THE INFLUENCE OF CUSTOMER SATISFACTION AND QUALITY OF SERVICE ON CUSTOMER LOYALTY IN USING GO-RIDE IN BANYUWANGI CITY

Emi Nurhasanah[1]
Muhammad Firdaus[2]
Ahmad Sauqi[3]

Mandala Institute of Technology and Science, Jember Regency, Indonesia[1,2,3]

ABSTRACT

Go-Ride is a motorcycle taxi service based on a smartphone application. In this study it is limited to Go-Ride services because these services are very influential in assessing customer loyalty. The purpose of this study was to find out how the influence of customer satisfaction and service quality on customer loyalty in using Go-Ride in the city of Banyuwangi. This research is a quantitative research obtained from questionnaires distributed to Go-Ride consumers and then processed using SPSS. After that, the results were analyzed. The results of the study show that simultaneously satisfaction and customer service quality affect customer loyalty. And partially the satisfaction variable and service quality variable also influence customer loyalty.

Keywords: Service, Satisfaction, Loyalt, Go-Ride, Banyuwangi.

INTRODUCTION

Go-Ride is one of the services in the Go-Jek application which can be downloaded from the Playstore. PT. Go-Jek Indonesia is a technology company from Indonesia that serves transportation via motorcycle taxi services. The company was founded in 2010 in Jakarta by Nadiem Makarim. Go-Ride is a motorcycle transportation that can take consumers to various places. According to Go-Jek's official website, the maximum distance that can be reached on this service is 25 km.

With the ease of using Go-Ride, consumers don't need to bother or bother ordering Go-Ride services. The way customers only need to go online via smartphone and create a Go-Jek account and of course the GPS must be active to direct the driver to where you are. Next fill in the pick-up address and fill in the destination address. Then the Go-Ride driver who receives the order will confirm in the form of a telephone or chat service. All payments are made after the consumer is delivered according to the destination address. Rates are paid according to the mileage listed before the consumer confirms the order.

With the existence of Go-Ride in Banyuwangi City, it is interesting for researchers to find out whether consumers of Go-Ride services will be loyal or subscribe to using Go-Ride services in helping their daily activities.

The relationship of satisfaction to loyalty according to Tjiptono (2005: 348- 349) the creation of satisfaction can provide several benefits including a harmonious relationship between the company and customers, increasing company reputation, increasing employee efficiency and productivity, providing a basis for repeat purchases, and creating customer loyalty and recommendations word of mouth that benefits the company. The relationship between satisfaction and loyalty is when the customer reaches the highest level of satisfaction which creates a strong emotional bond and long-term commitment to the company's brand.

The relationship between service quality and loyalty according to Polyorat (2010:67) identifies service quality as a determinant of customer loyalty. Shows that the higher the quality of service provided, the more likely customers will be loyal to the company. If the customer feels this because the service provided by the company is good, then the consumer will return to using the product or service.

Even though to get customer loyalty a consumer must first feel satisfaction and satisfaction which is first obtained from service quality, in this study the authors analyzed two variables, namely satisfaction and service quality. Because the indicators for these two variables already include things that need to be examined carefully to determine customer loyalty when using Go-Ride.

Based on the description of the problem background above, the researcher is interested in conducting research with the title "Analysis of the Influence of Customer Satisfaction and Service Quality on Customer Loyalty in Using Go-Ride in the City of Banyuwangi".

Based on the above, there are three objectives of this study, namely:

1. To find out whether there is a simultaneous effect of customer satisfaction and service quality on customer loyalty in using Go-Ride in the city of Banyuwangi.
2. To find out whether partially there is an effect of consumer satisfaction on customer loyalty in using Go-Ride in the city of Banyuwangi.
3. To find out whether there is a partial influence of customer service quality on customer loyalty in using Go-Ride in Banyuwangi City.

