The Effect of Service Quality on Satisfaction and Impact on Loyalty User Transportation Service CV Sempati Star Medan-Banda Aceh

Finta Aramita
Master of Management
Faculty of Economics and Business
Universitas Sumatera Utara
Medan, Indonesia
fintaaramita@yahoo.com

Endang Sulisty Rini
Departement of Management
Faculty of Economic and Business
Universitas Sumatera Utara
Medan, Indonesia
endang.sulistyarin@yahoo.co.id

Beby Karina Fawzeea Sembiring
Departement of Management
Faculty of Economic and Business
Universitas Sumatera Utara
Medan, Indonesia
bebybebi@gmail.com

Abstract-The growing and increasing role of the service sector in the future is mainly driven by rapid advances in telecommunications and information technology. The challenge for the service management today is how to integrate all the elements that exist in the consumer service to fit the strategy of the company's operations that have been set. This study aims to determine the effect of quality of service to satisfaction and its impact on the loyalty of transport users cv. Sempati star majanan medan - banda aceh. Type of research is quantitative research using survey method. The number of samples in this study as many as 100 respondents. The sampling technique used is accidental sampling. Methods of data collection is done by observation, interview, questionnaire. Data analysis method is done by data analysis of path diagram (path analysis). The results of research using path analysis showed that tangible partially have a positive and significant influence on satisfaction, responsiveness partially have a positive and significant influence on satisfaction, partial reliability has a positive and significant impact on satisfaction, assurance partially have a positive and significant influence on satisfaction, partial satisfaction has a positive and significant impact on loyalty of users of CV bus services. Sempati Star, while simultaneously obtained results that the quality of service (Tangible, Responsiveness, Reliability, Assurance, empathy) and satisfaction together have a positive and significant influence on loyalty. The results of research using path analysis showed that tangible directly affect loyalty, responsiveness influence directly to loyalty, reliability directly affects loyalty, assurance directly affects loyalty, empathy indirectly affects loyalty, that satisfaction is an intervening variable.

Keyword: Quality of service; Tangible; Responsiveness; Reliability; Assurance; Empathy; Satisfaction; Loyalty.

I. INTRODUCTION

The growing and increasing role of the service sector in the future is mainly driven by rapid advances in telecommunications and information technology. Currently services account for almost 1/3 (one third) of world trade volume and 3/5 (three fifths) of foreign direct investments (FDI) (Tjipronto, 2007: 4). Theodore Levitt observes that the more sophisticated a generic product (eg automobiles, photocopiers and computers), sales are increasingly dependent on the quality and availability of customer service, delivery facilities, repair and maintenance, application assistance, operator training, and warranty fulfillment.

The challenge for today's service management is how to integrate all the elements in customer service to fit the strategy of the company's established operations. Today's customers are flooded with many choices of goods and services they can buy. Customers make choices based on their perception of quality, service and value. Companies must understand the determinants of value and customer satisfaction (Abdullah and Tantri, 2012: 44).

CV. Sempati Star under the auspices of Sepakat Group headquartered in Medan, Sempati Star, which is incorporated in the parent company Sepakat Group, brought in a dozen MB OH 1836 enliven the Banda Aceh - Medan trajectory with the O500R fleet. After playing 1626, 1830 and O500R 1836 as the initial trigger. Now Sempati Star pioneered SCANIA into the realm of Aceh. With K360, Sempati Star is ready to wade through Medan - Banda Aceh. In addition to Medan - Banda Aceh, Sempati Star spread its wings by opening the route Medan - Takengon and Medan - Meulaboh. While Banda Aceh - Tapaktuan played microbus fleet. Every week or every day, residents of Banda Aceh city who travel to Medan city for various reasons, such as shopping, business, college, and even some who work in the city of Medan.

Data on the number of passengers of Bus Sempati Star Medan-Banda-Aceh destination can be seen from Table 1 below:

