

The Influence of Service Quality on Customer Loyalty at PT Hagihara Westjava Industries

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Abstract

The aim to be achieved by conducting this research is to find out how much influence service quality has on customer satisfaction. Based on the research results, it can be seen that the service quality at PT Hagihara Westjava Industries is quite good. This is indicated by the average value of the total score of 70.35, which is quite good. The customers at PT Hagihara Westjava Industries are good. This is indicated by the average value of the total score of 79.59, which is good. There is an influence between Service Quality and Customer Satisfaction at PT Hagihara Westjava Industries because the calculated t value (9.327) is greater than the t table value (2.000) so that H1 is accepted and the calculated t value is located in the H0 rejection area. It was found that Service Quality has a strong positive influence (r value of 0.686) and has an influence contribution of 47% on Customer Satisfaction of PT Hagihara Westjava Industries. Meanwhile, the remaining 53% is influenced by other factors. The author also obtained a regression equation that can be used to predict the Customer Satisfaction variable through the Service Quality variable, namely $Y' = 29.656 + 0.710$.

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1. INTRODUCTION

Developments in the world of marketing are currently occurring so rapidly and quickly, giving rise to increasingly fierce competition. In the world of marketing, competition is something that must be faced by implementing the right strategy in marketing the product or business that we are running. Especially in the world of education business, which at any time will be people's main choice.

The increasing number of competitors means that customers have many choices to get products that suit their needs and expectations. So that consumers become more careful and smarter when dealing with every existing product. One strategy to ensure that customers continue to choose certain products is to create superior differentiation and through the quality of service provided by the company to its consumers.

Consumer satisfaction is the most important factor for the success of a company in facing increasingly competitive competition. The strategy is based on management's commitment to continuously improve the quality of service that satisfies consumers. Measuring customer satisfaction is an important element in providing better, more efficient and more effective services. If customers are dissatisfied with a service provided, then the service can certainly be ineffective and inefficient. This is especially important for service delivery. Because customers are currently more selective in selecting and evaluating a product or service, therefore satisfactory service must be provided to consumers so that they feel satisfied in return for what has been given.

If the customer's perceived satisfaction is good then the customer will be loyal to the product provided, and vice versa if the perceived satisfaction is not appropriate then the

customer will not be loyal to the company. Next, the satisfaction felt by customers will support gradual purchases and create loyalty. Because if good cooperation has been established, feelings of loyalty will arise towards PT Hagihara Westjava Industries, thereby opening up greater opportunities for PT Hagihara Westjava Industries because a good response has emerged so that it can further expand its market share.

According to Wyckof in Tjiptono (2015: 268) defines service quality as follows:

Service quality or service quality is the expected level of excellence and control over this excellence to fulfill customer desires.

Satisfaction is the result of consumer evaluation of a product by comparing whether the product they receive meets their expectations. Satisfaction can also be interpreted as a belief that arises after comparing reality and expectations. For consumers who lack the ability to compare, satisfaction is actually only partial. This can be caused by a lack of experience or information obtained by consumers regarding the products they buy.

Consumer satisfaction is very important in the service industry. Because in the service industry, services that can satisfy consumers will provide profitable rewards and increase the company's competitiveness). In general, consumer satisfaction and consumer dissatisfaction are the result of differences between expectations and performance perceived by consumers.

The definition of customer satisfaction according to Oliver in Tjiptono (2015: 353) states that customer satisfaction is an evaluation of the surprise that is inherent or inherent in obtaining a product and/or consumption experience.

To be able to provide satisfaction to customers, companies are required to be able to compete with other companies. This is no exception for the English language training service company PT Hagihara Westjava Industries which is located on Jalan Kertabumi No 1 Karawang.

However, it turns out that there is still a problem regarding Service Quality where service is still needed to ensure product availability according to customer needs and orders. Bearing in mind that sometimes some programs cannot be fulfilled immediately, but there is a waiting time that occurs and there are some customers who do not get the program because PT HAGIHARA WESTJAVA INDUSTRIES sometimes does not open all programs.

Table 1.1 Customer Satisfaction with Service Quality

NO	Year	Satisfaction Percentage Value
1	2020	80%
2	2021	77%
3	2022	75%

Source: Recapitulation of BBC Satisfaction Questionnaire Results

From the table above it can be seen that customer satisfaction with the service quality of PT Hagihara Westjava Industries over the last three years has decreased. This can be seen from the table of percentage of customer satisfaction with service quality obtained from filling out customer questionnaires on the theme of service quality. In 2020, the value of the percentage of service satisfaction from 10 questions calculated as the total percentage of satisfaction with the quality of service was 80%, then in 2021 it decreased by 3 points to 77% and last year (2022) it decreased again to 75%.

