

The Influence of Service Quality toward Customers' Loyalty with Customers' Satisfaction as Intervening Variable at PT. Arindo Jaya Mandiri

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ABSTRACT

This research is aimed to find out: (1) The influence of service quality toward customers' loyalty at PT. Arindo Jaya Mandiri, (2) The influence of service quality toward customers' satisfaction at PT. Arindo Jaya Mandiri, (3) The influence of customers' satisfaction toward customers' loyalty at PT. Arindo Jaya Mandiri, (4) The influence of service quality toward customers' loyalty with customers' satisfaction as intervening variable at PT. Arindo Jaya Mandiri. This research used a quantitative approach. The population of this research was the customers' of PT. Arindo Jaya Mandiri with purposive sampling the amount of 49 respondents. The result of this research was showed that: (1) service quality has positive significant influence toward customers' loyalty which proven by the value of significance level $0,025 < 0,05$; (2) service quality has positive significant influence toward customers' satisfaction which proven by the value of significance level $0,000 < 0,05$; (3) customers' satisfaction has positive significant toward customers' loyalty which proven by the value of significance level $0,004 < 0,05$; (4) service quality has positive insignificant influence toward customers' loyalty with customers' satisfaction as intervening variable which proven by intervening coefficients value of 0,206 was less than direct influence coefficients value of 0,264

Keywords: service quality, customer satisfaction, customer loyalty

Pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Intervening Variabel pada PT. Arindo Jaya Mandiri

Abstrak

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh kualitas pelayanan terhadap loyalitas pelanggan di PT. Arindo Jaya Mandiri, (2) Pengaruh kualitas pelayanan terhadap kepuasan pelanggan di PT. Arindo Jaya Mandiri, (3) Pengaruh kepuasan pelanggan terhadap loyalitas pelanggan di PT. Arindo Jaya Mandiri, (4) Pengaruh kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening di PT. Arindo Jaya Mandiri. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dari penelitian ini adalah seluruh pelanggan dari PT. Arindo Jaya Mandiri dengan teknik pengambilan sample purposive sampling sejumlah 49 responden. Hasil dari penelitian ini menunjukkan bahwa: (1) kualitas pelayanan mempunyai pengaruh positif dan signifikan terhadap loyalitas pelanggan yang dibuktikan dengan nilai signifikansi $0,025 < 0,05$; (2) kualitas pelayanan mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan yang dibuktikan dengan nilai signifikansi $0,000 < 0,05$; (3) kepuasan pelanggan mempunyai pengaruh yang positif dan signifikan terhadap loyalitas pelanggan yang dibuktikan dengan nilai signifikansi $0,004 < 0,05$; (4) kualitas pelayanan mempunyai pengaruh yang positif dan tidak signifikan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening yang dibuktikan dengan koefisien intervening sebesar 0,206 lebih kecil dari nilai koefisien pengaruh langsung yakni sebesar 0,264

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan

INTRODUCTION

Indonesia has entered the globalization era that caused the world has no limits. Globalization era also caused the decreasing of trade barrier and the increasing number of competitors in the business side. Business in Indonesia has grown rapidly. One of the businesses trends in Indonesia is a freight forwarding business. There are several freight forwarding company which fulfill the social needs of goods delivery between regions, islands, and countries. Based on the current condition, The customers would be helped to choose a company which fit their expectations.

Customer loyalty is one of the important aspects of the company in keeping survive. loyal customer will encourage company growth by giving an idea or recommendation toward the company to improve their product quality. (Lovelock & Wirtz, 2011:338 in Irnandha, 2016). Service quality is one of the important factors which influence customers loyalty. According to Tjiptono (2002:87) in Zilfia (2016), service quality has a significant effect on customers' loyalty.

There are several research in order to increase customers' loyalty through service quality. . The research that conducted by Hidayat (2009) stated that service quality has a significant effect toward customers' loyalty and supported by research by Cristobal et al. (2007) in Kusuma (2018) that has a similar result. Besides, there are several research which has a different result with that two previous research and it becomes a gap in this research. The research conducted by Putri (2017) stated that service quality has no significant effect on customers' loyalty and this statement is supported by Henriawan (2015) which has a similar result. According to Kertajaya (2014) in Natasya (2018), high loyalty level will be gained from satisfied customers toward the service or product they have received from the company. Customers satisfaction and loyalty is interconnected one another, which means if

there an effort from the company to improve customers satisfaction, the customers' loyalty will also increase. When customers feel satisfied they will give recommendations toward other people to use the same service.

