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The Influence of Customer Satisfaction and Service Quality Towards Customer Loyalty in PT. Mitra Andalan Trans Anugerah

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ABSTRACT

Purpose: The formulation of the problem in this study is how the relationship between customer satisfaction and service quality to customer loyalty at PT. Trans Anugerah Mainstay Partners. The study population was all expeditionary service users, while the sample taken was 45 respondents. Before the data were analyzed, the data quality was tested using validity and reliability tests.

Design/methodology/approach: This research is a quantitative method and data analysis techniques with a multiple linear regression.

Findings: The results showed that the questionnaire items were valid and all variables were reliable. Based on the results of the analysis and discussion, it can be concluded that the variable Customer Satisfaction (X1) has a significant relationship with Customer Loyalty (Y), meaning that if the customer is satisfied, it will increase Customer Loyalty. Service Quality Variable (X2) has a significant relationship with Customer Loyalty (Y) This means that if the quality of service provided is good, then customer loyalty will increase. Customer satisfaction and service quality have a significant effect together on customer loyalty, meaning that if customer satisfaction and service quality are better, it will increase customer loyalty. The variable that has the most dominant influence is customer satisfaction with a beta value of 0.608.

Originality/value: This paper is original.

Paper type: Research paper

Keyword: Customer Satisfaction, Customer Loyalty, Quality of Service.

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1. INTRODUCTION

A. Background Information
The current global economic advancement encourages the rapid growth of the service sector. Many business opportunities arise from this sector as well as many job opportunities created from the service sector. This is likely due to the increasing influence of the service sector in the economy. Currently, many service businesses are encountered in everyday life, one example is transportation service companies.
A transportation service company is a unit of economic activity that located in a certain place that provides transportation services for passengers and or goods from one place to another by using motorized or motorized transportation by land, or air and receiving remuneration. It can be said that transportation services at this time are a service that is needed for various aspects of life. People who will use private vehicles or public transportation to take themselves to their destination. Likewise companies need a transportation fleet to carry their goods from warehouses to reach consumers in the market.

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