| TABLE 1 |
| NUMBER OF PASSENGERS BUS SEMPATI STAR MEDAN BANDA ACEH 2013 - 2016 |

<table>
<thead>
<tr>
<th>Bus Class Type</th>
<th>Ticket Price</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patas Executive</td>
<td>170.000</td>
<td>19.700</td>
<td>24.000</td>
<td>30.000</td>
<td>35.000</td>
</tr>
<tr>
<td>Super Executive</td>
<td>180.000</td>
<td>8.000</td>
<td>11.300</td>
<td>13.400</td>
<td>15.000</td>
</tr>
<tr>
<td>Patas VIP</td>
<td>200.000</td>
<td>12.000</td>
<td>14.600</td>
<td>15.500</td>
<td>17.800</td>
</tr>
<tr>
<td>Super VIP</td>
<td>210.000</td>
<td>10.000</td>
<td>12.800</td>
<td>13.600</td>
<td>14.200</td>
</tr>
<tr>
<td>Kelas Nonstop</td>
<td>250.000</td>
<td>7.900</td>
<td>10.600</td>
<td>11.200</td>
<td>12.700</td>
</tr>
<tr>
<td>Double Decker</td>
<td>430.000</td>
<td>9.800</td>
<td>12.300</td>
<td>13.600</td>
<td>14.500</td>
</tr>
<tr>
<td>Amount</td>
<td>69.413</td>
<td>87.614</td>
<td>98.715</td>
<td>109.200</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Information Section CV Sempati Star (2016)

In Table 1, in the last four years the number of passengers occupy the star has increased the number of passengers on each type of bus offered by Sempati Star, the
Table 2 shows the ratio of the number of passengers per different bus types to Medan-Banda Aceh destination; competition also occurs between the Aceh Buses that serve Medan-Banda Aceh. The Bus Company is fighting for the sympathy of service users to offer their buses of good quality. So in the competition, the transport service users who will choose which bus they will ride.

To see further and deeper what are the problems faced by passengers Bus Sempati Star pre-survey results from 30 (thirty) passengers Bus Sempati Star, the result of observation and interview the average passenger said that sempati star has not maximized its service because the waiting room very small and not clean, at the time of ticket payment or ticket repayment when the passengers are always queuing and there is no queue number, so many other passengers who grab a queue, then sempati star also not on time in the jolt, written in the ticket at 20.30 so the departure delayed until 21:00 - 21:30 hours so that passengers are bored to wait, buses also like to raise passengers in the middle of the road, disturbing the comfort of passengers, then also provided blanket feels not smelled or smelled unpleasant, meaning the blanket was never washed, then passengers another meng the air conditioner leaked and dripped the water and hit the passenger head causing uncomfortable passengers on the way to rest, another problem faced by passengers was the security of passenger's belongings, as there had been a loss of passenger goods in the bus, given not in accordance with customer expectations. Plus ticket purchasing system that has not been online so difficult for passengers in ordering, although listed in phone number in ordering but not yet able to give easiness and comfort of passengers when booking ticket, conventional ticket booking not yet online, bus driver often raise passengers in so that to obtain accurate information about the arrival and departure of the bus, do not have information system that at any time can be known by prospective passengers regarding the arrival and departure of buses and bus plates Sempati Star. Besides, although there are still passengers who are not satisfied with the quality of service CV. Sempati Star, they keep repeatedly using bus sempati on the grounds of a comfortable bus, easy chair, many choices of departure time, and fast service and the driver always prioritizes passenger safety, and get to the destination just in time rarely late so it is more convenient to use bus sempati, compared to other buses although there is a sense of dissatisfaction in the quality of service.

Simple survey results conducted on 27 and 28 March 2017 on community responses to CV Sempati Star service quality in 2016 (see Table 3) indicate that most customers are not satisfied with the quality of CV Sempati Star service.
C. Customer Loyalty

Sangadji and Sopiah (2013: 104) define customer loyalty as the deeply enduring commitment of customers to re-subscribe or re-purchase consistent products or services consistently in the future, although the influence of marketing situations and efforts has the potential to cause behavioral change.

Parasuraman (2005) also defines customer loyalty in the service marketing context as a response closely related to a pledge or a pledge to uphold the commitment to the continuity of the relationship, and is usually reflected in the ongoing purchase of the same service provider on the basis of dedication and pragmatic constraints.

Sangadji and Sopiah (2013: 104) state that customer loyalty is a customer commitment to a brand, a supplier, based on a very positive attitude and reflected in consistent repeat purchases.

From the above definition it can be seen that loyalty is more aimed at a behavior, which is shown by regular purchases and is based on decision-making units.

III. RESEARCH METHOD

Type of research is quantitative research using survey method. The location of this research is done in CV. Sempati Star Jalan Pondok Kelapa Dormitory, No. 19-20, Medan City of North Sumatra. This research will be conducted from March 2017 until June 2017.

