QUALITY OF FREIGHT TRANSPORT SERVICES AND CUSTOMER SATISFACTION AND ITS INFLUENCE ON CUSTOMER LOYALTY

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Keyword
Service Quality, Customer Satisfaction, Customer Loyalty

Abstract
The implementation of the Merdeka curriculum is one of the efforts This study aims to determine how the influence of service quality on customer loyalty freight services PT Karya Bersama Blora, how the influence of customer satisfaction on the loyalty of freight services PT Karya Bersama Blora, and how the influence of service quality and customer satisfaction simultaneously on customer loyalty freight services PT Karya Bersama Blora. The sample used was 50. The research method used in this study is a quantitative approach and explanatory research methods. The results showed that there is a significant effect of service quality variables on customer loyalty by obtaining a calculated t value of 3.227 > 2.011 (t table) or significance value of 0.002 < 0.05 and there is a significant effect of customer satisfaction variables on customer loyalty by obtaining a calculated t value of 3.782 > 2.011 (t table) or significance value of 0.000 < 0.05. From the F test can be seen that the variable quality of Service and customer satisfaction has a value of F count 41.393 > 3.19 (F table), the significance value of 0.000 > 0.05 can be interpreted that the quality of Service and customer satisfaction simultaneously affect customer loyalty.

INTRODUCTION

The increasing needs of consumers and the development of business shows the amount of consumer enthusiasm for freight forwarding services. As a result, there is fierce competition that encourages service providers to think and set the right strategy with the aim of becoming the choice of customers and being able to retain customers. As the captain of the company, leaders must always pay attention to the performance of their employees (Deddy Novie Citra Arta, 2014). Customer loyalty is an important factor to maintain business competition. Considered an important factor because customer loyalty contributes long-term and cumulative, meaning that the longer a customer is loyal to a product or service, the greater the profit obtained by the company from a prospective customer. As stated by Woodruff (1997) that customer loyalty has been recognized as an important source for maintaining sustained competition in terms of customer retention (long-time being a customer), repurchase, and long-term customer relationships (Nasuka, 2017).

However, in some conditions now customer loyalty has decreased due to companies that do not evaluate the performance of the company. Some complaints and suggestions received from consumers to the company are still not handled quickly and appropriately resulting in a decrease in market share and company turnover. Of course, it is not easy to maintain and increase customer loyalty along with customer changes including tastes or other aspects that occur all the time. Therefore, the factors that affect customer loyalty need to be considered include the quality of Service and customer satisfaction to create loyal customers to the company.

According to Sinambela (2008, p.3) that basically every human being needs service, even in the extreme it can be said that service cannot be separated from human life (Ashariyah, 2017). Service quality is an effort focused on meeting the needs and desires of customers and the provision of delivery to compensate for and even exceed customer expectations (Tjiptono, 2004). The quality of Service is more difficult to understand than the quality of the product. This is due to differences in performance, where the quality of Service is not formed as the quality of products produced from the factory production process. However, it is formed by the performance of services, especially those that require a lot of manpower, which often varies between employees and customers. Service quality can be determined by comparing the perception of consumers on the real service received or obtained with the actual service is expected or desired to the attributes of a company's services (Putro, 2014). The level of service quality cannot be measured or judged from the company's point of view, but must be viewed from the point of view of customer assessment.

Therefore, quality is key in creating customer satisfaction and customer loyalty. The company gets many benefits by achieving a high level of customer satisfaction, which in addition to increasing customer loyalty can also prevent customer disconnections, reduce operational and marketing cost failures, increase the number of customers, and improve the company's reputation.

Next is the customer satisfaction factor. According to Kotler (2003) customer satisfaction is a feeling of pleasure or disappointment in a person that arises after comparing the perception or impression of the performance or results of a product or service and its expectations (Hati & Juliati, 2019). A company that focuses on customer satisfaction will be able to increase customer satisfaction itself and at the same time can also help the company have a positive image. Sawitri mentioned that the quality of Service and customer satisfaction are the success factors of a company to achieve competitive advantage and create customer loyalty (Laurent, 2016). Loyalty or loyalty is something that has great benefits formed due to satisfaction and service (Widodo et al., 2020). From the background that has been described, the authors formulate a problem that is how the influence of service quality on customer loyalty freight transport services PT Karya Bersama Blora, how the influence of customer satisfaction on customer loyalty freight transport services PT Karya Bersama Blora as well as from variables of service quality and customer satisfaction which variable is the most dominant influence.

