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Maintaining Customer Loyalty by Intensifying Service Quality and Customer Satisfaction in Commuter Line Jabodetabek

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Abstract: This study aims to determine and analyze the influence of Service Quality and Customer Satisfaction on Customer Loyalty in Jabodetabek Commuter Line. The sample of this study was 50 people. Methods of collecting data by distributing questionnaires. Data analysis using the analysis used is simple linear regression, t-test and coefficient of determination.

The results showed 1) Service Quality has a positive and significant effect on Customer Loyalty in Jabodetabek Commuter Line, with a significance level of 0.048; and supported by the results of hypothesis testing with a t-count value of 4.433 > t-table value of 1.95, with a significance of 0.048 or < 0.05; 2) Customer Satisfaction has a positive and significant effect on Customer Loyalty in Jabodetabek Commuter Line, with a level of significance of 0.000; and supported by the results of hypothesis testing with a t-count value of 4.969 > t-table value of 1.95, with a significance of 0.000 or < 0.05; 3) Service Quality and Customer Satisfaction have a positive and significant effect on Customer Loyalty in Jabodetabek Commuter Line, with a significance level of 0.000. This means that the hypothesis H0 is rejected and H1 is accepted so that it can be concluded that service quality and customer satisfaction together have a positive and significant effect on customer loyalty in Jabodetabek Commuter Line.

Key words: service quality; customer satisfaction; customer loyalty
JEL code: M3

1. Introduction

One service sector that has a vital role in supporting daily activities is the transportation service sector. Transportation is a means of development that is important for life. The importance of transportation is reflected in the increasing need for transportation services for the mobility of people and goods as a result of increasing population development and development of settlements in big cities. Jabodetabek Commuter Line which functions as an operator of rail transportation services in the Jabodetabek area. The establishment of the Jabodetabek Commuter Line aims to focus more on serving the transportation needs of people living outside Jakarta who commute everyday to carry out various activities in Jakarta.

The purpose of this study is as follows: To find out whether Service Quality influences Customer Loyalty in Jabodetabek Commuterline Service. To find out whether Customer Satisfaction affects Customer Loyalty in...
2. Literature Review

One way to create customer loyalty is through improving service quality, because customers are the main focus when we uncover satisfaction and quality of services. The issue of services is the price that must be paid by companies that want to stay in business. This shows that the quality of services and facilities will affect consumer loyalty. This influence is also supported by research conducted by Krisdayanti (2017) stating that service quality and customer satisfaction have a positive effect on customer loyalty. Cholifah (2010) there is an influence between Marketing Mix (Product, Price, Location, Promotion) on Customer Loyalty in Muslim Clothing Boutique in Semarang City. Bachtiar (2015) the quality of service and patient satisfaction partially or simultaneously had a significant effect on the image of the Salatiga General Hospital. Riantoro (2016) Service quality is able to explain customer loyalty by 54.8%. Kheng et al. (2010) loyalty could be improved service quality. Amin (2016) study show that the higher level of internet banking service quality significantly impacts to e-customer satisfaction and consequently leads to e-customer loyalty.

2.1 Research Framework

In this study the use of several literature is to support the objectivity of writing and also as a comparison for the similarity of the object of research, in this study there are several scientific works that can be used as relevance including: Krisdayanti (2017) produces multiple linear regression equation independent service quality variables ($X_1$) and consumer satisfaction ($X_2$) has a significant positive relationship to the dependent variable of customer loyalty ($Y$). Cholifah (2010) there is an influence between Marketing Mix (Product, Price, Location, Promotion) on Customer Loyalty in Muslim Clothing Boutique in Semarang City. Bachtiar (2015) the quality of service and patient satisfaction partially or simultaneously had a significant effect on the image of the Salatiga General Hospital. Riantoro (2016) Service quality is able to explain customer loyalty by 54.8%.

![Research Framework Diagram](image)

3. Methods

This study, variable $X_1$ is Service Quality, Variable $X_2$ is Customer Satisfaction, and $Y$ is Customer Loyalty to Jabodetabek Line Commuter. This research was conducted on October 18 - 30, 2018. The dimensions of service
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quality are divided into 5 of which are: Tangibles (physical evidence), namely the ability of a company to show its existence to external, Reliability, namely the company's ability to provide services as promised accurately and reliably, Responsiveness, namely the ability to assist and provide prompt service (responsive) and right to the customer, by delivering clear information, Assurance (assurance and certainty), namely knowledge, politeness, and the ability of company employees to foster customer trust in the company, Empathy which is giving genuine attention and is individual or personal given to customers by trying to understand customer desires.