Data used in this study are:

a) Primary Data

Primary data is data obtained through direct observation of the observable symptoms of the research object. Primary data obtained by interview, observation and distributed questionnaires (research questionnaire) to the research object and filled in directly.

b) Secondary data

Secondary data is data obtained from documents and journals, books, literature and written reports of companies, existing in the company and parts of materials or writings that have to do with the problem under study.

Operational Definition

1. Quality of Service is the ability of the company to meet customer needs and desires in accordance with customer expectations. In this study the quality of service consists of:

   1) Physical evidence (Tangibles) (X1) is the attraction of the physical facilities, equipment, and materials used by the company, as well as the employee's appearance or concrete evidence of the services provided by the company.
   2) Responsiveness (X) is the ability of employees to help customers quickly and respond to their requests, and to inform when services will be delivered and then provide services quickly.
   3) Reliability (Reliability) (X3) is, the ability of the company to provide accurate and reliable service (in accordance with the time as promised).
   4) Assurance (X4) is the company's ability to grow customer's trust in the company.
   5) Empathy (X) is the company understands the problems of its customers and gives attention to customers without being picky, to its customers and have a comfortable operating hours.

2. Transport Service User Satisfaction (Y) is the feeling of pleasure or disappointment of a person arising from comparing the perceived performance of the product (outcome) to their expectations.

3. User Loyalty of Transportation Service (Z) is a person's behavior or commitment in making a decision to make a continuous purchase of goods or services of a selected company.

The number of samples in this study as many as 100 respondents. Methods of data collection is done by observation, interview, questionnaire. Data analysis method is done by data analysis of path diagram (path analysis).

IV. RESULTS AND DISCUSSION

A. Validity and Reliability Test

Validity test results throughout the questions this study declared invalid. Reliability testing which states that the instrument variables in this study is reliable.

B. Classical Assumption Test

a. Normality Test

Normality test results are as follows:

Figure 2. PP-Plot Graphs
a. The above results showed that the distribution histogram of the data residuals follow a normal distribution pattern distribution histogram which approximates the shape of a bell.

b. Multicollinearity Test

Multicollinearity test results can be seen in the following table:

<table>
<thead>
<tr>
<th>Model</th>
<th>Tolerance</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1.03539</td>
<td>1.03539</td>
</tr>
<tr>
<td>Tangible (X1)</td>
<td>0.568</td>
<td>1.702</td>
</tr>
<tr>
<td>Responsive (X2)</td>
<td>0.565</td>
<td>1.792</td>
</tr>
<tr>
<td>Reability (X3)</td>
<td>0.565</td>
<td>1.792</td>
</tr>
<tr>
<td>Assurance (X4)</td>
<td>0.565</td>
<td>1.792</td>
</tr>
<tr>
<td>Ematy (X5)</td>
<td>0.565</td>
<td>1.792</td>
</tr>
<tr>
<td>Kepuasan (Y)</td>
<td>0.565</td>
<td>1.792</td>
</tr>
</tbody>
</table>

Table 4 provides information that tolerance values> 0.1 means that there were no symptoms of multicollinearity. Similarly, VIF(VarianceInflationFactors)<5.0 means no symptoms multikolinieritas.

c. Heterokedastisitas Test

Heterokedastisitas test results can be seen in the following table:

Table 5 shows the distribution of the data residual evenly all over the place without forming a specific pattern. Thus it can be said that this model is a good model and free from problems heterokedastisitas.

C. Path Analysis

1. The Regression Coefficient in Equation Model I

The regression in equation I (direct influence X1, X2, X3, X4, X5, against Y) is used to determine the values of P1, P2, P3, P4, P5, and Pε1. The model equation is:

\[ Y_1 = P_1X_1 + P_2X_2 + P_3X_3 + P_4X_4 + P_5X_5 + P_\varepsilon_1 \]

From Table 5 the above coefficient (in the standardize coefficients column) the regression coefficient values are:

1. The coefficient of Tangible (X1) is P1 of 0.319 (hence this value is inserted into the path analysis diagram).
2. The coefficient of responsive (X2) is P2 of 0.142 (hence this value is entered into the path analysis diagram).
3. The coefficient of Assurance (X4) is P3 of 0.165 (hence this value is entered into the path analysis diagram).
4. The coefficient of Empaty (X5) is P5 of 0.277 (hence this value is entered into the path analysis diagram).