This research is expected to provide many benefits, both directly and indirectly, for various parties, including:

1. For Researchers. It is hoped that it can add new knowledge and insights about customer loyalty in using Go-Ride in the city of Banyuwangi.
2. For Readers/Academics. It is hoped that information and knowledge about how much satisfaction and service quality affect customer loyalty.
3. For the Company. It is hoped that this will serve as information or a guide in assessing customer satisfaction and service quality in using Go-Ride in the city of Banyuwangi.

From the title and data above, to limit the discussion which is quite broad and so that the discussion does not deviate from this study, the researcher limits the scope of the problem. In this study it only focuses on the problem of the effect of Go-Ride consumer satisfaction and service quality on customer loyalty in the city of Banyuwangi. This research activity was conducted in May - June 2018 for Go-Ride consumers in Banyuwangi City.

According to Kotler (2010: 134) in general, satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations.

According to Lupioadi (2013: 158) in determining a level of customer satisfaction there are five main factors that must be considered by a company, including: product quality, service quality, emotional, price, and the last is cost. According to (Lovelock, et al, 2010) service quality is something that consistently meets or exceeds consumer expectations. According to Kotler and Keller (2009:52) there are 5 dimensions of service quality, including: Physical evidence, reliability, responsiveness, assurance and certainty, empathy. According to Manap (2016: 88) customer loyalty is a measure of customer attachment to a brand. This measure illustrates that customers are satisfied with the overall performance of the products and services obtained. According to Tjiptono (2014: 297) there are four indicators measuring customer loyalty, namely: repeat purchases, positive comments, recommending and inviting others, customers often visit.

RESEARCH METHODS

The population in this study are people who have used the Go-Ride transportation service from the Go-Jek application in Banyuwangi City.

The sample in this study used a purposive sampling technique. According to Roscoe in Sugiyono (2010: 131) provides suggestions about sample size for research. One of them is that the appropriate sample size in the study is between 30 and 500. Related to this, researchers use twice the minimum number of samples, namely 60 respondents. This is considering the number of unknown population.

In this study the method used was a questionnaire or questionnaire distributed regarding the effect of satisfaction and quality service to customer loyalty in using Go-Ride in Banyuwangi City. The questionnaire in this study uses a Likert scale calculation, namely by using five alternative answers. Strongly agree Score 5; Agree Score 4; Simply agree Score 3; Disagree Score 2; Strongly disagree Score 1.

Validity test .The aim is to see whether the questionnaire used is expected to function as an accurate and reliable data collection tool.

Reliability Test .To measure a questionnaire which is an indicator of a variable or construct. Measuring the reliability of question items by once distributing questionnaires to respondents.

Multiple Linear Regression Test. This analysis is used to determine whether or not the influence of two or more independent variables on satisfaction $(X1)$ and service quality $(X2)$ has

on the dependent variable customer loyalty (Y). As well as to find out whether each independent variable is positively or negatively related and predicts the value of the dependent variable
if the value of the independent variable increases or decreases.

The F test is to jointly test whether each independent variable has an effect on the dependent variable.

The t test is to determine the effect of each independent variable on the dependent variable partially, whether it has a significant effect or not.

This test (R^2) aims to determine what percentage of the influence is exerted by variable X simultaneously on variable Y.

RESULT AND DISCUSSION
RESULT

The following are the results of the validity test obtained in this study, namely:

Table 1. Validity Test Results

Number	Variable	r Count
1	Satisfaction	
	Satisfaction 1	0,346
	Satisfaction 2	0,539
	Satisfaction 3	0,311
	Satisfaction 4	0,577
	Satisfaction 5	0,567
2	Service Quality	
	Quality 1	0,437
	Quality 2	0,463
	Quality 3	0,388
	Quality 4	0,477
	Quality 5	0,498
3	Loyalty	
	Loyalty 1	0,516
	Loyalty 2	0,514
	Loyalty 3	0,551
	Loyalty 4	0,443

Source : data processing results

From the results of the validity instrument test, it shows that all questions have $r_{count} > r_{table}$ values.

