

## **The Relationship between Customer Value and Trust in Consumer Satisfaction and its Impact on Consumer Loyalty**

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### **Abstract**

The purpose of this study was to determine the relationship between customer value and trust on consumer satisfaction and its impact on consumer loyalty to consumers of spare parts for heavy equipment excavators at CV. Bandung Jaya Diesel City of Bandung. This research was conducted by taking a sample of 100 consumers. For data analysis using SPSS 20 and AMOST version 21 programs. The results of this study show 1) Customer Value has a significant positive effect on Consumer Satisfaction, 2) Customer Trust has a positive and insignificant effect on Consumer Satisfaction, 3) Service Quality has a significant positive effect on Consumer Loyalty, 4) Customer Trust has a significant positive effect on Consumer Loyalty, 5) Customer Satisfaction has a significant positive effect on Consumer Loyalty.

**Keywords:** Customer Value. Trust, Consumer Satisfaction, Consumer Loyalty.

### **INTRODUCTION**

The industrial sector in Indonesia is currently the center of development and the nation's economy. This shows the increasing role of the industry, competition is becoming a very important thing for the survival of the company. The main target of the strategy is to meet consumer needs appropriately, both in terms of time and in terms of quantity in order to maintain customer loyalty.

According to Hsu, Yen. (2011) as users of goods/services, consumers have a number of rights and obligations. Knowledge of consumer rights is very important so that people can act as critical and independent consumers. The goal, if it is suspected that there is an unfair action against him, he will spontaneously realize it. Consumers can then take further action to fight for their rights. In other words, he does not just remain silent when he realizes that his rights have been violated by business actors.

If the heavy equipment company does not carry out the right strategy, it will continue to experience a decrease in customer loyalty and will not be able to compete with its competitors, namely heavy equipment. This condition will have an impact on the company will continue to experience a decrease in customer loyalty, due to the lack of precise strategies carried out by the company to increase customer loyalty. Heavy equipment companies must use the right strategy to increase customer loyalty. The strategy carried out by heavy equipment entrepreneurs is aimed at increasing consumer loyalty. As according to research conducted by Steven A. Taylor, Kevin Geluch and Stephen Goodwin (2004:217) suggests that the importance of Brand Equity to Customer Loyalty, The survey was conducted on a sample of consumers in the heavy equipment manufacturing industry in the USA. In this study also found findings that Brand Equity has a positive effect on Customer Loyalty and Trust has a positive effect on Customer Loyalty heavy equipment. According to this study, there are several factors that affect customer loyalty heavy equipment, namely: Satisfaction, Value, Resistance to change, Brand affect, Trust, and Brand Equity. Sourced from the research that there are several factors that influence consumer loyalty of heavy equipment, among several factors that influence consumer loyalty of heavy equipment and adjusted to the strategy of the heavy equipment company Kobelco, namely using Brand Equity and Trust strategies to increase consumer loyalty of heavy equipment. In this study also found findings that Brand Equity has a positive effect on Customer Loyalty and Trust has a positive effect on Customer Loyalty heavy equipment. According to this study, there are several factors that affect customer loyalty heavy equipment, namely: Satisfaction, Value, Resistance to change, Brand affect, Trust, and Brand Equity. Sourced from the research that there are several factors that influence consumer loyalty of heavy equipment, among several factors that influence consumer loyalty of heavy equipment and adjusted to the strategy of the heavy equipment company Kobelco, namely using Brand Equity and Trust strategies to increase consumer loyalty of heavy equipment. In this study also found findings that Brand Equity has a positive effect on Customer Loyalty and Trust has a positive effect on Customer Loyalty heavy equipment. According to this study, there are several factors that affect customer loyalty heavy equipment, namely: Satisfaction, Value, Resistance to change, Brand affect, Trust, and Brand Equity. Sourced from the research that there are several factors that influence consumer loyalty of heavy

equipment, among several factors that influence consumer loyalty of heavy equipment and adjusted to the strategy of the heavy equipment company Kobelco, namely using Brand Equity and Trust strategies to increase consumer loyalty of heavy equipment.

According to research by Richard L. Oliver (2008:391) that customer loyalty is a very firmly held commitment to buy or repurchase products or services consistently in the future, despite situational influences and marketing efforts to cause customers to switch.

Heavy equipment business is an inseparable part of development projects, mining, infrastructure, and agro-industry businesses. Because heavy equipment is a supporting tool and even the main tool in a mining, infrastructure, and agro-industry project. Based on the results of research by the Heavy Equipment Industry Association, the growth of the heavy equipment industry in 2019 has decreased significantly since 2016, this is indicated because the demand for heavy equipment in various sectors such as (construction, mining, and agro-industry) has decreased. heavy.

