MEASURING CONSUMER LOYALTY THROUGH SERVICE QUALITY AND CUSTOMER SATISFACTION IN WORKSHOP DIAN SERVICE PEMATANG SIANTAR

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Abstract

Consumer loyalty is very important for businesses and organizations because loyal consumers will generally show attitudes and behavior that are profitable for a particular business. The purpose of this research was to determine the effect of service quality and consumer satisfaction on consumer loyalty at Bengkel Dian Service Pematang Siantar both simultaneously or partially. This research uses library research and field research design. The sample of this research is consumers of Bengkel Dian Service Pematang Siantar, which is 53 people. The results of this research can be concluded as follows: 1. Service quality is good, consumer satisfaction is satisfied and consumer loyalty is high. 2. There is a positive effect between service quality and consumer satisfaction on consumer loyalty. 3. There is a high correlation between service quality and consumer satisfaction with consumer loyalty. H0 is rejected, meaning that service quality and consumer satisfaction have positive and significant effect on consumer loyalty at Bengkel Dian Service Pematang Siantar both simultaneously or partially.

Keywords: Service Quality, Customer Satisfaction, Consumer Loyalty
INTRODUCTION

Dian Service Motorcycle Workshop is a service in the motorbike service section in Pematang Siantar City. Dian Service Workshop not only provides service, but also provides and replaces spare parts. This business was founded with the main priority of creating satisfaction for consumers, so that it always strives to produce optimal service for consumers. If consumers receive the best service, consumers will feel satisfied and consumer loyalty can certainly be created.

Consumer loyalty is very important for businesses and business organizations because loyal consumers will generally show attitudes and behavior that are profitable for a particular business. The aspect of consumer loyalty is making purchases by making regular repeat purchases, purchasing across product and service lines, recommending others to make purchases, and demonstrating immunity to the pull of competing companies (HMP Simarmata et al., 2021).

Based on interviews with several consumers, it is known that consumer loyalty to Bengkel Dian Service is not optimal. This occurs in the aspect of recommending other people to make a purchase, where consumers are still not willing to recommend to friends or even family to have services done at the workshop because there are still many consumers who feel that motorbike handling is very slow, sometimes taking days to complete the work. In the aspect of showing immunity to appeals from competing companies, Dian Service workshops often run out of stock, which results in consumers tending to be more interested in offers from competitors.

Other factors that influence loyalty consumer, namely consumer satisfaction. This is supported by research (Nurhidayati & Yuliantari, 2018), which states that consumer satisfaction has a positive effect on consumer loyalty. Consumer satisfaction is very important to maintain it for the continuity of the running of a company so that it gets loyal consumers. As for the satisfaction aspect consumers namely product quality, price, emotional factors, and convenience.

Based on interviews with several consumers at the Dian Service Pematang Siantar Workshop, it is known that the problem phenomenon that occurs in consumer satisfaction is in the aspect of product quality, where there are still consumers who complain because the durability of the products offered is not good. This condition can be seen from the fact that sometimes the products provided are stock that is almost unfit for use, so it quickly breaks down. In the price aspect, where the prices determined sometimes tend to be expensive with the quality not being as good as competitors so that consumers switch to competitors.

Apart from that, the factor that influences consumer loyalty is service quality. This is supported by research (Subawa & Sulistyawati, 2020), which shows that service quality has a positive influence on consumer satisfaction. Because if consumers feel that their expectations are met regarding quality service, it will create a feeling of satisfaction. The service quality aspects are: reliability (reliability), assurance (guarantee), tangibles (physical evidence), empathy (empathy), and responsiveness (responsiveness) (Halim et al., 2021).

Based on interviews with several consumers at the Dian Service Workshop, it is known that the phenomenon of problems that occur in service quality is in the reliability aspect, where there are consumers who complain about the slow pace of motorbike work at the workshop. In the aspect of responsiveness, workers are not quick enough to serve consumers because the number of workers in the workshop is very limited.

From the explanation above, it appears that there is a problem between expectations and reality. So the author is interested in conducting research related to service
quality, consumer satisfaction, and consumer loyalty.

THEORETICAL BASIS

Management
According to (NIP Simarmata et al., 2021), the presence of management in an organization is to carry out activities or achieve a goal effectively and efficiently. Where the management function consists of 4 (four) elements, namely planning, organizing, directing and monitoring (Sherly et al., 2020).

Marketing Management
According to (Ngatno, 2018), marketing management is an effort to plan, implement (which consists of organizing and directing activities) and supervise or control marketing activities. The marketing mix is an activity of combining various marketing activities to achieve the maximum combination with the aim of satisfying consumers, which consists of 4Ps for product marketing and 8Ps for services marketing. These elements are: product, price, use of location and distribution channels, promotion, people element, physical evidence, process, and productivity & quality (productivity & quality) (Sisca et al., 2021).