The researcher is taking the object in PT. Arindo Jaya Mandiri which has many competitors in the freight forwarding business. Past three years, starting from 2016 until 2018 PT. Arindo Jaya Mandiri lost 41% of their customers. In order to keep the loyalty of their 59% left, PT Arindo Jaya Mandiri must be able to give the best service where it will become the strength of the company its self that will reflect their satisfaction and drive them to be loyal customers.

A freight company which having competitive advantage can be seen by the amount of their customer which having a high loyalty. Therefore, it needs for conducting research to find out how the service quality and customers' satisfaction will influence the customers' loyalty in PT. Arindo Jaya Mandiri. Based on this phenomenon, the researcher aimed to conduct research under the title The Influence Of Service Quality Toward Customers' Loyalty With Customers' Satisfaction As Intervening Variable In Pt. Arindo Jaya Mandiri

METHOD

Research Method

The method implemented in this research is analytical method. The analytical method aims to obtain relevant information from the data. Descriptive and correlation analysis is also used in this research solve the problems.

Research Data

The data analyzed in this research were collected by questionnaire and literature review. They were primary data that consist of the data that obtained from the questionnaire and the secondary data that consist of the data that collected from the observed object PT. Arindo Jaya Mandiri

Research Variable

The variables in this research were service quality as independent variable, customers' satisfaction as intervening variable and customers' loyalty as dependent variable.

Data Analysis Technique

1. Descriptive Analysis

Sugiyono (2017) stated that descriptive analysis used to analyze collected data by explaining the object observed through the sample or population and take a general conclusion. The descriptive analysis in this research contain of the service usage period and the domicile of the respondents

2. Quantitative Analysis

The quantitative analysis consist of instrument testing includes validity and reliability test. There also classical assumption they are multicollinearity, normality, heteroscedasticity and linearity test. To analyze the influence of service quality and customers' satisfaction toward customers' loyalty, multiple linear regression was used in this research. There also path analysis that helped by multiple linear regression analysis by comparing the coefficient of the direct influence toward indirect influence in the variables

FINDING AND DISCUSSION

Descriptive Analysis

The respondents who have used the service for more than 1 year are 77,6% of the total of frequency, 22,4% respondents are those who have used the service in the range of 6 months untill 1 year and there were no respondents that used the service less than 6 month.

Most respondents were coming from Central Java with 87,8%, there are 6,1% respondents who have a domicile in East Java and another 6,1% are having a domicile in Yogyakarta.

Instrument Testing

Validity Test

Validity test used to measure the validity of a questionnaire (Ghozali, 2018). Validity test is done with IBM SPSS 22 software. According to Sukestiyarno (2012) The questionnaire is valid if significance level was less 0,05. The items on Service Quality (X), Customers' Satisfaction (Z), and Customers' Loyalty (Y) result that the value of sigficance level were less than 0,05 therefor it concluded that all items in questionnaire is valid.

Reliability Test

Ghozali (2018:46) stated that a construct or variable is reliable if the value of Cronbach's Alpha was higher than 0,70. The result of Cronbach's Alpha of service quality, customers' satisfaction and customers' loyalty value were more than 0.70. Therefor, it is concluded that all variable are reliable.

Classical Assumption Test

1. Multicollinearity Test

Multicollinearity testing can be done by looking at the value of Variance Inflation Factors (VIF) and Tolerance. Basis of decision: if $VIF < 10$ and value of $Tolerance > 0.10$, then no multicollinearity. Conversely, if the value of $VIF > 10$ and the value of $Tolerance < 0.10$, then there is multicollinearity. The result of multicollinearity test for regression model in this research presented as Table 1.

Table 1.
Multicollinearity Test Result Stage 1

Variables	Tolerance	VIF	Conclusion
Service Quality	0,634	1,578	There is no multicollinearity
Customers' Satisfaction	0,634	1,578	There is no multicollinearity

Source: Primary Data (Processed), 2019

From the table 1, it can be seen that all variables have tolerance value greater than 0,1 and VIF value is less than 10. It can conclude

that there is no multicollinearity in the regression model of this research.

Table 2.
Multicollinearity Test Result Stage 2

Variables	Tolerance	VIF	Conclusion
Service Quality	1,000	1,000	There is no multicollinearity

Source: Primary Data (Processed), 2019

From the table 2 it can be seen that all variables have tolerance value is 1,000 which means greater than 0,1 and VIF value is 1,000 which means less than 10. It can conclude that there is no multicollinearity in the regression model of this research.

