

Influence of Service Quality Customer Loyalty And Trust In. Pos Indonesia (Persero) Lubukpakam

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ABSTRACT

This study aims to Determine the Effect of Service Quality and Trust on Consumer Loyalty. This research is a research that uses quantitative research. With multiple linear regression of the data analysis techniques. The population in this study are all consumers who ship goods at PT. Lubuk Pos Indonesia (Persero) Pakam. The sample in this study were 100 people who used PT. Pos Indonesia (Persero) Lubukpakam. The number of samples is calculated using the Lemeshow formula. The results of this study indicate that the independent variables items, namely service quality (X1) and trust (X2), have a positive and significant effect on consumer loyalty of PT. Pos Indonesia (Persero) Lubukpakam. The results of this study indicate Also the dominant variable that influences the consumer loyalty of PT. Pos Indonesia (Persero) Lubukpakam is service quality (X1).

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1. Introduction

Changes and developments in technology brings considerable impact on many fields that follow the world economy, industrial economy to an economy of services. One such technological development is the development will be shipping and receiving goods that can be done easily, quickly and safely. With the increasing development of technology, the need for services is increasing barangpun delivery. Business services delivery in the country the last few years developed quite rapidly. One of the delivery service company in Indonesia is PT. Pos Indonesia, which is owned and move the traffic information service activities, money, and goods. In terms of delivery of the package required to always improve the quality of service and trust in order to achieve customer loyalty. Several attempts to improve service quality and consumer confidence which can melalau range expansion, an increase in the speed of travel that is fast and secure and responsiveness in service. Improved services to address the increasingly competitive rivalry is also demonstrated by the presence of a variety of delivery services other than PT. Indonesian post. By knowing the consumer response it can be seen that consumer confidence PT. Pos Indonesia diminishing and declining. By knowing the consumer response it can be seen that consumer confidence PT. Pos Indonesia diminishing and declining. By knowing the consumer response it can be seen that consumer confidence PT. Pos Indonesia diminishing and declining.

2. Theory

A. Service quality

According Fandy Tjiptono (2014) definition of "quality of service focused on addressing the needs and desires of consumers and accuracy penyampaiannya to offset consumer expectations". Quality of service (servqual) meruakan one method of measuring the quality of service as perceived by the end user. Widyaningtyas (2010) stated indicators of quality of service are:

- 1) Variables include the physical evidence of physical facilities, equipment, staff, and means of communication. It can mean the appearance of physical facilities, such as interior design, cleanliness, neatness and comfort of the waiting room, completeness equipment and employee performance.
- 2) Variable Reliability is the ability to provide the promised service with immediate, accurate and satisfactory. This means the company provides its services right since the first moment (right the

first time). It also means that the company concerned fulfills its promise. In this element, marketers are required to provide products / services that are reliable.

- 3) Variable Responsiveness is the desire of the staff to help consumers and provide services to respond. Responsiveness can mean response or readiness of employees to help customers and provide prompt service and, covering the alertness of employees in serving customers, employees speed in handling transactions, and handling.
- 4) Variable Security is covering knowledge, courtesy, and ability of the staff to be able to generate trust and confidence of consumers. At the moment the competition is very competitive, member companies must appear more competent, meaning that it has the knowledge and expertise in their respective fields. Suppose has good knowledge. Namely the employees of PT. Pos Indonesia has the knowledge, skills and high professional that can answer or respond to every question consumers.
- 5) Variable Empathy is an attitude held by the staff to be able to provide care or to give attention to the consumer.

B. Trust

According to Gunawan (2013) defined trust as a gesture showing the likes and stick to use a product or brand. Trust will arise from the minds of consumers when the products purchased are able to provide the benefit or value that consumers want in a product. According Jasfar (2012) A good relationship built up on the person experiencing the interesting, unique or specific and uniqueness as well as the quality of service provided further maintained, even be improved. So that is felt by the service users is not just a momentary experience, but as an increase in customer confidence from previous experience to continue in the future. Gefen / Yee and faziharudean (2012) stated that the confidence indicator consists of three components, namely:

- 1) Integrity is the consumer perception that the company follows the principles that can be accepted as fulfilling promises to behave ethically and honestly.
- 2) Kindness is based on the amount of trust partnership that has a purpose and motivation are the advantages for other organizations when new conditions arise, a condition in which the commitment is not formed
- 3) Competence is the ability to solve problems faced by consumers and meet their every need
- 4) Credibility means that employees are honest and trustworthy words.

