


## Analysis of The Influence of Trust, Commitment, Communication, and Complaint Handling on Consumer Loyalty at MDC Trans Lamongan

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Article Info	ABSTRACT
<p><b>Keywords:</b> loyalty, trust, commitment, communication, and complaints.</p>	<p>The development of the business world is moving very fast due to the wide open globalization for business actors. Many companies consider that loyal consumers will be able to improve the long-term survival of the company. The purpose of this study is to determine how trust, commitment, communication and complaint handling influence consumer loyalty, so that the following hypothesis is proposed: It is suspected that trust, commitment, communication, and complaint handling have an influence on consumer loyalty partially and simultaneously. and it is suspected that the complaint handling variable is the dominant variable that influences consumer loyalty. MDC Trans Lamongan services. The results of the analysis show that all collected data are valid and reliable, there is no multicollinearity and heterocollinearity. The SPSS output results also show that the multiple correlation value is 0.971 and the coefficient of determination (R<sup>2</sup>) is 0.944. From the t-table calculation, the results are 1.9921 and the calculated t X1 is 2.233 X2 is 6.636. X3 is 4.487 and X4 is 6.209, indicating that there is a partial or individual influence. Meanwhile, after the f-table calculation, the f-table value is 2.49 and the calculated f is 313.933, indicating that there is a simultaneous or joint influence. Meanwhile, from the multiple linear regression analysis test, the value of <math>Y = -4.444 + 0.199 X1 + 0.498 X2 + 0.304 X3 + 0.652 X4</math> is obtained. The conclusion of this study is that there is a partial influence shown based on the t-test which explains that the Trust variable has a significant positive effect on Consumer Loyalty. There is a simultaneous influence known from the F test that Trust, Commitment, Communication, and Complaint Handling have a significant positive effect on Loyalty, and it is known that the complaint handling variable is the variable that has the most influence on Consumer Loyalty.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Luluk Nur Azizah Department of Management, Faculty of Economics, Islamic University of Lamongan <a href="mailto:luluknurazizah@unisla.ac.id">luluknurazizah@unisla.ac.id</a></p>

### INTRODUCTION

The development of the business world is moving very fast. This is due to the flow of globalization that is increasingly open to every business actor. The emergence of competition causes business people to compete with each other to be able to face competition and gain competitive advantage. Competition in the business world is very important for our lives.

Based on the perspective of marketing strategy, understanding the pattern of brand purchases by consumers is very important. In such a market, maintaining consumers is very important to survive and is much more profitable than continuously fighting for new consumers. Peter Dan Olson (2014:186)

The implementation of marketing strategies in a company is always changing in line with the development and changes in the existing industrial environment. These changes force companies to continue to adapt to developments in their surroundings. One of the main strategies to face competition is to increase consumer loyalty. Consumers are the lifeblood of a business, because from consumers a business gets income. Novianti, et., Al. (2018:91). The world of marketing must not only be customer oriented but also competition oriented. After all, the competitive map must be taken into account if you don't want to be crushed by competitors' marketing activities. Strategies are created to be able to win the competition by offering a clear concept of the product and the unique advantages it contains to gain consumer satisfaction.

Companies now emphasize more on the marketing concept that approaches its consumers, companies pay attention to how important consumer satisfaction is for the sustainability of their company. Companies pay attention to the element of consumer satisfaction as a basis for building consumer loyalty to the products or services they create. Consumer satisfaction is the most important concept in marketing thinking and consumer research. In theory, consumers who are satisfied with a product, service, or brand are likely to continue buying it and tell others about the pleasant experiences they have with the product, service, or brand. If not satisfied, consumers are likely to change products, services, or brands and complain to manufacturers, retailers, and other consumers. Sangadji and Sopiah (2013:98) say that services have high quality of experience and trust, the risk in purchasing them will be greater. This has several consequences. First, service consumers generally rely on word of mouth rather than advertising. Second, they rely heavily on price, staff, and physical instructions to assess quality. Third, they are very loyal to service providers who satisfy them. Service companies face three tasks, namely increasing competitive differentiation, service quality and productivity. So to create consumer satisfaction a business must follow various changes, desires and expectations of consumers. Sasongko (2014:274) states that satisfaction will basically be dominated by direct consumer feelings obtained from a comparison between expectations and reality felt by consumers.

One of the businesses that continues to experience competition in terms of sales and service every day is the automotive world. Every motorcycle repair shop is now competing to provide superior motorcycle service and sales to attract and retain its consumers. This competition requires business actors to bring out all their abilities in order to compete in the market. Fadhillah (2015:194) states that the impression or perception of the whole of a product or service can determine the value of the product or service and directly affect consumer purchasing decisions and their loyalty to a brand. Gunawan (2015:3) also states that consumer loyalty is reflected in consumer habits in making consistent purchases of products or services. Consumers who already have loyalty to a product or service will usually no longer consider buying products or services other than the product or service they are

interested in, but if consumers do not get a satisfactory product or service, consumers tend to continue looking for products or services that match their criteria.

