

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

Anugerah

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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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I. 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.

PT. Mitra Andalan Trans Anugerah is a transportation service business entity that is engaged in sea transportation, PT. Trans Anugerah Andalan also continue to develop their careers so that all of their customers feel loyal to existing services in accordance with their vision.

B. Formula of The Problem

After describing the problems above, the problem formulations are as follows:

1. Does customer satisfaction have a partial effect on customer loyalty at PT. Mitra Andalan Trans Anugerah ?
2. Does quality service have a partial effect on customer loyalty at PT. Mitra Andalan Trans Anugerah ?
3. Do customer satisfaction and quality service simultaneously influence customer loyalty at PT. Trans Anugerah
4. Mainstay Partner?

C. Research Purpose

The purpose of this study are as follows:

1. To determine the influence of customer influence partially on customer loyalty at PT. Trans Anugerah Mainstay
2. Partners; To determine the effect of quality service partially on customer loyalty at PT. Trans Anugerah Mainstay Partners; To determine customer satisfaction and quality service simultaneously on customer loyalty at PT. Trans Anugerah Mainstay Partners.

1.4 Benefits of Research

The following benefits are obtained:

1. For the author
 - a. Increase the knowledge and ability of the author in the field of research, and increase the writer's insight about the application of science and practice;
 - b. To see the effect of customer satisfaction and quality of service to customer loyalty.
2. For the Company
 - a. It is used as a consideration or input that can be used to improve the quality of human resources in protecting customers;
 - b. As a company reference to find out how much customer satisfaction and the quality service of the company is.
3. For Readers
 - a. As a means of readers to increase understanding and insight about information sources;
 - b. As a reference material for other researchers who will conduct research on the same object or problem.

II. METHODOLOGY

Theory Description :

A. Marketing Management

Assauri, (2011) explains that marketing management is an activity of analyzing, planning, implementing, and controlling programs designed to form, build, and maintain profits from exchanges through target markets in order to achieve long-term organizational (company) goals.

According to Suparyanto et al., (2015) marketing management is the process of analyzing, planning, organizing and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with target markets. to achieve company goals.

According to Suryana & Si, (2008) marketing is an activity that studies the needs and desires of consumers, produces goods or services, determines prices, uses, and applies goods and services, while Basu, (2008) states that marketing is an overall system of activities. businesses that plan to plan, price, arrange, and arrange goods and services that satisfy the needs of both existing buyers and potential buyers.

From the above explanation, it can be concluded that marketing management is an activity of marketing or sales activities to make it more organized than the number of goods sold.

B. Quality of Service

According to Tjiptono, (2014) states that "service quality is the level of excellence expected and control over that level of excellence is to meet customer satisfaction". According to (Maulidin, 2010) states that "service

6
quality is how far the difference is between reality and customer expectations of the subscriptions they receive or receive".

According to Utami, (2010) service quality is also a complex construct, and is most investigated in the marketing discipline. Quality can be seen broadly as an advantage or privilege and can be defined as the delivery of service that is relatively special or superior to customer expectations, meaning that the company does not provide good service quality.

Good and bad quality of services are the responsibility of all parts of the company organization. Therefore, whether the quality of the service is good or not depends on the service provider in meeting the expectations of its customers consistently, Tjiptono, (2012).

Based on the above understanding, it can be concluded that service quality is an activity that aims to guard or direct consumers to be more loyal to the products or services of the company being sold. In other words, the concept of service quality is to provide good service to consumers so that consumers feel happy and satisfied.

21 C. Customer Satisfaction

According to Lovelock & Wright, (2010), "Satisfaction is an attitude that is decided based on the experience gained. Satisfaction of consumer orders regarding the characteristics or features of a product or service, or the product itself, which provides a level of consumer satisfaction related to meeting consumer needs. Customer satisfaction can be created through quality, service and value. The key to generating customer loyalty is providing high customer value.

21
According to Kotler & Keller, (2012), customer value is the comparison of customers between all profits and all costs that must be incurred to receive a given offer. Total customer costs are a group of costs that are used in appraising, obtaining and using a product or service. Because customer satisfaction is highly dependent on customer perceptions and expectations, as a product supplier it can be seen from the factors that influence it.

According to Tjiptono, (2012) customer satisfaction is a customer response to the evaluation of perceptions of the difference between initial expectations before purchase (or other performance standards) and the perceived actual performance of the product after using or consuming the product.