The dimensions, attributes or factors used to evaluate satisfaction or dissatisfaction are as follows: Performance, namely the basic characteristics of transportation services, for example speed, convenience, comfort, features, namely characteristics of secondary or complementary, reliability, namely the possibility small failure, serviceability, including speed, competence, comfort, handling complaints, aesthetics, namely the attraction of the five senses, for example physical form, model or design, perception of quality, namely image and reputation and corporate responsibility. Loyal customers have the following characteristics: Repeated use of services, Recommendation, Rejection of competing products.

In this study the population is unknown so that to determine the number of samples in this study using the Purposive Sampling method, by distributing questionnaires in a certain place (region, location, area), which was conducted from October 18 - 30, 2018. With this respondent obtained by 508 people. In this study data collection was conducted to obtain information needed for limiting problems in the study. The methods used by researchers in collecting data are: Questionnaires, namely data collection or information revealed through the distribution of questionnaires/statements to the respondents who have been determined. And library studies, namely by reading literature or books, lecture notes and journals related to the issues discussed.

After collecting data from the research, the data will later enter the data processing. The data obtained by researchers is raw data that must be processed, data processing is carried out using the help of SPSS 21 Software. To obtain answers from respondents, then stated statements about Service Quality, Customer Satisfaction and Customer Loyalty, the answers are provided in the form of SS (Strongly Agree), S (Agree), CS (Enough Agree), TS (Disagree), or STS (Strongly Disagree) to be chosen. The answers to the statements submitted to respondents are calculated using the Likert Scale which has values from very positive to negative, with the following values: Testing the assumption of the regression model is carried out through the following stages: Normality Test, Autocorrelation Test, Homoscedasticity Test, Multicollinearity Test, Validity Test, Reliability Test, Linear Regression Test, Hypothesis Test (t Test), Determination Coefficient (R2). In this study the data analysis technique used was descriptive statistics using the percentage formula. Descriptive statistics are statistics used to analyze data by describing or describing collected data as they are without intending to make conclusions that apply to the general or generalizations. While this percentage formula is processed by frequency divided by the number of respondents multiplied by 100.

4. Results

4.1 Respondents Profile

There were 131 male or male respondents (26%) and 377 women (74%). Respondents aged <25 years were 220 people (43%), aged 25-30 years as many as 211 people (42%), those aged 31-40 years were 52 people (10%), and respondents aged over 40 years were 25 people (5%). This shows that Jabodetabek Commuter Line are dominated by women aged 25-30 years.
4.2 Descriptive Analysis

The majority of respondents agreed 66% of the indicators of physical evidence, meaning that respondents agreed that the Jabodetabek Commuter Line was regular, clean, and always attractive. The majority of respondents agreed 60% of the indicators of physical evidence, meaning that the respondents agreed that the appearance of Jabodetabek Commuter Line employees was neat and polite.

The majority of respondents agreed 42% of the indicators of physical evidence, meaning the respondents agreed that the number of Jabodetabek Commuter Line employees was sufficient, so that it did not cause queues to be served. The majority of respondents agree 56% of the indicators of the condition, meaning that the respondents agree that the Jabodetabek Commuter Line employees provide services to customers quickly and accurately.

The majority of respondents agree 66% of the indicators of the condition, meaning the respondents agree that Jabodetabek Commuter Line employees provide a clear understanding of the customer. The majority of respondents agreed to 68% of the indicators of the situation, meaning the respondents agreed that the Intonation of Jabodetabek Commuter Line employees in explaining to consumers is easy to understand.

The majority of respondents agree 66% of the indicators of responsiveness, meaning that respondents agree that Jabodetabek Commuter Line employees are always willing to help customer difficulties quickly. The majority of respondents agree 60% of the indicator of responsiveness, meaning that respondents agree that Jabodetabek Commuter Line employees take the time to respond to customer requests quickly.

The majority of respondents agree 60% of the indicator of responsiveness, meaning that the respondents agree that Jabodetabek Commuter Line employees always show confidence and an attitude ready to serve or help customers. The majority of respondents agreed to 52% of the guarantee indicators, meaning the respondents agreed that Jabodetabek Commuter Line employees were always friendly, polite, always smiling, and greeting every customer to the customer.

The majority of respondents agreed to 52% of the guarantee indicators, meaning the respondents agreed that the behavior of Jabodetabek Commuter Line employees was able to foster customer trust. The majority of respondents agree 60% of the guarantee indicator, meaning the respondents agree that Jabodetabek Commuter Line employees are very knowledgeable about the knowledge needed to handle every customer's question or problem.

