectives of this study. This study was conducted at PT Inti Palm Sumatra by taking a sample of 46 respondents. The following table explains the distribution of research respondents based on company domicile, having made purchases, and the amount of spending per month.

The characteristics of respondents in this study based on the domicile of the respondent's company can be concluded that of the 46 respondents in this study, 3 respondents are those who have a company domicile in Medan and 43 respondents are those who have a company domicile outside the city of Medan. It is concluded that the majority of respondents based on the domicile of the company PT Inti Palm Sumatra are customers who have a company domicile outside the city of Medan.

The characteristics of respondents based on having made purchases can be concluded that of the 46 respondents in this study, no respondents have made a purchase 1 time and 46 respondents are those who have made purchases more than 1 time. It is concluded that the majority of respondents who have made purchases at PT Inti Palm Sumatra are customers who have made purchases more than 1 time.

Respondent characteristics based on the amount of monthly spending can be concluded that out of 46 respondents in this study, 2 respondents have a monthly spending of <15 million, 14 respondents have a monthly spending of 15-50 million and 30 respondents have a monthly spending of >50 million. It is concluded that the majority of respondents with a monthly spending of PT Inti Palm Sumatra are customers who have a monthly income of >50 million.

Validity and Reliability Test

Validity Test

Table 3. Results of the Validity Test of the Company Reputation Variable

No.	Statement	r_{count}	r_{table}	Information
1.	PT Inti Palm Sumatra has a good name among the community.	0,849	0,361	Valid
2.	PT Inti Palm Sumatra is viewed well by its customers.	0,802	0,361	Valid
3.	PT Inti Palm Sumatra has a strong character compared to other companies	0,904	0,361	Valid
4.	PT Inti Palm Sumatra can maintain transparency compared to other companies	0,869	0,361	Valid
5.	PT Inti Palm Sumatra is easier to remember with the name PT. IPS	0,915	0,361	Valid
6.	The abbreviation of the name PT Inti Palm Sumatra to PT IPS is easy for customers to remember	0,765	0,361	Valid

Source: Research Results, 2025 (Processed data)

Based on Table 3, it shows that the results of the validity test of the company reputation variable in the r_{count} value column have a value greater than r_{table} of 0.361. Thus, it can be concluded that all statement instruments of the company reputation variable used are valid.

Table 4. Results of the Validity Test of the Customer Trust Variable

No.	Statement	r_{count}	r_{table}	Information
1.	PT Inti Palm Sumatra is able to provide the amount of palm oil according to customer demand	0,833	0,361	Valid
2.	PT Inti Palm Sumatra can secure palm oil purchase transactions	0,885	0,361	Valid
3.	PT Inti Palm Sumatra has good control over the product	0,685	0,361	Valid
4.	PT Inti Palm Sumatra is always polite and humble	0,850	0,361	Valid
5.	PT Inti Palm Sumatra keeps its promise to purchase palm oil from customers	0,625	0,361	Valid
6.	PT Inti Palm Sumatra is honest and fair in conducting palm oil purchase transactions	0,781	0,361	Valid
7.	PT Inti Palm Sumatra serves customers' palm oil purchases well	0,492	0,361	Valid
8.	Customers trust that PT Inti Palm Sumatra can provide good palm oil purchase offers	0,694	0,361	Valid

Source: Research Results, 2025 (Data processed)

Based on Table 4, it shows that the results of the validity test of the customer trust variable in the r_{count} value column have a value greater than r_{table} of 0.361. Thus, it can be concluded that all statement instruments of the customer trust variable used are valid.

Table 5. Results of the Validity Test of Distribution Channel Variables

No.	Statement	r_{count}	r_{table}	Information
1.	Palm oil is always available at PT Inti Palm Sumatra	0,793	0,361	Valid
2.	PT Inti Palm Sumatra's palm oil sales outlet is comfortable and spacious	0,743	0,361	Valid
3.	PT Inti Palm Sumatra maintains the availability of palm oil that has been ordered by customers	0,913	0,361	Valid
4.	PT Inti Palm Sumatra maintains stock and demand accurately and up to date	0,845	0,361	Valid
5.	The palm oil purchasing process is in accordance with PT Inti Palm Sumatra procedures	0,931	0,361	Valid
6.	Palm oil distribution at PT Inti Palm	0,809	0,361	Valid

