

INFLUENCE OF CUSTOMER, TRUST AND QUALITY OF CUSTOMER SATISFACTION IN CUSTOMER LOYALTY AT PO HARAPAN JAYA JAKARTA-MAGETAN DEPARTMENT

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ABSTRACT

This study aims to analyze the effect of service quality, trust and customer satisfaction on customer loyalty. In this study using primary data obtained from distributing questionnaires to 100 PO Harapan Jaya Bus customers, Jakarta-Magetan Department. This study uses the Multiple Linear Regression method, the results of this study indicate that there is a positive and significant effect on customer loyalty. There is a positive and significant influence between service quality, trust and customer satisfaction on the loyalty of PO Harapan Jaya Bus customers. The existence of a positive and significant influence between service quality, trust and customer satisfaction on customer loyalty of PO Harapan Jaya Bus Jakarta-Magetan Department shows that the better service quality, trust and customer satisfaction possessed by PO Harapan Jaya, the higher customer loyalty. Customer quality, customer trust and satisfaction are important parts to increase customer loyalty.

Keywords: service quality, trust, customer satisfaction, customer loyalty

INTRODUCTION

Indonesian society has now entered an era where transportation is a primary need. Along with the increasingly rapid development of the times, transportation is an inseparable part and is always needed by humans. Transportation is used to make it easier for people to carry out daily activities. Existing transportation facilities, whether on land, sea or air, play a vital role in socio-economic aspects through distribution functions between one region and another.

Judging from the various forms of transportation available, it cannot be denied that people who use or consume transportation facilities are faced with various existing choices, such as land transportation using trains, buses, taxis and so on. Sea transportation using ships, and air transportation using planes. There are many considerations that service users pay attention to when choosing the means of transportation they will use during their journey, for example the distance and time they will travel, the risks they will face and the form of service provided by the transportation provider.

In DKI province, one of the means of transportation needed by the community is land transportation, namely Inter-City Inter-Provincial (AKAP) buses which are experiencing a decline. The main factor is the fierce competition in the transportation

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business. AKAP buses must compete with trains and low-cost airlines. Even though performance is not good, AKAP buses are still surviving. Autobus Companies (PO) are doing everything they can to get the remaining passenger quota.

One of the steps currently being taken by AKAP buses is to take routes away from train stations and airports, while the PO target for AKAP buses is the district city area. It is hoped that this method will not be defeated by the train transportation mode which is only available in the provincial capital. Another way is to update the bus fleet. For example, Harapan Jaya Bus has purchased a double decker bus with super exclusive service. Apart from that, AKAP Bus has the closest competitors and the closest competitors are Nusantara, Rosalia Indah, Harapan Jaya, Pahala Kencana, Budiman, Sinar Jaya, Bintang Timur, Efisiensi, GMS and Gunung Harta (www.bismania.com).Harapan Jaya Bus PO has passenger data, which tends to fluctuate due to increasing competition in the transportation services industry in the city of Jakarta. The following will display data on Harapan Jaya Bus passengers in 2014-2017 as follows:

Table 1. PO Harapan Jaya passenger data for Jakarta-Magetan route 2014-2017

Year	Number of PO Harapan Jaya passengers
2014	13,740 people
2015	10,992 people
2016	12,122 people
2017	15,488 people

Source: PO Harapan Jaya Agent, South Tangerang City

As presented in table 1, the number of Harapan Jaya Bus passengers shows a fluctuating trend. In 2014 the number of passengers was 13,740 people, in 2015 it was 10,992 people, then in 2016 it was 12,122 and in 2017 it was 15,488. The increase and decrease in the number of passengers can describe the customer's desire to use the PO Harapan Jaya Bus and can also describe the level of customer loyalty. This fluctuating customer loyalty can be influenced by several factors including service quality, trust and customer satisfaction. This research aims to;

- 1) To find out and analyze the influence of Service Quality on Customer Loyalty among PO Harapan Jaya consumers.
- 2) To find out and analyze the influence of Trust on Customer Loyalty among PO Harapan Jaya consumers.
- 3) To find out and analyze the influence of Customer Satisfaction on Customer Loyalty among PO Harapan Jaya consumers.

RESEARCH METHODS

In this research, the object of research is the loyalty of Harapan Jaya Bus customers in Jakarta which is influenced by service quality, trust and customer satisfaction.

