

THE INFLUENCE OF CUSTOMER SATISFACTION, CUSTOMER TRUST, AND SERVICE QUALITY ON CUSTOMER LOYALTY IN THE USE OF DELIVERY SERVICES (CASE STUDY ON FAY DELIVERY IN LAMONGAN CITY)

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Abstract: This research aims to determine the partial, simultaneous and dominant influence of customer satisfaction, customer trust and service quality on customer loyalty to Fay Delivery. The population used was 150 consumers using the probability sampling technique. The methods used in this research are Validity Test, Reliability Test, Classical Assumption Test, Multiple Correlation Test, Coefficient of Determination Test, Multiple Linear Regression Test, T Test, F Test. The results of the t test calculation show that X_1 has a tcount value of $1.928 > t_{table} 1.98282$ while $_{2}calculated t value 2.354 > t_{table} 1.98282$, $_{3}calculated t value 8.400 > t_{table} 1.98282$, then H_0 rejected and H_1 accepted. The results of the F test calculations were obtained the result of the Fcount calculation is 137.485, meaning $F_{table} (2.69) > F_{count} (137.485)$ so H_0 rejected and H_1 accepted. The results of multiple linear regression calculations were obtained based on the value $Y = 4.472 + 0.130 X_1 + 0.112 X_2 + 0.545 X_3$. The results of the service quality variable (X_3) = 0.545 greater than other variables such as customer trust (X_2) = 0.112, customer satisfaction variable (X_1) = 0.130.

Keywords: Customer Satisfaction, Customer Trust, Service Quality, and Customer Loyalty. Satisfaction

1. Introduction

The development of the business world in Indonesia has undergone many changes, as evidenced by the increasingly developing technology throughout the world that cannot be denied anymore. So that it has a good impact, which can help make it easier for people to carry out daily activities because of the ease of accessing technology.

Along with the development of online business in Indonesia, the presence of companies in the field of freight forwarding services or often called expedition companies becomes something that is needed. In the process of online business transactions, freight forwarders become intermediaries between sellers and buyers. The presence of expedition companies can help smooth the transaction process in online business.

In companies engaged in freight forwarding services, there are several things that are done to attract customers. Judging from the results of 2018-2021, it states that the company has

decreased. Therefore, the company must be able to create customer loyalty well to increase a profit.

Customer satisfaction can be interpreted as a feeling or emotional assessment of customers on the use of a product or service (Hilaliyah, 2017). Customer satisfaction is one of the main driving factors in connecting between the company and customers in the long run.

Customer trust can be interpreted as this that makes companies feel confident that service providers can use it as an intermediary to build a sustainable relationship with customers to be served (Nainggolan, 2018). This can encourage companies to create situations and conditions in increasing customer loyalty.

Service Quality can be interpreted as a focus on meeting needs and requirements, as well as on punctuality to meet customer expectations according to Arianto (2018).

Customer loyalty is a purchase that is repeated and made by customers because of an agreement or attachment to a brand owned by the company. Things that can affect customer loyalty include customer satisfaction, customer trust, and service quality.

2. Literature Review

There are several previous studies related to the title of this study, in which there are several variables that influence spontaneous purchases, including :

1. Influence Customer satisfaction to customer loyalty

Research conducted by Lilik Triana (2017) found that the customer satisfaction variable said that the customer satisfaction variable had an effect on customer loyalty but was not significant. Research conducted by N.P.S. Supertini (2020) found that customer satisfaction variables had significant results on customer loyalty.

2. Influence Customer trust to customer loyalty

Research conducted by Riris Magdalena Siboro dan Suhardi (2020) the result obtained is that the variable of customer trust has a significant and positive influence on customer loyalty. Research conducted by Rendy Rachman dan Roswita Oktavianti (2021) the results obtained by the customer trust variable have a positive effect on consumer trust in customer loyalty.

3. Influence Service quality to customer loyalty

Research conducted by Fifin Anggraini (2020) from the results of the research obtained, service quality variables have a significant and positive effect on customer loyalty. Research conducted by I Gede Benny Subawa (2020) the results of the research obtained, service quality variables have a significant and positive effect on customer loyalty.

3. Method

The research adopted a quantitative approach and used probability sampling techniques to select 109 respondents as samples. The data collection method was carried out through questionnaire distribution, with primary data as the main source. The analysis was carried out by applying the multiple linear regression method, starting with instrument testing, classical assumption testing, and hypothesis testing.