As a result of the existence of problem phenomena regarding service quality, this has

resulted in problem phenomena regarding customer satisfaction at PT Hagihara Westjava Industries." The wrong phenomenon that occurs regarding customer satisfaction is that customers are still less than satisfied in terms of product choices that suit their needs, resulting in customers having to

Table 1.2 Customer Loyalty

NO	Year	Total Number of Customers
1	2021	150 Customers
2	2022	135 Customers
3	2023	120 Customers

From the table above, it can be seen that the number of customers subscribing to PT Hagihara Westjava Industries over the last three years has decreased. This can be seen from the customer count table. In 2021 the total number of customers from all levels was 150 customers, then in 2022 it decreased by 15 customers to 135 customers and last year (2023) it decreased again to 120 customers.

Based on the background described above, the author is interested in examining in more depth the relationship between Service Quality and Customer Satisfaction. Therefore, the author took the research title "The Influence of Service Quality on Customer Satisfaction at PT Hagihara Westjava Industries"

2. RESEARCH METHOD

This type of research is a type of quantitative descriptive research, according to Sugiyono (2019:16) quantitative methods can be interpreted as research methods that are based on philosophy positivism to research a certain population or sample, data collection using research instruments, data analysis, quantitative/statistical in nature, with the aim of testing predetermined hypotheses

3. RESULT AND DISCUSSION

1. Variable score Service quality is obtained based on measurement results using a questionnaire consisting of 18 questions. Theoretically, the Service Quality variable score will range between 32 to 160. The results of data analysis and statistical calculations show that the Service Quality empirical score varies between 44 to 86 with a score range of 42, an average of 70.35; median 71; mode 60; standard deviation 8.25; and variance 68.13. This value is in the good category
2. Customer Loyalty Score is obtained based on measurement results using a questionnaire consisting of 20 questions. Theoretically, the Customer Loyalty variable score ranges from 20 to 100. The results of data analysis and statistical calculations show that the empirical Customer Loyalty score varies between 55 to 96 with a score range of 41; average 79.59; median 80; mode 79; standard deviation 8.54; and variance 72.99. This value is in the good category
3. Based on the results of statistical calculations, a correlation coefficient of $r = 0.686$ and a determination coefficient of $R = r^2 = 0.470$. Testing the significance of the correlation obtained $t_{count} (9,327 > t_{table} (2,000))$ on $\alpha = 0.05$, indicating that the correlation coefficient is significant. Thus, the research hypothesis which states that there is a relationship between Service Quality and Customer Loyalty can be accepted. This means that the better the quality of service will be followed by higher customer loyalty. Meanwhile, the coefficient of determination of 0.470 shows that 47% of variations in Customer Loyalty can be explained by variations in Service Quality, the remaining 53% is determined by other factors outside Service Quality. Thus, based on

the results of the data analysis above, empirical evidence was obtained which shows that there is a relationship between Service Quality and Customer Loyalty. In other words, the better the quality of service will increase customer loyalty. Thus, empirically it can be said that one of the efforts to increase customer loyalty is by improving service quality.

4. Based on the results of calculations to develop a regression equation model between Service Quality (X) and Customer Loyalty (Y), the constant $\alpha = 29.656$ and the regression coefficient $\beta = 0.710$ are obtained. Thus, the influence between the independent variable X and the dependent variable Y can be expressed in a simple linear regression equation model as follows: $\hat{Y} = 29.656 + 0.710X$. The results of the regression significance test based on the ANOVA table obtained $F_{\text{count}} (86,99) > F_{\text{table}} (6.90)$ at $\alpha = 0.01$. This shows that the regression equation model is significant. The linearity test results obtained were $F_{\text{count}} (1,24) < F_{\text{table}} (1.62)$ at $\alpha = 0.05$. These results indicate that the regression equation is linear. Based on the test results above, the regression equation $\hat{Y} = 29.656 + 0.710X$ can be used to explain the form of a linear relationship between Service Quality and Customer Loyalty. This relationship shows that there is a direction of change in respondents' Customer Loyalty tendencies due to Service Quality. The regression equation $\hat{Y} = 29.656 + 0.710X$ shows that if Service Quality and Customer Loyalty are measured by the instruments used in this research, then every one unit increase in the Service Quality score (X) will be followed by an increase in the Customer Loyalty score of 0.710 with a constant of 29.656.

4. CONCLUSION

1. There is an influence between Service Quality and Customer Loyalty which can be seen based on the $r_{\text{value}} = 0.686$ with a strong interpretation, while the magnitude of the influence between the two variables is 0.470, meaning that Service Quality contributes to Customer Loyalty by 47%, the remaining 53% is determined by other factors.
2. The regression equation model between Service Quality (X) and Customer Loyalty (Y) obtained a constant $\alpha = 29.656$ and a regression coefficient $\beta = 0.710$. Thus, the influence between the independent variable X and the dependent variable Y can be expressed in a simple linear regression equation model as follows: $\hat{Y} = 29.656 + 0.710X$. The results of the regression significance test based on the ANOVA table obtained $F_{\text{count}} (86,99) > F_{\text{table}} (6.90)$ at $\alpha = 0.01$. This shows that the regression equation model is significant. The regression equation $\hat{Y} = 29.656 + 0.710X$ shows that if Service Quality and Customer Loyalty are measured by the instruments used in this research, then every one unit increase in the Service Quality score (X) will be followed by an increase in the Customer Loyalty score of 0.710 with a constant of 29.656.

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