

The Effect Of Service Quality And Marketing Mix On Customer Loyalty *Outsourcing Security PT. Tri Garda Abbas East Jakarta*

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Abstract

The purpose of this study is to determine the effect of service quality on customer loyalty, find out the marketing mix on customer loyalty, and find out the quality of service with marketing mix on customer loyalty Outsourcing security PT. Tri Garda Abbas East Jakarta. This study used quantitative descriptive methods with data collection techniques through the distribution of questionnaires, and library data. In this study using the saturated purposive sampling method used a total of 97 employees of PT. Tri Garda Abbas East Jakarta, using multiple linear regression data analysis techniques. The results of this study show that there is an influence of service quality on customer loyalty, there is an influence of marketing mix on customer loyalty, and there is an influence of service quality and marketing mix simultaneously or together on customer loyalty Outsourcing security PT. Tri Garda Abbas East Jakarta, and has an influence contribution of 33.5% on customer loyalty variables. The results of this study are expected to contribute to future research.

Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas layanan terhadap loyalitas pelanggan, mengetahui marketing mix terhadap loyalitas pelanggan, dan mengetahui kualitas layanan bersama marketing mix terhadap loyalitas pelanggan Outsourcing security PT. Tri Garda Abbas Jakarta Timur. Penelitian ini menggunakan metode dekriptif kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner, dan data pustaka. Dalam penelitian ini menggunakan metode purposive sampling jenuh yang digunakan berjumlah 97 karyawan PT. Tri Garda Abbas Jakarta Timur, dengan menggunakan teknik analisis data regresi linear berganda. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh kualitas layanan terhadap loyalitas pelanggan, terdapat pengaruh marketing mix terhadap loyalitas pelanggan, dan terdapat pengaruh kualitas layanan dan marketing mix secara simultan atau bersama-sama terhadap loyalitas pelanggan Outsourcing security PT. Tri Garda Abbas Jakarta Timur, dan memiliki kontribusi pengaruh sebesar 33,5% terhadap variabel loyalitas pelanggan. Hasil penelitian ini diharapkan memberikan kontribusi untuk penelitian selanjutnya.

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1. INTRODUCTION

PT. Tri Garda Abbas began its existence in 2020, until 2022 it has 195 personnel spread throughout the testry. PT. Tri Garda Abbas is headquartered on Jl. Kelapa Dua Wetan No. 72 East Jakarta with 10 employees.

At PT. Tri Garda Abbas with its main product service requires the right (effective) marketing strategy to continue to maintain client loyalty. Based on the 7P marketing strategy, namely, *product, price, promotion, place, people, process and physical evidence*. This research focuses more on *people and price*.

The quality of good human resources will affect a company because it has competence and qualified appearance. This greatly impacts the company because it can be considered that PT. Tri Garda Abbas has succeeded in producing superior human resources and giving a good image to the client company. Marketing strategy through quality service at PT. Tri Garda Abbas can be seen through several case examples, where if you have clients

located in apartments are very different handling from clients located in warehouses. For the location of the apartment, personnel are required to prioritize appearance, speaking skills and quick response. For security or receptionists will often interact with apartment residents or often called tenants. The regulations applied in apartments usually prohibit online food delivery to deliver directly to the destination room. So tenants are required to go down to the lobby to pick up the food themselves. But if in the security lobby they let the courier deliver directly to the room will be a fatal mistake.

The application of the price strategy or price or price is the economic value of the service to be sold, it can be interpreted that the price is the amount of money that must be paid by consumers to get the desired goods or services. In *outsourcing*, the price determines the progress of the project. If a tender is underway at company A, in the tender process if it has 5 (five) BUJP participants, each vendor or BUJP will have a different price offer. In the bidding process, prospective clients will provide a price limit that has become a security budget. From this, each vendor can provide the best price to give to potential customers.

Along with the company's progress, service quality, and marketing strategies through *marketing mix* focused on *people* and *price*, management's efforts in increasing customer loyalty certainly receive more attention from the company.

According to Bitner, the quality of service is the overall impression of consumers on the inferiority / superiority of the organization and the services offered. (Rakhmat Muqoddim et al., 2018)

According to (Kotler, 2008) **him**, the definition of *marketing mix* is a tactical marketing tool and can be controlled by the company. The elements in it include the 4Ps, namely products, prices, places of distribution, and promotions which are then combined by the company to reach the desired target market.