According to research by Elena Delgado-Ballester and Jose´ Luis Munuera-Alema´. (2005) that the growth of heavy equipment only reached 12,000 units in 2019, compared to the previous 4 years, where in 2016 the growth of heavy equipment reached 17,360 units. The decline in growth of heavy equipment in Indonesia this year decreased quite significantly. This condition has an impact on heavy equipment industry players in Indonesia, especially where big heavy equipment brands in Indonesia such as Komatsu, Caterpillar, Kobelco, and Hitachi have experienced a decline in all heavy equipment brands for 4 years since 2016. An indication of a decline in market share in the equipment industry The weight shows the problem with the low level of consumer loyalty for heavy equipment excavators in Indonesia.

The decline in consumer loyalty for heavy equipment also occurred in several big cities in West Java Province. This problem also occurs in the city of Bandung, based on the results of a survey on CV companies. Bandung Jaya Diesel as one of the companies engaged in the distribution of heavy equipment spare parts in the city of Bandung, by interviewing the General Manager of CV. Bandung Jaya Diesel regarding the development of heavy equipment excavators in the city of Bandung.

The importance of customer loyalty as stated by Griffin (2010: 04), a consumer is said to be loyal or loyal if the consumer shows buying behavior on a regular basis or there is a condition that requires consumers to buy at least twice in a certain time interval.

The durability and availability of spare parts on heavy equipment, the customer value for heavy equipment spare parts must be considered by a company engaged in heavy equipment spare parts to give customers more value so that it can make heavy equipment spare part consumers feel satisfied and have an impact. on consumer loyalty to the company.

In relation to the customer value provided by a company to its customers, the results of an initial survey of CV companies. Bandung Jaya Diesel which is engaged in the sale of heavy equipment spare parts regarding the customer value provided is still not optimal. It can be seen in Table 1. below.

**Table 1. Customer Value Observation Data in CV. Bandung Jaya Diesel**

<b>Dimension</b>	<b>Average</b>	<b>Criteria</b>
<b>Emotional Value</b>	3.2	Pretty good
<b>Social Value</b>	3.3	Pretty good
<b>Performance Value</b>	3.2	Well
<b>Value for money given</b>	3.3	Pretty good

Source: Observation data reprocessed

The table data above can be illustrated that customers in general have not received optimal customer value where the emotional value and performance value have not been given optimally to their customers by CV. Bandung Jaya Diesel. So in other words, the customer value provided is still not in accordance with the expectations desired by the customers at the CV company. Bandung Jaya Diesel.

The importance of customer value according to experts according to Kotler and Keller (2012) states that customer value is a combination of value, service, price of a product offering. The value delivered to the customer is the difference between the total value to the customer and the total cost to the customer, and the total value to the customer is the set of benefits that the customer expects from a particular product or service.

The importance of trust as the willingness of one party to trust the other and will take certain actions that are important to the party who trusts him.

The importance of customer satisfaction as a result of purchase and use is obtained from the comparison between rewards and purchase costs with previously anticipated consequences.

## RESEARCH METHODS

In connection with the research to be conducted, the population in this study are all consumers of heavy equipment spare parts in CV. Bandung Jaya Diesel and 100 consumers were taken as samples in this study.

The method used in this research is descriptive analysis method. Descriptive research describes the current situation, while analytical because it analyzes the focus of the problem on the variables and looks for the relationship between these variables. Meanwhile, using a quantitative approach with the aim of describing or describing what you want to obtain is limited to certain things to facilitate analysis and provide information to readers.

## DATA ANALYSIS

So that the data collected can be used, then the data is processed and analyzed first so that later it can be used as a basis for decision making (Wijayanti, 2014). The tools used to analyze the data, among others:

### SEM Assumption Test

SEM assumption is a hypothesis testing used in a study which shows that the SEM model is feasible or not to be carried out for testing research hypotheses (Ghozali, 2007). The deviations of the SEM assumptions consist of:

### Data Normality Assumption

Normality evaluation is carried out using the criteria for the critical ratio skewness value of  $\pm 1.96$  at a significance level of 0.05. The data can be concluded to have a normal distribution if the critical ratio skewness value is below 1.96.