No.	Statement	r_{count}	r_{table}	Information
7.	Sumatra can be done quickly and on time Palm oil information at PT Inti Palm Sumatra is clear and accurate	0,870	0,361	Valid
8.	Specific information about palm oil from PT Inti Palm Sumatra is in accordance with customer wishes	0,852	0,361	Valid

Source: Research Results, 2025 (Processed data)

Based on Table 5, it shows that the results of the validity test of the distribution channel variables in the r_{count} value column have a value greater than r_{table} of 0.361. Thus, it can be concluded that all statement instruments from the distribution channel variables used are valid.

Table 6. Results of the Validity Test of Customer Satisfaction Variables

No.	Statement	r_{count}	r_{table}	Information
1.	Customers will return to PT Inti Palm Sumatra if they want to buy palm oil	0,697	0,361	Valid
2.	Customers will return to PT Inti Palm Sumatra because the service is good	0,545	0,361	Valid
3.	Customers are willing to give positive feedback about PT Inti Palm Sumatra palm oil	0,725	0,361	Valid
4.	Customers are willing to recommend PT Inti Palm Sumatra palm oil to others	0,752	0,361	Valid
5.	Customers continue to buy PT Inti Palm Sumatra palm oil even though other companies' promotions are more attractive	0,733	0,361	Valid
6.	PT Inti Palm Sumatra creates good communication with customers	0,657	0,361	Valid
7.	Customers will consistently use PT Inti Palm Sumatra's services/products	0,482	0,361	Valid
8.	Customers continue to buy PT Inti Palm Sumatra palm oil even though there are negative responses from others	0,686	0,361	Valid

Source: Research Results, 2025 (Data processed)

Based on Table 6, it shows that the results of the validity test of the customer satisfaction variable in the r_{count} value column have a value greater than r_{table} of 0.361. Thus, it can be concluded that all statement instruments of the customer satisfaction variable used are valid and can be used in research.

Reliability Test

Table 7. Reliability Test Results

No	Variables	Cronbach's Alpha	N of Items	Description
1	Company Reputation	0,923	6	Reliable
2	Customer Trust	0,874	8	Reliable
3	Distribution Channels	0,939	8	Reliable
4	Customer Satisfaction	0,802	8	Reliable

Source: Research Results, 2024 (Data processed)

Based on Table 7 above, it can be stated that all variables of this study are declared reliable because the Cronbach's Alpha value is > 0.70 .

Descriptive Statistics

Table 8. Descriptive Statistics

Variables	N	Minimum	Maximum	Average	Standard Deviasi
Company Reputation	46	11	24	18.35	3.446
Customer Trust	46	16	31	24.35	3.957
Distribution Channels	46	16	31	25.35	3.996
Customer Satisfaction	46	16	32	25.26	4.014

Source: Research Results, 2025 (Data processed)

Based on table 8 above, it can be seen that:

1. The number of data used is 46 customers who made purchases at PT Inti Palm Sumatra.
2. The company reputation variable has a minimum value of 11, a maximum value of 24, an average value of 18.35 and a standard deviation value of 3.446.
3. The customer trust variable has a minimum value of 16, a maximum value of 31, an average value of 24.35 and a standard deviation value of 3.957.
4. The distribution channel variable has a minimum value of 16, a maximum value of 31, an average value of 25.35 and a standard deviation value of 3.996.
5. The customer satisfaction variable has a minimum value of 16, a maximum value of 32, an average value of 25.26 and a standard deviation value of 4.014.

Classical Assumption Test Results

Normality Test

Table 9. Normality Test Results

	Unstandardized Residual
N	46
Test Statistic	.062
Asymp. Sig. (2-tailed) ^c	.200 ^d

Source: Research Results, 2025 (Data processed)

The results of the one sample Kolmogorov Smirnov test show an Asymp. Sig. (2-tailed) value of 0.200 or has a value

greater than 0.05. This means that H_0 is accepted, which means that the data is normally distributed.

