



Analysis of the Impact of Services and Consumer Trust on Consumer Loyalty in Using Services

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ARTICLE INFO

ABSTRACT

Keywords:

Service,
Consumer Trust,
Consumer Loyalty

The purpose of this research is to determine the effect of Service and Consumer Trust on Consumer Loyalty at Prima Elektronik. The population in this research is consumers of Prima Elektronik totaling 1,498 respondents. The technique of determining the samples used in this research is the Slovin formula and totaling 94 respondents. The research method used is the technique of collecting data through library research conducted systematically based on research objectives. The analytical method is used to solve problems and prove hypotheses with descriptive analysis, and regression analysis. This analysis includes validity and reliability, classic assumption test, multiple regression analysis, hypothesis testing through t and F test, and test the coefficient of determination (R²). The t-test results show Service variable had a positive and significant on Consumer Loyalty at Prima Elektronik. The Consumer Trust variable had a positive and significant on Consumer Loyalty at Prima Elektronik. The F test results show that the independent variables Service and Consumer Trust adjusted for the variable Consumer Loyalty. Test results of the coefficient of determination (R²) indicate that the Consumer Loyalty variables are supported by Service and Consumer Trust variables.

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1. Introduction

At this time the benefits of computers are already felt by many people. Computers are generally used to help humans, for example making various reports, and percentages, making animations, communicating, sharing data, and so on (Afni, 2019). Companies are competing with each other, especially in companies in the same field. Consumer Loyalty is one of the main factors targeted by the company because with Consumer Loyalty, the company can attract new consumers and use services regularly and the company can still achieve its main goal of getting profits (Fatihudin & Firmansyah, 2019).

We need to know in the service mix that is most directly related to humans makes a difference in the results of consumer satisfaction. For this reason, the service mix needs to pay attention to several elements such as Service and Trust, to create Consumer Loyalty (SOPIAN ISKANDAR MUSTOPA, 2021). According to Sari, (2020), Consumer Loyalty is a result obtained from Customer Satisfaction with a product or service that has a positive impact on the company such as repeated purchases. Good service from People (service providers) will form a trust in consumers due to the service process that is done well. Prima Electronics is a business entity engaged in computer repair services and printers which is then trusted to be an HP (Hewlett Packard) service center. Prima Electronics has been established in 2004 until now and has been trusted as an HP service center. Here are the rival companies engaged in HP (Hewlett Packard) services in Medan City, including:

Table 1.
Rival HP (Hewlett Packard) Service Company in Medan

Company Name	Address
ECS Medan	Komp Asia Mega Mas Jalan Asia Raya Blok N No. 30
Notebook Workshop	Komp Asia Mega Mas Jalan Asia Raya Blok DD No. 41
PT. Primajaya	Komp Asia Mega Mas Jalan Asia Raya Blok BB No No. 12A

In the table above, the four companies become service services that are rivals of the company. Notebook Workshop became one of the toughest rivals where Notebook Workshop has had a lot of experience as a long-time player to handle the Service of all products from various brands. Prima Electronics itself can make improvements to several types HP products as in the table below are as follows:

Table 2.
Product Type

No	Product Name
1	Notebook (Laptop)
2	Printer
3	PC AIO/CPU
4	TAB

Based on the table above, it can be known that the types of existing products consist of: Notebook (Laptop), Printer, AIO PC / CPU, and Tab that can be in the process of a warranty claim or not warranty where the limited warranty period for HP products is the period mentioned and set which starts from the date on the purchase invoice up to one year or two years after purchase, which is in the form of a seal from the store where consumers buy as well as from checking the HP system itself.

Prima Electronics can also make improvements to HP products that are not warranty, therefore the author only researches units that are not a warranty. Prima Electronics for now is considered to continue to increase in the number of visitors from year to year so it can be said that sales are improving, but at the beginning of 2020 when Indonesia was hit by the Covid-19 pandemic, visitors experienced a slight decrease in march - May 2020 from the previous year because, in addition to holding PSBB, consumers are also afraid to leave the house so they prefer to stay at home. However, after the new normal is applied, visitors flock to come in need of service because it has not been done service for a long time.