### Evaluation of Goodness Of Fit Criteria

After all the assumptions have been met, the goodness-of-fit assessment can be carried out. The following are some conformity indices and their cut-off values that are used to test whether a model can be accepted or rejected (Ghozali, 2007):

a)  $\chi^2$  – Chi-square statistics

The model being tested is considered good or satisfactory if the chi-square value is low. The smaller the value of  $\chi^2$ , the better the model and it is accepted based on probability with a cut-off value of  $p > 0.05$  or  $p > 0.10$ .

b) RMSEA (The Root Mean Square Error of Approximation)

It is an index that can be used to compensate for the chi-square statistic in a large sample. The RMSEA value shows the goodness-of-fit value that can be expected if the model is estimated in the population (Hair et al, 1995 in Ghozali, 2007). The RMSEA value which is small or equal to 0.05 - 0.08 is an index for the acceptance of the model which shows a close fit of the model based on degrees of freedom.

c) GFI (Goodness of Fit Index)

It is a non-statistical measure that has a range of values between 0 (poor fit) to 1.0 (perfect fit). A high value in this index indicates a (better fit).

d) AGFI (Adjusted Goodness Fit Index)

The recommended acceptance rate is when AGFI has a value equal to or greater than 0.90 (Hair et al, 1995 in Ghozali, 2007).

e) CMIN/DF

CMIN/DF is the minimum sample discrepancy function divided by the degree of freedom. CMIN/DF is a chi-square statistic,  $\chi^2$ , DIVIDED the DF so that  $\chi^2$  is relative.  $\chi^2$  value less than 2.0 or 3.0 is an indication of acceptable fit between the model and the data (Ghozali, 2007).

f) TLI (Tucker Lewis Index)

It is an incremental index that compares a tested model against a baseline model, where the recommended value as a reference for the acceptance of a model is = 0.90 and a value close to 1 indicates a very good fit according to Arbuckle in (Ghozali, 2007).

g) NFI (Normed Fit Index)

Normal Fit Index is a measure of the comparison between the proposed model and the null model. The NFI value will vary from 0 (no fit at all) to 1.0 (perfect fit). The recommended NFI value is NFI which has a value greater than 0.90 ( $NFI > 0.90$ ) (Ghozali, 2011).

h) CFI (Comparative Fit Index)

The range of values is 0-1, which is getting closer to 1, identifying the highest level of fit - a very good fit (Ghozali, 2007). In summary, the indices that can be used to test a model's feasibility are presented in the table:

**Table 2. Goodness of-Fit**

Goodness-of-fit indexes	Cut-of-value
Chi-square	Df a 0.05
Significancy Probability	>0.05
RMSEA	>0.05 RMSEA < 0.08
GFI	>0.90
AGFI	>0.90
CMIN/DF	<2.00
TLI	>0.95
CFI	>0.95
NFI	>0.90

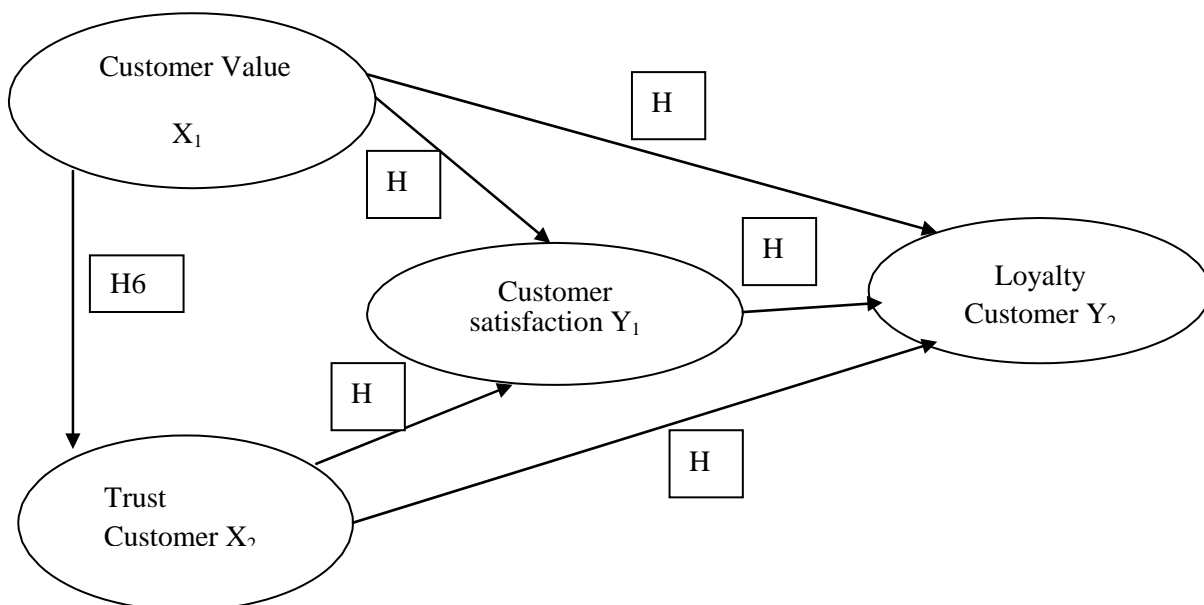
Source: Data processed, 2020.