According to Tjiptono, (2012) consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are met properly.

Based on above definition it can be concluded that customer satisfaction is the consumer's feelings that arise after comparing between customer expectations and performance that occurs in the field. And the concept of customer satisfaction in accordance with the explanation above is a sense of satisfaction from the services provided by the company to consumers, the improvement given is good or quality, it will make consumers satisfied.

D. Customer Loyalty

Loyalty, according to Griffin, (2012), is a consumer who is said to be loyal or consumer who shows regular buying behavior or there is a condition that requires consumers to buy a little twice in a certain time.

Loyalty according to Tjiptono, (2012) is the behavior of self-repurchasing, purchasing certain brands repeatedly (depending on whether it is the only brand available, the cheapest brand and so on).

Customer loyalty is the behavior to make repeated purchases and to build customer loyalty to a product or service produced by a business entity takes a long time through a repetitive buying process, Olson, (1993) In Sukmawati, (2011).

Customer loyalty according to Drake et al., (1998), in Sukmawati, (2011) states that loyal customers always make repeat purchases, which in turn guarantees a stream of income for the company, has a tendency to buy more, is willing to pay higher price, which will have a direct impact on the profits earned by the company.

According to Hermawan, (2003), in Hurriyati & Sofyani, (2010) loyalty is a form of basic human need to have, support, get a sense of security and build attachments and create emotional attachments. Meanwhile, loyalty in the Oxford English dictionary is: "a strong feeling of support and loyalty; someone shows firm and constant support". From this definition, there is the word strong feeling, which means the depth of human feelings towards something, whether it is family, friends, organizations, or brands. This feeling is the main element of customer closeness and loyalty.

According to Oliver, (1996) in Hurriyati & Sofyani, (2010) is as follows: "customer loyalty is definitely committed to rebuy or repatronize a preferred product or service consistently in the future, despite situational influence and marketing efforts having the potential to cause switching behavior". From the above definition, it can be seen that loyalty is a deep enduring customer commitment to re-subscribe or consistently repurchase selected products or services in the future, even though the influence of the situation and marketing efforts has the potential to cause behavior change.

So from the definition of customer loyalty above, it can be concluded that, customer loyalty is the continuous purchase of products sold or services provided to consumers by providing a sense of comfort or

17

satisfaction. and the concept of customer loyalty is that the satisfaction received by consumers will make consumers loyal to companies that have provided excellent or quality service.

E. Mind Mapping

1. Relationship between Customer Satisfaction and Customer Loyalty (H1)

Customer satisfaction has an important role in shaping customer loyalty. In a market with a high level of competition, companies must compete to provide satisfaction to their customers so that customers have high loyalty to the services offered by the company. If the satisfaction felt by the customer is small, the less loyalty generated by the customer and this can have an impact on the customer moving to a competing company that offers better service.

2. Relationship between Service Quality and Customer Loyalty (H2)

The ability of employees in technical areas of the company, such as service and in-depth knowledge of products or services, will encourage increased customer loyalty. The competence of employees will give satisfaction to customers because they know that they are making purchases of products or services sold by companies and employees who have good sales skills so that consumers will feel comfortable in their purchases and become loyal to them.

The quality of service is very important for the company because it will lead the company to a better or a worse one. If the quality of service provided by the company to consumers or customers is good, it will make a good image for the company, while the quality of service provided by the company to customers or consumers is not good, it will bring a bad image to the company and will keep loyal customers away.

3. Relationship between Customer Satisfaction and Service Quality with Customer Loyalty (H3)

The quality of service provided is in accordance with consumer expectations and provides customer satisfaction, will make consumers loyal to the company. While the quality given is bad and does not satisfy consumers, there will be no loyalty from customers.

The following is an overview of the mind mapping in this study:

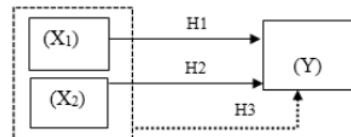


Figure 1. Mind Mapping

III. RESEARCH METHOD

A. Data Collecting Method

1. Observation

According to Arikunto, (2010), "observation is a direct and systematic observation of the symptoms being studied". By using the observation method, the authors make direct observations of the work environment at PT. Trans Anugerah Mainstay Partners.