The majority of respondents agree 60% of empathy indicators, meaning that respondents agree that Jabodetabek Commuter Line employees have good ability in responding to the interests of customers. The majority of respondents agree 60% of empathy indicators, meaning that respondents agree that Jabodetabek Commuter Line employees care, pay attention, and are willing to provide time to resolve consumer problems / complaints.

The majority of respondents agree 58% of the empathy indicator, meaning the respondents agree that Jabodetabek Commuter Line employees are fair to every customer, always responding to customers' needs seriously and serving. The majority of respondents agree 60% of performance indicators, meaning that respondents agree that Jabodetabek Commuter Line employees are always ready to serve consumers.

The majority of respondents agreed to 56% of complementary element indicators, meaning that respondents agreed that Jabodetabek Commuter Line was equipped with special needs chair facilities. The majority of respondents agreed to 46% of the Serviceability indicator, meaning the respondents agreed that I was satisfied because every complaint submitted was responded to well.
The majority of respondents agree 62% of the aesthetic indicator, meaning the respondents agree that Jabodetabek Commuters Line have many facilities that are not available in other transportation services. The majority of respondents agreed to 30% of the indicators of Perception of quality, meaning the respondents agreed that Jabodetabek Commuter Line employees are responsible if there is a discrepancy with the services provided.

The majority of respondents agree that 54% of indicators use products repeatedly, meaning that respondents agree that customers are interested in using commuter lines repeatedly. The majority of respondents agree that 60% of indicators use products repeatedly, meaning that respondents agree that customers use commuter lines regularly.

The majority of respondents agree that 60% of indicators use products repeatedly, meaning that respondents agree that customers tell positive things about the benefits of using a commuter line. The majority of respondents agree that 44% of indicators recommend products to others (Refer to Others), meaning that respondents agree that customers recommend if there is a friend or closest person who wants to use a commuter line.

The majority of respondents agree that 54% of indicators recommend products to others (Refer to Others), meaning that respondents agree that customers do not want to move to other transportation services. The majority of respondents stated that they quite agreed 32% of indicators using products repeatedly, meaning that respondents agreed that customers showed immunity to the attractiveness of competition.

4.3 Results of Testing Assumptions of the Regression Model

1) Linearity Test

\[ \text{Normal Diagram} \] The data distribution plot (indicated by dots) spreads around and follows the diagonal line. In other words, the data in this study are said to be linear and can be used in the subsequent research process.

2) Normality Test Results

Because of the distribution of points from the Normal diagram. The plot approaches a straight line (diagonal), it can be concluded that the residual data in the regression model between the variables of Service Quality and Customer Satisfaction is normally distributed.

3) Heteroscedasticity Test Results

The Scatterplot diagram shows that the distribution of data (indicated by dots) spreads heterogeneously and does not focus on one group of data, or does not make a particular pattern; it can be concluded that there are no heteroscedasticity problems. Thus, the model is feasible to use later.

4) Multicollinearity Test Results

\[ \text{VIF (Variance Inflation Factors)} \] Value of Service Quality, Customer Satisfaction is 4.898; while the Tolerance value is 0.040 respectively. Because the VIF value of the two variables is not greater than 10 and the tolerance value is greater than 0.10, it can be said that there is no multicollinearity in the three independent variables. In other words, the regression model used in this study is free from multicollinearity problems.

5) Multiple Linear Regression Tests

Based on the results of data processing, it can be seen that the correlation coefficient of service quality is (0.220) \( 2 \times 100\% = 4.8\% \), thus the variance in the increase or decrease in consumer loyalty variables can be explained by the variable service quality of 4.8%. While the customer satisfaction correlation coefficient value of (0.761) \( 2 \times 100\% = 58\% \) thus the variance in the increase or decrease in the variable of consumer loyalty can be explained by the variable customer satisfaction by 58%. The results of a simple linear regression equation obtained at service quality are, \( Y = (3.208) + 0.115X1 \). The results of a simple linear regression equation obtained at customer satisfaction are, \( Y = (3.208) + 0.832 X2 \).
Based on these results it can be seen that:

1. The regression equation on service quality $Y = (3.208) + 0.115X1$ states that if there is no increase in the value of the variable $X1$, then the variable $Y$ is $(3.208)$. Regression coefficient of 0.115 states that each addition of one value to variable $X$ will give a score increase of 0.115. While the regression equation at satisfaction $Y = (3.208) + 0.832X2$ states that if there is no increase in the value of the variable $X2$, then the variable $Y$ is $(3.208)$. Regression coefficient of 0.832 states that each addition of one value to variable $X$ will give a score increase of 0.832.