**Path Analysis or Path Analysis**

Path Analysis is used to test the effect of mediating variables. Path analysis is an extension of multiple linear regression analysis, or path analysis is used to analyze the pattern of relationships between variables with the aim of knowing the direct or indirect effect of a set of independent variables on the dependent variable (Ghozali, 2005). Basically the path coefficient is a standardized coefficient or compares the coefficient of indirect effect (indirect effect) with the coefficient of direct effect (direct effect).

**Framework**

Based on the literature review and the theoretical basis mentioned above, a conceptual framework can be drawn up as follows:



**Figure 1. Thinking Framework**

Sources: Wisdha Ratih (2014), Dwi Aryani and Febrina Rosinta (2010), Rivita Septria (2013).  
Developed in this study by researchers (2020).

**Hypothesis**

A hypothesis is a provisional assumption whose truth still has to be tested. This allegation is strengthened by the theory or the underlying journal and from the results of previous research. Based on the above review, the hypotheses to be tested in this study are:

According to Oliver in (Aryani and Rosinta, 2010) Customer Satisfaction is influenced by Customer Value. High customer value will lead to customer satisfaction and vice versa low customer satisfaction will cause customer dissatisfaction.

Research conducted by Dwi Aryani and Febrina, 2010 with the title "The Influence of Customer Value on Customer Satisfaction in Forming Customer Loyalty" and research conducted by Fashocah and Hartono, 2013 with the title "Analysis of the Effect of Customer Trust and Value on Customer Loyalty with Customer Satisfaction as The mediating variables (study at Rs Darul Istiqomah Kaliwungu Kendal)" both show that customer value has a direct positive influence on customer satisfaction.

Based on Oliver's theory and the research conducted above, the researcher formulates the following hypothesis:



**H1: Customer Value has a significant positive effect on customer satisfaction.**

Customer trust can be built through increasing customer value and achieving customer satisfaction (asakdiyah, 2010). Research conducted by Bloemer and Odekerden-Schroder in Ririn Ratnasari (2008) found that trust and commitment built by customers are mediators or intermediaries of the relationship between customer satisfaction and loyalty.

**H2: Customer trust has a significant positive effect on customer satisfaction.**

“Values are closely related to Customer Satisfaction. Values provide a special impetus for customers to form long-term, mutually beneficial relationships with the company. And in turn the company can increase customer satisfaction, where the company maximizes a pleasant customer experience and minimizes or eliminates the unpleasant customer experience furthermore customer satisfaction contributes to the creation of switching barriers, switching costs, and customer loyalty. (Tjiptono and Chandra: 2006, 115)

Research conducted by Dwi Aryani and Febriyanti Rosinta (2010) with the title "The Influence of Customer Value on Customer Satisfaction in Forming Customer Loyalty" shows that valuable service does not guarantee that customers will be loyal.

**H3 : Customer Value has a significant positive effect on Customer Loyalty.**

Customer Value is important to create Customer Loyalty. Establishing customer/customer customer value is a way to create and retain consumers/customers (Septria, 2013).

Research conducted by Dewi Nur Setyaningsih (2014) with the title "The Influence of Customer Value and Consumer Trust on Consumer Loyalty with Switching Costs as Mediation Variables" shows that there is a positive and significant influence between the satisfaction of consumer trust on switching barriers and customer loyalty.

**H4 : Customer Trust has a significant positive effect on Customer Loyalty.**

Overall customer satisfaction has behavioral consequences in the form of customer complaints and customer loyalty Fornell, et.al in Dwi Aryani and Rosinta (2010).

Research conducted by Dewi Nur Setyaningsih (2014) with the title "The Influence of Satisfaction and Consumer Trust on Consumer Loyalty with Switching Costs as a Mediation Variable" shows that there is a positive and significant influence between satisfaction and consumer confidence on barriers to switching and customer loyalty.

**H5: Customer Satisfaction has a significant positive effect on customer loyalty.**

Research conducted by Ken Hermanto Agung (2006) with the title "Analysis of the Influence of Service Value, Commitment and Trust on Consumer Loyalty (a case study on customers of SIMPEDA Savings) Bank Jateng)" shows that Service Value has a positive effect on Customer Trust. Likewise, research conducted by Salamatum Asakdiyah (2010) with the title "Analysis of Customer Trust Formation through Service Value and Supermarket Customer Satisfaction" shows the results that the Service Value variable significantly affects customer trust.

**H6 : Customer Value has a significant positive effect on customer trust.**

**DATA ANALYSIS RESULTS**

Submission of research results that answer descriptive problems for the four variables studied is to display the results of calculations with the value of frequency, percentage and average for each indicator that supports the variables through the dimensions.

The gender of the respondents consists of male and female, the frequency of the respondent's gender can be seen in the table below.