Consumer service and comfort are highly prioritized by MDC Trans. MDC Trans provides vehicle rental services for both BUS, elf and private vehicles. Every day MDC Trans operates and is never empty of Consumers. There are also those who complain because of the incompatibility of requests. Consumer loyalty needs to be improved for the long-term survival of the company. Brand loyalty is also a supporting factor for the community in making purchasing decisions for a product. Fadhilah (2015:194).

A service business must be able to provide excellent service, where the service can be used as an advantage compared to other service businesses, so that it can survive in a competitive climate. A service business that has a competitive advantage can be seen in the condition of the large number of consumers who have high loyalty.

In this automotive sales business, consumer loyalty is one proof that MDC Trans is able to compete in providing excellent service to every consumer. Consumer loyalty to a product and service is based on certain factors. So in this study, these factors will be research variables. There are various factors that influence MDC Trans consumer loyalty, including trust, commitment, communication and complaint handling. With full trust from consumers, close commitment, good communication, and friendly complaint handling, of course MDC Trans will be liked by consumers.

Based on the background and problem formulation above, this research was conducted with the aim of: To determine the influence of variables of trust, commitment, communication and complaint handling on consumer loyalty partially. To determine the influence of variables of trust, commitment, communication and complaint handling on consumer loyalty simultaneously. Knowing which variables are the most dominant among the variables of trust, commitment, communication, and complaint handling towards consumer loyalty.

## RESEARCH METHODS

This research was conducted at MDC Trans Lamongan. The type of research used in this study is quantitative with a sample of 80 respondents. The sampling technique used is *non-prejudice sampling*. by distributing questionnaires to respondents in the form of a Likert scale. The variables in this study include the dependent variable is customer loyalty (Y) and the independent variables are trust (X1), commitment (X2), communication (X3), complaint handling (X4). To test the questionnaire using validity and reliability tests, while for data analysis using classical assumption tests and multiple linear regression.

## RESULTS AND DISCUSSION

### Validity Test

Validity test is used to measure the validity of a questionnaire. Validity test is done by comparing the calculated t value with the t table. Or by looking at the value (sig2 tailed) < 0.05. The following are the results of the research calculations using SPSS:

**Table 1.** Validity Test

Variables	Item	Signification	Information
Trust	X1.1	0,000	valid
	X1.2	0,000	valid
	X1.3	0,000	valid
	X1.4	0,000	valid
Commitment	X2.1	0,000	valid
	X2.2	0,000	valid
	X2.3	0,000	valid
	X2.4	0,000	valid
Communication	X3.1	0,000	valid
	X3.2	0,000	valid
	X3.3	0,000	valid
	X3.4	0,000	valid
Complaint Handling	X4.1	0,000	valid
	X4.2	0,000	valid
	X4.3	0,000	valid
Consumer Loyalty	Y1.1	0,000	valid
	Y1.2	0,000	valid
	Y1.3	0,000	valid
	Y1.4	0,000	valid
	Y1.5	0,000	valid

Source: Appendix 4 processed

Based on Table 1, the results of the validity test with a total of 80 samples tested show that all indicators in the questionnaire have a significant value of  $<0.05$  so that it is said to be valid.

### Reliability Test

Reliability test is a measuring tool to measure a questionnaire which is an indicator of variables and constructs. This test is carried out on the reliability or consistency of the results of the use of research instruments. Reliability testing is used to measure the level of alpha coefficient can be said to be reliable if *the Cronbach Alpha value* is  $>0.07$ .

**Table 2.** Reliability Test

Variables	Cronbach Alpha	Information
Trust	0.812	Reliable
Commitment	0.789	Reliable
Communication	0.810	Reliable
Complaint Handling	0.786	Reliable
Consumer Loyalty	0.803	Reliable

Source: appendix 5 processed

*Cronbach Alpha* values are  $> 0.07$  so it is said to be reliable.

### Classical Assumption Test

#### Multicollinearity Test

Multicollinearity test is used to test whether the regression model finds correlation between independent variables. A good regression model is one in which there is no correlation between independent variables. To detect the presence or absence of multicorrelation in a regression model, this can be done by calculating the VIF value below 10, indicating that there is no multicorrelation. The results of the multicollinearity test are explained in table 3:

**Table 3.** Multicollinearity Test

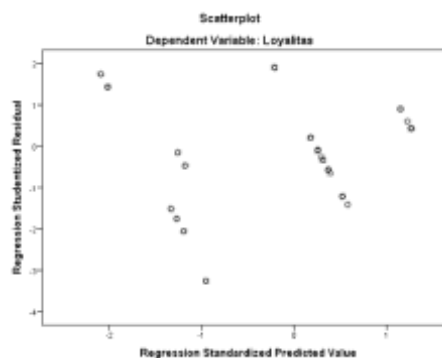
Variables	VIF Value	information
Trust	6,697	Absence Multicorrelation
Commitment	3,299	Absence of Multicorrelation
Communication	4,221	Absence of Multicorrelation
Complaint Handling	3,910	Absence of Multicorrelation

Source: appendix 6 processed

Based on Table 3, the VIF value shows below 10, which means that all independent variables do not experience multicorrelation.

