

## **SATISFACTION AS INTERVENING VARIABLE TO BUILD CUSTOMER'S LOYALTY TOWARDS PT.SAMUDERA PERDANA SELARAS SEMARANG AS FREIGHT FORWARDING COMPANY**

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### **ABSTRACT**

This research is purposed to find out whether there was any direct or indirect significant and positive influence between service quality which consist of 5 indicators: reliability, responsiveness, assurance, empathy, and tangible, price, customers' satisfaction to customers' loyalty. The population of this research are all exporters of PT.Samudera Perdana Selaras Semarang in 2016 which are 80 exporters. The sample technique used for this research is saturation sample which means all exporters. The analysis technique used was path analysis.

The result shows that the F test for regression stage 1 and 2 are higher than F table so it is concluded that there is an influence between Service Quality and Price variable to Exporter's Satisfaction simultaneously or H3 is accepted, and hypothesis that there is an influence between Service Quality, Price, and Exporter's Satisfaction to Exporter's Loyalty simultaneously or H7 is also accepted. Partially, based on t test for regression coefficient stage 1 and 2, price is proved to have the biggest influence directly and indirectly to customer loyalty with regression coefficient between 3,485 and 4,362. While the coefficient of determination (R test) is obtained by adjusted  $R^2$  value = 0.608 = 60.8% shows that the influence of Service Quality, Price, Exporter's Satisfaction on Exporter's Loyalty is 60,8%, and the influence of other variables that influence the value of exporter's satisfaction variable beyond this research is 39,2%.

It is recommended that PT.Samudera Perdana Selaras Semarang provides services as promised and in accordance with customer's expectations, also by improving the service quality by 24 hours availability of services whether there is a change or no change of stuffing or loading and unloading schedule.

**Keywords:** *Service Quality, Price, Customers Satisfaction, Customers Loyalty, Exporter*

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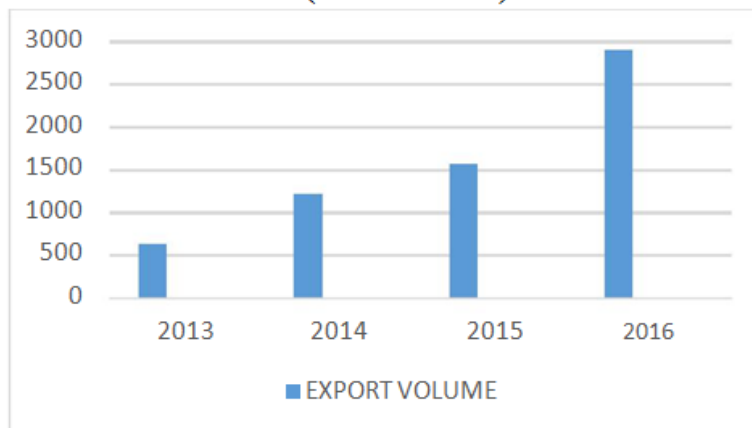
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### INTRODUCTION

Business competition in modern times is getting tighter. This can be seen from how one company competes with other companies and it does not only happen to production companies but it also occurs in service companies. Facing increasingly tight competition makes the company take steps to maintain its company with integrating to customers. It means that the company uses an integrated marketing strategy to customers with the aim of improving customer satisfaction in making choices. This will have an impact on customer's loyalty to the company that will assist in maintaining the company facing business era recently. This is

in accordance with the statement of Hammer and Champy, 1993 in Herawati and Halim (2008) stating that changes in the business accompanied by economic globalization affect to 3C which includes customer, competition, and change. It also happens on business competition in freight forwarding services which is getting tighter not only on the development of transportation, but also on the growing number of people who are looking at freight forwarding as one of the profitable businesses, so that freight forwarding companies are trying to develop the appropriate strategy to survive in the logistics industry.