Questionnaire

According to Arikunto, (2010)"a questionnaire is a number of questions or written statements that are used to obtain information from respondents in the sense of personal reports or known things". In this study, the authors sent questions made in writing via email, these questions contain certain choices that describe the quality of service and customer satisfaction with customer loyalty PT. Trans Anugerah Mainstay Partners. The results used in this study:

- a. Strongly Agree (SS) score 5
- b. Agree (S) score 4
- c. Simply Agree (CS) score 3
- d. Disagree (TS) score 2
- e. Strongly Disagree (STS) score 1

2. Documentation

According to Arikunto, (2010)"The documentation method is looking for data about things or variables in the form of notes, transcripts, books, newspapers, magazines and so on". This study also uses documentation methods to collect data obtained from PT. Mitra Andalan Trans Anugerah as material for conducting research.

3. Interview

According to Sugiyono, (2012) "interviews are used as a data analysis technique. Researchers conduct a preliminary study to find problems that must be researched and also observe things from respondents who are deeper and the number of respondents is small". The interview used by researchers is to ask questions used to find out the data and researchers can study the data obtained about the effect of customer satisfaction and service quality on customer loyalty at PT. Trans Anugerah Mainstay Partners as well as testing the hypothesis.

B. Data Analysis Technique

Data analysis is the process of finding and systematically arranging data obtained from interviews, field notes, and documentation, by organizing data into categories, describing them into units, synthesizing, arranging into patterns, choosing which ones are important and who will learn, and make conclusions so that they are easily understood by themselves and others Sugiyono, (2012).

The analysis technique used in this research is multiple linear regression analysis, by previously testing the quality of the data obtained using validity and reliability tests. And using the classic assumption deviation test and hypothesis testing.

Data Quality Test

1. Validity Test

The data validity test is used to measure whether a questionnaire is valid or not. A questionnaire can be said to be valid if there is a similarity between the data collected and the data that actually occurs on the object under study Sugiyono, (2012) The validity test is done by comparing the value of r_{hitung} (for each question item can be seen in the corrected item-total correlations column, with $r_{produktmoment}$ by looking for degree of freedom $(df) = N - k$, in this case N is the number of samples, and k is the number of variables. independent research. If $r_{hitung} > r_{produktmoment}$, and is positive, then the question (indicator) is said to be valid (Ghozali, 2014).

2. Reliability Test

Reliability test is a tool used to measure questionnaires which are indicators of variables. A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time Ghozali, (2014). The reliability test that will be used in this study is to use the SPSS facility, namely the Cronbach Alpha statistical test. The results if a variable is declared reliable if the Cronbach alpha value is > 0.60 Ghozali, (2014).

3. Classic Assumption Test

The classical assumption test according to Ghozali, (2014) aims to see whether the regression estimator is the best unbiased collinear estimator. To get the most precise equation, the regression parameters are used to look for the Ordinary Least Square (OLS) method. The OLS regression method can be used as an unbiased estimation tool if it meets the Best Linear Unbiased Estimation (BLUE) requirements. Therefore, a classic assumption test is needed for a model that has been formulated, which includes the normality test, multicollinearity test, heteroscedasticity test, and linearity test.

4. Normality Test

The normality test aims to test whether in the regression model the confounding or residual variables have a normal distribution as it is known that the T test and F test assume that the residual value follows a normal distribution. There are two ways to wait whether the remainder is normally distributed or not, namely by graph analysis and statistical test of Ghozali, (2014);

5. Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds independent variables. Regression models that should not occur among the independent variables. If this happens, there is a multicollinearity problem.

Ghozali, (2014), measuring multicollinearity can be seen from the TOL (Tolerance) and VIF (Variance Inflation Factor) values. The cut off value that is commonly used to indicate multicollinearity is a Tolerance value ≤ 0.1 or equal to a VIF value ≥ 10 .

The hypothesis used in multicollinearity testing is:

H0: VIF > 10 , there is multicollinearity;

H1: VIF < 10 , there is no multicollinearity.

6. Heteroscedasticity Test

The purpose of this is to test whether a regression model is used to test the analysis. The way to see nothing, heteroscedasticity, is to look at the graph. If there is a certain pattern, such as the dots forming a certain pattern (wavy, widening then narrowing) it indicates that there has been heteroscedasticity or heteroscedasticity is not occurring Ghozali, (2014).

