

THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY SI CEPAT EKSPRES IN DKI JAKARTA

Fiqih Indrawan¹, Rendhie Andrian², Subandi³, Indriyati⁴

^{1,2,3,4} Trisakti Institute of Transportation and Logistics, Jakarta, Indonesia

✉ corresponding author: andrian.rendhie@gmail.com

Abstract : this study aims to analyze the influence of service quality and customer satisfaction on customer loyalty. The method used for this research is descriptive analysis method with quantitative approach and using multiple linear regression. The data taken from this study is questionnaire data filled by users of the delivery company SiCepat Ekspres, in this study there were 100 respondents. This research method uses Stastical package for the social sciences (SPSS). according to the study, we can conclude that the service quality and costumer satisfaction have a significant influence on costumer loyalty

Keyword: service quality, customer satisfaction, customer loyalty

Introduction

In the business world there is often a delivery, let alone the business of buying and selling a product there are various types of delivery, there is delivery of goods, delivery of food and delivery of other products.

But there are many cases of poor service. Delivery service users can not be a good service so as to make users of the service do not feel satisfied, ranging from delays to goods, packing that is not neat or unsafe, as for those who feel dissatisfied because of the expectations of users of delivery services are high so that the expedition company can't meet these expectations, where customer satisfaction is very important for the expedition company According to sangadji (2013), customer loyalty cannot be created just like that, but must be designed by the company. Therefore, companies both products and services always design for the best experience that will be remembered and felt by customers so that it has an impact on

customer satisfaction and ultimately loyal customers to the services offered by the company.

PT SiCepat Ekspres is an expedition company established since 2014, where delivery can send goods 15 hours between cities, jakarta city, bogor city, depok city, tangerang city, Bekasi city and Bandung and delivery 1 day. Until for major cities throughout Indonesia is the main focus in its service. Based on the latest technology system, SiCepat Ekspres has branches and outlets spread throughout the city in Indonesia.

The purpose of this research is to know the magnitude of the influence of service quality on customer loyalty, and to know the magnitude of the influence of customer satisfaction on customer loyalty, as well as to know the magnitude of the influence of service quality and customer satisfaction on customer loyalty SiCepat Ekspres DKI Jakarta.

LITERATURE REVIEW

SERVICE QUALITY

kotler and amstrong (2012:49) state that the service quality is a common and characteristic characteristic of a prodakk or service that affects its ability to meet explicit or implicit needs

According to George (2013) in his book on the application of Six Sigma for service, mentioning that the service quality is the customer's assessment of the service received

According to Tjiptono, (2014:268) formulate the services quality or services as follows: "The definition of service quality is centered on the efforts to meet the needs and desires of customers and the accuracy of their delivery to keep pace with customer expectations"

Of the three opinions can be said the service quality is an effort or activity carried out to meet the needs and wants of consumers or service users accurately.

CUSTOMER SATISFACTION

According to Yazid (2012:55) argues "Customer satisfaction is the absence of difference between expectations and performances that are clearly accepted. If expectations are high, while the performance is normal, satisfaction will not be achieved very likely customers will feel disappointed. On the contrary, if the performance exceeds what is expected, satisfaction increases"

According to (Sangadji, 2013) explained that "customer satisfaction is a person's feeling of pleasure or disappointment in the comparison between the impression of consumers to the level of performance of products and services ril or actual with performance as expected"

Customer satisfaction can be interpreted as a condition where a customer consumer gets a level of feeling that meets his expectations (Rohman, 2017) The satisfaction is obtained from the provision of maximum service and support obtained by customers. If a business can maintain consumers are satisfied with their products then by itself those consumers will survive even to bring them to loyal conditions

From these three opinions, it can be said that customer satisfaction is a comparison of the service quality felt by consumers with consumer expectations, when the quality felt by consumers is below its expectations, consumers are not satisfied, when the quality felt by consumers is in accordance with the expected, consumers become satisfied.