4. Result and Discussions

a. Uji Validitas

The results of the validity test show that the calculated value of each variable of customer satisfaction (X1), customer trust (X2), service quality (X3), and customer loyalty (Y) in this study has a value that exceeds the limit r table (0.1882).

b. Uji Reabilitas

The reliability test results show that Cronbach's Alpha value (α). From each variable greater than 0.6 which means that it indicates that the questionnaire which is an indicator of the variable is reliable.

c. Uji Asumsi Klasik

1. Uji Normalitas

The normality test uses the Kolmogorov-Smirnov method and can be said to be normal if the significant value is greater > 0.05 (5%). Based on the test output, the Sig. (2-tailed) value shows a result of 0.200. Thus the results indicate that the data is normally distributed.

2. Uji Multikolinieritas

The results of the multicollinearity test were obtained from the results of tolerance values Customer satisfaction (X_1) = 0.321, Customer Trust (X_2) = 0.547 and Service Quality (X_3) = 0.307. While the VIF results of customer satisfaction (X_1) = 3,120, customer confidence (X_2) = 1,828 and service quality (X_3) = 3,262.

3. Uji Heteroskedastisitas

Heteroscedasticity testing is carried out to identify whether in the regression model there is a non-uniformity of variance of residuals between one observation and another.

Analisis Regresi Berganda

From the multiple regression test so that the equation of the multiple linear regression model is obtained as follows :

$$Y = 4.472 + 0,130 (X_1) + 0,112 (X_2) + 0,545 (X_3)$$

Table 1. Multiple Linier Regression Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.472	.846		5.285	.000		
	Kepuasan Pelanggan	.130	.068	.150	1.928	.057	.321	3.120
	Kepercayaan Pelanggan	.112	.048	.140	2.354	.020	.547	1.828
	Kualitas Pelayanan	.545	.065	.667	8.400	.000	.307	3.262

a. Dependent Variable: Loyalitas Pelanggan

Uji Korelasi Berganda

Based on the results of the multiple correlation test, the coefficient (R) number of 0.893 shows that there is a very strong relationship between the variables Customer Satisfaction, Customer Trust, and Service Quality to the variable Customer Loyalty. The higher customer satisfaction, customer trust, the quality of service carried out can increase customer loyalty.

Table 2. Multiple Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 ^a	.797	.791	.842

a. Predictors: (Constant), Kualitas Pelayanan, Kepercayaan Pelanggan, Kepuasan Pelanggan

b. Dependent Variable: Loyalitas Pelanggan

Koefisien Determinasi

That the results of the coefficient of determination test obtained an adjusted R-square value of 0.797 (79.7%). This means that the ability of the independent variable in this study affects the dependent variable by 79.7%, while the remaining 20.3% is explained by variables other than the independent variable.

Uji T (Pengujian secara parsial)

Table 3. Test Result T
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.472	.846		5.285	.000		
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a. Dependent Variable: Loyalitas Pelanggan

Significance of t hitung for each variable has a value of 1.928, 2.354 and 8.400 respectively Customer Satisfaction, Customer Trust, and Service Quality t hitung > t tabel (1,98282). Then variabel Customer Satisfaction, Customer Trust, and Service Quality a positive and significant effect on customer loyalty (Y).

Uji F (Pengujian secara simultan)

Table 4. Test Result F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	292.479	3	97.493	137.485	.000 ^b
	Residual	74.457	105	.709		
	Total	366.936	108			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan, Kepercayaan Pelanggan, Kepuasan Pelanggan

Fcalculate is 137,485 while Ftable is 2.69 so that Fcalculate > Ftable 2 then H0 is rejected so it can be concluded that simultaneously the independent variables of customer satisfaction (X1), customer trust (X2) and service quality (X3) simultaneously affect customer loyalty.

5. Conclusions

The variables of customer satisfaction (X1), customer trust (X2), service quality (X3) have a partial effect on customer loyalty to Fay Delivery. This is proven based on the calculation results of the t test, namely X1 with a calculated value of 1.928 > ttable 1.98282 while X2 tcount value 2.354 > ttable 1.98282, X3 tcount value 8.400 > ttable s1.98282, then H₀ is rejected and H₁ is accepted. The independent variables of customer satisfaction, customer trust, service quality simultaneously have a positive and significant effect on customer loyalty to Fay

Delivery. This is evidenced by the calculation of $F_{calculate}$ of 137.485, meaning that $F_{calculate} (2.69) > F_{calculate} (137.485)$ so H_0 is rejected and H_1 is accepted. The most dominant service quality variable affects customer loyalty to Fay Delivery. Obtained based on the results of linear regression analysis. So it can be concluded that service quality has the most dominant effect on customer loyalty.

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