The heteroscedasticity test of this research used glejser test . If the significance value > 0.05 , then there is no heteroscedasticity. Conversely, if the significance value <0.05 , then occurs heteroscedasticity. The heteroscedasticity test result can be seen Table 3

2. Heteroscedasticity Test

Table 3.
Heteroscedasticity Test Result Stage 1

Variables	Sig.	Conclusion
Service Quality	0,932	There is no heteroscedasticity
Customers' Satisfaction	0,748	There is no heteroscedasticity

Source: Primary Data (Processed), 2019

The table 3 showed that all variables have significance value greater than 0,05 which

means there is no heteroscedasticity in the regression model of this research.

Table 4.
Heteroscedasticity Test Result Stage 2

Variables	Sig.	Conclusion
Service Quality	0,093	There is no heteroscedasticity

Source: Primary Data (Processed), 2019

The table 4 showed that all variables have significance value greater than 0,05 which means there is no heteroscedasticity in the regression model of this research.

normal distribution of a residual or not (Ghozali, 2018). The normality testing can be done by the Shapiro Wilk test. Shapiro Wilk test is used if the sample size is smaller than 50. The convention is that a significant value greater than 0.05 indicates normality of the distribution (Balogun et al, 2017). Table 5 is the result of normality test.

3. Normality Test

Normality test is used to determine whether, in the regression model, there is a

Table 5.
Normality Test Result

Variables	Sig.	Explanation
Service Quality	0,262	Normally Distributed
Customers' Satisfaction	0,141	Normally Distributed
Customers' Loyalty	0,319	Normally Distributed

Source: Primary Data (Processed), 2019

The result of the normality test can be known by the table 5. All variables have significance value greater than 0,05 (sig>0,05), which means that the data of this research is normally distributed.

4. Linearity Test

Linearity test is used to find out the pattern between independent and dependent

variable, whether there is a linear relationship. According to Widhiarso (2010:4) in Siswoko (2014) If Sig. Deviation from Linearity value is greater than significance (), then the variable is linear. Table 6, the result table of linearity test with significance level of 5% or 0.05.

Table 6.
Linearity Test Result

Variables	Deviation from linearity	Annotation
Service Quality toward Customers' Loyalty	0,291	Linear
Customers' Satisfaction toward Customers' Loyalty	0,493	Linear
Service Quality toward Customers' Satisfaction	0,144	Linier

Source: Primary Data (Processed), 2019

Based on table 6 can be seen that the value of deviation from linearity value are greater than 0.05. So that, it is concluded that service quality and customers' satisfaction has linear correlation toward customers' loyalty.

Multiple Linier Regression

The first model of regression analysis is based on the regression analysis result of service quality toward customers' satisfaction.

Table 7.
Regression Analysis Result The Influence Of Service Quality Toward Customers' Satisfaction

Variable	Regression Coefficients	Sig.	Adjusted R ²
Service quality	0,622	0,000	0,353

Source: Processed Primary Data, 2019

Based on table 7 can be known that the regression model described as follow:

$$Z = 0,842 + 0,622X$$

This regression model shows that the regression coefficients value of service quality is 0,622 which means that if there is

one improvement in the service quality then the customers' satisfaction will increase the amount of 0,622.

The amount of service quality influence toward customers' satisfaction is 0,353; which means that customers'

satisfaction is influenced by service quality in the amount of 35,3%, meanwhile the rest of the amount 64,7% is influenced by another factors which doesn't include to this research.

The second model of regression analysis is based on the regression analysis result of service quality and customers' satisfaction toward customers' loyalty. The result is presented Table 8.

Table 8.
Regression Analysis Result The Influence Of Service Quality And Customers' Satisfaction Toward Customers' Loyalty

Variables	Regression Coefficients	Sig.	Adjusted R ²
Service quality	0,264	0,004	0,414
Customers' satisfaction	0,331	0,025	0,414

Source: Processed Primary Data, 2019

Based on table 8 can be known that the regression model described as follow:

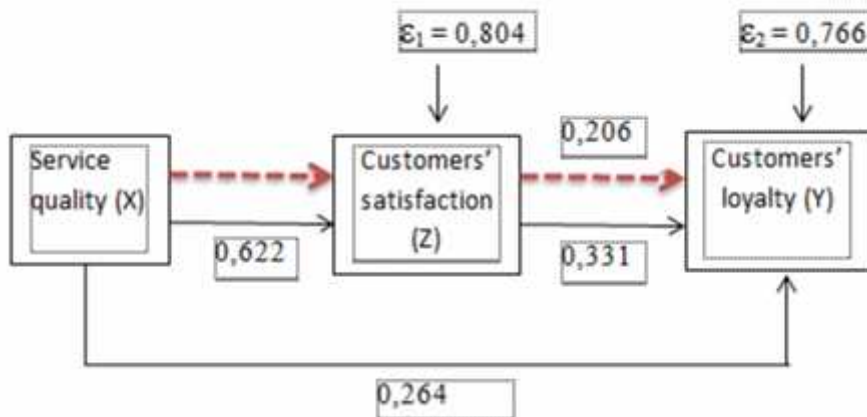
$$Y = 0,264Z + 0,331X$$

This regression model shows that the regression coefficients value of customers' satisfaction is 0,331 which means that if there is one improvement in the customers' satisfaction then the customers' loyalty will increase the amount of 0,331 in term of service quality is 0 and if there is one improvement in the service quality then customers' loyalty will increase the amount of 0,264 in term of customers' satisfaction is 0.

The amount of customers' satisfaction influence toward customers' loyalty is 0,414; which means that customers' loyalty is influenced by service quality in the amount of 41,4%, meanwhile the rest of the amount 58,6% is influenced by another factors which doesn't include to this research.

Path Analysis

The determination of the first and second structural model of regression result the theoretical framework together with the amount of coefficients in each variable.



The direct influence of service quality (X) toward customers' loyalty is amount 0,264 and the influence of service quality toward customers' loyalty with customers' satisfaction as intervening variable is amount the multiplication between the value of

service quality toward customers' satisfaction and the value of customers' satisfaction toward customers' loyalty. The calculation is below:

$$0,622 \times 0,331 = 0,206$$

According to the calculation, it was known that the direct influence value (0,264) is greater than the influence of service quality toward customers' loyalty with customers' satisfaction as intervening (0,206).

Discussion

1. The influence of service quality toward customers' loyalty

The statistical result of t test for service quality is obtained t count in the amount of 2,324 with significance level 0,025. Because of the significance value is less than 0,05 ($0,025 < 0,005$), and the regression coefficient has a positive value 0,264, then this research is succeed to prove first hypothesis (H1) which stated that "Service quality has a significant influence toward customers' loyalty" which means H_1 is accepted.

2. The influence of service quality toward customers' satisfaction

The statistical result of t test for service quality is obtained t count in the amount of 5,210 with significance level 0,000. Because of the significance value is less than 0,05 ($0,000 < 0,005$), and the regression coefficient has a positive value 0,622, then this research is succeed to prove second hypothesis (H2) which stated that "Service quality has a significant influence toward customers' satisfaction" which means H_2 is accepted.

3. The influence of customers' satisfaction toward customers' loyalty

The statistical result of t test for service quality is obtained t count in the amount of 2,994 with significance level 0,004. Because of the significance value is less than 0,05 ($0,004 < 0,005$), and the regression coefficient has a positive value 0,331, then this research is succeed to prove second hypothesis (H3) which stated that "Customers' has a significant influence toward customers' loyalty" which means H_3 is accepted.

4. The influence of service quality toward customers' loyalty with customers' satisfaction as intervening variable

The result of indirect influence testing can be seen the value of indirect influence is amount 0,206. Because of the intervening coefficients is less than the direct value which is 0,264; then this research couldn't prove the fourth hypothesis which stated "Service quality has a significant influence toward customers' loyalty with customers' satisfaction as intervening variable" which means H_4 is rejected.

CONCLUSION & SUGGESTION

Conclusion

Service quality has positive significant influence toward customers' loyalty. This is proven by the value of t count is amount 2,324 with significance level is amount $0,025 < 0,05$; and regression coefficients is amount 0,264

Service quality has positive significant influence toward customers' satisfaction. This is proven by the value of t count is amount 5,210 with significance level is amount $0,000 < 0,05$; and regression coefficients is amount 0,622

Customers' satisfaction has positive significant influence toward customers' loyalty. This is proven by the value of t count is amount 2,994 with significance level is amount $0,004 < 0,05$; and regression coefficients is amount 0,331

There is positive insignificant influence between service quality toward customers' loyalty with customers' satisfaction as intervening variable. This is proven by the value of coefficients of direct effect 0,264 is greater than the indirect effect which is amount 0,206

Suggestion

Based on the result of the research it is known that the scoring from customers PT. Arindo Jaya Mandiri toward service quality variable with items assurance (safety and punctuality), empathy (friendly and

politeness) and tangible (infrastructure and information system) have the lowest average score. Therefore, PT. Arindo Jaya Mandiri has to take concern toward this kind of items to improve the service quality. This step is expected to enhance customers' satisfaction and customers' loyalty.

The next researcher might develop this research to observing another factor which influences customers' loyalty such as price and corporate image. The next research might use another method such as interview and questionnaire which consist of opened question toward customers so that the research can obtain various data

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