CUSTOMER LOYALTY

According to Fleming, 2016:34) customer loyalty is the attitude and decision of customers to continue to use a particular service

According to (Kotler and Keller (2015) loyalty is "a deeply held commitment to buy or support back a preferred product or service in the future despite the impact of the situation and marketing efforts potentially causing customers to switch"

According to "Customer Loyalty is a commitment held firmly by customers to buy or put forward a product in the form of goods or services consistently, this leads to repeated purchases at the same brand, even if the customer gets situational or marketing influence from competitors to change other brands Oliver (2014:432)

Of the three opinions can be said that customer loyalty is loyalty from customers so as to make purchases or use of the service continuously or often, the cause of it is because the customer is satisfied, even though the customer has been exposed to the marketing of his competitor service provider or product.

HYPOTHESIS

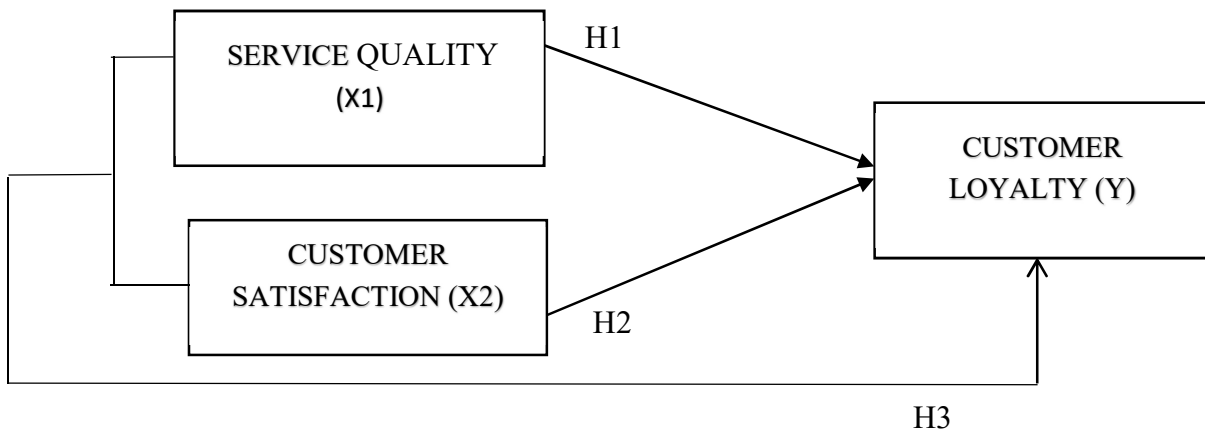


Figure 1.1 Conceptual Framework

H1: is there any effect of service quality on customer loyalty?

H2: is there any customer satisfaction affect customer loyalty?

H3: is there any effect of service quality and customer satisfaction on customer loyalty?

Table 1 Grid of Variables Instruments

Variable	Statement	Indicator	Scale likert
Service Quality (X1)	The service quality is an effort to fulfill the needs and desires of customers and the accuracy of their delivery to keep pace with customer expectations. Tjiptono (2014:118)	Tangible (direct proof)	X1.1-2
		Reliability	X1.3-6
		Responsiveness (capture power)	X1.7
		Assurance	X1.8-9
		Empathy	X1.10
Variable	Statement	Indicator	Scale Likert
Customer Satisfaction (X2)	Consumer satisfaction is a person's feelings of pleasure or disappointment arising from the performance of perceived products (or results) against their expectations Kotler and Keller (2012:117)	The custom of hope	X2.11-13
		Interest in visiting again	X2.14
		Recommended willingness	X2.15
Variable	Statement	Indicator	Scale Likert
Customer Loyalty (y)	Customer loyalty is a customer's commitment to a brand, took, or supplier based on a very positive attitude and reflected in consistent repurchases (morais, in sangadji and sopiah, 2013:104)	Make Purchases regularly	Y1.16-17
		Make purchases across all product lines	Y1.18
		Recommend other products	Y1.19
		Shows immunity	Y1.20

RESEARCH METHODS

The method used for this research is descriptive analysis method with quantitative approach and using multiple linear regression. The data taken from this study is questionnaire data filled by users of delivery company SiCepat Ekspres as respondents, likert scale consisting of "strongly disagree(1) , disagree (2) , hesitation (3) , agree (4) and strongly agree (5)" used measure attitude for independent variables and dependent analysis tools used in this method using SPSS Vers26.0 to analyze data and results from questionnaires

Population and Samples

The population used in this study is men and women over the age of 17 years, who have used the services of dki jakarta express. Sugiyono (2018:130) defines the population as a generalized area consisting of objects

/ subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions.

