Factor Analysis Of Product Quality, Service Quality, And Corporate Image Towards Customer Loyalty Through Customer Satisfaction On CV Vins Cahaya Sukses Customers In Pekanbaru

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Article Info	ABSTRACT
Keywords: Product Quality, Service Quality, Corporate Image, Customer Satisfaction, Customer Loyalty.	The results obtained by product quality has a significant effect on ap customer satisfaction, service quality has a significant effect on customer satisfaction, corporate image has a significant effect on customer satisfaction, product quality has a significant effect on customer loyalty, service quality has a significant effect on customer loyalty, corporate image has a significant effect on customer loyalty and customer satisfaction has a significant effect on customer.
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INTRODUCTION

The development of automotive technology is currently increasingly competitive, both in terms of quantity and in terms of quality. The success of an industrial company in global competition, not only product quality should be prioritized but also attention to the development of employee productivity is no less important. In fact, automotive companies, especially those engaged in workshop services or vehicle repair shops, current management must be done professionally because they compete to appear to give satisfaction to customers. The harsh competition of the industry has resulted in the demand for quality increasing, because quality will expand the productivity of company personnel (Hasan, 2018).

Competition in the automotive business forces repair service companies to have reliable mechanics who have the ability to repair each unit of the vehicle quickly and accurately. Competition in business always has a positive side and a negative side, and the automotive business is no exception. Along with the development of the era and communication technology, currently each automotive industry company is waging an advertising war in various media from television ads to social media. Each company certainly promotes that its vehicle brand is the best and best-selling. The development of extraordinary communication flows makes news spread so quickly that it can even be a matter of seconds through social media.

According to Sinurat et al (2017) states Customer loyalty is a deeply held commitment to buy or re-support a product or service that is liked in the future despite the influence of

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the situation and marketing efforts have the potential to cause customers to switch. Customer loyalty is a high commitment to repurchase products or services that are liked in the future (Oliver, 2019).

Customer satisfaction CV Vins Cahaya Sukses, Pekanbaru which is reflected in the acquisition of the company's rating has increased and positive reviews from customers. CV Vins Cahaya Sukses, Pekanbaru company that many customers who provide good reviews such as fast process, friendly service, neat work and so on which reflects that the value of customer satisfaction over the performance of CV Vins Cahaya Sukses, Pekanbaru.

According to Kotler (2018) states that, product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease, operation and repair of products as well as other product attributes. Product quality is an important concern for companies in creating a product. Quality products are the main criteria for consumers in the selection of products offered by the company. The company is always able to maintain and improve product quality to meet consumer desires. With quality products the company can compete with competitors in controlling market share. CV Vins Cahaya Sukses, Pekanbaru maintains the quality of performance of the car to the maximum. early entered the car in a ruined state, but the repair became very good looks new. This means that the company's employees who have good performance and are capable of turning a badly damaged car into a good one.

According to Park, et al (2021), service quality is the overall characteristics and characteristics of a good or service that affect its ability to satisfy stated or implied needs. Service quality as an effort to realize customer satisfaction so that customers feel they have more results than expected, customer expectations are an important factor, higher service quality provides more satisfaction and vice versa. Customer reviews stating that the friendly service and insurance process are easy and help customers so that customers feel satisfaction.

According to Ernawati (2019) a company image is any type of impression that society makes about a company. Corporate image is formed from beliefs, feelings, ideas, and impressions that are supported by the information provided by the company, attitudes, behaviors, and philosophies adopted by management. Therefore, the image of a company presents the values of consumers, potential consumers, consumers who have been lost, and other groups of people who have relationships or interests with the company (Pranato & Subagio, 2019).The company image of CV Vins Cahaya Sukses, Pekanbaru is positively seen from the many visits from CV Vins Cahaya Sukses, Pekanbaru. Visit CV Vins Cahaya Sukses, Pekanbaru on the role of companies that provide development, innovation and creativity in car repair. This reflects that the company is growing and developing and paying attention to customer complaints so that it has a positive value and image.

The research GAP in this study is Purwani dan Wahdiniwaty (2017), which has research results that product quality, service qualitydancorporate image have a significant effect on customer satisfaction and customer loyalty. However, other results were obtained

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by Darna & Herlina (2020) who obtained different results that the company's image does not affect customer satisfaction.
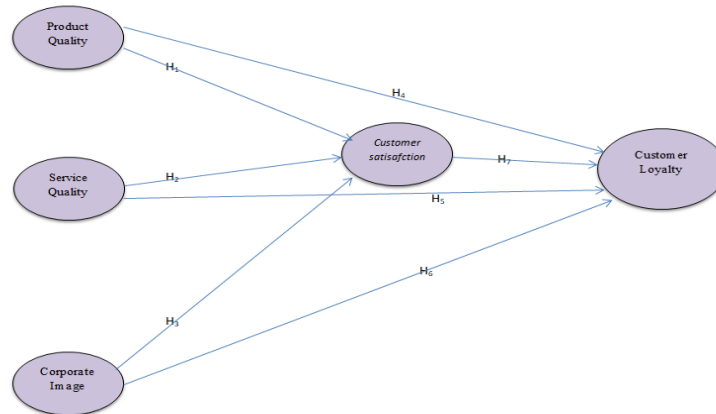
Figure 1. Research Model

METHOD

Type and Data Source

The type of data used is primary and secondary data, namely the type of data obtained through the processing of the second party from the results of field research and through library research, namely research through the library. Primary Data obtained by interview and provide a list of questions (questionnaire).

