Analysis of The Effect of Service Quality, Trust and Price Perception Through ssCustomer Satisfaction on Customer (Study on Ende Services Client Surabaya)

Nita Griselda Kiik[1], Nanis Susanti[2], I.B Cempena[3]

1. Faculty of Economics and Business, University of 17 August 1945, Surabaya, Indonesia
2. Faculty of Economics and Business, University of 17 August 1945, Surabaya, Indonesia
3. Faculty of Economics and Business, University of 17 August 1945, Surabaya, Indonesia

E-mail: Lalabadaen@gmail.com, nanis@untag-sby.ac.id, ib_cempena@untag-sby.ac.id

Abstract

One of the things that drives service is quality which makes one of the very important factors, from this quality brings out a sense of satisfaction for customers. The purpose in this is to find out the influence in the quality of i service with the loyalty ifelt by the customers. The research was conducted using data in the form of primers with sources in the form of direct observations and with questionnaires produced to the respondents. The results in this study are the influence of quality, trust, price perception, customer satisfaction on customer loyalty.

Keywords : Quality service, Trust, Price Perception

INTRODUCTION

Based on the global era, services related to shipping are needed with a rapid increase in interest. In some of the needs faced by consumers of delivery services, it is one of the things to look for because it is fast, safe and practical in the process of sending goods. Consumer desires are getting higher and in the current era there are many stores that sell equipment or daily necessities online or commonly known as e-commerce so that many buyers use shipping services. In the business process with the design in the delivery services provided to buyers, in the process of delivery in the form of services make buyers know the point of view desired by consumers regarding delivery services

The increasingly diverse needs of customers or buyers make service senders have to contribute extra to providing compliance with what is needed by buyers. In this case, in combining and the existence of an association process related to the activities of different processes or ways with very important goals for businesses engaged in fields related to services. In terms of facing the challenging process in the increasingly stringent process of delivery of goods

services, the emergence of E-commerce will emerge with the addition of newer services. In the process of facing business in the company's finances, it must be required to be competitive in the process of providing services related to services and the existence of perfect quality with the main tarjet, namely the existence of a satisfaction owned by consumers, because in the satisfaction of consumers save the development of these services.

In its development, services related to daycare or also called titip services or many people call it personal shoppers which are carried out with one of the media in the form of the internet which now in Indonesia has begun to develop and is increasingly being accepted by the Indonesian people with various circles and social standards that exist. The many diversity and many easy accesses in the shopping process with various products and with various services that have been offered make pre-community, especially Indonesia, make Jastip one of the things chosen in the shopping process without having to go to the region or offline store store. In that case, there are a lot of sellers using one jastip method by competing with service offers by attracting consumers or buyers using a lot of ways. The increasing number of businesses that have implemented jastip so that it can create one of the business fields with a driver in the field of services, one of which targets teenagers who prefer to access the internet instead of older people. One of the advantages that are obtained in ticketing services is that in addition to convenience, sometimes there are also many promos so that financing is more efficient.

Based on (Kotler and Keller in 2016) provides an explanation, namely the commitment to selling swords with consumers will be widely liked in this increasingly sophisticated era. According to Griffin (2013) loyalty to buyers is a way for buyers to always be loyal by buying in the service, while according to Fandy Tjiptono (2017) in loyalty given to customers is a method used to attract buyers repeatedly. From the definition, it explains that price perception as a consumer assessment of price comparison. If the perception of price meets the expectations of consumers, it will give rise to trust, satisfaction and loyalty for consumers.

METHOD

The method used in this study is a quantitative descriptive approach. Quantitative descriptive data is data that is presented in values without making comparisons or connecting with other variables and data in the form of numbers or qualitative data raised. In this case, the quantitative descriptive data that will be used to compile this thesis is questionnaire data on users of Surabaya-Ende Titip Services which are processed in the form of numbers or statisticalized. Service Quality, Trust and Price Perception as free variables, Customer Satisfaction as Intervening variables and Customer Loyalty as bound variables.

RESULTS AND DISCUSSION

The primary data in this study was a questionnaire that was distributed to as many as 120 respondents. The Questionnaire instrument was then tested on as

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many as 30 respondents and if the results met the requirements, the data dissemination was continued according to plan. The sample of 120 people that had been distributed was then tabulated and the calculation results were divided into two main parts, namely respondent categorization data and respondent response data. Details of the questionnaire's data findings are presented in the section below.

Characteristics of Respondents

The results of the calculation of respondents based on age, it appears that respondents aged 20 years to 30 years as many as 111 people (92.50%), aged between 30 years to 40 years as many as 8 people (6.67%) and the remaining 50 aged more than 45 years as many as 1 person (0.83%). Based on these findings, it appears that the majority of respondents are consumers of ticketing services from the young age group. The inter-island goods delivery service business, especially often involves relatively large quantities of goods and relatively heavy weights so that accommodation is carried out, especially if the distance between a residential house and a delivery service provider is relatively far, it requires energy and strength possessed by consumers from the young age group. The results of respondents' calculations showed that respondents were consumers with 30 elementary and high school education (25%), 12 people with D1-D3 education (10%), and 77 people with S1 to S3 education (64.17%). This means that the majority of consumers who use Surabaya ticketing services are highly educated consumers. The respondent's calculations showed that respondents were consumers with 33 jobs as private employees (27.5%), as entrepreneurs as many as 39 people (32.50%), as civil servants as many as 10 people (8.33%). Constituents with incomes below Rp. 2 million per month as many as 57 people (47.5%), earning between Rp. 2 million to Rp. 5 million as many as 33 people (27.5%) and the rest earning more than Rp. 5 million 2 people (1.67%).