**Table 3. Gender**

<b>Gender</b>	<b>Frequency (person)</b>	<b>Percentage (%)</b>
Man	3	3%
girl	97	97%
Total	100	100%

Source: Primary data,2020

Table 3. shows that 3 people or 3% are men and 97 people or 97% are women.

**Research data analysis**

Analysis of the data used in this study is the Structural Equation Model (SEM). However, several stages of analysis will be carried out to form the best model. The input data used in this study is the variance/covariance matrix. Covariance matrices are considered to have the advantage of providing valid comparisons between different populations or samples, which is sometimes not possible when using a correlation matrix model.

Prior to testing the full model, a gradual test will be carried out, namely the estimation of the measurement model using the confirmatory factor analysis technique.

### **SEM Assumption Test**

Before testing the hypothesis using path analysis, it is first tested whether there is a deviation from the assumptions needed to get a good model. The path analysis test will be carried out using the help of the AMOS version 21 program. The requirements for SEM/Path Analysis analysis are to use interval data or ratio data (actual number data such as GPA, etc.) while my research data is ordinal data obtained from questionnaires. So to fulfill the data processing requirements, I use one way to convert ordinal data into interval data, namely using MSI (Successive Interval Method) (data attached). In processing data using AMOS, there are several tests of assumptions that must be met by path analysis,

### **Data Normality Test**

Normality evaluation is carried out using the criteria for the critical ratio skewness value of  $\pm 1.96$  at a significance level of 0.05. The data can be concluded to have a normal distribution if the critical ratio skewness value is below 1.96. Univariate and multivariate normality tests of 100 data obtained from the calculation of the assessment of normality can be said that the distribution of data used in the model is normally distributed.

### **Evaluation of Goodness Of Fit Criteria**

After the assumption test is fulfilled, the next step is to see the feasibility of the model through various criteria of Goodness Of Fit which can be seen as follows:

#### **1. X<sup>2</sup> – Chi-square statistics**

The model being tested is considered good or satisfactory if the chi-square value is low. The smaller the value of X<sup>2</sup>, the better the model and it is accepted based on probability with a cut-off value of  $p > 0.05$  or  $p > 0.10$ . From this study, it was obtained that  $p = 0.820$  or greater than 0.05 so that it can be concluded that the proposed research model fits the observational data very well.

#### **2. RMSEA (The Root Mean Square Error of Approximation)**

It is an index that can be used to compensate for the chi-square statistic in a large sample. The RMSEA value shows the goodness-of-fit value that can be expected if the model is estimated in the population (Hair et al, 1995 in Ghazali, 2007). RMSEA value that is small or equal to 0.05 - 0.08 is an index for the acceptance of the model which shows a close fit of the model based on degrees of freedom. Using an RMSEA value below 0.05 indicates a good model. In this study obtained RMSEA of 0.000 which states that the model fits the data.

#### **3. GFI (Goodness of Fit Index)**

It is a non-statistical measure that has a value range between 0 (poor fit) to 1.0 (perfect fit). A high value in this index indicates a (better fit). In this study, the GFI value is close to 1, namely the number 0.980 so that this value can be said to be better fit.

#### **4. AGFI (Adjusted Goodness Fit Index)**

The recommended acceptance rate is when AGFI has a value equal to or greater than 0.90 (Hair et al, 1995 in Ghazali, 2007). In this study, the AGFI value is greater than 0.90, namely 0.949, so that the value can be said to be better fit.

#### **5. CMIN/DF**

CMIN/DF is the minimum sample discrepancy function divided by the degree of freedom. CMIN/DF is a chi-square statistic, X<sup>2</sup>, divided by the DF so that X<sup>2</sup> is relative. X<sup>2</sup> value less than 2.0 or 3.0 is an indication of acceptable fit between the model and data (Arbuckle, 1997 in Ghazali, 2007). In this study, the value of CMIN/DF was 0.612 which was smaller than 2.0.

#### **6. TLI (Tucker Lewis Index)**

It is an incremental index that compares a tested model against a baseline model, where the recommended value as a reference for the acceptance of a model is a value greater than 0.95. In this study, it was found that the TLI value was greater than 0.95, which amounted to 1.023. Thus it can be concluded that the proposed research model fits the observational data very well.

#### **7. NFI (Normed Fit Index)**

Normal Fit Index is a measure of the comparison between the proposed model and the null model. The NFI value will vary from 0 (no fit at all) to 1.0 (perfect fit). The recommended NFI value is NFI which has a value greater than 0.90 ( $NFI > 0.90$ ) (Ghozali, 2011). The NFI value from the analysis of the research model is 0.982 which indicates that the results obtained are greater than 0.90 (table 4.7). Thus it can be concluded that the proposed research

model fits the observational data very well.