Detection of no heteroscedasticity can be done by seeing whether a certain pattern is on the scatterplot chart between SRESID and ZPRED where the Y axis is Y which is not predicted, and the X axis is residual (Y prediction - Y actually) that has been studentized. By using the basis of analysis as follows: (1) if there is a

certain pattern, such as the dots forming a certain regular pattern (wavy, widening then narrowing), then the indication has occurred heteroscedasticity, (2) if nothing is clear, and the points spread above and below the number 0 (zero) on the Y axis, so there is no heteroscedasticity Ghozali, (2014);

7. Linearity Test

Used to see whether the model used is correct or not. With the linearity test, information will be obtained whether the empirical model should be linear, quadratic or cubic (Ghozali, 2014). In this study using the SPSS program assistance with a test for linearity at a significant level of 0.05. The decision making method is:

- 1) if the significance at Deviation From Linearity > 0.05, then the relationship between the two variables is linear;
- 2) If the significance at Deviation From Linearity < 0.05, then the relationship between the two variables is not linear.

C. Multi Linear Regression

Regression analysis is used to draw a line that shows the direction of the relationship between variables, and is used to make predictions. This analysis is used to examine the relationship between two or more variables, especially for patterns of relationships whose models are not yet fully known. In this study, the equation model in multiple linear regression analysis is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information:

Y = Customer Loyalty

α = Constant

β_1 = Customer satisfaction regression coefficient

β_2 = Service quality regression coefficient

X1 = Customer Satisfaction

X2 = Quality of Service

e = Estimation error

1. Multi Regression Determination Coefficient Analysis

The coefficient of determination (R^2) in essence measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. The small value of R^2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variables. The fundamental weakness of the use of the coefficient of determination is the bias towards the number of independent variables included in the model, each additional one independent variable, R^2 must increase regardless of whether the variable has a significant effect on the dependent variable. Therefore, many researchers recommend using the R^2 value when evaluating Ghazali, (2014) best regression model.

a. T Test

The statistical T-statistic test shows the extent to which the relationship of one independent variable explains the dependent variable (Ghozali, 2014). In this study, the independent influence test variable (X) consisting of: customer satisfaction (X_1) and service quality (X_2) individually affects changes in the value of the dependent variable (Y), namely customer loyalty. H_0 is accepted if the value of $t < t$ table with a significance of more than 0.05 and H_0 is rejected if the value of $t > t$ table with a significance of less than 0.05;

b. F Test

The F statistical test in the survey is to show whether all the variables included in the model have a joint relationship to the dependent variable (Ghozali, 2014). In this study, testing the independent relationship variable (X) which consists of: customer satisfaction (X_1) and service quality (X_2) which individually influence changes in the value of the dependent variable (Y), namely customer loyalty. H_0 is accepted if the calculated F value < F table with a significance of more than 0.05 and H_0 is rejected if the calculated F value > F table with a significance less than 0.05.

IV. RESULT AND DISCUSSION

A. Test Data

In this study, questionnaires were distributed to 45 respondents in order to obtain primary data, data that needed to be tested with several tests. It is intended that this research can present accurate data. The first test is a questionnaire test which includes validity and reliability tests. The second test is the classic assumption test

which consists of normality test, multicollinearity test, heteroscedasticity test, and linearity test. The third test is multiple linear regression analysis and the fourth test is the hypothesis test using the F test simultaneously (simultaneously) and the T test to see partially. And here are the test results:

1. Validity Test and Reliability Test

Based on data from the distribution of questionnaires to 45 respondents, it can be said that the validity or the criteria used in obtaining the data is valid or reliable. So it is necessary to test the validity and reliability testing. The validity test was carried out using the Product Moment coefficient method with a significant level of 0.05, while for the reliability test, the Crobach's Alpha method was used.

a. Validity Test

The validity test is done by looking at the rcount and table of each item which is carried out through data processing carried out by the SPSS program. Each item is said to be valid if $r_{count} > r_{table}$. The results of the validity test in this study are as follows:

2.2 Validity Test of Customer Satisfaction Variables (X_1)

Based on the results of data processing, the validity test of the customer satisfaction variable (X_1) is the customer satisfaction variable consisting of 5 statement items. The correlation of each item states that it has a value greater than the table with a value of r_{table} 0.294 so that based on the validity test it shows that all statement items on the customer satisfaction variable are declared valid and can be used as a research instrument. With these results it can also be said that the value of the respondents is positive which gives good results on customer satisfaction.

