THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY PT. ASTRA INTERNATIONAL DAIHATSU SERANG

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ARTICLEINFO	ABSTRACT
Keywords: Customer Loyalty Methods Customer Satisfaction Quality of Service	In every business entity, especially in the field of services, it is essential to pay attention to the quality of service because it is directly related to customer satisfaction that the customer feels to create customer loyalty. This research aims to know the influence of service quality and customer satisfaction on customer loyalty at PT. Astra International Daihatsu Attack This type of research is quantitative descriptive research. The population of this study is car service customers at PT. Astra International Daihatsu Serang as many as 75 respondents. While the determination of samples using nonprobability sampling techniques with a saturated sample approach. The data used are primary data, obtained through the dissemination of questionnaires to a sample of 75 respondents. The analytical tools used are correlation, multiple linear regression, determination coefficient, and hypothesis test. The results of the first hypothesis test (H1) are known to be a significant value of 0.000 < 0.05 and a t-count value of 5,261 > t-table value 1.9935, so it can be concluded that H1 is accepted. The results of the second hypothesis test (H2) are known to be a significant value of 0.000 < 0.05 and a t-count value of 10,931 > a t-table value of 1.9935, so it can be concluded that H2 is accepted. The results of the third hypothesis test (H3) are known to be a significant value of 0.000 < 0.05 and an F-count value of 1413,177 > F-table 3.12, so it can be concluded that H3 is accepted. Moreover, the determination coefficient (R^2) is 0.975 or 97.5%. Based on the hypothetical test results can be concluded that the quality of service affects customer loyalty, customer satisfaction affects customer loyalty, quality of service and customer satisfaction together affect customer loyalty
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1. INTRODUCTION

PT. Astra International Daihatsu Serang is a company in car repair services (workshops). In a workshop company, the main task of being able to meet customer expectations by providing comfort and customer needs is a Service Advisor (SA), because SA is entirely related to customers from the receipt of the car to be serviced to the delivery of the car that has been serviced.

One of the tasks of SA is to be in charge of receiving customers. Accepting customers means receiving customer complaints and providing information about what actions should be taken to the customer's car. From customer complaints, the SA will determine the action.

The work that must be done on the car, the estimation of parts that need to be replaced, the estimated processing time, and the estimated cost of the entire service. Therefore, the workshop company relies heavily on SA, because if SA is not there is a workshop it will be challenging to determine the initial estimate. So is the case with Daihatsu. The following is data on the number of car service customers at Daihatsu Serang.

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Table 1. Total Percentage Pof Home Service Cars in Daihatsu Serang

The year 2017	The year 2018	The year 2019
38,46%	34,62%	26,92%

Source : Daihatsu Serang Car Repair Shop

It is known in Tabel 1.1 that in the last three years there has been a decrease in the percentage of care home service customers in Daihatsu Serang. That is from 2017 to 2019. Regarding this matter, PT. Astra International must improve the quality of its services or provide a good level of satisfaction that its customers can enjoy. The customer will also determine the small amount of profit he earns.

Service is the behavior of producers to meet wholeness understanding as an effort to make improvements and improvements and continuously in the fulfillment of consumers so that they can satisfy consumers. (Basu Swastha & Irawan, 2008:71)

The quality of service dramatically affects the level of customer satisfaction. The quality of service must start with customer needs and end with customer perception. Meanwhile, customers are increasingly proficient in their demands and demand high standards of service. PT. Astra International Daihatsu recognizes the importance of establishing relationships with today's customers by increasing its understanding of the needs of its customers. To be able to make it happen, employees must be trained as well as possible to meet the needs of their customers. In paying attention to good service to customers, it is necessary to pay attention to the criteria determining the quality of service services.

The offer of services to customers should be based on customers' interests and the company's performance. Therefore, PT. Astra International Daihatsu must pay attention to everything that customers consider necessary. Service that aims to obtain customer satisfaction is not easy, often found problems in the management of a company's services and the failure to satisfy most of its customers. Problems or problems commonly faced by both companies and customers are related to the quality of service that is bureaucratic, convoluted, and unclear, secondly, the company's human resources are still not aware of the importance of customers to the success of the company, lack of knowledge and abilities, attitudes and behaviors that have not been good carried out by employees.

Consumer satisfaction is the level where achievement in the performance of a product received by the consumer is the same as the expectations of the consumer. (Kotler, P. & Amstrong, G., 2010:13)

Improving the relationship between service performance, customer satisfaction, and customer purchase intentions is reflected through loyalty. Satisfaction is only one of the several causes of customer loyalty. So *service performance* is believed to be more vital in creating customer loyalty, while satisfaction is a factor that can affect *service performance* on customer loyalty.