Following are the results of the cronbach alpha value of the reliability instrument test:

Table 2. Reliability Test Results

Variable	*Alpha Crombach*
Satisfaction	0,656
Service Quality	0,607

Crombach's alpha value of all variables shows a value of > 0.60.
Following are the results of multiple linear regression analysis in this study:

Table 3. Multiple Linear Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	11.960	3.752
	Kepuasan	.316	.105
	Kualitas Pelayanan	.427	.099

Source : data processing results

All independent variables show the results of the coefficients in the form of positive numbers.

The following are the results of the F test calculations in this study:

Table 4. F Test Results

Model		F	Sig.
1	Regression	11.360	0.000[a]
	Residual		
	Total		

Source: data processing results

Obtained F_{count} (11.360) > F_{table} (3.16), so that the variables of satisfaction and service quality affect customer loyalty (simultaneously).

The following are the results of the t test calculations in this study:

Table 5. t Test Results

Model		t	Sig.
	(constant)	.591	.556
1	Satisfaction	2.748	.020
2	Service Quality	2.957	.036

Source : data processing results

Satisfaction (X1): tcount (2.748) > ttable (2.002) then the satisfaction variable partially affects customer loyalty.

Service Quality (X2): tcount (2.957) > ttable (2.002), then service quality variable (X2) partially affects customer loyalty (Y).

Following are the results of the coefficient of determination in this study:

Table 6. Determination Coefficient Results

Model	Adjusted R Square
1	.527

Source : data processing results

The results obtained were 0.527, meaning 52.7% customer loyalty can be explained by satisfaction and service quality. While the remaining 47.3% customer loyalty is explained by variables not examined in this study.

DISCUSSION

The following is an explanation of testing each variable:
The results of testing using the F test for the variables of satisfaction and service quality together affect customer loyalty with the calculation results obtained, namely Fcount (11.360) > Ftable (3.16).

The test results for the Go-Ride consumer satisfaction variable in Banyuwangi City show a tcount value of 2.748 with a significance value of 0.020 <0.05. Shows that satisfaction has a significant influence on customer loyalty. This means that Hypothesis 2 is accepted. The higher the satisfaction, the higher the customer loyalty, conversely the lower the satisfaction, the lower the customer loyalty.

The test results for the Go-Ride consumer service quality variable in Banyuwangi City show a tcount of 2.957 with a significance value of 0.036 <0.05. This means that hypothesis 3 is accepted. The higher the service quality, the higher the customer loyalty, conversely the lower the service quality, the lower the customer loyalty.

The results of testing the value of the independent variable through calculations are seen from the results of the coefficient of determination (R2), which is obtained at 0.527, which means that the customer loyalty variable (Y) Go-Ride in Banyuwangi City is 52.7% which can be explained by the satisfaction variable (X1). and service quality variable (X2).

CONCLUSION

From the formulation of the problem that has been proposed, the data analysis that has been carried out and the discussion that has been put forward in the previous chapter, the following conclusions can be drawn:
1. Simultaneously or together satisfaction and service quality affect customer loyalty.
2. Partially or individually, consumer satisfaction affects customer loyalty.
3. Partially or individually, the quality of customer service influences customer loyalty.

REFERENCES

Kotler Philip. 2010. *Manajemen Pemasaran*. Hendra Teguh dan Ronny A. Rusli. Jakarta : Terjemahan. PT. Prehallindo.

Lovelock. Christopher, Jochen Wirtz, Jacky Mussry. 2012. *Pemasaran Jasa Manusia, Teknolgi, Strategi : Perspektif Indonesia.* Jakarta : Erlangga.

Lupiyoadi, Rambat. 2013. *Manajemen Pemasaran Jasa Berbasis Kompetensi.* Edisi ketiga. Jakarta.

Manap, Abdul. 2016. *Revolusi Manajemen Pemasaran.* Edisi Pertama. Jakarta : Mitra Wacana Media.

Polyorat, Kawpong and Suvenus Sophonsiri. 2010. *Pengaruh Hubungan Kualitas Layanan, Kepuasan, dan Loyalitas.* Journal of Global Business and Technology, 6 (64) : 2.