2.2 Validity Test of Service Quality Variables (X_2)

Based on the results of data processing, the validity test of the service quality variable (X_2) is the service quality variable consisting of 5 statement items. The correlation of each item shows a value greater than the table with a value of r_{table} 0.294 so based on the validity test it shows that all statement items on the service quality variable are declared valid and can be used as a research instrument. With these results it can also be said that the value of the respondents is positive which gives good results on service quality.

2.2 Validity Test of Customer Loyalty Variables (Y)

Based on the results of data processing, the validity test of the customer loyalty variable (Y) is the customer loyalty variable consisting of 5 statement items. The correlation of each item shows a value greater than the table with a value of r_{table} 0.294 so that based on the validity test, it shows that all statement items on the customer loyalty variable are declared valid and can be used as a research instrument. With these results it can also be said that the value of the respondents is positive which gives good results on customer loyalty.

b. Reliability Test

Reliability test is a tool used to measure questionnaires which are indicators of variables. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time (Ghozali, 2014). The reliability test that will be used in this study is to use the SPSS facility, namely the Cronbach Alpha statistical test. The test results can be said to be reliable with Cronbach's Alpha > 0.6 (Malhotra, 2012). The results of the reliability test of this study show that the Cronbach Alpha value of the customer service satisfaction (X_1), quality (X_2), and customer loyalty (Y) variables is greater than 0.6 so that it can display trusted data, which means that the questionnaire can be used in research.

2. Classic Assumption Test

a. Normality Test

The normality test aims to test whether in the regression model confounding or residual variables have a normal distribution as it is known that the t and F tests assume that the residual value follows a normal distribution. There are two ways to wait whether the remainder is normally distributed or not, namely by graph analysis and statistical tests. The normality test serves to see the normality (normal or not) of the confounding factors (error term). As is well known, the confounding factor is assumed to have a normal distribution, so that the t test (partial) can be performed. To be able to use a normality regression model, this study uses the Normal P-P Plot of Regression Standardized Residual method. The basis for the decision is that if the data spreads far from the diagonal line or does not follow the direction of the diagonal line, the regression model does not meet the assumption of normality. In fact, if the data does not spread far from the diagonal line or follows the direction of the diagonal line, the regression model fulfills the assumptions of the statistical results, and the results of the normality test on the graphic image show that the data distribution (points) on the diagonal graph axis does not spread far from the diagonal line or following the direction of the diagonal line, the model meets the assumptions of normality. Besides using a test that is equipped with statistical tests, one of them is by using the Kolmogorov-Smirnov non-parametric statistical test. If the significance value has a value > 0.05, it can be said that the remainder is normally distributed. The test result is the Kolmogorov-Smirnov Z value of 0.976 with a significance level of 0.296, which means that the regression model is normally distributed because the level of significance is > 0.05.

b. Multicollinearity Test

The multicollinearity test is used to test whether there is a regression model where there is correlation between the independent variables, namely customer satisfaction (X_1) and service quality (X_2). Multicollinearity can be seen from the Tolerance and Variance Inflation Factor (VIF) values. If the Tolerance value <0.1 or Variance Inflation Factor (VIF) > 10 , multicollinearity occurs. If the Tolerance value > 0.1 and the Variance Inflation Factor (VIF) value < 10 , multicollinearity does not occur. The result of the multicollinearity test in this study is the variable value of tolerance for customer satisfaction (X_1) and service quality (X_2) which is 0.950, which is greater than 0.10. Meanwhile, the VIF value of customer satisfaction (X_1) and service quality (X_2), which is 1.053, is smaller than 10.00, so that there can be no multicollinearity.

c. Heteroscedasticity Test

The purpose of this test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The way to see nothing, heteroscedasticity, is to look at the graph. If there is a certain pattern, such as the dots forming a certain pattern (wavy, widening then narrowing) it indicates that there has been heteroscedasticity or there is no heteroscedasticity Ghozali (2011). The independent variable is tested for customer satisfaction (X_1), service quality (X_2), in the regression model. The problem of heteroscedasticity in this study was detected using a scatterplot, namely by plotting standardized predictors with standardized residual models. If there is no clear pattern, and the dots spread above and below the 0 on the Y axis, then there is no heteroscedasticity. The results of the heteroscedasticity test in this study show that the scatterplot does not form a certain pattern and the point spreads above and below the number 0 on the Y axis, so there is no heteroscedasticity.

d. Linearity Test

Linearity test serves to see the condition of the relationship between the independent variables and the connected variables. The basis for decision making in the linearity test is if the Sig. Deviation from linearity > 0.05 then there is a linear relationship between the independent variable and the dependent variable, but if the value is Sig. Deviation from linearity < 0.05 , so there is no linear relationship between the independent variable and the dependent variable. The linearity test in this study is that X_1 against Y has a Sig. The deviation from linearity > 0.05 and X_2 with respect to Y has a Sig. Deviation from linearity > 0.05 and it can be ignored that there is a linear relationship between the variables X and Y.