Image 1.  
Export Volume (All Commodities)  
PT.Samudera Perdana Selaras Semarang 2013-2016  
(in containers)



Source: PT.Samudera Perdana Selaras, 2017

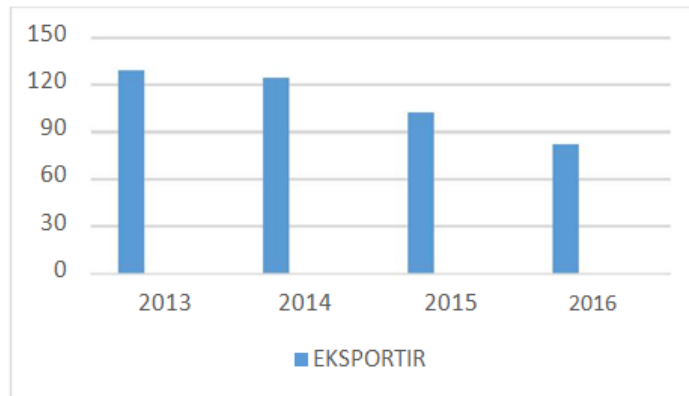
Increasingly stringent competition in freight forwarding services will force companies to improve service performance to reach the excellent level, reliable and capable in solving problems. This is an attempt to retain existing customers and keep them loyal to the services of the same company.

Freight Forwarding Company is a business entity that aims to provide services for managing all activities necessary for the implementation of the delivery, transport and receipt of goods, including sea, air and land. Freight forwarders, commonly called Shipping Agents, act on behalf of importers,

exporters or companies or others to arrange safe and efficient of goods transportation by considering type of goods and delivery requirements.

As can be seen on graphic Image 1, that there were increase volume of export every year handled by PT.Samudera Perdana Selaras Semarang. In 2013, there were 632 containers as total volume of export. It rose up to 1.211 containers in 2014. Then, in 2015, total volume of export went up to 1.566 containers. Lastly, there was an increase up to 2.895 containers as total volume of export in 2016.

Image.2  
Number Of Exporter PT.Samudera Perdana Selaras Semarang 2013-2016



Source: PT.Samudera Perdana Selaras, 2017

The graph Image 2, shows that there were a decrease in the number of exporters every year at PT.Samudera Perdana Selaras Semarang. In 2013, 129 exporters used the services. Then, the number of exporters dropped slightly to 124 exporters in 2014. Next, in 2015, it declined to 102 exporters. Lastly, the number of exporters decreased to only 82 exporters in 2016. The decline in the number of exporters shows consumers were not loyal to the company.

This condition makes PT.Samudera Perdana Selaras Semarang has the decreasing number of exporters each year which encourages the company to provide services in accordance to costumers needs.

Based on table 1, it can be seen that the customer's complaints at PT.Samudera

Perdana Selaras Semarang, represented the following details: The highest complaint rate of 16 people complaining the duration of processing documents handled by employees, 14 people felt that the duration of stuffing does not fit the schedule. The lowest level of complaints as 3 people found in the complaint about the unavailability of 24 hours' service, making it difficult for customers to communicate with the company. Table 1. shows that PT.Samudera Perdana Selaras Semarang should be able to provide better service to create customer's satisfaction. Various services must be integrated to the consumer so that the company can provide best services as they expected.

Table 1.  
Exporters Complaint List At PT.Samudera Perdana Selaras Semarang

No	Complaints	Total
1	Employees are incapable in serving customers	9
2	Employees are careless about the presence of customers	4
3	Low responsiveness of employees in handling customers's complaints	6
4	Documents handling managed by employees take long time	16
5	Stuffing time does not fit with the schedule	14
6	Customers found unsuitable goods / damaged goods	6
7	Customer found the price was expensive	5
8	Unavailability of 24 hours service that make it difficult for costumers to communicate with the company	3
<b>TOTAL</b>		63 people