To determine the number of samples used, researchers used William's formula calculations. Example of a withdrawal formula:

$$n = \frac{\left(\frac{Z\alpha}{2}\right)^2 P * (1 - P *)}{E^2}$$

Information:

P* : Population proportion

E : 10% fault tolerance limit

A : Alpha

0.05 (Z /2)2 : Normal distribution score with a real level of 5% (1.96)

$$n = \frac{(1.96)^2 0.5(1 - 0.5)}{0.10^2}$$

$$= 96.04 \text{ rounded to } 100$$

As a result of these calculations, this study sampled 100 respondents.

RESULTS OF RESEARCH AND DISCUSSION

Instrument Test Results

1. Validity Test

Table 2 Validity Test

Questionnaire	r Calculate	r Table	Information
Item X1.1	0,586	0,195	Valid
Item X1.2	0,639	0,195	Valid
Item X1.3	0,679	0,195	Valid
Item X1.4	0,724	0,195	Valid
Item X1.5	0,726	0,195	Valid
Item X1.6	0,685	0,195	Valid
Item X1.7	0,665	0,195	Valid
Item X1.8	0,663	0,195	Valid
Item X1.9	0,705	0,195	Valid
Item X1.10	0,745	0,195	Valid
Item X2.1	0,695	0,195	Valid
Item X2.2	0,677	0,195	Valid
Item X2.3	0,774	0,195	Valid

Item X2.4	0,773	0,195	Valid
Item X2.5	0,696	0,195	Valid
Item Y.1	0,576	0,195	Valid
Item Y.2	0,720	0,195	Valid
Item Y.3	0,723	0,195	Valid
Item Y.4	0,596	0,195	Valid
Item Y.5	0,564	0,195	Valid

Source : Primary Data SPSS 26 Output Item-Total Statistic. Processed 2021

Based on the results of the table above, it can be known that all questionnaires submitted have a *value of Corrected Item Total Correlation* greater than the r_{table} value in the 100th sample N which is 0.195 which means that the overall $r_{\text{count}} > r_{\text{table}}$. So that all statements of Service Quality (X_1), Customer Satisfaction (X_2) and Customer Loyalty (Y) variables can be used for the next stage.

2. Reliability Test

Table 3 Test Reliability

No.	Variable	Reliability	Alpha	Information
1.	Service Quality (X_1)	0,913	0,6	Reliabel
2.	Customer Satisfaction (X_2)	0,885	0,6	Reliabel
5.	Customer Loyalty (Y)	0,830	0,6	Reliabel

Source : Primary Data SPSS 26. Reliability Output. Processed 2021

Based on the results of the table above, it can be known that the overall of the questionnaire items of each variable Service Quality (X_1), Customer Satisfaction (X_2) and Customer Loyalty (Y) in this study is Reliable shown in the value of *Cronbach's alpha* throughout the variable has a good value that is above 0.6. So it can be interpreted that the entire value of this research variable is said to be good and acceptable, which is seen from the output *reliability statistics* that is the value of *Cronbach's alpha* all variables above the good level.

Determination Coefficient (R²)**Table 4 R Square**

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,535	,526	2,346

a. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: SPSS Output 26. Model Summary, Linear Regression. Processed 2021

Based on the $R^{\text{test}2}$ the magnitude of the Coefficient of Determination (R^2) is 0.535. This means that 53.5% of Customer Loyalty variables can be explained by Service Quality and Customer Satisfaction variables, while 46.5% is explained by other factors beyond the regression model analyzed in this study.