METHOD

This study uses a research design that explains the phenomenon (explanatory research), so this study includes quantitative research. According to Harsono (2019: 50) quantitative research is a research method characterized by which the established research design (Putri, 2016).The purpose is to explain a situation that occurs when research is carried out and is designed to determine the magnitude of the relationship or influence of one variable with another variable. The population of the study are all customers of PT Karya Bersama totaling 102 people. The sample taken in this study amounted to 50 people. Sampling technique is done by random or random sampling. While data collection is done by utilizing the research instruments used, the data analysis used is quantitative or can be measured with the aim of testing the hypothesis previously set. The method of data collection using the filling of questionnaires distributed to respondents. The research instrument is based on the theory that has been established on each variable according to its indicators. The measurement scale used is Likert scale with five alternative answers.

Before the study, questionnaires were first tested with several consumers (not respondents) using validity and reliability tests. Validity testing is done by using product moment correlation in SPSS V application.25 For Windows. The question item is said to be valid if R count > t table, while the question is said to be invalid if r count < r table. Furthermore, reliability testing is done by comparing the Cronbach Alpha value to obtain a reliable instrument. The instrument is said to be

reliable if the value of Cronbach Alpha > 0.60, whereas if the value of Cronbach Alpha < 0.60, then the instrument is declared unreliable.

The data analysis technique used in this study is multiple linear regression analysis. This analysis is used to forecast how the dependent variable is affected by the independent variable. In this study the dependent variable is customer loyalty (Y) is influenced by the quality of Service (X_1) and customer satisfaction (X_2). The equation is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2$$

Description:
Y = dependent variable (customer loyalty)
X1 = independent variable (quality of Service)
X2 = independent variable (customer satisfaction)
α = constant
$b_1.b_2$ = coefficient

T test is used as a test of the effect of the independent variable partially to the dependent variable is done by comparing t count with T table. The steps to perform the t-test are to formulate a hypothesis, determine the significance (α) of 5%, determine the acceptance and rejection criteria H0. If the value of significance < 0.05, then Ho is rejected. On the other hand, if the value of significance (α) > 0.05, then Ho is accepted. Furthermore, F test which aims to determine the effect of the independent variable simultaneously to the dependent variable by comparing F count with f table. The steps of the F test is to formulate a hypothesis, determine the significance of 5%, determine the criteria for acceptance and rejection of H0. If the value of significance (α) > 0.05, then Ho is accepted. Whereas, if the significance value (α) < 0.05, then Ho is rejected. The influence of service quality and customer satisfaction on customer loyalty can be seen from the coefficient of determination (Adjust R Square). The small value of Adjust R Square means that the ability of independent variables in explaining the dependent variable is very limited. An Adjust R Square value close to 1 means that the independent variables contribute all the information necessary to estimate the dependent variables. Then the effective donation (SE) test is carried out. Effective contribution (SE) is used to determine the amount of effective contribution of each independent variable that is variable quality of Service (X_1) and customer satisfaction (X_2). After that, a relative contribution (SR) test was conducted which aimed to determine the relative contribution of each independent variable to the dependent variable.

RESULTS

Multiple linear regression analysis aims to measure the extent to which the ability of the independent variable (X) in affecting the dependent variable (Y). By assuming the other variables are considered fixed or constant. The results of multiple linear regression analysis can be seen in Table 1.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,782	3,008		-,592	,556
	Kualitas Pelayanan	,139	,043	,398	3,227	,002
	Kepuasan Pelanggan	,480	,127	,467	3,782	,000

a. Dependent Variable: Loyalitas Pelanggan

Table 1. Beta Coefficient Analysis Results

$$Y = \alpha + b_1X_1 + b_2X_2$$
$$Y = -1,782 + 0,139X_1 + 0,480X_2$$

From the results of the multiple linear regression equation above, it can be explained that the constant in this study amounted to -1.782 which means that if the quality of Service (X_1) and customer satisfaction (X_2) is equal to zero, then customer loyalty will decrease. From the value of b1x1 which is the regression coefficient of the variable (X_1) shows the value of 0.139 (positive coefficient) to the variable Y. Therefore, if the service quality variable (X_1) increases by one unit, the customer loyalty score (Y) will increase by 0.139 (assuming the service quality variable is considered constant). From the value of b2x2, the regression coefficient variable (X_2) shows a value of 0.480 (positive coefficient) to variable Y, then if the customer satisfaction variable (X_2) increases by one unit, the Customer Loyalty score (Y) will increase by 0.480 (assuming the customer satisfaction variable is considered constant.

The coefficient of determination (R^2) aims to determine how many percent of the influence given by the variable X simultaneously on Y.

$$KD = 100\% \times R^2$$
$$= 100\% \times 0{,}638$$
$$= 63{,}8\%$$

Based on these calculations, it means that the variable quality of Service (X_1) and customer satisfaction (X_2) affect customer loyalty variable (Y) by 63.8%. While the rest were influenced by other variables that were not studied by the researchers.