Marketing mix according to Saladin in (Setiawan, 2014), that the marketing mix (*marketing mix*) is a series of marketing variables that are mastered **by** marketing and used to achieve goals in the target market. So that the marketing mix is a set of variables that are under control.

Loyalty is an ancient term that has traditionally been used to describe loyalty and enthusiastic devotion to a testry, ideal, or individual. In recent business contexts, the term loyalty has been used to describe a customer's willingness to continue subscribing to a company over the long term, by buying and using its goods and services repeatedly and better exclusively, and willingly recommending the company's products to friends and colleagues (Lovelock and Wright, 2007: 133) in (Rakhmat Muqoddim et al., 2018)

The results of the study entitled (Strong Familiar & Ida Maftukhah, 2015) The Effect of Product Quality and Service Quality on Customer Loyalty through Customer Satisfaction, The results showed that product quality affects customer loyalty, service quality affects customer loyalty, and customer satisfaction affects customer loyalty, as well as mediating the influence of product quality and service quality on customer loyalty. The conclusion obtained is that the higher customer satisfaction, it will increase customer loyalty, with the higher the quality of the product and the higher the quality of service felt by customers.

The results of the study entitled The Effect of (Nurfitriani et al., 2022) *E-Marketing Mix Strategy* on Customer Satisfaction and Impact on Customer Loyalty at PT. Lazada Indonesia (Survey on Students of the Faculty of Economics and **Business**, University of 17 August 1945, Samarinda). partially, the quality of electronic services has a positive and significant effect on customer satisfaction of PT. Lazada Indonesia at 49.4%.

The results of the study (Rokhmat Subagiyo & M. Aqim Adlan, 2017) **entitled** The Effect of *Service Quality, Marketing Mix and Student Satisfaction* on Customer Loyalty is that service quality has a significant effect on student satisfaction, marketing mix has a

significant effect on student satisfaction, service quality does not have a significant effect on student loyalty, marketing mix has a significant effect on Student loyalty and student satisfaction have a significant effect on student loyalty.

Based on the results of previous research, researchers are interested in examining the variables of service quality, *marketing mix* and *customer loyalty* with the title *The Effect of Service Quality, and marketing mix on customer loyalty Outsourcing Security PT. Tri Garda Abbas East Jakarta*. The results of this study are expected to contribute to further research.

2. RESEARCH METHODS

This research is a quantitative descriptive, with the aim of getting an idea of how the Effect of Service Quality, and *marketing mix* on customer loyalty *Outsourcing security PT. Tri Garda Abbas East Jakarta*. For the quantitative approach, it is explained by that the approach uses (Arikunto, 2010) **quantitative because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results.**

The population in this study is employees of **PT. Tri Garda Abbas East Jakarta**. The sample used in this study was employees of **PT. Tri Garda Abbas East Jakarta**, totaling 97 employees., with the sampling technique is saturated sampling. According to the inside is a portion of the number and characteristics possessed by the population. (Lian Sinambella, 2021)

Hipotesis

As for this study, the formulation of the hypothesis test can be explained as follows:

Ha: $\rho = 0$ There is a significant effect of service quality on customer loyalty

Ho: $\rho \neq 0$ There is no significant effect of service quality on customer loyalty

Ha: $\rho = 0$ There is a significant effect of *marketing mix* on customer loyalty

Ho: $\rho \neq 0$ There is no significant effect of *marketing mix* on customer loyalty

Ha: $\rho = 0$ There is a simultaneous effect of service quality and *marketing mix* on customer loyalty

Ho: $\rho \neq 0$ There is no simultaneous effect of service quality and *marketing mix* on customer loyalty.