Multiple Linear Regression Analysis

Regression analysis is used to measure the extent of the relationship between the connected variables. Based on the regression analysis using SPSS, the following results were obtained:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 0.434 + 0.587 X_1 + 0.444 X_2 + e$$

From the results of the multiple linear regression test, there is an equation that shows the regression coefficient of the two independent variables (β_1, β_2) is positive (+) this means that if the customer satisfaction variable (X_1), service quality (X_2) is met, it will result in increased customer loyalty, and conversely, if it is negative (-), this means that if the customer satisfaction variable (X_1), service quality (X_2) is met, it will result in decreased customer loyalty. From this equation it can be stated that:

- If the value variable consisting of customer satisfaction (X_1), service quality (X_2) has a zero value, then the customer loyalty variable (Y) will remain at 0.434 because the constant value shows a value of 0.434.
- The value of the customer satisfaction coefficient (X_1) of 0.587 indicates that the customer satisfaction variable (X_1) has a positive relationship to customer loyalty. This means that every 1% increase in the customer satisfaction variable, there will be an increase of 0.587 in the customer loyalty variable.
- The service quality coefficient (X_2) is 0.444, indicating that the service quality variable (X_2) has a positive relationship with customer loyalty. This means that every 1% increase in the service quality variable, there will be an increase of 0.444 in the customer loyalty variable.

3. Hypothesis Test

a. F Test (Simultaneous)

This test is used to see whether the variables are independent in terms of customer satisfaction (X_1) and service quality (X_2) together (simultaneously) have a significant relationship to the dependent variable, namely customer loyalty (Y). Assessment of decision making uses F count comparisons with F table, that is, if the value of F count $> F$ table, then it is accepted. In fact, if the value of F count $< F$ table, then accepted is rejected. In determining the F table of respondents using the formula: $F \text{ table} = (k; n - k)$, where "k" is the number of independent variables (independent variable or X), while "n" is the number of research sample. And it is known that customer satisfaction (X_1) and service quality (X_2) together (simultaneously) have a significant relationship to the dependent variable, namely customer loyalty (Y). This is evidenced by the significant value of F count 13.353 greater than F table 3.21 and a significance level of 0.000 smaller than alpha 0.05;

b. t Test Uji t (Partial)

The T statistical test on statistics shows how far the relationship of one independent variable is in explaining the dependent variable Ghozali, (2014). This test is used to see whether in the regression model the independent variables partially have a significant relationship to the dependent variable. Decision assessment uses a comparison comparison with t table, that is, if the value of t count > t table, it is accepted. In fact, if the value of F count < F table, then accepted is rejected. In determining t table using the formula: $t \text{ table} = (0.025; n - k - 1 \text{ or } df \text{ residual})$ for the residual df value can be seen in table 4.14. Based on the test results with SPSS, it is known that the customer satisfaction variable (X_1) has a significant relationship with customer loyalty (Y). This can be proven by the result of t count of 4.908 which is greater than t table of 2.018 with a significance level of less than 0.05. So it can be concluded that the customer satisfaction variable has a partially significant relationship to the customer loyalty variable.

The t value for the service quality variable (X_2) of 2.675 is greater than the t table of 2.018, with a significance level of less than 0.05. So it can be seen that the variable service quality has a significant relationship to the variable customer loyalty partially.

Multiple Determination Coefficient Analysis

The multiple coefficient of measurement aims to determine the regression without limit and the relationship variable of the model in this study and to measure no regression line estimated against the actual data. This can be seen from the R and R^2 coefficients. The result of measuring multiple information in this study is an R value of 0.623 indicating that the relationship between customer loyalty and customer satisfaction (X_1) and service quality (X_2) is strong, because the R value is more than 0.5, it can be said to have a strong correlation. From the coefficient of multiple determination with the help of SPSS, it is known that the value of the coefficient of multiple determination Adjusted R Square is 0.360 or 36%. This value shows that customer loyalty has a relationship with the customer satisfaction variable (X_1) and service quality (X_2), the remaining 64% is related to other variables not examined in this study.