Source: PT. Samudera Perdana Selaras, 2017

Based on exporter's complaint data on PT.Samudera Perdana Selaras Semarang, it is found that supporting data from observations shows the lack of responsiveness of the employees in handling exporter's complaints such as the duration of making export supporting documents such as PEB that took too long, in which it can take about 2-3 days. It also happens to the stuffing duration that does not fit with the schedule, for example stuffing for 10 tons of sugar products where in the promised initial agreement takes 5 days but in fact it spend more than a week. This is certainly disadvantage to the exporters due to the incompatibility of the schedule that can affect the business of the exporters themselves. Researchers also found that employees are low responsive in handling customer complaints, as in the case of errors in the finished invoice is complained by the exporter because it is not handled directly by the employees.

**Literature Review**  
**Service Quality**

Lupiyoadi (2013) concluded that service is all economic activities which the output is not physically a product or construction that commonly consumed at the time it is produced and give value added (ex. comfort, entertainment, pleasure, or health) or solving the problem at hand.

The service quality is determined by the ability of the company to meet customer needs and desires in accordance with customer's

expectations. Two main factors affecting service quality are expected service and perceived service. Lupiyoadi (2013:216) stated there are 5 main dimensions of service.

- a. Reliability, in relation to the company delivers accurately promised services from the first time.
- b. Responsiveness, regarding the willingness and ability of service providers to assist customers and respond to their requests immediately.
- c. Assurance, regarding the knowledge and courtesy of employees and their ability to grow trust and confidence.
- d. Empathy, means that the company understands its customers' problems and acts for the good of customers, and provides personal attention to its customers and has a comfortable operating hours.
- e. Tangibles, regarding the physical appearance of service facilities, equipment, human resources, and corporate communication materials.

The indicators in service quality proposed by Bahar & Tamin (2010: 81) based on one element in service quality, namely responsiveness are:

- a. Discipline
- b. Skills
- c. Attitude, willingness to help customers

### Price

Price, stated by Ma'arif (2008:138), is a company's effort to maximize its profit by capturing customer's value on the products or service offered.

The indicators used in Akbar (2011) are described as follows:

- a. Competitive price,
- b. Affordable prices
- c. Price in accordance with Quality
- d. Price in accordance with Benefits.

### Customer's Satisfaction

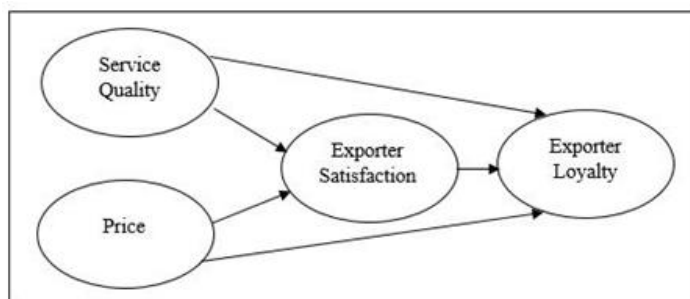
Oliver (1999) cited by Chandra and Tjiptono (2005: 196) discloses that, "customer's satisfaction is a customer who has an assessment of the product or service, or product / service itself, provides a satisfactory level of satisfactory consumption, including an under-fulfillment level and over-fulfillment".

### Customer Loyalty

Customer loyalty is the outcome of customer satisfaction. According to Tjiptono (2007), "loyalitas merupakan pelanggan terhadap toko, merk ataupun pemasok yang didasarkan atas sikap positif yang tercermin dalam bentuk pembelian berulang secara konsisten". According to Zeithaml et al (1996) cited by Amryyantil, Cahya, and Sukaatmadja revealed the ultimate goal of the company's successful relationship with its customers is to establish strong loyalty, while indicators of strong loyalty are:

- a. Saying positive things, means to say positive things about products that have been consumed.
- b. Recommending friend, means recommending products that have been consumed to friends.
- c. Continuing purchasing, means a continuous purchase of products that have been consumed.