t Test (Research Hypothesis Test)**Table 5 T-Test Analysis Results**

Coefficients ^a					
Type		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1,420	1,889		,454
	Service Quality	,231	,063	,350	,000
	Customer Satisfaction	,463	,100	,444	,000

a. Dependent Variable: Customer Loyalty

Source: SPSS Output 26. Coefficients, linear regression. Processed 2021

Based on the test results in the table above shows that the calculated t value in the Service Quality variable (X_1) of 3,643 with a significant value of 0.000 then the table t value ($\alpha = 0.05$) is 1,984, because the value of t_{count} ($3,643 > 1,984$) with a significant level ($0.000 < 0.05$), then H_0 rejected and H_a

accepted, which means there is a positive and significant influence between Service Quality (X_1) on Customer Loyalty(Y).

Based on the test results in the table above shows that the calculated t value in the Variable Customer Satisfaction (X_2) of 4,629 with a significant value of 0.000 then should be searched for the value of table t ($\alpha = 0.05$) is 1,984, because the t value count ($4,629 > 1,984$) with a significant level ($0.000 < 0.05$), then H_0 rejected and H_a accepted, which means there is a positive and significant influence between Customer Satisfaction (X_2) on Customer Loyalty(Y).

Multiple Linear Regression Test Results

The following are multiple linear regression equations obtained from this study.

Table 6 Multiple Linear Regression Tests

		Coefficients ^a			
		Unstandardized Coefficients		Standardized Coefficients	
Type		B	Std. Error	Beta	t
1	(Constant)	1,420	1,889		,752
	ServiceQuality	,231	,063	,350	3,643
	CustomerSatisfaction	,463	,100	,444	4,629
					Sig.
					,454
					,000
					,000

a. Dependent Variable: CustomerLoyalty

Source: SPSS Output 26. Coefficients, Linear Regression. Processed 2021

Based on the table above, it is known that the equation of multiple linear regression is known in the *Standardized Coefficient* column as follows:

$$Y = 0.350X_1 + 0.444X_2$$

Information:

Y = Customer Loyalty

X_1 = Service Quality

X_2 = Customer Satisfaction

The interpretation of the result of the equation is as follows:

The Service Quality Regression Coefficient ($\beta_1 X_1$) contributed 0.350 to the Customer Loyalty variable. If the Service Quality variable increases then the Customer Loyalty variable will increase by 0.350.

The Coefficient of Customer Satisfaction Regression ($\beta_1 X_2$) contributed 0.444 to the Customer Loyalty variable. If the Customer Satisfaction variable increases then the Customer Loyalty variable will increase by 0.444.

Model Feasibility Test Results

1. Test F

Table 7 The Effect of Variables X1 and X2 on Y

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	615,105	2	307,552	55,902	,000 ^b
	Residual	533,655	97	5,502		
	Total	1148,760	99			

a. Dependent Variable: CustomerLoyalty

b. Predictors: (Constant), CustomerSatisfaction, ServiceQuality

Source: SPSS Output 26. Anova, Linear Regression. Processed 2021

Based on the results of simultaneous testing or test F where that the value of F counts at 55,902 with a sig value of 0.000. Based on the data, the significance value of $0.000 < 0.05$. then it can be concluded that in this study the model is said to be significant and worth using based on the sig value obtained, that all free variables can explain any changes to the value of bound variables because it has a significant influence.

DISCUSSION

1. Effect of Service Quality (X_1) on Customer Loyalty (Y)

Based on the results of the research that the researchers conducted, it was obtained that Service Quality consisting of tangible indicators, reliability, responsiveness, assurance and empathy has a positive and significant effect on Customer Loyalty. This is evidenced from the test t variable Service Quality against Customer Loyalty showed t count of 3,643. The regression

coefficient is 0.350 and the significant value is 0.000 which is smaller than 0.05. This positive influence means that the higher the Service Quality provided by the company, the higher the Customer Loyalty and vice versa the lower the Service Quality provided by the company, the lower the Customer Loyalty. The results of this study are in line with previous research by (Dewa & Safitri, 2020).