One of the factors that are suspected to affect the increase in Consumer Loyalty is the service that exists in the management of improvements. According to Sudarso, (2016), service is a perceived benefit based on customer evaluation of interaction compared to the benefits previously expected. Wahyuni, (2017) stated in his research that the quality of service has an influence on consumer loyalty mediated by satisfaction at Bank Muamalat Jombang" which proves that service partially has a positive and significant effect on Consumer Loyalty. The services provided by the company are always the same where it can be seen from some consumer submissions to the company. Several positions and responsibilities of employees can be directly related to consumers and prospective consumers. The services provided by the company's employees such as maintaining and paying attention to the comfort of consumers, that existing operational employees solve problems very well. Employees who are in direct contact with consumers also can carry out tasks based on standards from the company, including training that has been provided to provide good service. Then if things happen that are not desirable, employees have a good solution, so that consumers are satisfied with the services provided by the human resources (People) of the company. From the existing conditions, consumers can find out who is responsible for each problem.

Another factor that is also suspected to influence increasing Consumer Loyalty is Trust. According to Priansa, (2017), Consumer Trust is a willingness of one party to accept the risk of the other party's actions based on the expectation that the other party will take important actions for those who trust

them. Consumer Trust with Prima Electronics is considered good because, in addition to consumers and Prima Electronics which has a harmonious relationship, Prima Electronics can also provide clarity and intent on each action explained in detail to make consumers feel safe if making repairs to their units because consumers also often receive news that sometimes mechanics often make changes to parts that should not be damaged. which ultimately makes consumers have to spend more for repairs to parts that should not be damaged. This trust keeps consumers loyal to using the company's services.

2. Methods

The type of data used in research is quantitative data. According to Sugiyono, (2017), quantitative data is a type of data that can be measured (measurable) or calculated directly as a variable number or number. The location of the research is Prima Electronics which is located at Jalan Asia No. 360 F, Medan. The population in this research is all consumers who made purchases to companies during the 2020 period as many as 1,498 consumers. Therefore, the authors narrowed the population using the Slovin technique, it was found that the sample in this research was 94 respondents. The sampling technique used is accidental sampling. Sugiyono, (2017), accidental sampling is a technique of determining samples based on chance, that is, anyone who accidentally or incidentally meets with researchers can be used as a sample when viewed by people who happen to be encountered it is suitable as a data source. The data analysis used is multiple linear regression analysis. According to Ghazali, (2013), regression analysis is used to measure the strength of the relationship between two or more variables, also showing the direction of the relationship between dependent variables and independently. Multiple linear analysis is used to determine the effect of Service (X1), Consumer Trust (X2), and Consumer Loyalty (Y). The formula used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \quad (1)$$

Information:

Y = Consumer Loyalty (dependent variable)

X1 = Service (independent variable)

X2 = Consumer Trust (independent variable)

a = Constant

b1, b2 = Regression coefficient

e = Percentage of errors (10%)

3. Results and Analysis

Prima Electronics customers have a male gender of 48 people (51.10%) while the smallest is female as many as 46 people (48.90%). Description of respondents by gender as in table 3.

Table 3.
Description of Respondents by Gender

No	Gender	Frequency	Percentage (%)
1	Man	48 people	51,10%
2	Woman	46 people	48,90%
Total		94 people	100%

Most Prima Electronics customers have an age level between 20-30 years, namely as many as 47 people (50.00%) while the smallest has an age level of 40 years and above as many as 12 people (12.80%), the description of respondents based on age as in table 4.

Table 4.
Deskripsi Responden Berdasarkan Usia

No	Age	Frequency	Percentage (%)
1	< 21 Years	18 people	19,10%
2	21-30 Years	47 people	50,00%
3	31-40 Years	17 people	18,10%
4	> 40 Years	12 people	12,80%
Total		94 people	100%

The validity test results for the Service variable show that all *Corrected Item-Total Correlation* values are more than 0.361 r_{table} so that all items of the Service questionnaire statement are declared valid. For Consumer Trust variable indicates all *Corrected Item-Total Correlation* values more than 0.361 r_{table} so that all items of the Consumer Trust questionnaire statement are declared valid. Consumer Loyalty variable shows all *Corrected Item-Total Correlation* values more than 0.361 r_{table} so that all statement items. The Consumer Loyalty questionnaire was declared valid.

a. Classic Assumption Test

Figure 1 shows that the data (point) spread around the diagonal line and follows the direction of the diagonal line, then the regression model meets the assumption of normality. This is in line with the test results using histograms that have been distributed normally.