Service quality
According to (Tjiptono, 2017), service quality or service quality is a measure of how well the level of service provided is able to meet customer expectations. Research shows that customers evaluate service quality based on five components, namely reliability, responsiveness, assurance, empathy, and tangibles (Lamb et al., 2018).

Consumer Satisfaction
Customer satisfaction depends on the perceived performance of the product compared to the buyer's expectations. If product performance falls short of expectations, customers are dissatisfied. If performance meets expectations, customers are satisfied. If performance exceeds expectations, the customer is very satisfied or very happy (Armstrong & Kotler, 2017). According to (Indrasari, 2019), there are five factors that influence consumer satisfaction, namely product quality, service quality, emotional, price and cost.

Consumer Loyalty
One way to build customer loyalty is to provide something unique to your target market. Another method of achieving customer loyalty is creating emotional attachment through loyalty programs. These loyalty programs are part of overall customer relationship management (CRM) programs, which apply across many industries (Grewal & Levy, 2017). The aspect of consumer loyalty is making purchases by making regular repeat purchases, purchasing across product and service lines, recommending others to make purchases, and demonstrating immunity to the pull of competing companies (HMP Simarmata et al., 2021).

The Influence of Service Quality on Consumer Loyalty
Research result (Subawa & Sulistyawati, 2020) shows that service quality has a positive and significant effect on customer loyalty. So it can be concluded that by providing quality good service can make consumers feel satisfied with the services provided.

The Influence of Consumer Satisfaction on Consumer Loyalty
Results from opinion research (Nurhidayati & Yuliantari, 2018) states that customer satisfaction has a positive influence on customer loyalty. This also shows that if a company is able to provide the best service to consumers, high consumer loyalty will also be created. By creating high consumer loyalty, it can provide large profits for the company.

METHOD
Place where the research was conducted at the Dian Service Workshop with a population in research this is There were 53 consumers who came to the Dian Service Pematang Siantar workshop in May for 2 weeks. Collection data is carried out through questionnaires, interviews and documentation. Technique The data analysis
used is the normality test, qualitative and quantitative descriptive analysis.

RESULTS AND DISCUSSION

Qualitative Descriptive Analysis

As for the interval, the interval is used to determine the average score of respondents’ responses with the following description:

<table>
<thead>
<tr>
<th>Interval Score</th>
<th>Service Quality, Consumer Satisfaction, Consumer Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 – 1.80</td>
<td>Very Unsatisfied (STB)/Very Dissatisfied (STP)/Very Low (SR)</td>
</tr>
<tr>
<td>1.81 – 2.60</td>
<td>Not Good (TB)/Not Satisfied (TP)/Low (R)</td>
</tr>
<tr>
<td>2.61 – 3.40</td>
<td>Fairly Good (CB)/Fairly Satisfied (CP)/Fairly High (CT)</td>
</tr>
<tr>
<td>3.41 – 4.20</td>
<td>Good (B)/Satisfied (P)/High (T)</td>
</tr>
<tr>
<td>4.21 – 5.00</td>
<td>Very Good (SB)/Very Satisfied (SP)/Very High (St)</td>
</tr>
</tbody>
</table>

Source: data processing results (2023)

Overview of Service Quality

Overall, the average service quality score was 3.55 with good answer criteria. The highest average score is 4.26 with very good criteria found in the aspect of empathy (empathy) as an indicator of employees serving customers in a friendly manner. Meanwhile, the lowest average value is 3.00 with good enough criteria in the reliability aspect for the timeliness indicator.

Overview of Consumer Satisfaction

Overall, variables satisfaction consumers got an average score of 3.69 with answer criteria satisfied. The highest average score of 4.36 with the answer criteria being very satisfied is in the convenience aspect with indicators of the product's ease of use. The lowest average value is 3.00 with the answer criteria being quite satisfied in the product quality aspect with product durability indicators.

Overview of Consumer Loyalty

Of all the consumer loyalty variables, the average score was 3.66 with high answer criteria. The highest average value of 4.26 with very high answer criteria is in the aspect of making repeat purchases regularly for the purchase frequency level indicator. The lowest average score of 3.13 with quite high answer criteria was in the aspect of recommending other people to make purchases as an indicator of the level of desire to invite other people.

Quantitative Descriptive Analysis

Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.917</td>
<td>2.921</td>
</tr>
<tr>
<td>1 Service quality</td>
<td>.257</td>
<td>.081</td>
</tr>
<tr>
<td>Consumer Satisfaction</td>
<td>.639</td>
<td>.109</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Loyalty

Source: data processing results (2023)

From table 2 above, the results obtained are \( \hat{Y} = 1.917 + 0.257X1 + 0.639X2 \), which means that if service quality increases by one unit, then consumer loyalty will increase by 0.257 units and if consumer satisfaction increases by one unit, then consumer loyalty will increase by 0.639 units, then it can be concluded that there is a positive influence between service quality and consumer satisfaction on consumer loyalty at the Pematang Siantar Dian Service Workshop.