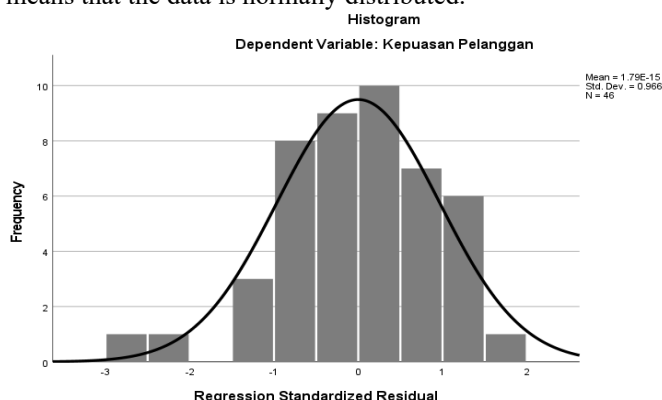


Figure 2. Histogram Graph

Source: Research Results, 2025 (Data processed)

This Figure 2, histogram graph shows that the data pattern used in this study has followed a bell-shaped curve line so that it can be said that the data has been distributed normally.

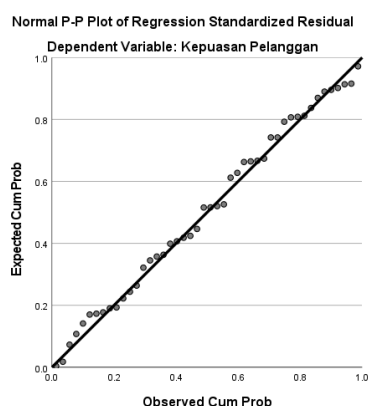


Figure 3. Normality Probability Plot Graph

Source: Research Results, 2025 (Data processed)

Figure 3, this normality probability plot graph shows that the data pattern used in this study has spread around the diagonal line and follows the direction of the diagonal line so that it can be said that the data has been distributed normally.

Multicollinearity Test

Table 10. Multicollinearity Test Results

Variables	Tolerance	VIF
Company Reputation	.426	2.346
Customer Trust	.466	2.145
Distribution Channels	.344	2.905

Source: Research Results, 2025 (Data processed)

Table 10 of the results of the multicollinearity test can be seen that it has a corporate reputation tolerance value (0.426), customer trust tolerance value (0.466) and distribution channel tolerance value (0.344) greater than 0.10 or with a corporate reputation VIF value (2.346), customer trust VIF value (2.145) and distribution channel VIF value (2.905) smaller than 10. Based on the data above, it can be concluded

that the proposed regression model does not have a multicollinearity problem.

Heteroscedasticity Test

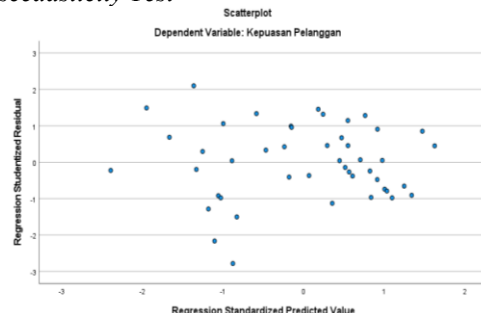


Figure 4. Scatterplot Graph

Source: Research Results, 2025 (Data processed)

The Scatterplot graph in this study shows no clear pattern and the pattern of dots spreads above and below 0 so it can be concluded that this Scatterplot graph does not have heteroscedasticity.

Multiple Linear Regression Analysis

Table 11. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.173	1.517			.114	.910
	Company Reputation	.281	.099	.242		2.852	.007
	Customer Trust	.287	.082	.282		3.488	.001
	Distribution Channels	.511	.095	.509		5.396	.000

Source: Research Results, 2025 (Data processed)

Table 11 in section B in the Unstandardized Coefficients column obtained a multiple linear regression equation model, namely:

$$\text{Customer Satisfaction} = 0.173 + 0.281 X_1 + 0.287 X_2 + 0.511 X_3$$

The explanation of the multiple linear regression equation model is as follows:

a. Constant value (a) of 0.173

In the regression equation above, if the company's reputation, customer trust and distribution channels variables are zero or constant, then customer satisfaction (Y) increases by 0.173 units.

b. The value of the company's reputation regression coefficient (X_1) is 0.281

If customer trust and distribution channels are zero or constant, then this regression coefficient shows that every increase in company reputation (X_1 by 1 unit causes customer satisfaction (Y) to increase by 0.281 units.

