

# EFFECT OF SERVICE QUALITY, CUSTOMER TRUST AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY AT PT LAUTAN INDOMAS UTAMA MEDAN

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## ABSTRACT

The results show that the adjusted r square value is 0.302 which means that 30.2% of customer loyalty demand is jointly influenced by the variables described in the model. While the rest is influenced by factors outside the model. Partially, service quality variable has a positive and significant effect, trust variable has a positive and significant effect, customer satisfaction variable has a positive and significant effect. Simultaneous, service quality, trust and customer satisfaction have a positive and significant effect.

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## 1. INTRODUCTION

The rapid development of the business world will have an impact on the level of competition between freight forwarding service providers (expedition) in meeting the needs of the community. The rapid development of freight forwarding companies, it will have an impact on the higher level of competition between companies [1]. The higher public demand for users of Expedition services today, companies must be able to develop the ability, skills and knowledge to meet the needs and desires of customers and be able to provide satisfaction to customers. Individual customer satisfaction is very difficult to achieve because of the diversity of customer desires itself, therefore the company is required to better understand customer desires so that customer loyalty can be maintained [2].

Customer loyalty is very important for companies in this era of very tight business competition. The importance of customer loyalty to the company is no doubt, many companies really hope to retain their customers in the long term, even if it is possible for good. Companies that are able to develop and maintain customer loyalty will gain long-term success [3]. Customer loyalty means the intention of repurchasing products and services, and this is the goal of industry or loyalty is a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing [4].

Service quality is a measure of how an organization understands its users' needs and fulfills their expectations. Understanding how to improve the service quality of product is the key step to growth for any organization [5]. Quality customer service involves providing efficient, quick, and friendly service to customers as well as building strong relationships with them [15]. It also entails responding to customers' issues in time and handling any complaints swiftly [6]. In this company there is a decrease in customer loyalty seen from the level of the number of customers who use freight forwarding services. Basically every customer when they use services at low prices in accordance with the quality obtained coupled with the benefits received in excess of what is expected, they will feel satisfied. In 2020 there were 12 complaints and in 2021 there were 17 complaints. The number of customer complaints that say that the decline in the quality of services provided to customers related to the level of speed of document management, submission of information that is often incorrect, frequent negligence of employees resulting in customer disappointment.

Customer loyalty describes an ongoing emotional relationship between customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from you versus your competitors. Loyalty is the by product of a customer's positive experience and works to create trust [7]. Customer confidence has decreased to the company due to frequent price fluctuations without prior notice resulting in customers sometimes experiencing losses, unreliable shipping information and often the amount of discounts provided is sometimes different from the billing invoice so that customers become disappointed and lack of confidence in the information submitted. In addition, the decline in

customer confidence is also caused by a negative corporate image caused by the delivery system is not on time, resulting in many customers who prefer to switch to other similar companies.

Customer satisfaction is basically the judgment a consumer makes in relation to his/her sense of fulfillment related to his/her choices about the purchase and use of specific products and services [8] customer satisfaction is a measurement that determines how well a company's products or services meet customer expectations [9]. It's one of the most important indicators of purchase intentions and customer loyalty. As such, it helps predict business growth and revenue [10]. Customer satisfaction has decreased seen from the number of customers who do not make delivery transactions today due to unsatisfactory pricing for customers because in 2021 there was an increase in shipping prices several times, too fast repayment time this is due to in March 2021 there was a change in repayment time to 7 days, a delivery system that does not make it easier for customers because of document management that is quite slow seen from 2020 and 2021 which paid fines for lack of documents. This triggers customer dissatisfaction.

## 2. METHOD

Population is the whole subject of research. The population in this study amounted to 167 customers [11]. The number of population is taken from the number of customers who make delivery transactions. It is considered to represent the entire population [12]. The sampling technique used is random sampling, Based on the calculation of slovin formula, then the number of samples. In this study is as many as 118 customers. In this study, there are three data collection techniques used are questionnaires were distributed to customers research, interviews were conducted to several customers and documentation studies used journal books related to service quality, customer trust, customer satisfaction and customer loyalty [13]. The source of data in this study is the primary data obtained by interviews and research questionnaires distributed to customers. Secondary Data for example books and journals related to this study [14].