### Theoretical Framework



Source: Developed secondary data, 2017

### Research Hypotheses

- H1: Service Quality Variable has positive influence to Exporter's Satisfaction  
 H2: Price Variable has positive influence to Exporter's Satisfaction  
 H3: Service Quality and Price Variable has positive and significant influence to Exporter's Satisfaction  
 H4: Service Quality Variable has positive influence to Exporter's Loyalty  
 H5: Price Variable has positive influence to Exporter's Loyalty

- H6: Exporter's Satisfaction Variable has positive influence to Exporter's Loyalty  
 H7: The influence of Service Quality, Price, and Exporter's Satisfaction have influence to Exporter's Loyalty.

### RESEARCH METHOD

The population of this study are all customers of PT.Samudera Perdana Selaras Semarang with the total number of 80 exporters. In this study, the method used to take samples using sampling census / saturation sample technique, therefore, the sample amount is equal to the total

population, as many as 80 employees. Data collection technique used for this study are observation, questionnaire, document, and database. There are three variables which is divided into: (1) Service Quality and Price as independent variable, (2) Customer's Satisfaction as Intervening Variable, and (3) Customer's Loyalty as dependent variable.

The operational definition on each research variable as follows:

- a. Service Quality is all activities undertaken by the company to meet customer's expectations.
- b. Price used for this study means how the perception of its price from customer's point of view.
- c. Customer's Satisfaction, according to Lewis and Booms (1983) quoted by Tjiptono (2008) said that "*Kualitas layanan bias diartikan sebagai ukuran seberapa bagus tingkat layanan yang*

*diberikan mampu sesuai dengan ekspektasi pelanggan*".

- d. Customer's Loyalty, according Tjiptono (2007), "*loyalitas merupakan pelanggan terhadap toko, merk ataupun pemasok yang didasarkan atas sikap positif yang tercermin dalam bentuk pembelian berulang secara konsisten*".

**Analysis Techniques**

The techniques of analysis used for this study are F test, T test, coefficient of determination test, multicollinearity test, heterocedasticity test, normality test, linearity test, and path analysis test.

Path analysis is used for this study technique to know the direct and indirect influence between service quality and price to customer's loyalty through customer's satisfaction.

**RESULT AND DISCUSSION**

**Double Regeression Analysis**

1. Path Analysis Stage 1

**Table 2**  
**DOUBLE REGRESSION STAGE 1**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.298	6.168		.211	.834
	X1	.125	.055	.244	2.278	.025
	X2	.337	.097	.373	3.485	.001

Dependent Variable: Kepuasan Eksporir  
Source: Results of primary data processed, 2017

The regression equation obtained from table 2, obtained multiple regression equation as follows:  $Y1 = 1.298 + 0.125 X1 + 0.337 X2$ . The regression equation has the following meanings:

**(1) Constants = 1.298**

If the Quality of Service and Price variables are zero, the Exporter's Satisfaction score is 1.298.

**(2) Quality of Service = 0.125**

If the Quality of Service variable increases by one point, the Exporter's Satisfaction increases by 0.125.

**(3) Price = 0.337**

If the Price variable increases by one point, the Exporter's Satisfaction increases by 0.337.

Image 3 is an interconnection pathway framework for path analysis stage 1 along with path coefficients i.e. between service quality variables (X1) to exporter's

satisfaction (Y1) and price variable (X2) to exporter's satisfaction (Y1).