B. Hypothesis Testing Determination of Dominant Influencing Variables

Partial testing shows that all variables have a significant effect on customer loyalty. After knowing that variable two is independently influential, then determining the variable that has dominant influence by looking at the "beta" value which has the highest value. The result of the "beta" value on all research variables is that the test value of the customer satisfaction variable (X_1) is 0.608 and the service quality variable (X_2) is 0.331. From these results the most influencing customer loyalty is customer satisfaction.

C. Discussion**1. Relation of Customer Satisfaction (X_1) to Customer Loyalty (Y)**

The independent variable partially has a significant relationship to the dependent variable. Based on the results of the t test with SPSS presented in table 4.13 above, it is known that the customer satisfaction variable (X_1) has a significant relationship to customer loyalty (Y). This can be proven by the result of t count of 4.908 which is greater than t table of 2.018 with a significance level of 0.000 less than 0.05. So it can be concluded that the customer satisfaction variable has a partially significant relationship to the customer loyalty variable. This explains that customer loyalty gives a happy response, which means that customers will be loyal to the services provided, so the result is that customers will not be loyal to the company's products or services.

Relationship of Service Quality (X_2) Against Customer Loyalty (Y)

The independent variable partially has a significant relationship to the dependent variable. Based on the results of the t test with SPSS presented in table 4.13 above, it is known that the service quality variable (X_2) has a significant relationship to customer loyalty (Y). This can be proven by the results of the t count of 2.675 which is greater than the t table of 2.018 with a significance level of 0.011 which is smaller than 0.05. So it can be concluded that the variable service quality has a significant relationship to the variable customer loyalty partially. This explains that customer loyalty is determined by the quality of service for employees of PT. Mitra Andalan Trans Anugerah for customer loyalty. If the service quality of the employees PT. Mitra Andalan Trans Anugerah given to good customers can make customers loyal customers, while the quality of service provided is bad, it cannot make customers loyal and can worsen the company's image.

2. Relationship between Customer Satisfaction (X_1) and Service Quality (X_2) on Customer Loyalty

It is known that customer satisfaction (X_1) and service quality (X_2) together (simultaneously) have a significant relationship to the dependent variable, namely customer loyalty (Y). This is evidenced by the significant value of F count 13,353 is greater than F table 3.21 and a significance level of 0.000 is smaller than alpha 0.05.

Good service quality and balanced customers who are satisfied with customer loyalty PT. Mitra Andalan Trans Anugerah can increase customer loyalty to the company PT. Mitra Andalan Trans Anugerah, while companies that do not assess the quality of service provided by customers or consumers and do not get customer satisfaction and will not get loyalty from customers.

V. CONCLUSION

A. Conclusion

The conclusions in this study are as follows:

1. Customer satisfaction variable (X_1) has 6 significant relationship to customer loyalty (Y). This can be proven by the result of t count of 4.908 which is greater than t table of 2.018 with a significance level of 0.000 less than 0.05. This explains that customer satisfaction with the loyalty of PT. Mitra Andalan Trans Anugerah is good so the results will be good.
2. Service quality variable (X_2) has 6 significant relationship with customer loyalty (Y). This can be proven by the results of the t count of 2.675 which is greater than the t table of 2.018 with a significance level of 0.011 which is smaller than 0.05. This explains that customer loyalty is determined by the quality of service from employees of PT. Trans Anugerah Mainstay Partners.
3. Variable Customer Satisfaction (X_1) and Service Quality (X_2) together (simultaneously) have a significant relationship to the dependent variable, namely Customer Loyalty (Y). This means that the better customer satisfaction and quality of service provided, the more customer loyalty will increase. This is evidenced by the significant value of F count 13.353 which is greater than F table 3.21 and the significance level of 0.000 is smaller than alpha 0.05.

B. Suggestion

1. Customer satisfaction must pay more attention because it has a positive impact on PT. Trans Anugerah Mainstay Partners. If customers are more satisfied, it will have a positive impact in the future. Quality of service provided by employees of PT. Trans Anugerah Andalan Partners for customers or expeditions have been very good. And it must be further improved so as not to lose to competitors. To get the maximum results, of course PT. Trans Anugerah Andalan Partners must also provide complete facilities.

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11