In this study, multiple linear regression data analysis was performed. By using various validity and reliability tests conducted to ensure the questionnaire is valid and reliable and free from normality, multicollinearity and heteroscedasticity tests.

## 3. RESULT AND DISCUSSION

### Multiple Linear Regression Analysis

The regression Model used is as follows :

Table 1. Multiple Linear Regression Analysis

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.888	3.039		1.279	.203
	Service Quality	.264	.072	.304	3.653	.000
	Trust	.281	.093	.253	3.032	.003
	Customer Satisfaction	.194	.075	.214	2.582	.011

Customer Loyalty = 3.888 + 0.264 Service Quality + 0.281 Trust + 0.194 Customer Satisfaction

The constant of 3,888 states that if the variables of Service Quality, Trust and customer satisfaction does not exist or is constant then the variable of customer loyalty at 3,888 units. The regression coefficient of service quality variable is 0.264 and is positive, it states that if every increase in service quality variable 1 unit will increase customer loyalty variable by 0.264 units with the assumption that other variables remain. The regression coefficient of the trust variable is 0.281 and is positive, it states that if every increase in the trust variable by 1 unit will increase the customer loyalty variable by 0.281 units with the assumption that other variables remain. The regression coefficient of Customer Satisfaction variable is 0.194 and is positive, it states that if every increase in customer satisfaction variable 1 unit will increase customer loyalty variable by 0.194 units with the assumption that other variables remain..

### Coefficient of Determination

The coefficient of determination is a measurement used to explain how much the variability of one factor is caused by its relationship to another factor. This correlation is represented as a value between 0.0 and 1.0 (0% to 100%) [15]. The coefficient of determination coefficient is :

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Table 2. Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 <sup>a</sup>	.320	.302	9.95115

Coefficient of determination test results can be seen from the value of Adjusted R Square of 30.2% (0.302 X100) showed variations in service quality variables, trust and customer satisfaction to customer loyalty while the remaining 69.8% (100% - 30.2%) is explained by other variables not studied in this study, such as promotional programs, perception of risk and price and so on..

#### Simultaneous Hypothesis Testing (F-Test)

The F-test is:

Table 3. F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5302.264	3	1767.421	17.848	.000 <sup>a</sup>
	Residual	11288.888	114	99.025		
	Total	16591.153	117			

From the table above it can be explained that the value of F count (17.848) > F table (2.68) and the probability of significance of 0.000 < 0.05, means that H4 is accepted, namely service quality, customer trust and customer satisfaction have a positive and significant effect simultaneously on customer loyalty.

#### Partial Hypothesis Testing (t-Test)

The t-test is used to determine whether there is a relationship or significant influence between the partially independent variable and the dependent variable. The t test is:

Table 4. t Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	3.888	3.039		1.279	.203
	Service Quality	.264	.072	.304	3.653	.000
	Trust	.281	.093	.253	3.032	.003
	Customer Satisfaction	.194	.075	.214	2.582	.011

The results of the calculation of the hypothesis partially obtained tcount value > ttable or 3.653 > 1.981 and significant 0.000 < 0.05, means that H1 is accepted that the service quality has a positive and significant effect partially on customer loyalty. The results of the calculation of the hypothesis partially obtained tcount value > ttable or 3.032 > 1.981 and significant 0.003 < 0.05, means that H2 is accepted that customer trust has a positive and significant effect partially on customer loyalty. The results of the calculation of the hypothesis partially obtained tcount value > ttable or 2.582 > 1.981 and significant 0.011 < 0.05, means that H3 is received that customer satisfaction has a positive and significant effect partially on customer loyalty. service quality, customer trust and customer satisfaction have a positive and significant effect simultaneously on customer loyalty.

#### 4. CONCLUSION

Based on the results of the research and discussion that have been described previously, it is concluded that partially the service quality has a positive and significant effect on customer loyalty, partially customer trust has a positive and significant effect on customer loyalty, partially customer satisfaction has a positive and significant effect on customer loyalty. Simultaneously service quality, customer trust and customer satisfaction have a positive and significant effect on customer loyalty.

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