THE INFLUENCE OF SERVICE QUALITY AND SATISFACTION ON CUSTOMER LOYALTY

Muhammad Farid Al Fahrezi[1*], Leny Muniroh[2], Ecin Kuraesin[3], Dewi Megawati[4]
[1,2,3,4]Universitas Ibn Khaldun Bogor, Indonesia.
*Corresponding Author Email : faridfahrezi23@gmail.com.

Abstract

This research was conducted with the aim of knowing the effect of service quality and satisfaction on customer loyalty at Warkop Berkah Big's Family. The sample of the research were the customers of Warkop Berkah Big's Family, as many as 100 respondents, and using purposive sampling with descriptive analys tehnique, validation, reliability, multiple liniearregression and hypotesa test. The results showed that quality service has a tcount value of 3.646 > ttable 1.660 which has a positive effect on customer's loyalty. Satisfaction has a value of tcount 8.592 > ttable 1.660 which has a positive effect on customer's loyalty. Quality service and satisfaction have value Fcount 79.090 > Ftable 3.089 a positive effect on customer's loyalty. This the hypothesis is H1 and H2 accepted. So it can be concluded that quality service and satisfaction effect customer's loyalty in warkop berkah big's family. So H3 is accepted

Keywords: *Quality service, satisfaction, and Customer's loyalty*

Introduction

Service quality is one of the key aspects of success in any company, and it cannot be denied in today's business world. Because there is nothing more important for business than making customer satisfaction and loyalty through service quality as one of its obligations. If the service provided to customers is good and satisfying, it will affect the increase in consumer loyalty (SUNARTO, 2006). The service business that must be prioritized by Warkop Berkah is service quality. Service quality is a very important aspect for the success of a company. Service quality as a form of consumer evaluation of the level of service perceived (perceived service) against the level of service expected (expected service). According to Parasuraman et al. (1988) service quality has five dimensions including tangible, reliability, responsiveness, assurance, and empathy.

Customer loyalty also comes from the satisfaction that customers feel. Kotler & Keller (2008: 177) Satisfaction is said to be a person's sense of pleasure or disappointment after comparing the performance of a product with the expected performance. In other words, people feel satisfied with the results found at least able to meet their expectations while someone feels dissatisfied if the results obtained cannot meet their expectations. these factors play a very important role in improving the competitive position in a company. After the company has

successfully implemented several factors, the company can benefit from it, namely customers will feel satisfied with the services that the company has provided to customers properly. Then that way customer loyalty will be created (customer loyalty), this can happen with customers feeling satisfied and happy with the products that have been consumed before.

Efforts to create customer loyalty are important things that must be planned and built in the hope that customers do not move to other service providers. Therefore, companies must maintain customer loyalty. This is the company's desire for customers to keep buying and using the company's services so that the company can make a profit. The existence of customer loyalty to services can be recognized by repeat purchases. (Dhatuswasti et al., 2018).

In the service sector, the satisfaction factor is very dependent, even completely dependent on the quality of service provided by the company. Upon closer inspection, customer satisfaction can further influence the occurrence of customer loyalty to the company. Customer loyalty is a real expression of a service company's success in carrying out all kinds of activities. Regarding the importance of the problem of factors that can influence the formation of customer loyalty. Therefore, it should be noted that the company Warkop Berkah in an effort to increase sales. Based on the background previously described, the problem formulation is: (1) Is there an effect of service quality on customer loyalty? (2) Is there an effect of satisfaction variables on customer loyalty? (3) Is there an effect of service quality and satisfaction on customer loyalty variables?

Method
Research Objective

Warkop Berkah is a business engaged in the culinary field or more specifically, the coffee shop business. The company is located on Jl. H. Sulaiman RT 04/02 Bedahan, Sawangan, Depok. West Java 16519. Warkop Berkah was founded 23 years ago by H Saleh Afif. Warkop Berkah is spread across Jakarta, Depok, Tanggerang, and Bekasi with the main products of green bean porridge, chicken porridge, instant noodles, fried foods, and coffee. Initially, H Saleh's family owned a porridge business in the Manggarai area. The business was run by six of his siblings. At that time, H Saleh worked in his village, Balong Village, Sindangagung District, Kuningan Cirebon, as an insurance agent for three years.

Then in 2016, a branch of Warkop Berkah was established in Depok, which is located at Jl. H. Sulaiman Bedahan, Sawangan, Depok. However, in 2018 Warkop Berkah at this branch experienced a shortage of employees and the income generated was small. So it was decided to close it. Then in 2019, after one year of closure, Warkop Berkah Bedahan Sawangan finally reopened and had additional employees and had a greater income than before. The facilities provided are also getting better such as a wider, cleaner and more comfortable place. Previously, Warkop Berkah only had one small shop with only a few tables and chairs so that customers had to take turns and felt uncomfortable to linger. Then it was added with one shophouse next to it so that customers feel more spacious and comfortable.

Population

According to Ririn Handayani (2020) population is the totality of each part studied which has the same characteristics, both individuals and groups, events or other events to be studied. Based on the research conducted, the population in this study were all customers of the Warkop Berkah Big's Familiy branch of Bedahan Village, Depok City.

Sample

The method used in sampling in this study is purposive sampling, namely the selection of samples to be selected according to certain considerations in accordance with the research objectives. Targeted sampling is the selection of a group of subjects according to certain characteristics that are considered to have a close relationship with known population characteristics.

Type of Data

In the research conducted, researchers used quantitative research methods with a descriptive approach through a causal design.

Data Source

The data source in this study is primary data obtained directly from all respondents' answers who have answered all research questions that have been given to Warkop Berkah customers.