Analysis of Correlation Coefficients and Coefficients Determination

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.899</td>
<td>.808</td>
<td>.800</td>
<td>2.32150</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: data processing results (2023)

Based on the results in table 3 above, the correlation value is obtained \( r = 0.899 \), which means there is a very strong and positive relationship between service quality and satisfaction consumers with consumer loyalty to the Pematang Siantar Dian Service Workshop. Then the coefficient of determination (R²) of 0.808 means that the high and low level of consumer loyalty at the Pematang Siantar Dian Service Workshop...
Workshop of 80.8% can be explained by service quality and consumer satisfaction, while the remaining 19.2% is explained by other aspects such as price, promotions, facilities, brand image and so on.

**Hypothesis test**

1. **F test**

   **Table 4**
   
   **F Test Results**
   
<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1134,229</td>
<td>2</td>
<td>567,114</td>
<td>105,228</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>269,469</td>
<td>50</td>
<td>5,389</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1403,698</td>
<td>52</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

   a. Dependent Variable: Consumer Loyalty
   b. Predictors: (Constant), Customer Satisfaction, Service Quality

   Source: data processing results (2023)

   From table 4 above, the F count value is $105.228 > F_{table}$ with $df = nk-1 (53-2-1=50)$ of 3.18 or a significance of $0.000 < 0.05$, so $H_0$ is rejected, which means that service quality and consumer satisfaction have positive and significant influence on consumer satisfaction on Dian Service Workshop Pematang Siantar. This is in line with research (Ridwan & Noviyanti, 2021).

2. **t test**

   **Table 5**
   
   **t Test Results**
   
<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>.656</td>
<td>.515</td>
<td></td>
</tr>
<tr>
<td>Service quality</td>
<td>3.177</td>
<td>.003</td>
<td></td>
</tr>
<tr>
<td>Consumer Satisfaction</td>
<td>5.863</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

   a. Dependent Variable: Consumer Loyalty

   Source: data processing results (2023)

   Then from table 5, the t count value for service quality is $3.177 > t_{table}$ with $df = nk-1 (53-2-1=50)$ of 2.00758 or significance $< 0.03$, which means that service quality has a positive and significant influence on consumer loyalty in Dian Service Workshop Pematang Siantar. This is in line with research (Subawa & Sulistyawati, 2020), Which states that customer satisfaction has a positive influence on customer loyalty.

   Furthermore, the t count value for consumer satisfaction was obtained at $5.863 > t_{table}$ with $df = nk-1 (53-2-1=50)$ at 2.00758 or significance $< 0.00$, which means that consumer satisfaction has a positive and significant influence on consumer loyalty at Bengkel Dian Service Pematang Siantar. This is in line with research (Nurhidayati & Yuliantari, 2018), which states that customer satisfaction has a positive influence on customer loyalty.

**Evaluation of Service Quality**

From the results of the 5 aspects used in this research, the quality of service at the Dian Service Pematang Siantar Workshop obtained an average score of 3.55 with good answer criteria. However, there are several indicators that need to be improved because they are still within the good enough criteria.

In the aspect of reliability, the indicator for the thoroughness of the service provided obtained an average of 3.08 with the answer criteria being quite good, which can be optimized through the owner of the Dian Service Pematang Siantar Workshop giving directions to employees to be more careful in serving consumers. In the punctuality indicator given an average of 3.00 with the answer criteria being quite good, the way to improve it is that the owner of the Pematang Siantar Dian Service Workshop sets a standard for working on motorbikes so that it doesn't take too long. Then for the indicator of employee ability to handle problems, the average was 3.17 with the answer criteria being quite good. The way to improve this is that the owner of the Pematang Siantar Dian Service Workshop should provide training for employees to be able to handle consumer problems regularly and well.

In the responsiveness aspect, the employee response indicator in answering questions has an average of 3.15 with the criteria for a fairly good answer. The way to improve this is that the owner of the Dian Service Pematang Siantar Workshop gives direction to employees on how to respond
well to consumers. The employee speed indicator in handling consumer needs averages 3.13 with the answer criteria being quite good, which can be optimized by the owner of the Pematang Siantar Dian Service Workshop training each employee's multitasking skills so that they can do several jobs at once without wasting a lot of time.