#### Heteroscedasticity Test

The heteroscedasticity test is used to test whether in the regression model there is inequality of residual variance between one observation and another. To detect the regression model is if the independent variable is smaller than 0.05 affecting the dependent variable, then heteroscedasticity occurs. Can be seen in figure 5.1:



**Figure 1** Scatterplot Heteroscedasticity Test

Source: SPSS 20 Output Results

Based on Figure 1, it shows that the image does not have a clear pattern and the points are spread out, meaning that the image shows that there is no heteroscedasticity.

#### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction of the relationship between independent variables and dependent variables, whether each independent variable

is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. Based on Table 5.13, the results of the multiple linear regression analysis are as follows:

**Table 4.** Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(constant)	-4,444	0.847	
Trust	0.199	0.089	0.158
Commitment	0.498	0.075	0.330
Communication	0.304	0.068	0.253
complaint handler	0.652	0.105	0.337

Source: Appendix 7 processed

From Table 4 above, the multiple linear regression equation is as follows:

- $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$
- $Y = -4.444 + 0.199 X_1 + 0.498 X_2 + 0.304 X_3 + 0.652 X_4$
- Constant ( $\alpha$ ) = -4.444 Shows the magnitude of the influence of the independent variable on the dependent variable, namely if all independent variables are equal to zero then the dependent variable has a value of -4.444.
- $\beta_1 = 0.199$  Indicates that if the Trust variable increases by one score unit, the Consumer Loyalty variable will increase by 0.199.
- $\beta_2 = 0.498$  Indicates that if the Commitment variable increases by one score unit, the Consumer Loyalty variable will also increase by 0.498.
- $\beta_3 = 0.304$  Indicates that if the Communication variable increases by one score unit, the Consumer Loyalty variable will increase by 0.304.
- $\beta_4 = 0.652$  Indicates that if the Complaint Handling variable increases by one score unit, the Consumer Loyalty variable will also increase by 0.652.

Based on the regression results above, the dominant variable is the handling of consumer complaints which has a large influence on consumer satisfaction, according to Sangadji and Sopiah (2013:246) consumer dissatisfaction can have a long-term impact, the consumer will talk to other people. The impact of dissatisfied or disappointed consumers can spread to forty people, therefore, identifying consumer complaints is very important. If left unchecked, consumer complaints can have an impact on prolonged consumer dissatisfaction.

### Multiple Correlation

Multiple correlation analysis is used to determine the relationship between the variables of Trust, Commitment, Communication, and Complaint Handling to Consumer Loyalty simultaneously. This coefficient shows how big the relationship is between the independent variables simultaneously to the dependent variable. The R value ranges from 0 to 1, the closer the value is to 1, the stronger the relationship is, conversely the closer the value is to 0, the weaker the relationship is. Guidelines for interpreting the correlation coefficient are as follows:

- 0.00 - 0.199 = very low
- 0.20 - 0.399 = low
- 0.40 - 0.599 = moderate

0.60 - 0.799 = strong  
 0.80 - 1,000 = very strong

From the results of the regression analysis that has been carried out, the following results were obtained:

**Table 5.** Multiple Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.971	0.944	0.941	0.660

Source: Appendix 7 processed

Based on table 5, the R value is 0.971. This shows that there is a very strong relationship between Trust, Commitment, Communication, and Complaint Handling on Consumer Loyalty.

### Coefficient of Determination

The coefficient of determination essentially regulates how far the model's ability to explain the variation of variables. This coefficient of determination is used because it can explain the goodness of the regression model in the dependent variable, the higher the value of the coefficient of determination, the better the ability of the independent variables to explain the dependent variable, the coefficient value is between zero and one. A small R2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. The results of calculating the coefficient of determination using the SPSS computer program are as follows:

**Table 6.** Determination Coefficient Test (R<sup>2</sup>)

Model Summary <sup>b</sup>			
Model	R	R Square	Adjusted R Square
1	0.971	0.944	0.941

Source: Appendix 7 processed

Based on Table 6, the R2 value<sup>in</sup> this study is 0.944, which explains that the variables Trust, Commitment, Communication, and Complaint Handling can influence Consumer Loyalty by 94.4% and the remaining 5.6% is influenced by other variables outside the researcher's variables.