Data Collection Technique

According to Riduwan (2010) data collection technique is a method used by a researcher in collecting data that will be used in research. The method of collecting data in this study is using literature studies, questionnaires via google forms and Likert scales.

Data Analysis Method

Data analysis is grouping, manipulating, and ordering to summarize data so that it is easy to read. The data analysis applied in this study is a statistical method with the help of the SPSS 25 program. The data analysis applied in this study includes descriptive analysis, validity test, reliability test, multiple linear regression analysis, and hypothesis testing including t test, F test and coefficient of determination (R2).

Result

Research Findings
Multiple Linear Regression Analysis
Multiple linear analysis aims to reveal how much influence the independent variable (X) consisting of Service Quality (X1), and Satisfaction (X2) has on the dependent variable (Y), namely Customer Loyalty.

Table 1. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	2.321	1.569

1	Total.X1	.304	.083
	Total.X2	.591	.069

Y= 2.321 + 0.304 (X1) + 0.591 (X2)

From the above equation it can be stated that the service quality variable will be higher, resulting in higher customer loyalty and the satisfaction variable will increase resulting in customer loyalty.

Significance Test t

The t test was conducted to test the significance of the effect of the independent variable on the dependent variable partially.

Table 2. Test t

		t	Sig.
1	(Constant)	1.479	.142
	Total.X1	3.646	.000
	Total.X2	8.592	.000

Based on the table above, it can be explained as follows: (1)Hypothesis Testing (H1)

It is known that the sig value. The effect (partial) of service quality on customer loyalty is 0.000 <0.05 and the tcount value is 3.646> t table 1.660. so it can be said that Ha1 is accepted. This means that there is an influence of service quality (X1) on customer loyalty (Y). (2) Second Hypothesis Testing (Ha)

It is known that the value is significant. For the (partial) effect of satisfaction on customer loyalty is 0.000 <0.05 and the tcount value is 8.592> t table 1.660. so it can be said that Ha2 is accepted. This means that there is an effect of satisfaction (X2) on customer loyalty (Y).

F Significance Test

The F test aims to test the significance of the effect of the independent variable on the dependent variable.

Table 3. F test

F	Sig.
79.090	.000b

It was found that the sig. value for the influence (simultaneously) of service quality and satisfaction on customer loyalty was 0.000 <0.05 and the Fcount value was 79,090> Ftable 3,089. That way it can be said that Ha3 is accepted. This means that there is an effect of Service Quality (X1) and Customer Satisfaction (X2) simultaneously on Customer Loyalty (Y).

Conclusion

From the research that has been carried out, the conclusions of the results of this study are obtained, namely: (1) Based on the results of research on service quality variables (X1) partially there is an influence on customer loyalty (Y) at Warkop Berkah Big's Family. This is

evidenced by the tcount value of 3.646> t table 1.660 with a significance value lower than 0.05 (0.000 <0.05), meaning that there is a relationship between service quality and customer loyalty positively. (2) Based on the research results, the satisfaction variable partially has an influence on customer loyalty at Warkop Berkah Big's Family. It is known that the tcount value is 8.592> t table 1.660 with a significance level smaller than 0.05 (0.000 <0.05), meaning that there is a relationship between satisfaction and customer loyalty positively. (3) The results of research on service quality (X1) and satisfaction (X2) simultaneously have an influence on customer loyalty (Y) at Warkop Berkah Big's Family. This is evidenced by the Fcount value of 79,090> Ftable 3,089 with a significance value of 0.000 <0.05, meaning that there is a relationship between service quality and satisfaction with customer loyalty positively.

Refrences

Dhatuswasti, R., Putri, H., & Susanta, H. (2018). Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Pada Bisnis E-Commerce (Studi Kasus Konsumen Traveloka Pada Mahasiswa Universitas Diponegoro Semarang). *Badan Penerbit Undip*, *1*(1), 1–8. Www.The-Marketeers.Com

Kotler, P., & Keller. (2008). *Manajemen Pemasaran* (13th Ed.). Erlangga.

Handayani, R. (2020). *Metodologi Penelitian Sosial*. Trussmedia Grafika.

Riduwan. (2010). *Skala Pengukuran Variabel-Variabel Penelitian*. Alfabeta.

Sunarto. (2006). *Analisis Faktor-Faktor Yang Mempengaruhi Loyalitas Pelanggan Dan Dampaknya Terhadap Keunggulan Bersaing*. Universitas Diponegoro Semarang.

Saswar, M. Z., Abbasi, K. S., & Pervaiz, S. (2012). *Global Journal Of Management And Business Research The Effect Of Customer Trust On Customer Loyalty And Customer... Related Papers*.

Setiawan, H. C. B., & Fatimah, N. (2020). *Dasar-Daasar Kewirausahaan Teori Dan Aplikasi*. Pt Berkah Mukmin Mandiri.

Silalahi, U. (2012). *Metode Penelitian Sosial*. Refika Aditama.

Sola, K. I. (2017). *Pengaruh Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan* (Vol. 110265). Universitas Sanata Dharma.

Utomo, Kurniawan P., Syarief, F., Winardi, M. A., Fadly, R., Widjaja, W., Setyorini, R., Sudrartono, T., Hasan, M., Zulfikar, R., Triwardhani, D., Yuliawan, E., Kamal, F., & Lestiowati, R. (2021). *Dasar Manajemen Dan Kewirausahaan*. Widina Bhakti Persada Bandung.

Winda, 2013. (2013). Penerapan Fungsi Manajemen Dalam Pengelolaan Perpustakaan. *Jurnal Ilmu Informasi Kepustakaan Dan Kearsipan*, *01*(9), 1689–1699.