8. CFI (Comparative Fit Index)

The value range of 0-1, which is getting closer to 1, identifies the highest level of fit - a very good fit according to Arbuckle in (Ghozali, 2007). The CFI value from the analysis of the research model is 1 which indicates that the results obtained are greater than 0.90 (table 4.7). Thus, it can be concluded that the proposed research model fits the observational data very well or is a very good fit.

The following is a summary of the model's feasibility test through various Goodness-of-fit criteria listed in the table below:

**Table 4. Model Feasibility Testing Framework (Goodness of-fit)**

Goodness-of-fit indexes	Cut-of-value	Analysis Results	Model Evaluation
Chi-square	Df a 0.05	0.820	Very well
Significance Probability	>0.05	0.820	Very well
RMSEA	>0.05 <0.08	0	Very well
GFI	>0.90	0.982	Very well
AGFI	>0.90	0.954	Very well
CMIN/DF	<2.00	0.936	Very well
TLI	>0.95	1.021	Very well
CFI	>0.95	1	Very well
NFI	>0.90	0.987	Very well

Source: Primary Data, 2020

**Path analysis results**

The analytical technique used is path analysis using the AMOS 21.0 program (software). The results of the analysis obtained are as follows:

**Table 5. Conclusion Path Analysis**

Chi Square	= 0.820
Probability	= 0.820
AGFI	= .954
GFI	= .982
TLI	= 1.021
NFI	= .987
CFI	= 1.000
RSMEA	= .000
CMIN/DF	= .93

Source: Primary Data, 2020

**Hypothesis test**

To determine the effect of each exogenous (Independent) variable on the endogenous (dependent) variable, significance and CR tests were used. The results of the path analysis test can be seen in the following table:

**Table 6. Path analysis results**

	Estimate	SE	CR	P	Label
Satisfaction < Value	.772	.158	4.886	***	par_4
Satisfaction < Trust	.259	.109	2,381	.016	par_5
Reliability < Quality	1,000				
Guarantee < Customer Value	1.022	.122	8.384	***	par_1
Empathy < Customer Value	.936	.127	7.354	***	par_2
Tangible < Customer Value	.967	.132	7.436	***	par_3
Loyalty < Trust	.474	.119	3.991	***	par_6
Loyalty < Customer Value	.493	.212	2,719	.020	par_5
Loyalty < Satisfaction	-.096	.133	-.096	.472	par_7
P Value < Trust	.446	.087	.087	***	par_9

Source: Data processed, 2020

Based on table 6. can be explained as follows:

1. Customer Value has a significant positive effect on Customer Satisfaction  
The results of the path analysis in the test between customer value and customer satisfaction showed a positive coefficient. While the individual test obtained a CR value of 4.886 with a significance value of 0.001. Because the significance value is less than 0.05 and the CR value (4.886) is greater than t table (1.96), the hypothesis is accepted. Therefore H1 "Customer Value has a significant positive effect on Customer Satisfaction" can be accepted.
2. Customer Trust has a significant positive effect on Customer Satisfaction  
The results of the path analysis in the test between customer trust and customer satisfaction showed a positive coefficient. While the individual test obtained a CR value of 2.381 with a significance value of 0.016. Because the significance value is greater than 0.05 and the CR value (2.381) is greater than t table (1.96), the hypothesis is rejected. Therefore, H2 "Customer Trust has a significant positive effect on Customer Satisfaction" cannot be accepted.
3. Customer Value has a significant positive effect on Customer Loyalty  
The results of the path analysis in the test between customer value and customer loyalty showed a positive coefficient. While the individual test obtained a CR value of 2,331 with a significance value of 0.020. Because the significance value is greater than 0.05 and the CR value (2.331) is greater than t table (1.96), the hypothesis is rejected. Therefore H3 "Customer Value has a significant positive effect on Customer Loyalty" cannot be accepted.
4. Customer Trust has a significant positive effect on Customer Loyalty  
The results of the path analysis in the test between customer trust and customer loyalty showed a positive coefficient. While the individual test obtained a CR value of 3.991 with a significance value of 0.001. Because the significance value is less than 0.05 and the CR value (3.991) is greater than t table (1.96), the hypothesis is accepted. Therefore, H2 "Customer Trust has a significant positive effect on Customer Loyalty" can be accepted.
5. Customer Satisfaction has a significant positive effect on Customer Loyalty  
The results of the path analysis in the test between customer satisfaction and customer loyalty showed a negative coefficient. While the individual test obtained a CR value of -0.719 with a significance value of 0.472. Because the significance value is greater than 0.05 and the CR value (-0.719) is smaller than t table (1.96), the hypothesis is rejected. Therefore, H5 "Customer Satisfaction has a significant positive effect on Customer Loyalty" cannot be accepted.
6. Customer Value has a significant positive effect on Customer Trust  
The results of the path analysis in the test between customer value and customer trust show a positive coefficient. While the individual test obtained a CR value of 5.111 with a significance value of 0.001. Because the significance value is less than 0.05 and the CR value (5.111) is greater than t table (1.96), the hypothesis is accepted. Therefore, H6 "Customer Value has a significant positive effect on Customer Trust" can be accepted.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) is used to measure how far the ability of the regression model to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one (Ghozali, 2006). A small value (R<sup>2</sup>) means the ability of the independent variables to explain variations in the dependent variable. . From the results of this study obtained the value of R<sup>2</sup> as follows:

**Table 7. Results of R square**

Information	Estimate
Customer satisfaction	0.604
Customer loyalty	0.503

Source: Data processed, 2020

In table 7. it can be seen that the coefficient of determination shown from the value of R<sup>2</sup> in model 1 is obtained by 0.604. This shows that the influence of customer value and customer trust on customer loyalty is 60.4% while the remaining 39.6% is explained by other factors outside the model.

While the coefficient of determination shown from the value of R<sup>2</sup> in model 2 is 0.503. This shows that the customer loyalty variable is influenced by customer value, customer trust and customer satisfaction by 50.3% and the remaining 40.7% is influenced by other factors outside the model.



## INTERPRETATION OF DISCUSSION RESULTS

### 1) interpretation of the results of hypothesis testing 1

The test results between customer value and customer satisfaction show a positive coefficient and a significant effect. A positive coefficient indicates that when customer value is higher, it will be followed by increased customer satisfaction. Meanwhile, a significant value indicates that the customer value variable has an influence on customer satisfaction. Therefore, H1 "Customer Value has a significant positive effect on customer satisfaction" can be accepted.

The results of this study support the research conducted by Aryani and Rosinta (2010) which found evidence that "There is an influence between customer satisfaction on customer loyalty in Fisip UI students" based on the test results, the customer satisfaction variable has a direct positive influence on the Loyalty variable of 0.910 with a p-value of 0.00. The effect is significant because the p-value is smaller than 0.05.

So if the consumer of heavy equipment spare parts in CV. Bandung Jaya Diesel provides good customer value, so customers for heavy equipment spare parts at CV. Bandung Jaya Diesel will be satisfied.

### 2) Interpretation of the results of hypothesis testing 2

The test results between Customer Trust and Customer Satisfaction show a positive coefficient but the effect is not significant. A positive coefficient indicates that when customer trust is higher, it will be followed by increased customer satisfaction. While the insignificant value indicates that the Customer Trust variable has no effect on customer satisfaction. Therefore, H2 "Customer trust has a significant positive effect on Customer Satisfaction" cannot be accepted.

The results of this study are consistent with research conducted by Fasocah and Hartono (2013) which states that the t-count value of the influence of the Trust variable on Hospital consumer satisfaction. Darul Istiqomah Kaliwungu Kendal is 1.384 which is greater than t table (1.658) with a significance number of  $0.169 > 0.05$  (not significant). This condition illustrates that when the consumer trust of heavy equipment spare parts consumers in CV. Bandung Jaya Diesel has been formed, so it cannot guarantee that customers will be satisfied with consumers of heavy equipment spare parts at CV. Bandung Jaya Diesel.

### 3) Interpretation of the results of hypothesis testing 3

The test results between Customer Value and Customer Loyalty show a positive coefficient and insignificant effect. A positive coefficient indicates that when customer value is higher, it will be followed by increased customer loyalty. While the insignificant value indicates that the Customer Value variable has no effect on Customer Loyalty. Therefore, H3 "Customer Value has a significant positive effect on Customer Loyalty" cannot be accepted.

The results of this study are consistent with research conducted by Aryani and Rosinta (2010) which states that "There is an influence between Customer Value on customer loyalty in FISIP UI students" based on the test results, the Customer Value variable has a direct influence on Loyalty of 0.004 with a P value -Value 0.971 indirect effect of 0.667 and total effect of 0.654. The resulting effect is not significant so that the hypothesis is rejected.

Thus, Valued Services does not guarantee customers to be Loyal. Because the customer value of heavy equipment spare parts consumers in CV. Bandung Jaya Diesel has a very weak influence on Loyalty. The causes of the very weak influence of Customer Value can be analyzed because there are other factors (outside Customer Value) that have a strong influence on the creation of Loyalty compared to Customer Value.

Another dominant factor is price, the results of research by AC Nielsen in (Aryani and Rosinta, 2010) suggest that price is the second factor considered by customers. heavy equipment spare parts consumer at CV. Bandung Jaya Diesel realizes that one of the most important elements lies in the price element, therefore consumers of heavy equipment spare parts at CV. Bandung Jaya Diesel applies a price strategy that can be seen from the package promo, which is being able to buy a package of superior products consisting of 3 types of products and at a more affordable price.