2. Beta values indicate the magnitude of the influence of variable $X1$ with variable $Y$, where in the table the Beta value is 0.220 while the Beta value indicates the magnitude of the effect of variable $X2$ with variable $Y$, where in the table the Beta value is 0.761.

3. Value of sig. of 0.048 indicates that there is a significant effect of service quality on customer loyalty because 0.048 < 0.05 where 0.05 is a significant level while the sig value, Equal to 0.000 indicates that there is a significant effect of satisfaction on customer loyalty because 0.000 < 0.05 where 0.05 is a significant level.

6) Coefficient of Determination

The value of Determination Coefficient (KD) in the table is shown by Adjusted R Square of 0.954 or 95.4%. That means that Customer Loyalty is affected by 95.4% by Service Quality, Customer Satisfaction, while the remaining 4.6% is influenced by other factors not examined in this study.

7) Hypothesis Testing

a) The results of hypothesis testing using the t-test (t-test) between Service Quality and Customer Satisfaction variables, indicates that the t-count value is 4.433 > t-table value 1.95, with a significance of 0.048 or < 0.05. That means that Service Quality variables have a positive and significant effect on Customer Loyalty. Therefore, (H0) is rejected and (H2) is accepted, meaning that Service Quality has a positive effect on Customer Loyalty. Thus, the hypothesis (H1) formulated that Service Quality has a positive and significant effect on Customer Loyalty, proven/accepted.

b) The results of hypothesis testing using the t-test between the variables of Customer Satisfaction and Customer Loyalty, indicate that the value of the calculation is 4.969 > t-table value 1.95, with a significance of 0.000 or < 0.05. Therefore, (H0) is rejected and (H2) is accepted, meaning that Customer Satisfaction has a positive and significant effect on Customer Loyalty. Thus, the hypothesis (H2) is formulated that Customer Satisfaction has a positive and significant effect on Customer Loyalty, proven/accepted.

5. Discussion

If the results of this study are compared with the results of previous studies, especially regarding the same or similar variables, then the comparison appears as follows:

1) This research is supported by previous research conducted by Krisdayanti (2017) entitled The Effect of Service Quality and Consumer Satisfaction on Consumer Loyalty in the Kertapati Jaya Indah Palembang Minimarket because both show that service quality and customer satisfaction are proven to affect customer loyalty levels.

2) The second study conducted by Riantoro (2016) entitled The Effect of Service Quality on Customer Loyalty of Bank Bri Sukoharjo Branch which found that there was a positive effect on Service Strength on Customer Loyalty, as well as Service Quality on Customer Loyalty; and there is a positive and significant
relationship between Customer Satisfaction and Customer Loyalty.

3) This research had the same conclusion Kashif et al. (2015) to achieve loyalty bank must focus to customer service quality and satisfaction.

4) This study supported Amin (2016) conducted show that the higher level of internet banking service quality significantly impacts to e-customer satisfaction and consequently leads to e-customer loyalty.

5.1 Conclusion

Based on the results of research data processing can be conveyed several conclusions as well as answers to the objectives of the research described previously, as follows:

1) Service Quality has a positive and significant effect on Customer Loyalty in Jabodetabek Commuter Line, with a significance level of 0.048; and supported by the results of hypothesis testing with a t-count value of 4.433 > t-table value of 1.95, with a significance of 0.048 or < 0.05.

2) Customer Satisfaction has a positive and significant effect on Customer Loyalty in Jabodetabek Commuter Line, with a significance level of 0.000; and supported by the results of hypothesis testing with a t-count value of 4.969 > t-table value of 1.95, with a significance of 0.000 or < 0.05.

3) Service quality and Customer Satisfaction have a positive and significant effect on Customer Loyalty in Jabodetabek Commuter Line, with a significance level of 0.000. This means that the Hypothesis H0 is rejected and Ha is accepted so that it can be concluded that service quality and customer satisfaction together have a positive effect and significant to customer loyalty in Jabodetabek Commuter Line.

5.2 Suggestion

Based on these conclusions, the recommendations are:

1) In the assessment of service quality carried out Jabodetabek Commuter Line customers have the lowest value on physical evidence indicators. Jabodetabek Commuter Line employees should be added, so as not to cause queues to be served.

2) In the customer satisfaction assessment Jabodetabek Commuter Line has the lowest value on the indicator of perceived quality. It is better for Jabodetabek Commuter Line employees to be more responsible and improved if there is a discrepancy with the services provided.

3) In the assessment of Jabodetabek Commuter Line customer loyalty has the lowest value on the indicator shows immunity to the attractiveness of competition. It is better for the company to formulate a strategy so that customers will not be affected by offers to use other transportation besides Commuter Line.

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