A population is a collection of all similar elements but can be distinguished from each other because of their characteristics. These differences are caused by different characteristic values. For example, teenagers, adults and the elderly here have elements in the form of "people", but their characteristics can be differentiated through age, gender and level of education. (Supranto, 2008:22). Based on the definition above, the population in this research will be the passengers of the PO Harapan Jaya bus for the Jakarta-Magetan route.

According to Sugiyono (2013: 118), what is meant by sample is part of the number and characteristics of the population. Sample size is a procedure for determining the size of

the sample taken. The sample size can be done statistically or based on research estimates.

RESULTS AND DISCUSSION

Description of Research Data

The data source uses quantitative data, quantitative is data that can be input into a statistical measurement scale. The data used in this research is primary data. This research was conducted to analyze the influence of Service Quality, Trust and Customer Satisfaction on Customer Loyalty at PO Harapan Jaya, Jakarta-Magetan route.

Complete Results of Research Estimates

Descriptive Analysis

The research object studied is Customer Loyalty which is influenced by Service Quality, Trust and Customer Satisfaction. The respondents who were the target of the research were consumers of the PO Harapan Jaya Bus for the Jakarta-Magetan Department.

Descriptive Analysis of Variables

Based on the data, the overall average mean service quality (X1) was 3.90. These results identify that service quality gets good marks.

Based on the data, the overall average mean service quality (X1) was 4.08. These results identify that trust scores well.

Based on the data, the overall average mean service quality (X1) was 4.09. These results identify that customer satisfaction gets a good value.

Based on the data, the overall average mean service quality (X1) was 3.80. These results identify that service quality gets good marks.

Multiple linear regression

Based on the results of the analysis, it is known that the multiple linear regression equation can be formulated as follows

$$Y = 7.984 + 0.247 X1 + 0.275 X2 + 0.272 X3$$

Y = Customer Loyalty
a = Constant
X1 = Service Quality
X2 = Trust
X3 = Customer Satisfaction
e = Error

- 1) From the results of the analysis it can be seen that the constant is 7.984, indicating that if the level of the independent variables service quality, trust and customer satisfaction is constant, then the value of the dependent variable customer loyalty is 7.984
- 2) In the service quality variable there is a positive and significant influence on customer loyalty in a regression coefficient of 0.247 with a significance level of $0.001 < 0.05$, so it can be concluded that every increase in the service quality variable by one unit will increase customer loyalty by 0.247 if other variable assumptions are considered. constant.
- 3) The trust variable has a positive and significant influence on customer loyalty in a regression coefficient of 0.275 with a significance level of $0.006 < 0.05$, so it can be concluded that every increase in the trust variable by one unit will increase customer loyalty by 0.275 if the other variables are assumed to be constant.

- 4) In the customer satisfaction variable there is a positive and significant influence on customer loyalty in a regression coefficient of 0.272 with a significance level of $0.037 < 0.05$, so it can be concluded that every increase in the customer satisfaction variable by one unit will increase customer loyalty by 0.272 if other variable assumptions are considered. constant.

Validity test

The results of the validity test show that each item from each dependent variable, namely customer loyalty (Y) and the independent variables, namely service quality (X1), trust (X2) and customer satisfaction (X3) has a calculated r value greater than 0.197. Thus, it can be concluded that all statement items used in this research are valid.

Reliability Test

The results of the reliability test show that each item of each dependent variable, namely customer loyalty and the independent variables, namely service quality, trust and customer satisfaction, has a Cronbach's Alpha value greater than 0.60. So the results obtained were that the variable indicators of customer loyalty (Y), service quality (X1), trust (X2) and customer satisfaction (X3) were all declared reliable or trustworthy as variable measuring instruments.

Normality test

The results of the normality test using the One-Sample Kolomogorov-Smirnov Test obtained a Significance value or Asymp Sig. (2-tailed) is 0.197 which is above 0.05 so it can be concluded that the data is normally distributed and suitable for use in the regression model.

Autocorrelation Test

The results of the autocorrelation test show that the value of Durbin-Watson (d) in this study is 2.168. This study used a sample of 100 ($n=100$) with du (upper limit) = 1.736 and dl (lower limit) = 1.613. The upper limit of the du value for this study is 1.736 so the $4-du$ is 2.264. Thus, it can be concluded that the d value of 2.168 is located between du and $4-du$ ($1.736 < 2.168 < 2.264$) so it can be concluded that this does not happen

Multicollinearity Test

The results of the multicollinearity test show that all independent variables, namely service quality, trust and customer satisfaction, have a tolerance value greater than 0.1 and the variance inflation factor (VIF) value is below 10, which means there are no symptoms of multicollinearity in this regression model. The service quality variable has a tolerance value of 0.925 and a VIF value of 1.081. The trust variable has a tolerance value of 0.983 and a VIF value of 1.017. Meanwhile, the customer satisfaction variable has a tolerance value of 0.962 and a VIF value of 1.039.