The population that will be used in this study is all customers of CV Vins Cahaya Sukses, Pekanbaru. In this study, researchers will use snowball sampling technique. The number of indicators used in this study 23 indicators for customer questionnaires. Hence the minimum number of samples required for CV Vins Cahaya Sukses customers, Pekanbaru is 115 respondents. The characteristics of the respondents determined are men and women aged 18-65 years where the age is early adulthood (youth age classification according to WHO), and of course who have made transactions at least 2 times in the last 1 year at CV Vins Cahaya Sukses, Pekanbaru.

Analysis Method

Questionnaire data that is distributed to respondents selected for ensure complete filling. Questionnaires that have been selected conducted inputting in Excel program to facilitate data processing using statistical Structural Equation Model (SEM) with AMOS.
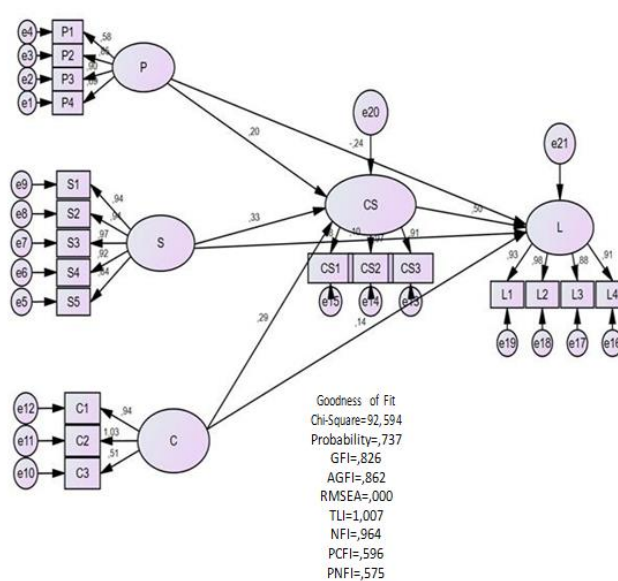
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RELUST AND DISCUSSION

Figure 2. Path Diagram

Table 1. Goodness of Fit Indeks Full Structural equation model

Indicator	Criteria	Result	Description
Chi-square	Expected small	92.597	Good Fit
Probability	≥ 0,05	102	Good Fit
RMSEA	≤ 0,08	0.737	Good Fit
CMIN/DF	≤ 2,00	0.000	Good Fit
GFI	≥ 0,80	0.926	Good Fit
AGFI	≥ 0,80	0.862	Good
TLI	≥ 0,80	0.575	Good Fit
CFI	≥ 0,80	1.007	Good Fit

Model measurement results seen from the measuring indicators it is important to note that the modulus of motion is still sufficient to used. These results provide information that the research model is still have the ability to be predictive of appropriate relationships that occur in   model. Hypothesis testing to determine how significant the causal relationship is between variations in research models. Hypothesis test results are explained one by one as follows:

Table 2. Test of Hypothesis

	Estimate	S.E.	C.R.	P	Description
CS <-- P	,272	,125	2,176	,030	Accepted
CS <-- S	,346	,095	3,660	***	Accepted
CS <-- C	,517	,164	3,159	,002	Accepted

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	Estimate	S.E.	C.R.	P	Description
L <-- CS	,776	,091	5,222	***	Accepted
L <-- P	,261	,211	2,634	,008	Accepted
L <-- C	,237	,135	2,752	,005	Accepted
L <-- S	,100	,085	2,166	,038	Accepted

H1: Product Quality has a significant influence on Customer satisfaction at CV Vins Cahaya Sukses, Pekanbaru

The results of the assessment of parameters related to the effect of product quality on customer satisfaction showed the significance of the critical ratio (CR) of 2.176 (greater than 1.96) and the value of significance (p-value) of 0.030 (less than the significance level of 0.05), the resulting influence regression coefficient is 0.272, which indicates that the better the quality of the product along with the effect of customer satisfaction. Therefore, the first hypothesis that states that Product Quality has a positive and significant influence on Customer satisfaction at CV Vins Cahaya Sukses, Pekanbaru is acceptable (H1). Lesmana & Ayu (2019), also stated that the product has a positive effect on consumer satisfaction. With such a good product quality, customers will be satisfied and loyal to a prepaid card service, especially simpati. The better the quality of the products provided, the higher customer satisfaction will be.