Analysis Model Techniques

In this study, multiple linear regression analysis techniques are used, Linear regression is a method that can be used to measure at least 2 variables how to measure **the data** using dependent variables and independent variables drawn through the correlation between the 2 variables through straight lines (Susanti et al, 2010) in . (Andik Adi Suryanto & Asfan Muqtadir, 2019)

Multiple linear regression is a regression analysis that explains the relationship between **response** variables (dependent variables) and factors that affect more than one predictor (independent variable). When a result/output, or class is numeric, and all attributes are numeric, linear regression is the right technique to solve (Y.H Ngumar in (Ervan Triyanto et al., 2019)

3. RESULTS OF RESEARCH AND DISCUSSION

Data Normality Test

The data can be said to be normally distributed if the Asymp Sig value > 0.05 , based on **table 1** below, the Asymp sig value is **0.144**. Based on **the Kolmogorov-Smirnov test above, it can be seen that the value of Asymp.sig (2-tailed) is 0.144 which means greater than the provisions of the Kolmogorov-Smirnov normality test which is 0.05, so it can be concluded that the data is normally distributed and worthy of use as research.**

Table 1
Normality One-Sample Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.30497156
Most Extreme Differences	Absolute	.078
	Positive	.032
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.144c

a. Test distribution is Normal.

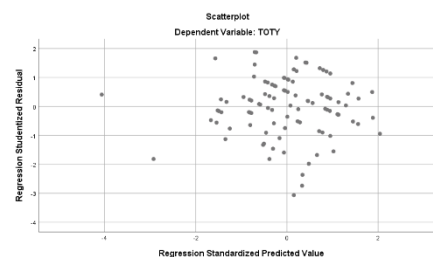
b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed from SPSS

Heteroskedastic Test

One of the requirements that must be met in a good regression model is that **heteroskedasticity symptoms do not occur**



Gambar 1. Scatterplot

In **figure 1** above, it can be seen that the dots spread randomly and are scattered above and below the number 0. It can be concluded that heteroscedasticity does not occur.

Validity Test

Test **the validity** of the service quality variable instrument (X1), it was concluded that the instrument item items that were declared valid were 5 items, **the marketing mix variable** (X2) that was declared valid 4 items while the customer loyalty variable (Y) there were 5 items **declared valid**. The test uses a two-sided test with a significance level of $\alpha = 0.05$ then obtained $r_{table} = 0.197$. The test criteria for declaring an item valid are $r_{test} > r_{table}$

Reliability Test

Reliability tests are carried out to obtain the level of accuracy (reliability) of the data collection equipment (instrument) used. The reliability test of the instrument was carried out with *Cronbach's Alpha* formula using the help of the SPSS program. The test criteria for declaring an item to be **reliable** are $r_{\text{test}} > r_{\text{table}}$. Based on the calculation results, it is concluded that each item that has been declared valid is reliable with a significance level of $\alpha = 0.05$, then **obtained** $r_{\text{table}} = 0.60$ In the service quality variable (X1) $r_{\text{calculate}} = 0.794$ **greater** $r_{\text{table}} = 0.60$ then **reliable**, In the **marketing mix variable (X2)** $r_{\text{calculate}} = 0.721$ **greater** $r_{\text{table}} = 0.60$ then **reliable** and variable customer loyalty (Y) $r_{\text{calculate}} = 0.798$ **greater** $r_{\text{table}} = 0.60$ then **reliable**

Test Double Linear Regression Analysis

To be able to find out the results of a simple regression analysis, regarding how much the t-test value, the level of significance, and the regression formula can be known, can be explained through table 2 below;

**Table 2 Table
coefficients**

Model		Coefficient		t	Sig.
		Unstandardized Coefficients B	Std. Error		
1	(Constant)	1.068	3.958	.270	.788
	TOTX1	.159	.074	2.144	.035
	TOTX2	.892	.142	6.301	.000
	TOTX3	.121	.165	.733	.465

a. Dependent Variable: TOTY

Source: Data processed from SPSS

Based on the calculation above, a regression equation is obtained that can be used to predict variables, namely; $Y' = 1.068 + 0.159X_1 + 0.892X_2 + e$

As a basis for decision making, it can be known by using Test F, as follows:

- a) If the sig value < 0.05 , then there is an influence of variable X simultaneously or together on variable Y.
- b) If the sig value > 0.05 , then there is no effect of variable X simultaneously or together on variable Y or using Test F, as follows:
 - a) If the F value is calculated $>$ the F value of the table, then there is an influence of variable X simultaneously or together on variable Y.
 - b) If the F value is calculated $<$ the F value of the table, then there is no influence of variable X simultaneously or together on variable Y