Customer loyalty is a customer's commitment to a brand, or supplier, based on a very positive attitude and reflected in consistent purchases. (Zulkarnain, 2012:136)

Based on the results of interviews with several customers at PT. Astra International Daihatsu Serang, thus indicating that there is a low perception value, namely facilities and lack of responsiveness to help customers. Moreover, it is also indicated that the problems that arise include the absence of wifi and waiting rooms for customers' children, lack of employee performance, and lack of service response for customers.

With good or positive customer satisfaction, customers will use car service services at Daihatsu attack, with more and more customers who perceive nicely. please pay attention to the quality of their services and good service.

2. METHOD

This study uses a quantitative type of research. This research was conducted at PT. Astra International Daihatsu Attack. The population in this study were customers who performed home service at PT. Astra International Daihatsu Serang during the period from April to July 2020 was 75 people. The sampling technique in this study used a saturated sample technique that made all members of the population a sample because the total population was 75 people.

3. RESULT AND DISCUSSION

Table 2.
Multiple Linear Regression Test Results

							Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients					
Type	B	Std. Error	Beta	T	ig.		Tolerance	VIEW
(Constant)	-2.846	3.463		-822	414			
Quality of Service	.553	.105	.329	.5.261	000		.807	1.239
Customer Satisfaction	.756	.069	.683	10.931	000		.807	1.239

a. Dependent Variable: Customer Loyalty

Source: SPSS 24 Output Data

From the results of data processing above using IBM SPSS 24 Software, the following equation is compiled: $Y = -2.846 + 0.553x_1 + 0.756x_2 + e$

The value of a constant of -2.846 is the pure value of the Customer Loyalty variable without being affected by the free variable. That is if the entire free variable is worth 0, or without the influence of the free variable, the magnitude of the Customer Loyalty variable is -2.846.

The regression value (b_1) of 0.553 is the contribution of the Service Quality variable to Customer Loyalty, meaning that if the Service Quality variable increases by 1 (one) unit, it will affect the change in the Customer Loyalty variable by 0.553. The regression test results also showed that Service Quality positively and significantly affected Customer Loyalty (Sig. 0.000 < 0.05).

The regression value (b_2) of 0.756 is the contribution of the Customer Satisfaction variable to Customer Loyalty, meaning that if the Customer Satisfaction variable is increased by 1 (one) unit, it will strengthen the Customer Loyalty variable by 0.756. Customer Satisfaction positively and significantly affects Customer Loyalty (Sig. 0.000 < 0.05).

Table 3.
Hypothesis Test Results with t-test (t-test)

							Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients					
Type	B	Std. Error	Beta	T	Sig.		Tolerance	VIEW
(Constant)	-2.846	3.463		-822	.414			
Quality of Service	.553	.105	.329	.5.261	.000		.807	1.239
Customer Satisfaction	.756	.069	.683	10.931	.000		.807	1.239

a. Dependent Variable: Customer Loyalty

Source: SPSS 24 Output Data

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The results of the hypothesis test using the *t-test* between the variables of Service Quality and Customer Loyalty showed that the t-count value of 5.261 > t-table was 1.9935, with a significant 0.000 or < 0.05. Thus, the hypothesis (H1) formulated that The Quality of Service has a positive and significant effect on The Loyalty of the Offender, is proven/accepted/supported. The hypothesis test results using the t-test between the variables Customer Satisfaction and Customer Loyakitas showed that the t-count value of 10.931 > t of the table was 1.9935, with a significant 0.000 or < of 0.05. Thus, the hypothesis (H2) formulated that Customer Satisfaction has a significant and significant effect on Customer Loyalty, is proven/accepted/supported.

Table 4
Test Results f (Simultaneous Test)

ANOVA

Type		Sum of Squares	Df	Mean Square	F	Sig.	
Regression		3618.487	2	1809.244	1413.177	.000[b]	Based on the Tabel above, it is
Residual		92.179	72	1.280			
Total		3710.667	74				

a. Dependent Variable: Customer Loyalty
b. Predictors: (Constant), Customer Satisfaction, Quality of Service
Source: SPSS 24 Output Data

concluded that this third Hypothesis is that it is suspected that the quality of service and customer satisfaction jointly affect customer loyalty. Thus, it is known that the significant value for service quality (X1) and customer satisfaction (X2) for customer loyalty (Y) is 0.000 < 0.05, and the F-count value of 1413.177 > F-table 3.12 so it can be concluded that H3 is accepted which means that Service Quality (X1) and Customer Satisfaction (X2) together affect Customer Loyalty (Y).

4. CONCLUSION

The results of the study explained that the service quality variables have a positive and significant effect on the loyalty of   PT. Astra International Daihatsu Attack.   Customer satisfaction variables have a positive and significant effect on customer loyalty so that customers feel cared for, heard, and responded to their complaints, increasing customer loyalty—expected PT. Astra International Daihatsu Serang needs to provide training or direction to employees in the fields of appearance, manners, and hospitality as well as responsiveness to serve customers to provide full service to increase customer loyalty.

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