C. Consumer loyalty

According to Oliver in Sangadji and Sopiah (2013) states that consumer loyalty is the consumer's commitment to survive in depth to re-subscribe or re-purchase of products or services selected consistently in the future, although the influence of the situation and marketing efforts have the potential to cause a change behavior. Consumer loyalty is people who buy regularly and repeatedly, they will continuously and repeatedly and I attended the same place to satisfy his desire to have a product or receive a service and pay for the product. Tjiptono (2012) suggested some indicators of customer loyalty, which are:

- 1) Making a purchase is consistent. Consumers buy back the same products offered by the company.
- 2) Recommend the company's products to others. Consumer communication from mouth to mouth with regard to the products to others.
- 3) Consumers will not switch to competitors' products. Consumers are not attracted to other similar products dariperusahaan.
- 4) Making purchases outside the line of products / services.

3. Data analysis

A. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine how much influence between two or more independent variables and the dependent variable. The model tested in this study can be expressed in multiple linear regression equation below:

$$Y = a + b_1x_1 + b_2x_2 + e$$

Information :

Y = Dependent Variables (Customer Loyalty)

a	= constant
b	= The regression coefficient which shows the number increasing or a decrease in the dependent variable based on variable independent
X	= Independent variables consisting of:
X1	= Quality of Service
X2	= Consumer Confidence
e	= error

B. examination Hypotheses Partial (t test)

The test is performed to determine whether the independent variables that consist of quality of service (X1), confidence (X2), and partially have a significant effect on the dependent variable is customer loyalty (Y). Stage - the stage to perform partial test (t test) is as follows:

1) Determining hypothesis

H0 : There is no positive and significant influence between the Quality of Service (X1) to Consumer Loyalty (Y).

H1 : There is a positive and significant influence between the Quality of Service (X1) to Consumer Loyalty (Y).

H0 : There is no positive effect and significant correlation between consumer confidence (X2) Consumer Loyalty (Y).

H2 : There is a positive and significant influence between consumer confidence (X2) on Consumer Loyalty (Y).

2) Determining the level of significance

Significant levels using $\alpha = 5\%$ (significance 5% or 0.05).

3) Determining t

4) Determining t_{table}

5) criteria Testing

- If $t_{arithmetic} < T$ table, then H0 is accepted

- If $t_{arithmetic} = T$ table, then H0 is accepted

- If $t_{arithmetic} > T$ table, then H0 is rejected

To show a significant effect or not the criteria are as follows:

- If sig < 0.05, significant influence

- If sig > 0.05, no significant effect

6. Comparing t with t_{table}.**C. examination Hypothesis Simultaneous (Test f)**

In simultaneous trials will test whether the dependent variable (X) were included in the study have an effect simultaneously (together) against the independent variable (Y). The formulation of statistical hypothesis as follows:

1) hypothesis formulation

H0 : There is no positive and significant influence between quality of service (X1), consumer confidence (X2) customer loyalty (Y).

H1 : There is a positive and significant influence between quality of service (X1), and consumer kepercayaan (X2) simultaneously on consumer loyalty (Y).

2) Determining the level of significance

Significant levels of use $\alpha = 5\%$ (significance 5% or 0.05).

3) Determining Fhitung

4) Determining F_{table}

5) criteria Testing

- H0 is accepted and Ha is rejected if F count < F-table

- H0 is rejected and Ha accepted, if F count > F-table

To show a significant effect or not the criteria are as follows:

- If sig < 0.05, significant influence

- If sig > 0.05, no significant effect

6) Comparing Fhitung with F_{table}

4. Results and Discussion

A. Coefficient of Determination and Correlation Coefficient

Determination analysis is used to determine the percentage contribution simultaneous influence of independent variables on the dependent variable. This coefficient shows how much percentage of variation of the independent variables used in the model is able to explain the variation of the dependent variable. R2 value equal to 0 means no influence of independent variables on the dependent variable. R2 value equal to 1, then the influence of the independent variable on the dependent variable was perfect. (Priyatno, 2010). The regression analysis of the analytical determination can be seen from the Model Summary in table 1.