H2: Service Quality has a significant influence on Customer satisfaction at CV Vins Cahaya Sukses, Pekanbaru

The results of the assessment of parameters relating to the effect of service quality on customer satisfaction showed the significance of the critical ratio (CR) of 3.660 (greater than 1.96) and the value of significance (p-value) of 0.000 (less than the significance level of 0.05), the resulting influence regression coefficient is 0.346, which shows that the better the service quality along with the influence of customer satisfaction. Therefore, the first hypothesis that states that service quality has a positive and significant influence on Customer satisfaction at CV Vins Cahaya Sukses, Pekanbaru is acceptable (H2). Consumer satisfaction will ultimately create consumer loyalty to companies that provide quality that satisfies them (Aria, et al, 2018).

H3: Service Quality has a significant influence on Customer Satisfaction at CV Vins Cahaya Sukses, Pekanbaru

The results of the assessment of parameters related to the influence of corporate image on customer satisfaction showed the significance of the critical ratio (CR) of 3.159 (greater than 1.96) and the value of significance (p-value) of 0.002 (less than the significance level of 0.05), the resulting influence regression coefficient is 0.517, which shows that the better the corporate image along with the influence of customer satisfaction. Therefore, the first hypothesis that states that corporate image has a positive and significant influence on Customer satisfaction at CV Vins Cahaya Sukses, Pekanbaru is acceptable (H3). This is supported by the research of Safitri, et al., (2019) shows that there is a positive

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and significant influence between corporate image to customer satisfaction. The image of the company turns out to have a strong influence on consumer satisfaction (Bitner, 2018).

H4: Product Quality has a significant influence on Customer Loyalty at CV Vins Cahaya Sukses, Pekanbaru

The results of the assessment of parameters relating to the effect of product quality on customer loyalty showed significance with a critical ratio (CR) of 2.634 (greater than 1.96) and the value of significance (p-value) of 0.008 (less than the significance level of 0.05), the resulting influence regression coefficient is 0.261, which shows that the better the quality of the product along with the influence of customer loyalty. Therefore, the first hypothesis that states that product quality has a positive and significant influence on customer loyalty at CV Vins Cahaya Sukses, Pekanbaru is acceptable (H4). This is evidenced by several previous studies discussing the influence of product quality on consumer satisfaction. One of them is by Dimyati (2020), which states that product quality has a positive and significant effect on consumer satisfaction

H5: Product Quality has a significant influence on Customer Loyalty at CV Vins Cahaya Sukses, Pekanbaru

The results of the assessment of parameters related to the effect of service quality on customer loyalty showed significance with a critical ratio (CR) of 2.166 (greater than 1.96) and the value of significance (p-value) of 0.038 (less than the significance level of 0.05), the resulting influence regression coefficient is 0.100, which indicates that the better the service quality along with the influence of customer loyalty. Therefore, the first hypothesis that states that service quality has a positive and significant influence on customer loyalty at CV Vins Cahaya Sukses, Pekanbaru is acceptable (H5). According to Bailia, et al (2018), the quality of service that drives towards increasing consumer satisfaction. Service quality has a positive relationship with consumer satisfaction with the quality of Service is getting better then produce high consumer satisfaction..

H6: Corporate Image has a significant influence on Customer Loyalty at CV Vins Cahaya Sukses, Pekanbaru

The results of the assessment of parameters relating to the effect of corporate image on customer loyalty showed significance with a critical ratio (CR) of 2.752 (greater than 1.96) and the value of significance (p-value) of 0.005 (less than the significance level of 0.05), the resulting influence regression coefficient is 0.237, which shows that the better the corporate image along with the influence of customer loyalty. Therefore, the first hypothesis that states that corporate image has a positive and significant influence on customer loyalty at CV Vins Cahaya Sukses, Pekanbaru is acceptable (H6). Kotler (2018) explained that image building is important for the future viability of the organization. So that the company's image affects company satisfaction. This is supported by the research of Arumsari (2018) shows that the company's image affects customer loyalty.

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H7: Customer Satisfaction has a significant influence on Customer Loyalty at CV Vins Cahaya Sukses, Pekanbaru

The results of the assessment of parameters relating to the effect of customer satisfaction on customer loyalty showed significance with a critical ratio (CR) of 5.222 (greater than 1.96) and the value of significance (p-value) of 0.000 (less than the significance level of 0.05), the regression coefficient of influence produced is 0.776, which shows that the better customer satisfaction along with the influence of customer loyalty. Therefore, the first hypothesis stating that customer satisfaction has a positive and significant influence on customer loyalty at CV Vins Cahaya Sukses, Pekanbaru is acceptable (H7). This is supported by the research of Safitri, et al., (2016) shows that the company's image affects customer loyalty. Customer satisfaction variables have a positive and significant effect on customer loyalty (Sinurat, 2017).

CONLUSION

Referring to the results of data analysis, it was concluded that there is a significant influence between variables, especially the value of product quality has a significant effect on customer satisfaction, service quality has a significant effect on customer satisfaction, corporate image has a significant effect on customer satisfaction, product quality has a significant effect on customer loyalty, service quality has a significant effect,

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