c. The value of the customer trust regression coefficient (X_2) is 0.287

If the company's reputation and distribution channels are zero or constant, then this regression coefficient shows that every increase in customer trust (X_2) by 1 unit causes customer satisfaction (Y) to increase by 0.287 units.

d. The value of the distribution channel regression coefficient (X_3) is 0.511

If the company's reputation and customer trust are zero or constant, then this regression coefficient shows that every increase in distribution channels (X_3) by 1 unit causes customer satisfaction (Y) to increase by 0.511 units.

t-Test (Partial)

Table 12. t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1					
(Constant)	.173	1.517		.114	.910
Company Reputation	.281	.099	.242	2.852	.007
Customer Trust	.287	.082	.282	3.488	.001
Distribution Channels	.511	.095	.509	5.396	.000

Source: Research Results, 2025 (Data processed)

Table 12, the results of the t-test show that the company reputation variable has a t_{count} of 2.852 greater than the t_{table} value of 2.01669 and a significant value of 0.007 less than 0.05, so the decision is to accept H_1 which means that company reputation has a significant effect on customer satisfaction at PT Inti Palm Sumatra.

The results of the t-test show that the customer trust variable has a t_{count} of 3.488 greater than the t_{table} value of 2.01669 and a significant value of 0.001 less than 0.05, so the decision is to accept H_2 which means that customer trust has a significant effect on customer satisfaction at PT Inti Palm Sumatra.

The results of the t-test show that the distribution channel variable has a t_{count} of 5.396, which is greater than the t_{table} value of 2.01669 and a significant value of 0.000, which is less than 0.05, so the decision is to accept H_3 , which means that the distribution channel has a significant effect on customer satisfaction at PT Inti Palm Sumatra.

F Test (Simultaneous)

Table 13. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	631.748	3	210.583	94.977	0.000 ^b
	Residual	93.122	42	2.217		
	Total	724.870	45			

Source: Research Results, 2025 (Data processed)

Table 13 above shows the F_{count} value of 94.977 is greater than the F_{table} value of 2.83 and the significant value of 0.000 is smaller than 0.05. The test results show that H_4 is accepted, which means that company reputation, customer trust and distribution channels have a significant effect on customer satisfaction at PT Inti Palm Sumatra.

Hypothesis Determination Coefficient

Table 14. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.933559	0.871533	0.862357	1.489023

Source: Research Results, 2025 (Data processed)

Table 14 shows the magnitude of the determination coefficient seen in the Adjusted R Square column of 0.862, this means that only 86.2% of customer satisfaction can be explained by the variables meaning company reputation,

customer trust and distribution channels and the rest (100% - 86.2% = 13.8%) is explained by other variables that have not been studied in this study such as price, business location, and promotion.

Contribution of Research Variables

Table 15. Results of the Dominant Role of Independent Variables

Model	Variables Entered	Variables Removed	Method
1	Distribution Channel	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Customer Trust	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
3	Company Reputation	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: Customer Satisfaction

Source: Research Results, 2025 (Processed Data)

From the test results, it is known that the distribution channel variable has a more dominant influence on customer satisfaction because its position is at the top after the customer trust and company reputation variables. Furthermore, it is necessary to know how much strength the contribution of each independent variable is in explaining the strength of its influence on customer satisfaction. To find out the contribution of each independent variable, you must first know the value of the correlation coefficient. Here are the test results:

Table 16. Beta Coefficient and Correlation Coefficient Values of Equation 1

Variables	Standardized Coefficients Beta	Correlation Coefficient
Company Reputation	0,241583	0,798228
Customer Trust	0,282467	0,798828
Distribution Channels	0,508602	0,890779

Source: Research Results, 2025 (Processed Data)

Based on these results, the next step is to find out how much the company's reputation, customer trust and distribution channels contribute to customer satisfaction. The formula for finding the contribution of variable X to Y is as follows:

Contribution of Variable X = Standardized Beta Coefficient x Correlation Coefficient

Based on this formula, the following is a calculation to determine the partial contribution of product diversity and completeness to customer satisfaction:

1. Contribution of company reputation = $0.241583 \times 0.798228 = 0.19283831$

2. Contribution of customer trust = $0.282467 \times 0.798828 = 0.22564255$

3. Contribution of distribution channels = $0.508602 \times 0.890779 = 0.45305198$

4. Simultaneous contribution = $0.19283831 + 0.22564255 + 0.45305198 = 0.87153284$ is the same as the magnitude of r square

Based on this calculation, several things can be explained in the following description:

1. The amount of contribution of company reputation to customer satisfaction is 0.19283831, this means that partially company reputation is able to explain the strength of its influence on customer satisfaction by 19.28%.
2. The amount of contribution of customer trust to customer satisfaction is 0.22564255, this means that partially customer trust is able to explain the strength of its influence on customer satisfaction by 22.56%.
3. The amount of contribution of company reputation, customer trust and distribution channels to customer satisfaction is 0.45305198, this means that partially company reputation, customer trust and distribution channels are able to explain the strength of its influence on customer satisfaction by 45.31%.
4. The amount of simultaneous contribution to customer satisfaction is 0.87153284, this means that company reputation, customer trust and distribution channels are simultaneously able to explain the strength of its influence on customer satisfaction by 87.15%. This result is in line with the r square value in the results of the determination coefficient test.

The Effect of Company Reputation on Customer Satisfaction

The first hypothesis test shows that company reputation has a t_{count} of 2.852, which is greater than the t -table value of 2.01669 and a significant value of 0.007, which is less than 0.05. These results indicate that the first hypothesis is accepted, which means that company reputation has a significant effect on customer satisfaction at PT Inti Palm Sumatra.

The results of this study are in line with the research of Purba et al. (2023) which states that company reputation has a significant effect on customer satisfaction.

The Effect of Customer Trust on Customer Satisfaction

The second hypothesis test shows that customer trust has a t_{count} of 3.488, which is greater than the t -table value of 2.01669 and a significant value of 0.001, which is less than 0.05. These results indicate that the second hypothesis is accepted, which means that customer trust has a significant effect on customer satisfaction at PT Inti Palm Sumatra.

The results of this study are in line with the research of Savila & Tjahjaningsih (2023) which states that customer trust has a significant effect on customer satisfaction.

The Influence of Distribution Channels on Customer Satisfaction

The third hypothesis test shows that the distribution channel has a t_{count} of 5.396, which is greater than the t_{table} value of 2.01669 and a significant value of 0.000, which is less than 0.05. These results indicate that the third hypothesis is accepted, which means that distribution channels have a significant effect on customer satisfaction at PT Inti Palm Sumatra.

The results of this study are in line with the research of Nasruddin & Nurchayati (2019) which states that distribution channels have a significant effect on customer satisfaction.

The Influence of Company Reputation, Customer Trust and Distribution Channels on Customer Satisfaction

The fourth hypothesis test shows that the F_{count} of 94.977 is greater than the F_{table} value of 2.83 and a significant value of 0.000 is less than 0.05. These results indicate that the fourth hypothesis is accepted, which means that company reputation, customer trust and distribution channels have a significant effect on customer satisfaction at PT Inti Palm Sumatra.

The results of this study are in line with the research of Purba et al. (2023) and Açikgöz et al. (2024) which stated that company reputation has a significant effect on customer satisfaction, research by Savila & Tjahjaningsih (2023) which stated that customer trust has a significant effect on customer satisfaction and research by Nasruddin & Nurchayati (2019) which stated that distribution channels have a significant effect on customer satisfaction.

IV. CONCLUSIONS

The conclusion of the study is as follows. Based on the analysis of the first hypothesis test, it turns out that the results of the study prove that the company's reputation variable has a significant effect on customer satisfaction at PT Inti Palm Sumatra. This means that the first hypothesis is accepted. Based on the analysis of the second hypothesis test, it turns out that the results of the study prove that customer trust has a significant effect on customer satisfaction at PT Inti Palm Sumatra. This means that the second hypothesis is accepted. Based on the analysis of the third hypothesis test, it turns out that the results of the study prove that distribution channels have a significant effect on customer satisfaction at PT Inti Palm Sumatra. This means that the third hypothesis is accepted. Based on the analysis of the fourth hypothesis test, it turns out that the results of the study prove that company reputation, customer trust and distribution channels have a significant effect on customer satisfaction at PT Inti Palm Sumatra. This means that the fourth hypothesis is accepted..

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