Table 1
Correlation coefficient and coefficient of determination (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.652	3.71957

Predictors: (Constant), Confidence, Quality

Dependent Variable: Loyalty

From Table I it can be concluded that:

1. The value of the correlation coefficient (R) of 0.812 indicates that there is a very close relationship between service quality and trust PT. Pos Indonesia (Persero) Lubukpakam to variable customer loyalty.
2. The coefficient of determination (R²) of 0.659 or (65%). This shows that the percentage impact of service quality and trust PT. Pos Indonesia (Persero) Lubukpakam to variable customer loyalty by 65%. While the remaining 35% are influenced or explained by other variables outside variables used in this study.

B. Resulttest f

F test is used to determine whether the independent variables (X1 and X2) are jointly or simultaneously significantly influence the dependent variable (Y) to determine whether the regression model can be used to predict the dependent variable or as can be seen in Table 2.

Table 2
Simultaneous Hypothesis Testing

ANOVA^a

Model		Sum of Squares	Df	mean Square	F	Sig.
1	Regression	2593.377	2	1296.688	93.724	.000 ^b
	residual	1342.013	97	13.835		
	Total	3935.390	99			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Confidence, Quality

By using a 95% confidence level, $\alpha = 5\%$ of the F value is calculated in Table 2 amounted to 93.724 therefore the magnitude of F table can be searched at an alpha level of 5% with DF1 or df numerator (horizontal) 2 and DF2 or df denominator (vertical) 97 is equal to 3.09. Because the value of F count > F-table (93.724 > 3.09), then Ho is rejected and H1diterima means that there is significant influence simultaneously or jointly between variables quality of service and trust and customer loyalty PT. Pos Indonesia (Persero) Lubukpakam.

C. Resultt test

The t-test was used to determine whether the independent variable in the regression model (X1 and X2) partially significant influence on the dependent variable (Y) The results of the t test following data X1 sebesar 2,024 and X2 of 9.432 as ditabel 3.

Table 3
Hypothesis Testing Partial

Coefficients^a

Model		Coefficients unstandardized		standardized Coefficients	T	Sig.
		B	Std. Error	beta		
1	(Constant)	3,524	4026		.875	.384
	Quality	.213	.105	.152	2,024	.046
	Trust	.797	.084	.709	9432	.000

a. Dependent Variable: Loyalty

Based on Table 3 showed the following results:

1. T distribution table at $\alpha = 5\%$ with degrees of freedom with a significance level of 0.05 and degrees of freedom (DK) provided DK = n-2, or 100-2 = 98, figures obtained t table of 1.660.
2. SPSS output obtained from the results of t-test result variable (X1) of 2.024, (X2) is 9.432
3. Based on the calculations the numbers penelitian sebesar 2,024 $t >$ t table 1,660 so H0 is rejected and H1 accepted. This means that there pengaruh antara service quality and customer loyalty PT. Pos Indonesia (Persero) Lubukpakam.
4. Based on the calculations the numbers sebesar 9,436 research $t >$ t table 1,660 so H0 is rejected and H2 received. That is no effect between trust and customer loyalty PT. Pos Indonesia (Persero) Lubukpakam.

D. Analysis Multiple Linear Regression

Based on table 3 in column B Coefficients unstandardized, the multiple regression equation can be formulated as follows:

$$Y = 3.524 + 0.213 X1 + 0.797 X2$$

Based on the above equation can be demonstrated that:

1. The constant of 3.524 means that if the variable quality of service and kepercayaan lainnya 0 or does not exist, then the size variable is equal 3,524 person consumer loyalty.
2. The regression coefficient quality of service (X1) of 0.213 with the Sig. less than 0.05 (0.046 < 0.05) means that if another independent variable value is fixed while the quality of services rose 1 point, then the customer loyalty will increase by 0.213.

Trust regression coefficient (X2) is 0.797 with the Sig. less than 0.05 (0.00 < 0.05) means that if another independent variable value is fixed while confidence rose points, then the customer loyalty will increase by 0.797.

5. Conclusion

Based on the analysis that has been obtained, then the conclusion is as follows:

- 1) Service Quality partially positive and significant impact on Consumer Loyalty package delivery services PT. Pos Indonesia (Persero) Lubukpakam.
- 2) Partially Trust positive and significant effect terhadap Loyalitas Consumer package delivery services PT. Pos Indonesia (Persero) Lubukpakam.
- 3) Simultaneously show that the Quality of Service and Trust simultaneously significant effect on Consumer Loyalty package delivery services PT. Pos Indonesia (Persero) Lubukpakam.

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