**Evaluation of Consumer Satisfaction**

Based on the recapitulation results of 4 aspects of workshop consumer satisfaction at Dian Service Pematang Siantar, the results obtained from the questionnaire obtained an average of 3.69 with good answer criteria. However, there are still some indicators that need to be improved because they are still within the criteria of good enough scores.

For the product conformity indicator with the given specifications, the average score was 3.13 with the answer criteria being quite satisfied, so improvement can be done through searching for products that are of good quality and match the specifications so that consumers are not disappointed. For the product durability indicator given an average of 3.00 with the answer criteria being quite satisfactory, this can be optimized by the owner of the Pematang Siantar Dian Service Workshop paying more attention to the quality of the product being sold, where if the product is almost unfit for use it is better not to sell it again so that the quality of the product Dian Service Pematang Siantar Workshop remains good.

In the price aspect, the price indicator offered is an average of 3.15 with the answer criteria being quite satisfied. This can be optimized by the owner of the Pematang Siantar Dian Service Workshop re-evaluating the prices offered by comparing prices with other workshops and improving the quality of the product and service. Then for the price variation indicator, the average was 3.38 with the answer criteria being quite satisfactory, optimized by the owner of the Pematang Siantar Dian Service Workshop evaluating the prices offered to make them more varied.

**Evaluation of Consumer Loyalty**

Based on the recapitulation results of the 4 aspects of consumer loyalty at the Dian Service Pematang Siantar Workshop, the results from the questionnaire obtained an average of 3.66 with good answer criteria. However, there are still some indicators that need to be improved because they are still within the criteria of good enough scores.

In the aspect of recommending other people to make purchases, the indicator of the level of willingness to tell other people has a mean level of 3.15 with the answer criteria being quite high, so the owner of the Dian Service Pematang Siantar Workshop should re-evaluate the prices that will be offered and provide direction or input to employees to improve its service. For the indicator of the level of willingness to refer products to other people, the average value was 3.38 with the answer criteria being quite high, so the owner of the Pematang Siantar Dian Service Workshop should improve the quality of the product and the quality of the service so that consumers are willing to refer it to other people. Then for the indicator of the level of desire to invite other people, the average was 3.13 with quite high answer criteria, optimized through the owner of the Pematang Siantar Dian Service Workshop providing other product variants that could be an option for consumers.

Then on aspects shows immunity to attraction from competitor products. The indicator for the level of immunity to competitor products or services is an average of 3.17 with the answer criteria being quite high, optimized through the owner of the Dian Service Pematang Siantar Workshop adjusting the prices offered to match other workshops, so that keeps consumers from switching to other workshops.
CONCLUSIONS AND SUGGESTION

Conclusion
1. Results analysis descriptive Qualitative regarding service quality is good. In the aspect of empathy, the employee indicator of serving customers in a friendly manner received the highest average score. Meanwhile, in the reliability aspect, the timeliness indicator received the lowest average value.
2. The results of qualitative descriptive analysis regarding consumer satisfaction are satisfactory. In the convenience aspect, the product's ease of use indicator received the highest average score. Meanwhile, the product quality aspect with the product durability indicator received the lowest average score.
3. The results of qualitative descriptive analysis regarding consumer loyalty are high. In the aspect of making regular purchases, the purchase frequency level indicator received the highest average score. Meanwhile, the lowest average value is in the aspect of recommending other people to make purchases with an indicator of the level of willingness to invite other people.
4. The results of multiple linear regression analysis show that service quality and consumer satisfaction have a positive influence on consumer loyalty at the Dian Service Pematang Siantar Workshop.
5. The results of the correlation coefficient analysis show that service quality and consumer satisfaction have a very strong relationship with consumer loyalty at the Dian Service Pematang Siantar Workshop. The results of the analysis of the coefficient of determination state that the high and low level of consumer loyalty can be explained by the quality of service and consumer satisfaction at the Dian Service Pematang Siantar Workshop.
6. Results testing hypothesis with FH test rejected, which means service quality and consumer satisfaction have positive and significant influence on loyalty consumers at the Pematang Siantar Dian Service Workshop.
7. Results testing hypothesis with HT test rejected, which means service quality and consumer satisfaction have influence positive and significant towards loyalty consumers at the Dian Service Pematang Siantar Workshop partially.

Suggestion
1. To optimize service quality, the owner of the Dian Service Pematang Siantar Workshop should determine the standard time for motorbike work so that consumers don't wait too long.
2. To increase consumer satisfaction, the owner of the Dian Service Pematang Siantar Workshop should pay attention to the durability of the product being sold. If the product is almost no longer suitable for use, it should not be sold again so that the product quality remains good.
3. To increase consumer loyalty, the owner of the Dian Service Pematang Siantar Workshop should provide discounts or promotions to consumers and improve their services so that consumers are willing to recommend them to others.

REFERENCES
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