Heteroscedasticity Test

The results of the heteroscedasticity test show that all variables have a significant value greater than 0.05, so it can be concluded that the regression model in this study does not have heteroscedasticity.

F TEST

The results of the F test show that the F value is 6.509 with a significance level of .000. The Ftable value is obtained from the residual degrees of freedom (dF) value, namely 96 as the denominator dF and the regression (treatment) dF, namely 4 as the numerator dF with a significance level of 0.05, so that the Ftable value ($\alpha = 0.05$) is 2.70 because the Fcount value is greater than Ftable ($6.509 > 2.70$) with a significance level of $0.000 < 0.05$, it can be concluded that Ho is rejected and Ha is accepted. This means that service quality, trust and customer satisfaction together have a positive and significant effect on customer loyalty.

Coefficient of Determination Test

The results of the coefficient of determination test show a correlation coefficient (R) value of 0.411, this shows that the dependent variable, namely customer loyalty, can be explained by independent variables which include service quality, trust and customer satisfaction at 16.9%, while the remaining 83.1% explained by other factors outside the independent variables used in this research.

t test

Table 2. T test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	7,984	2,897		2,756	,007					
Kualitas pelayanan	,247	,073	,328	3,395	,001	,311	,207	,216	,925	1,081
Kepercayaan	,273	,097	,263	2,829	,006	,237	,277	,263	,983	1,017
Kepuasan pelanggan	,272	,082	,264	2,120	,037	,251	,212	,200	,962	1,039

Dependent Variable: Loyalitas pelanggan
 Sumber: Olah data dengan SPSS 22

The results of the t test show the following:

- (1) Hypothesis testing Service Quality (X1) on Customer Loyalty (Y)
 Based on the test results in table 2 above, it shows that the tcount value for the Service Quality variable (X1) is 3.395 with a significant value of 0.001, so the ttable value ($\alpha = 0.05$) must be looked for which is 1.984, because the tcount value is ($3.395 > 1.984$) with a level is significant ($0.001 < 0.05$) then H0 is rejected, which means there is a positive and significant influence between Service Quality (X1) on Customer Loyalty (Y).
- (2) Hypothesis testing Trust (X2) on Customer Loyalty (Y)
 Based on the test results in table 2 above, it shows that the tcount value for the Trust variable (X2) is 2.829 with a significant value of 0.006, so the table value ($\alpha = 0.05$) must be looked for which is 1.984, because the tcount value ($2.829 > 1.984$) is at a significant level. ($0.006 < 0.05$) then H0 is rejected, which means there is a positive and significant influence between Trust (X2) on Customer Loyalty (Y).
- (3) Hypothesis testing Customer Satisfaction (X3) on Customer Loyalty (Y)
 Based on the test results in table 2 above, it shows that the tcount value for the Customer Satisfaction variable (X3) is 2.120 with a significant value of 0.037, so the ttable value ($\alpha = 0.05$) must be looked for which is 1.984, because the tcount value is ($2.120 > 1.984$) with a level is significant ($0.037 < 0.05$) then H0 is

rejected, which means there is a positive and significant influence between Customer Satisfaction (X3) on Customer Loyalty (Y).

CONCLUSION

Based on the research results and discussion of the influence of service quality, trust and customer satisfaction on customer loyalty at PO Harapan Jaya Jakarta-Magetan Department which has been analyzed from the discussion, the following conclusions can be drawn; (1) service quality has a positive and significant effect on customer loyalty. This can be interpreted as if the quality of service is further improved, it will further increase customer loyalty at PO Harapan Jaya Jakarta-Magetan Department, (2) trust has a positive and significant effect on customer loyalty. This can be interpreted as if trust is further increased, it will further increase customer loyalty at PO Harapan Jaya Jakarta-Magetan Department, and (3) customer satisfaction has a positive and significant effect on customer loyalty. This can be interpreted as if customer satisfaction is further improved and can convince customers more, it will further increase customer loyalty at PO Harapan Jaya Jakarta-Magetan Department.

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Reska Windartiningsih, Resti Hardini, Kumba Digdowiseiso

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