Customer value is not an important factor in achieving loyalty because the characteristics of the respondents used in this study are mostly non-customers of heavy equipment spare parts at CV. Bandung Jaya Diesel. So that customer value does not affect loyalty much.

### 4) Interpretation of the results of hypothesis testing 4

The test results between Customer Trust and Customer Loyalty show a positive coefficient and a significant effect. A positive coefficient indicates that when customer value is higher, it will be followed by increased customer loyalty. Meanwhile, a significant value indicates that the Customer Trust variable has an influence on Customer Loyalty. Therefore,

H4 "Customer Trust has a significant positive effect on Customer Loyalty" is acceptable.

The results of this study support the research conducted by Rivita Septria (2013) who found evidence that "Trust has a significant effect on consumer loyalty for Honda Vario Techno motorcycles in West Pasaman Regency".

5) Interpretation of the results of hypothesis testing 5

The test results between Customer Satisfaction and Customer Loyalty show a positive coefficient and insignificant effect. A positive coefficient indicates that when customer satisfaction is higher, it will be followed by increased customer loyalty. While the insignificant value indicates that the Customer Satisfaction variable has no effect on Customer Loyalty. Therefore, H5 "Customer Satisfaction has a significant positive effect on Customer Loyalty" cannot be accepted.

This shows that customer satisfaction on heavy equipment spare parts consumers at CV. Bandung Jaya Diesel does not guarantee customer loyalty. This is supported by Utility Theory. Adapting to utility theory, it can be concluded that everyone has a different level of utility and utility can only be measured by the consumer himself. So that the satisfaction of each individual is not the same. Theoretically, customer satisfaction is one of the variables that explain customer loyalty. But judging from the utility theory above which explains that someone can determine whether or not utility increases or decreases, then not all satisfied customers will become loyal customers. This happens because for example a consumer is satisfied with the service received from a service,

6) Interpretation of the results of hypothesis testing 6

The test results between customer value and customer trust show a positive coefficient and a significant effect. A positive coefficient indicates that when customer value is higher, it will be followed by increased customer trust. Meanwhile, a significant value indicates that the Customer Value variable has an influence on Customer Trust. Therefore, H6 "Customer Value has a significant positive effect on Customer Trust" can be accepted.

This study is consistent with the research conducted by Ken Hermanto Agung (2006) with the title "Analysis of the Effect of Customer Value, commitment and trust on consumer loyalty (case study on SIMPEDA Savings customers) Bank Jateng)" indicating that customer value has a positive effect on customer trust. Likewise, research conducted by Salamaton Asakdiyah (2010) with the title "Analysis of Customer Trust Formation through Service Value and Supermarket Customer Satisfaction" shows the results that the Service Value variable significantly affects customer trust.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the results of the discussion of the research results, the following conclusions can be drawn:

1. The path analysis model in this study is feasible to use because it has met the normality test, outlier test, multicollinearity test and model feasibility test (goodness of fit).
2. Based on the first equation model, there is one accepted hypothesis, namely H1. Where H1 shows that customer value has a positive and significant effect on customer satisfaction. While H2 is not acceptable. Where, H2 shows that customer trust has a positive and insignificant effect on customer satisfaction.
3. Based on the second equation model, there is one accepted hypothesis, namely H4. Where H4 shows that Customer Trust has a significant positive effect on Customer Loyalty. While H3 and H5 are not acceptable. Where, H3 shows that Customer Value has no significant positive effect on Customer Loyalty. While H5 shows that customer satisfaction has no significant negative effect on customer loyalty.
4. The coefficient of determination shown from the R<sup>2</sup> value in model 1 is 0.604, this indicates that the influence of customer value and customer trust on customer loyalty is 60.4% while the remaining 39.6 is explained by other factors outside the model.
5. The coefficient of determination shown from the value of R<sup>2</sup> in model 2 is 0.503. This shows that the customer loyalty variable is influenced by customer value, customer trust and customer satisfaction by 50.3% and the remaining 49.7% is influenced by other factors outside the model.
6. Based on the test results of the mediation variable (Model 1 and Model 2), it shows that there is no mediating effect between Customer Value and Customer Trust on Customer Loyalty.

## Suggestion

1. The results show that customer value has a positive effect on customer satisfaction. Thus, Larissa Aesthetic Center Semarang must be able to increase customer value so that customer satisfaction will be created.
2. The results show that customer value and customer satisfaction have no effect on customer loyalty. However, Larissa Aesthetic Center Semarang must maintain Customer Value and Customer Satisfaction, and increase other factors that have the potential to increase Customer Loyalty, such as Price and Product Value.

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