### Partial Test (t)

The t-test is used to prove that there is a partial (individual) influence between Trust, Commitment, Communication, and Complaint Handling on Consumer Loyalty of MDC Trans Sukodadi Lamongan which is explained in table 5.16. This test explains that:

- $H_0 = \beta_1 = 0$  ( $X_1$  does not affect Y)
- $H_1 = \beta_1 \neq 0$  ( $X_1$  affects Y)
- $\alpha = 5\%$  then  $t_{0.025;75} = 1.9921$
- $H_0$  is rejected if t count  $> 1.9921$  or t count  $< -1.9921$

**Table 7.** Partial Test Results (T-Test)

Model	t	Sig.
Trust	2,233	0.029

Model	t	Sig.
Commitment	6,636	0,000
Communication	4,487	0,000
Complaint Handling	6,209	0,000

Source: Appendix 7 processed

Based on Table 7, the results of the t-test can be seen, which explains that

1. Trust  
 t table = 1.9921  
 t count = 2.233
2. H<sub>0</sub> is rejected because t count > t table or 2.233 > 1.9921
3. Commitment  
 t table = 1.9921  
 t count = 6.636
4. H<sub>0</sub> is rejected because t count > t table or 6.636 > 1.9921
5. Communication  
 t table = 1.9921  
 t count = 4.487
6. H<sub>0</sub> is rejected because t count > t table or 4.487 > 1.9921
7. Complaint Handling  
 t table = 1.9921  
 t count = 6.209
8. H<sub>0</sub> is rejected because t count > t table or 6.209 > 1.9921

The results of the test can be concluded that the Trust variable has a significant positive effect on Consumer Loyalty with a calculated t value > t table, namely 2.233 > 1.9921. The Commitment variable has a significant positive effect on Consumer Loyalty with a calculated t value > t table, namely 6.636 > 1.9921. The Communication variable has a significant positive effect on Consumer Loyalty with a calculated t value > t table, namely 4.487 > 1.9921. Finally, the Complaint Handling variable has a significant positive effect on Consumer Loyalty with a calculated t value > t table, namely 6.209 > 1.9921.

#### Simultaneous Significance Test (F)

The F test is used to test whether Trust, Commitment, Communication, and Complaint Handling together have an effect on Consumer Loyalty at MDC Trans Sukodadi Lamongan. The results of the statistical test are explained in table 5.17. This test explains that:

1.  $H_0 = \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$  ( $X_1, X_2, X_3,$  and  $X_4$  do not affect Y)
2.  $H_1 =$  At least one  $\beta_1 \neq 0$  ( $X_1, X_2, X_3,$  and  $X_4$  do not affect Y or at least one X affects Y)
3.  $\alpha = 5\%$  then  $F_{0.05; 4; 75} = 2.49$
4.  $H_0$  is rejected if F count > F table
5. F test statistic count = 313.933

**Table 8** Simultaneous Test Results (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
regression	546,556	4	136,639		
Residual	32,644	75	0.435	313,933	0,000
Total	579.2	79			

Source: Appendix 7 processed

Based on Table 8, it is known that from the ANOVA test or F test there is a calculated F of 313.933. From this value, it can be decided that  $H_0$  is rejected because the calculated  $F > 2.49$  or  $313.933 > 2.49$  so it can be concluded that Trust, Commitment, Communication, and Complaint Handling have a significant positive effect on Consumer Loyalty of MDC Trans Lamongan.

### CONCLUSION

Based on study of 80 respondents consisting of of 48 men and 32 women about influence trust , commitment , communication , and handling complaint to loyalty MDC Trans Lamongan consumers can concluded that in a way partial all over variable independent influential significant positive to loyalty consumers , with the calculated t value of each is more big from the t table (2.233; 6.636; 4.487; and 6.209 > 1.9921). In simultaneously , the F test shows that fourth variable the in a way together also has an influence significant to loyalty consumers (F count 313.933 > F table 2.49). Results of the analysis correlation multiple show very strong relationship between variable independent with loyalty consumers (R = 0.971), and the coefficient determination of 0.944 indicates that fourth variable the explains 94.4% of the variation in loyalty consumers , while The remaining 5.6% is influenced by other factors . The equation multiple linear regression obtained is  $Y = -4.444 + 0.199X_1 + 0.498X_2 + 0.304X_3 + 0.652X_4$ , with the most dominant variable is Handling complaint (X4) because own largest beta coefficient which is 0.652. After the researcher conducted this research, the research suggestion is that complaint handling has a dominant influence on consumer loyalty. So that MDC Trans Lamongan needs to prioritize services that satisfy consumers so that real loyalty is formed. The company must prioritize service, monitor consumer complaints, and must always be responsive to consumer complaints.

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