Image 3

Path Analysis Stage 1 and The Path Coefficient



Source: Developed by this research, 2017

Structural equations for sub-structures 1:

$$Y1 = pY1X1 + pY1X2 + e1$$

2. Path Analysis Stage 2

$$Y1 = 0,244 X1 + 0,373 X2 + 0,726 e1$$

Table 3

DOUBLE REGRESSION STAGE 2

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-26.634	5.858		-4.547	0.000
	X1	0.188	0.054	0.280	3.492	0.001
	X2	0.431	0.099	0.364	4.362	0.000
	Y1	0.462	0.108	0.353	4.270	0.000

Dependent Variable: Loyalitas\_Eksportir

Source: Results of primary data processed, 2017

Based on table 3, obtained by multiple regression equation as follows:  $Y2 = -26,634 + 0,188 X1 + 0,431 X2 + 0,462 Y1$ . The regression equation has the following meanings:

(1) **Constants = -26,634**

If the Exporter Service, Price, and Exporter's satisfaction variable is equal to zero, the Exporter's Loyalty is -26.634.

(2) **Quality of Service = 0,188**

If the Quality of Service variable increases by one point, the Exporter Loyalty increases by 0.188.

(3) **Price = 0.431**

If the Price variable increases by one point, the Exporter's Loyalty increases by 0.431.

(4) **Exporter's satisfaction = 0.462**

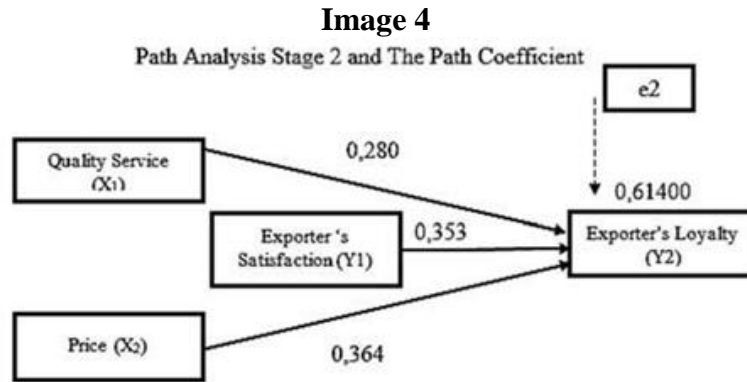
If the Exporter's Satisfaction variable increases by one point, the Exporter's Loyalty increases by 0.462.

From individual testing between service quality variable (X1) with exporter loyalty variable (Y2), price variable (X2) with exporter's loyalty variable (Y2), and exporter's satisfaction variable (Y1) with exporter's loyalty variable (Y2), (Y2) contributes to exporter's loyalty variables

(Y2), and the exporter's satisfaction variable (Y1) contributes to exporter's loyalty variables (Y2), the path coefficient ( $\beta$ ) can be seen in Table 3, such as:

1. The coefficient of line X1 to Y2 ( $p_{Y2X1}$ ) = 0.280

2. The coefficient of path X2 to Y2 ( $p_{Y2X2}$ ) = 0.364
3. The coefficient of line Y1 to Y2 ( $p_{Y2Y1}$ ) = 0.353



Source: Developed by this research, 2017

With a model that remains the same as image 4, but presented along with the path coefficient value obtained through path analysis, the path analysis stage 2 becomes:

Structural equations for sub-structures 2:

$$Y2 = p_{Y2X1} + p_{Y2X2} + p_{Y2Y1} + e_1$$

$$Y2 = 0,188 X_1 + 0,431 X_2 + 0,462 Y_1 + 0,61400 e_2$$

By this means sub-structural analysis 1 and sub-structure 2 have been completed, we can describe the structure of the complete causal

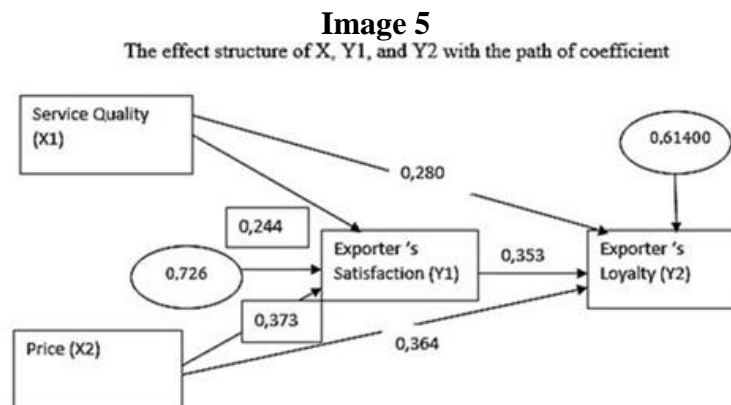
relationship, ie the relationship between variables X1, X2, and Y1 to Y2 having structural equations:

**Structural equations for sub-structures 1:**

$$Y1 = 0,244 X_1 + 0,373 X_2 + 0,726 e_1$$

**Structural equations for sub-structures 2:**

$$Y2 = 0,280 X_1 + 0,364 X_2 + 0,353 Y_1 + 0,61400 e_2$$



Source: Developed by this research, 2017



Based on image 5, the information about the influence of Quality of Service and Price to Exporter's Loyalty through Exporter's Satisfaction can be seen in the table 4.

**Table 4**  
**DIRECT AND INDIRECT EFFECT**

Influence of Variables	Casual Influences			
	Path coefficient	Direct	Indirect	Total
X1 to Y1	0,244	0,244		0,244
X2 to Y1	0,373	0,373		0,373
X1 to Y2	0,280	0,280	$0,244 \times 0,353 = 0,086132$	0,459132
X2 to Y2	0,364	0,364	$0,373 \times 0,353 = 0,131669$	0,411669
Y1 to Y2	0,353	0,353		0,353
e1	0,614	0,614		0,614
e2	0,726	0,726		0,726

Source: Results of primary data processed, 2017

From the Table 4, description conducted with the calculation of path analysis then obtained, the following research results are:

1. Application of Quality of Service (X1) to Exporter's Satisfaction (Y1) is  $(0,244)^2$  or equal to 5,95%. The rest  $(100\% - 5.95\% = 94.05\%)$ , service quality variables are influenced by other variables outside the study.
2. Application of Price (X2) to Exporter's Satisfaction (Y1) is  $(0,373)^2$  or equal to 13,91%. The rest  $(100\% - 13.91\% = 86.09\%)$  of the price variables is influenced by other variables outside the study.
3. Exporter's loyalty (Y2) is influenced by Exporter's satisfaction (Y1) of  $(0,353)^2$  or equal to 12,46%. The rest  $(100\% - 12.46\% = 87.54\%)$  is influenced by other variables outside the study.
4. Exporter's Loyalty (Y2) is directly affected by Quality of Service (X1) of  $(0,280)^2$  or equal to 7,84%. The rest  $(100\% - 7.84\% = 92.16\%)$  is influenced by other variables outside the study.
5. Exporter's Loyalty (Y2) is directly affected by Price (X2) equal to  $(0,364)^2$  or equal to 13,25%. The rest  $(100\% - 13.25\% = 86.75\%)$  is influenced by other variables outside the study.
6. Exporter's Loyalty (Y2) is indirectly affected by the Quality of Service (X1) of  $(0,086132)^2$  or equal to 0.74%. The rest  $(100\% - 0.74\% = 99.26\%)$  is influenced by other variables outside the study.
7. Exporter's Loyalty (Y2) is influenced by Price (X2) of  $(0.131669)^2$  or equal to 1.73%. The rest  $(100\% - 1.73\% = 98.27\%)$  is influenced by other variables outside the study.

**Partial Test / T Test**

1. Path Analysis Stage 1

**1) Quality of Service has a positive influence on Exporter's Satisfaction**

Based on table 5 that the value of the t count is greater than t table, so that hypothesis that there is positive influence between Quality of Service to Exporter's Satisfaction accepted.