So the equation is:

\[ Y_1 = 0.319X1 + 0.142X2 + 0.153X3 + 0.165X4 + 0.277X5 + 0.846X6 + 0.846X7 \]
From Table 7 the above coefficient (in the standardize Coefficients column) the regression coefficient values are:
1. The tangible coefficient (X1) is P6 of 0.394 (hence this value is entered into the path analysis diagram).
2. The coefficient of responsiveness (X2) is P7 of 0.074 (hence this value is incorporated into the path analysis diagram).
3. The reliability coefficient (X3) is P8 of -0.150 (hence this value is entered into the path analysis diagram).
4. The assurance coefficient (X4) is P9 of 0.188 (hence this value is incorporated into the path analysis diagram).
5. The empathy coefficient (X5) is P10 of 0.035 (hence this value is entered into the path analysis diagram).
6. The satisfaction coefficient (Y) is P11 of 0.224 (hence this value is entered into the path analysis diagram).

V. CONCLUSION
The results of research conducted hypothesis is able to answer the following conclusion:
1. Tangible partially have a positive and significant influence on the user satisfaction of CV Sempati Star Bus service.
2. Responsiveness partially have a positive and significant impact on user satisfaction of CV bus services. Sempati Star.
3. Reliability partially has a positive and significant impact on the user satisfaction of CV Sempati Star bus service.
4. Assurance partially has a positive and significant impact on user satisfaction of CV bus services. Sempati Star.
5. Empathy partially have a positive and significant impact on user satisfaction of CV bus services. Sempati Star.
6. Tangible effect directly on loyalty. Satisfaction is not an intervening variable mediating tangible relationships with loyalty.
7. Responsiveness directly affects loyalty. It appears that satisfaction is not an intervening variable mediating the responsiveness relationship with loyalty.
8. Reliability directly affects loyalty. Satisfaction is not an intervening variable mediating reliability relationship with loyalty.
9. Assurance directly affects loyalty. Satisfaction is not an intervening variable mediating the relationship of assurance with loyalty.
10. Empathy indirect effect on loyalty but must be through satisfaction, satisfaction is intervening variable mediate empathy relationship with loyalty. Satisfaction mediates the relationship of empathy with loyalty.
11. Partial satisfaction has a positive and significant impact on the loyalty of service users of CV bus. Sempati Star.
12. Tangible, responsiveness, reliability, assurance, empathy and satisfaction simultaneously (together) have a positive and significant effect on loyalty variable of CV bus service user. Sempati Star.

References

Table7
Regression Equation Coefficient in Model II

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Model</th>
<th>Standardized Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>B</th>
<th>Std. Err</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>1</td>
<td>6.954</td>
<td>1.286</td>
<td>5.407</td>
<td>0.000</td>
<td>1.794</td>
<td>82</td>
<td>1.794</td>
<td>0.002</td>
</tr>
<tr>
<td>Tangible (X1)</td>
<td>1</td>
<td>0.314</td>
<td>0.078</td>
<td>0.770</td>
<td>0.043</td>
<td>1.702</td>
<td>0.224</td>
<td>0.491</td>
<td>2.014</td>
</tr>
<tr>
<td>Responsive (X2)</td>
<td>1</td>
<td>-0.150</td>
<td>0.074</td>
<td>0.770</td>
<td>0.443</td>
<td>-1.50</td>
<td>-0.277</td>
<td>0.394</td>
<td>2.014</td>
</tr>
<tr>
<td>Reliability (X3)</td>
<td>1</td>
<td>-0.150</td>
<td>0.103</td>
<td>0.770</td>
<td>0.598</td>
<td>-1.50</td>
<td>-0.277</td>
<td>0.394</td>
<td>2.014</td>
</tr>
<tr>
<td>Assurance (X4)</td>
<td>1</td>
<td>0.185</td>
<td>0.100</td>
<td>0.770</td>
<td>0.749</td>
<td>1.794</td>
<td>0.224</td>
<td>0.491</td>
<td>2.014</td>
</tr>
<tr>
<td>Empathy (X5)</td>
<td>1</td>
<td>0.043</td>
<td>0.123</td>
<td>0.770</td>
<td>0.443</td>
<td>1.702</td>
<td>0.224</td>
<td>0.491</td>
<td>2.014</td>
</tr>
</tbody>
</table>

Table8
Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.700</td>
<td>.491</td>
<td>.458</td>
<td>1.2862</td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Kepuasan (Y), Responsive (X2), Reliability (X3), Assurance (X4), Empaty (X5), Tangible (X1)
b. Dependent Variable: Loyalitas (Z)