**Table 3
Model Summary**

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579a	.335	.315	2.341

a. Predictors: (Constant), TOTX3, TOTX1, TOTX2

b. Dependent Variable: TOTY

Source: Data processed from SPSS

Table 4

Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265.414	3	88.471	16.148	.000b
	Residual	525.976	96	5.479		
	Total	791.390	99			

a. Dependent Variable: TOTY

b. Predictors: (Constant), TOTX3, TOTX1, TOTX2

Based on **table 2** there is a **partial influence between service quality on customer loyalty sig value $0.035 < 0.05$** , so it can be concluded that H_a is accepted which means there is an influence of service quality (X1) on customer loyalty, there is a significant influence of marketing mix (X2) **on customer loyalty sig value $0.000 < 0.05$** , and there is an effect of service quality (X1) and *marketing mix* (X2) simultaneously or together on customer loyalty (Y) sig value **$0.000 > 0.05$ (table 4)**. From the calculation results in table 2 of the termination coefficient of the calculation above, it can be concluded that the variables of service quality (X1), and *marketing mix* (X2) together have a contribution of **33.5%** to customer loyalty (Y), while the remaining 66.5% is influenced by other factors that have not been studied. Then the variables of service quality and *marketing mix* together have a moderate positive influence **r** value of 0.579 (**located in the correlation coefficient interval 0.40-0.599**).

Discussion

Test the effect of service quality variables (X1) on the loyalty of PT Tri Garda Abbas, East Jakarta. From the calculation results, it turns out that the hypothesis H_1 is accepted and H_0 is rejected because the significance value obtained is ($0.035 < 0.05$). This means that partially the variable of service quality has a significant effect on the loyalty of PT Tri Gada Abbas, East Jakarta. The main keys to success **its competitiveness** lies in adding value to good service and improving product quality. The differentiators of services that can be enjoyed by consumers are ease of ordering, delivery, installation or installation, consumer training, consumer consultation, and maintenance and repair (Mahmud, 2005).

Test the effect of *the people variable* (X2) on PT loyalty. Tri Garda Abbas, East Jakarta. From the calculation results, it turns out that the hypothesis H_1 is accepted and H_0 is rejected because the significance value obtained is ($0.000 > 0.05$). This means that **partially** the *people variable* has a significant effect on the loyalty of PT Tri Gada Abbas, East Jakarta. *People* are usually done by specialists called employee analysis. Employee analysis is an early step in an effort to prepare for labor recruitment or human resources. The importance of employee analysis is closely related to budget issues and related to consumer loyalty.

Test the effect of variable *price* (X3) on PT. Tri Garda Abbas, East Jakarta. From the calculation results, it turns out that the hypothesis H_1 is rejected and H_0 is accepted because the significance value obtained is ($0.465 < 0.05$). This means that partially the *price* variable does not affect the loyalty of PT. Tri Garda Abbas, East Jakarta. With offers from services, consumers are more likely to try to use other products, will even make repeat purchases and are not interested in making more payments for these products. Thus, the low price that has

been **set** has not been able to affect consumer loyalty. Because the offer of competing services is still high.

4. CONCLUSION

Test the effect of service quality variables (X1) on the loyalty of PT Tri Garda Abbas, East Jakarta. From the calculation results, it turns out that the hypothesis H1 is accepted and H0 is rejected **because** the significance value obtained is ($0.035 < 0.05$). This means that partially the variable of service quality has a significant effect on the loyalty of PT Tri Gada Abbas, East Jakarta.

Test the effect of the *people variable* (X2) on the loyalty of PT Tri Garda Abbas, East Jakarta. From the calculation results, it turns out that the hypothesis H1 is accepted and H0 is rejected **because** the significance value obtained is ($0.000 > 0.05$)

Test the effect of variable *price* (X3) on the loyalty of PT Tri Garda Abbas, East Jakarta. From the calculation results, it turns out that the hypothesis H1 is rejected and H0 is accepted because the significance value obtained is ($0.465 < 0.05$). This means that partially variable *price* does not affect the loyalty of PT Tri Gada **Abbas**, East Jakarta.

There is an effect of service quality (X1) and *marketing mix* (X2) simultaneously **or** together on customer loyalty (Y) sig value **0.000>0.05**

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