**Table 5**  
**DOUBLE REGRESSION STAGE 1**

<u>Coefficients<sup>a</sup></u>			
Model		t	Sig.
1	(Constant)	.211	.834
	X1	2.278	.025
	X2	3.485	.001

Dependent Variable: Kepuasan Ekspertir

Source: Results of primary data processed, 2017

**2) Price has a positive influence on Exporter's Satisfaction.**

Based on Table 5 that the value of t count is greater than the value of t table, so that hypothesis that there is influence positively between Price to Exporter's Satisfaction accepted.

**2. Path Analysis Stage 2**

**1) Quality of Service has a positive influence on Exporter's Loyalty**

Based on Table 6 that the value of the t count is greater than the t table value, so that hypothesis that there is influence positively between Quality Service to Exporter's Loyalty accepted.

**Table 6**  
**DOUBLE REGRESSION STAGE 2**

<u>Coefficients<sup>a</sup></u>			
Model		t	Sig.
1	(Constant)	-4.547	0.000
	X1	3.492	0.001
	X2	4.362	0.000
	Y1	4.270	0.000

Dependent Variable: loyalitas Ekspertir

Source: Results of primary data processed, 2017

**2) Prices have a positive influence on Exporter's Loyalty**

Based on table 6 that the value of the t count is greater than the value of t, so that hypothesis that there is positive influence between Price to Exporter's Loyalty accepted.

**3) Exporter's satisfaction has a positive influence on Exporter's Loyalty**

Based on Table 6, that the value of t count is greater than the value of t table, so that hypothesis that there is influence positively between Exporter's Satisfaction to Exporter's Loyalty accepted.

**Simultaneously Test / F Test**

**1. Path Analysis Stage 1**

From Table 7 it can be seen that F count is greater than F table and the significance value is

lower than  $\alpha$  (0,05) then H3 or statement indicates that there is influence between variable Quality of Service and Price variable to Exporter's Satisfaction simultaneously is accepted.

**Table 7**  
F TEST STAGE 1

ANOVA		
Model	F	Sig
1 Regression	14.565	.000

a. Predictors: (Constant), X2, X1  
 b. Dependent Variable: Kepuasan\_Ekspertir  
 Source: Results of primary data processed, 2017

2. Path Analysis Stage 2

From Table 8 it can be seen that F count is greater than F table or significance value is lower than  $\alpha$  (0,05) then H7 or statement shows that there is an influence between service

quality, price and exporter's satisfaction to exporter's loyalty variable simultaneously is accepted.

**Table 8**  
F TEST STAGE 2

ANOVA		
Model	F	Sig
2 Regression	41.827	.000

a. Predictors: (Constant), Y1, X2, X1  
 b. Dependent Variable: Loyalitas\_Ekspertir  
 Source: Results of primary data processed, 2017

**Coefficient of Determination**

**Test 1. Path Analysis Stage 1**

Based on Table 9 can be seen that the magnitude of the effect of service quality variables (X1) and price variables (X2) on exporter's satisfaction variables (Y1) can be seen by looking *Adjusted R Square* that

is obtained by value adjusted  $R^2 = 0.256 = 25,6\%$  This shows the amount of influence Quality of Service and Price to Exporter's Satisfaction is 25,6%, and the influence of other variables that influence the value of exporter's satisfaction variable outside this research is  $100\% - 25,6\% = 74,4\%$ .

**Table 9**  
Model Summary

Model	Adjusted R Square	Std. Error of the Estimate
1	.256	2.15910

a. Predictors: (Constant), X2, X1  
 Source: Results of primary data processed, 2017

2. Path Analysis Stage 2

Based on Table 10 can be seen that the influence of service quality variables (X1), Price variables (X2), and Exporter's Satisfaction variables (Y1) to Exporter's Loyalty variable (Y2) can be seen by looking *Adjusted R Square* that is obtained by value

adjusted  $R^2 = 0.608 = 60.8\%$  shows that the influence of Service Quality, Price, Exporter's Satisfaction on Exporter's Loyalty is 60,8%, and the influence of other variables that influence the value of exporter's satisfaction variable outside this research is  $100\% - 60,8\% = 39,2\%$ .