Effective contribution (SE) aims to determine the amount of effective contribution of each independent variable, namely service quality (X_1) and customer satisfaction (X_2). It can be seen that the amount of effective contribution (SE) on each variable of Service Quality (X_1) amounted to 27.9% against the variable of customer loyalty (Y). As for the variable customer satisfaction (X_2) of 33.9% of the variable customer loyalty (Y). The amount of the contribution indicates that customer satisfaction variables contribute more to customer loyalty variables than service quality variables.

Relative contribution (SR) aims to determine the relative magnitude of each independent variable to the dependent variable. It can be seen that the relative contribution (SR) on each independent variable, namely service quality (X_1) amounted to 43.7% against Customer Loyalty variable (Y). As for the variable customer satisfaction (X_2) of 56.3% of the variable customer loyalty (Y). The amount of the contribution indicates that customer satisfaction variables contribute more to customer loyalty variables than service quality variables.

DISCUSSION

The results of this study indicate a significant effect of service quality on customer loyalty. The value of the regression coefficient is positive. This positive influence explains that the relationship of service quality and customer loyalty unidirectional. So it can be seen that the increasing quality of freight transport services PT Karya Bersama Blora, it will also increase customer loyalty to the company. Conversely, if the quality of PT Karya Bersama Blora's freight transportation services gets worse or decreases, customer loyalty will decrease as well. This is in accordance with the theory mentioned by Sunyoto (2012) that service quality is centered on efforts to meet the needs and desires of consumers and the accuracy of delivery to balance consumer expectations, namely the conformity between expectations and perceptions of management, the conformity between perceptions of consumer expectations and employee work standards, the conformity between employee work standards and services provided and promised services and the conformity between services received and expected by consumers (Yulianto, 2018). In addition, the influence of significant service quality on customer loyalty is also reinforced by research by (Jeany, 2020) which proves that the results of his research for service quality variables have a value of 5.179 > 1.973 (t table) and significance of 0.000 < 0.05, it can be said that service quality has a significant effect on customer loyalty.

Quality of Service is a business that includes products, services, people, processes, and environments that are basically sought to meet and even exceed the expectations of its customers. So that the quality of services provided by employees to customers must meet the standard

criteria set by the customer in accordance with the wishes and needs of the customer itself. If the quality of Service has met the needs of its customers, it will form customer loyalty.

The variables of customer satisfaction in this study also showed a significant effect of customer satisfaction with customer loyalty. The value of the regression coefficient is positive and unidirectional. So it can be explained that the higher the customer satisfaction of PT Karya Bersama Blora freight services, the higher the customer loyalty is formed. In line with the theory by Tjiptono (2010:34) which suggests that consumer satisfaction contributes to a number of crucial aspects, such as creating customer loyalty, increasing company reputation, reducing price elasticity, reducing future transaction costs and increasing employee efficiency and productivity (Thalib & Harimurti, 2021). Also reinforced by research (Putriandari & Idris, S.E., 2017) that through the F test can be known variables of service quality and customer satisfaction worthy to be tested against the dependent variable of customer loyalty.

Basically, the level of customer satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, then the customer will be disappointed. When the performance is in line with expectations, then the customer will be satisfied. And if the performance exceeds expectations, then the customer will be very satisfied. Therefore, high customer satisfaction will affect the increase in customer loyalty.

Because the value of all coefficients is positive, it means that both variables have a consistent positive relationship with the dependent variable. This study also proves that customer loyalty is influenced by the quality of Service and customer satisfaction simultaneously. Reinforced by research conducted by (Sudarnice, 2020), the results showed that all independent variables tested had a positive and significant effect on customer loyalty through the F test and t test.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn:
1) Service quality has a positive and significant effect on customer loyalty. This is evidenced by the calculated t value of 3.227 with a significance level of $0.002 < 0.05$; and regression coefficient of 0.139
2) Customer satisfaction has a positive and significant effect on customer loyalty. This is evidenced by the calculated t value of 3.782 with a significance level of $0.000 < 0.05$; and regression coefficient of 0.480
3) There is an influence of service quality and customer satisfaction on customer loyalty. This is evidenced by the F test that the value of F count > F table, IE $41.393 > 3.19$ which means the quality of Service and customer satisfaction together (simultaneously) a positive effect on customer loyalty.

The conclusion can be said that the tendency to increase the combination of service quality variables and customer satisfaction variables will be followed by an increase in customer loyalty, whereas the tendency to decrease the combination of service quality variables and customer satisfaction variables will be followed by a decrease in customer loyalty. Coefficient of determination (R^2) of 63.8% means that the contribution made by variables of service quality (X1) and customer satisfaction (X2) to customer loyalty (Y) is equal to 63.8%, while the rest is influenced by other variables not studied in this study.

ACKNOWLEDGEMENT

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