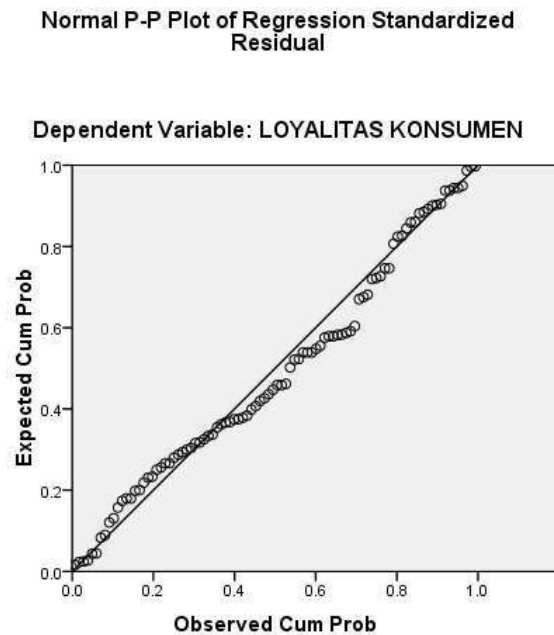


Figure. 1. Normal Chart P-P Plot

the tolerance value obtained is 0.659 which is more than 0.10 and the VIF value obtained is 1.517 which is less than 10, so it can be stated that there is no problem of multicollinearity with other independent variables.

Table 5.
Multicollinearity Test

Type		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service	.659	1.517
	Consumer Trust	.659	1.517

b. Multiple Linear Regression Analysis

The data analysis model used in this research is a multiple linear regression analysis to find out how much influence Consumer Service and Trust has on Consumer Loyalty in Prima Electronics.

Table 6.
Multiple Linear Regression Analysis Test

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.919	2.266		.406	.686
	Service	.342	.068	.367	5.003	.000
	Trust	.563	.075	.553	7.545	.000

From the multiple linear regression test obtained the regression equation is Consumer Loyalty = $0,919 + 0,342 \text{ Service} + 0,563 \text{ Consumer Trust} + e$ (2). If the Consumer Loyalty studied is constant, then Consumer Loyalty to Prima Electronics is 0.919. If each addition of one-unit variable Service (X1) will cause Consumer Loyalty to increase by 0.342 one unit with the condition of the variable factor Consumer Trust (X2) is considered constant. If each addition of one-unit variable Consumer Trust (X2) will cause Consumer Loyalty to increase by 0.563 one unit with the condition of variable factor Service (X1) is considered constant

c. Hypothesis Testing

The statistical t-test shows how far the influence of one independent variable is on the dependent variable by assuming the other variable is constant.

Table 7.
T-Test (Partial Test)

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.919	2.266		.406	.686
	Service	.342	.068	.367	5.003	.000
	Trust	.563	.075	.553	7.545	.000

The calculation value for the Service variable is 5,003 with a significant rate of 0.000. With a free degree (df) of 91 ($n-k-1 = 94 \text{ respondents} - 2 \text{ free variables} - 1$) and a sig level. = 5% then the t_{table} value is 1.986. Because $t_{\text{value}} > t_{\text{table}}$ then the criteria are H_0 rejected, H_a is accepted so that the Service partially has a positive and significant effect on Consumer Loyalty to Prima Electronics. The calculation value for the Consumer Trust variable is 7,545 with a significant rate of 0.000. With a free degree (df) of 91 ($n-k-1 = 94 \text{ respondents} - 2 \text{ free variables} - 1$) and a sig level = 5% then the t_{table} value is 1.986. Because the value of numeracy $> t_{\text{table}}$ then the criteria is H_0 rejected, H_a accepted

that Consumer Trust partially has a positive and significant effect on Consumer Loyalty in Prima Electronics.

The F value in this research was 95,566 with a significant level of 0.000. For a confidence level of 95%, $df_1 = 2$, and $df_2 = 91$ then the F_{table} value is 3.10. Because $F_{value} > F_{table}$, the criteria are H_0 rejected, H_a is accepted so that it can be stated that Consumer Service and Trust simultaneously have a positive and significant effect on Consumer Loyalty to Prima Electronics.

4. Conclusion

The results of the double linear regression analysis research mean that the Service variables (X1) and Consumer Trust (X2) together influence Consumer Loyalty (Y) in Prima Electronics. The results of the t-Test show that the Service (X1) partially has a positive and significant influence on Consumer Loyalty (Y). Test results show that Consumer Trust (X2) partially has a positive and significant influence on Consumer Loyalty (Y). Test F results show that Service (X1) and Consumer Trust (X2) simultaneously have a positive and significant influence on Consumer Loyalty (Y).

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