**Table 10**  
**R Test Stage 2**  
**Model Summary**

Model	Adjusted R Square	Std. Error of the Estimate
1	.608	2.05019

a. Predictors: (Constant), Y1,X1,X2

Source: Results of primary data processed, 2017

**CONCLUSION**

Based on the results of the analysis that has been done on the variable Quality of Service, Price, Exporter's Satisfaction, and Exporter's Loyalty, the following conclusions are obtained:

- a. According to the result of this research conducted on 80 exporters of PT.Samudera Perdana Selaras Semarang found that the profile of respondents by type of business with the largest percentage is PT with 94%, based on the number of shipping containers per month with the largest percentage is 1-5 containers with 74%, then based on service needs, 91% exporters chose the choice of all services, and the last, based on the use of other freight forwarding services, 86% exporters chose never.
- b. Based on the result of validity test, service quality variables with the five indicators, such as reliability, responsiveness, assurance, empathy, and tangible, price variables, exporter's satisfaction variables, and exporter's loyalty variables each have r count greater than r table. As for the result of reliability test, all statements of

questionnaire are reliable with cronbach alpha value  $> 0.60$ .

- c. Based on the calculation of t test on the variable of exporter's satisfaction, the service quality variable has t count  $2,278 > t$  table equal to 1,665, and significance value  $0,025 < \alpha (0,05)$ , therefore H1 or hypothesis says that there is positive influence between Quality of Service to Exporter's Satisfaction is accepted. Calculation of t test on exporter's satisfaction variable, price variable has t count of  $3,485 > t$  table equal to 1,665, and significance value  $0,001 < \alpha (0,05)$ , therefore H2 or hypothesis says that there is positive influence between Price to Exporter's Satisfaction is accepted. The calculation of t test on exporter's loyalty variables, service quality variables have t count of  $3.492 > t$  table of 1.665, and significance value  $0.001 < \alpha (0.05)$ , then concluded that H4 or hypothesis says there is positive influence between Quality of Service to Exporter's Loyalty is accepted. Calculation of t test to exporter's loyalty variable, price variable has t count  $4,362 > t$  table equal to 1,665, and significance value  $0,000 < \alpha (0,05)$ , then concluded that H5 or hypothesis says there is

positive influence between Price to Exporter's Loyalty accepted. Calculation of t test on exporter's loyalty variable, exporter's satisfaction variable has t count  $4,270 > t$  table equal to 1,665, and significance value  $0,000 < \alpha$  (0,05), therefore H6 or hypothesis says there is positive influence between Price to Exporter's Loyalty is accepted.

- d. Based on the calculation of F test on exporter's satisfaction, service quality and price variables have F count of  $14.565 > F$  table of 3.12, it is concluded that the hypothesis there is an influence between Service Quality and Price variable to Exporter's Satisfaction simultaneously or H3 is accepted. Then, the calculation of F test on exporter's loyalty, service quality variable, price, and exporter's satisfaction have Fcount of  $41.827 > F$ table of 2.72, it is concluded that hypothesis there is an influence between Service Quality, Price, and Exporter's Satisfaction to Exporter's Loyalty simultaneously or Ha7 satisfaction is accepted.
- e. The most dominant variable affecting customer's loyalty directly or indirectly is price.
- f. Based on the calculation of coefficient of determination of path analysis of phase 1 is obtained from Adjusted R2 value equal to 0,256, this means variable of Quality of Service and Price have influence to Exporter's Satisfaction equal to 25,6%, while the rest 74,4% influenced by other variable outside this research. The calculation of coefficient of determination of path analysis of phase 2 is obtained from Adjusted R2 value of 0,608, it means Quality Service and Price variable have influence to Exporter's Satisfaction of 60,8%, while the rest 39,2% influenced by other variable outside this research.

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