Test results

From the results of the validity test on subjects processed with the IBM SPSS Statistics 25 program, a whole item of statement was obtained from all indicators of the overall variable consisting of Service Quality, Trust, Price, Customer Satisfaction, and Customer Loyalty where each indicator of each variable has a calculated r value greater than the table r value so that it can be concluded that each item of the variable statement is valid and can be used in research

The results of the reliability test of each variable in the table above show that each variable has a Cronbach's Alpha coefficient of > 0.70 62 so that this research instrument can be declared reliable. Then the variables of Service Quality, Trust, Price, Customer Satisfaction, and Customer Loyalty all statements have a good level of reliability and can be used in the analysis of this study.

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Table 1. Instrument Validity Test Results (N=30)

Hasil Pengujian Validitas Instrumen (N=30)

Variabel Laten	Cronbach's Alpha	Nilai Batas	Keterangan
Kualitas Pelayanan	0,940	0,70	Reliabel
Kepercayaan	0,892	0,70	Reliabel
Harga	0,788	0,70	Reliabel
Kepuasan Pelanggan	0,883	0,70	Reliabel
Loyalitas Pelanggan	0,906	0,70	Reliabel

Sumber : Lampiran, diolah

Based on the results of the data analysis calculations displayed, the research findings can be described and described as follows:

1. Effect of Service Quality (X1) on Customer Satisfaction (Z) The results of data analysis show that Service Quality has an effect of 0.312 on Customer Satisfaction. This influence is positive and is supported by a statistic of 3,714 ($t > 1.96$) and a significance level of 0.000 (p value < 0.05) which indicates this influence is significant. That is, Service Quality has a positive and significant effect on Customer Satisfaction, where the improvement of service quality has an influence on increasing Customer Satisfaction significantly.

2. The Effect of Trust (X2) on Customer Satisfaction (Z) The results of data analysis show that Trust has an effect of 0.288 on Customer Satisfaction. This influence is positive and is supported by a statistic of 3,622 ($t > 1.96$) and a significance level of 0.000 (p value < 0.05) which indicates this influence is significant. That is, Trust has a positive and significant effect on Customer Satisfaction, where the increase in Trust has an effect on increasing Customer Satisfaction significantly.

3. Effect of Price Perception (X3) on Customer Satisfaction (Z) The results of data analysis show that Price Perception has an effect of 0.167 on Customer Satisfaction. This influence is positive and is supported by a statistical of 2.599 ($t > 1.96$) and a significance level of 0.010 (p value < 0.05) which indicates this influence is significant. That is, Price has a positive and significant effect on Customer Satisfaction, where an increase in Price Perception has an influence on increasing Customer Satisfaction significantly.

4. The Effect of Trust (X2) on Customer Loyalty (Y) The results of data analysis show that Trust has an effect of 0.186 on Customer Loyalty. This influence is positive and is supported by a statistical of 2.207 ($t > 1.96$) and a significance level of 0.028 (p value < 0.05) which indicates this influence is significant. This means that Trust has a positive and significant effect on Customer Loyalty, where an increase in Trust has an effect on increasing Customer Loyalty significantly.

5. Effect of Price Perception (X3) on Customer Loyalty (Y) The results of data analysis show that Price Perception has an effect of 0.199 on Customer Loyalty. This influence is positive and is supported by a statistic of 2.689 ($t > 1.96$) and a significance level of 0.007 (p value < 0.05) which indicates this influence is significant. That is, Price has a positive and significant effect on Customer

Loyalty, where an increase in Price Perception has an effect on increasing Customer Loyalty significantly.

6. Effect of Service Quality (X1) on Customer Loyalty (Y) The results of data analysis show that Service Quality has an effect of 0.174 on Customer Loyalty. This influence is positive and is supported by a statistical of 2.172 ($t > 1.96$) and a significance level of 0.030 (p value < 0.05) which indicates this influence is significant. This means that Service Quality has a positive and significant effect on Customer Loyalty, where the improvement of service quality has an influence on increasing Customer Loyalty significantly.

7. Effect of Customer Satisfaction (Z) on Customer Loyalty (Y) The results of data analysis show that Customer Satisfaction has an effect of 0.309 on Customer Loyalty. This influence is positive and is supported by a statistic of 3.207 ($t > 1.96$) and a significance level of 0.001 (p value < 0.05) which indicates this influence is significant. That is, Customer Satisfaction has a positive and significant effect on Customer Loyalty, where the increase in Customer Satisfaction has an effect on increasing Customer Loyalty significantly

CONCLUSIONS AND SUGGESTIONS

Based on the results of the study, it can be seen that service quality, trust, price perception, customer satisfaction have a very significant effect on customer loyalty of Surabaya-Ende Titip Services.

The quality of service at Surabaya-Ende Titip Services is included in the good classification. The lowest indicator is confirmation. Titip services can improve performance so that Jastip users feel satisfied with what is expected. Trust in Surabaya-Ende Titip Services is included in the good classification. The lowest indicator is the Ability indicator. It is recommended that Titip Services need to increase satisfaction and security guarantees in transactions.

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