2. Effect of Customer Satisfaction (X₂) on Customer Loyalty (Y)

Based on the results of research conducted by researchers, it was obtained that Customer Satisfaction consists of indicators of conformity of expectations, interest in visiting again, willingness to recommend, positive and significant influence on Customer Loyalty. This is evidenced from the test t variable Customer Satisfaction against Customer Loyalty showed t_{count} of 4,629. The regression coefficient is 0.444 and the significant value is 0.000 which is smaller than 0.05. This positive influence means that the higher customer satisfaction given by the company, the higher the Customer Loyalty and vice versa the lower the Customer Satisfaction given by the company, the lower the Customer Loyalty. The results of this study are in line with previous research by (Dewa & Safitri, 2020)

3. Effect of service quality (X₁) and Customer Satisfaction (X₂) on Customer Loyalty (Y)

Based on the results of the research that researchers conducted, it was obtained that the service quality and Customer Satisfaction have a positive and significant effect on Customer Loyalty. As evidenced by the F_{count} of 55,902 with a sig value of 0.000. Based on the results of the data, the significance value of $0.000 < 0.05$. The results of this study are in line with previous research by (Dewa & Safitri, 2020)

CONCLUSION

Based on the above research, it can be concluded that the service quality has a positive and significant effect on customer loyalty, because H_0 is rejected and H_a is accepted, which means that there is a positive and significant

influence between Service Quality (X_1) on Customer Loyalty(Y), which means that the better the service quality provided will increase customer loyalty. customer satisfaction also has a positive effect in customer loyalty due to the results of the research H_0 rejected and H_a accepted, which means there is a positive and significant influence between Customer Satisfaction (X_2) on Customer Loyalty(Y). , the more fulfilled the wishes or needs of the customer, the increased customer loyalty.

REFERENCE

- Ayu Gumilang Lestari^{1*}, N. H. (2020). Jurnal Bisnis Manajemen Dan Kewirausahaan. *Jurnal Bisnis, Manajemen Dan Keuangan*, 1, 1–14.
<https://ejournal.unma.ac.id/index.php/entrepreneur/article/view/883/551>
- Azkiyah, R., Hufron, M., & Arifin, R. (2018). Pengaruh Dimensi Kualitas Jasa Terhadap Loyalitas dengan Kepuasan Sebagai Variabel Intervening Pada Nasabah Bank. *Jurnal Riset Manajemen*, 7, 108–121.
- Dewa, C. B., & Safitri, L. A. (2020). Analisa Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan OVO pada Masa Physical Distancing. *ASSET: Jurnal Manajemen Dan Bisnis*, 3(1). <https://doi.org/10.24269/asset.v3i1.2652>
- Ekonomi, F., & Manajemen, J. (2018). Pengaruh Kualitas Produk, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Pt. Air Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(3), 1658–1667.
<https://doi.org/10.35794/emba.v6i3.20411>
- Lesmana, R. (2019). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pt. Radekatama Piranti Nusa. *Jurnal Pemasaran Kompetitif*, 2(2), 115. <https://doi.org/10.32493/jpkpk.v2i2.2464>
- Novianti, Endri, & Darlius. (2018). Manajemen, Jurnal Ilmiah Viii, Volume. *Mix : Jurnal Ilmiah Manajemen*, VIII(1), 136–150.
- Solihin, D., & Wibawanto, E. (2020). Pengaruh Kualitas Pelayanan, Harga, Dan Promosi Terhadap Keputusan Pelanggan Dalam Memilih Klub Basket Satria Indonesia Tangerang Selatan. *Jurnal Pemasaran Kompetitif*, 3(3), 30.
<https://doi.org/10.32493/jpkpk.v3i3.4738>
- Utami, A. T., Ismanto, H., & Lestari, Y. (2016). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien. *JKMP (Jurnal Kebijakan Dan Manajemen Publik)*, 1(1), 83.

<https://doi.org/10.21070/jkmp.v1i1.429>

Yosephine Simanjuntak, D. C., & Purba, P. Y. (2020). Peran Mediasi Customer Satisfaction dalam Customer Experience Dan Loyalitas Pelanggan. *Jurnal Bisnis Dan Manajemen*, 7(2), 171–184. <https://doi.org/10.26905/jbm.v7i2.4795>