

The Effect of Service Quality, Company Image and Prices on Customer Loyalty Through Customer Satisfaction on Consumers Using Line Transportation Applications in Students of The Faculty of Psychology

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ABSTRACT

This research was conducted to determine the effect of service quality, company image, and price on customer loyalty through customer satisfaction on consumers who use online transportation applications either directly or indirectly. The population in this study were students of the Faculty of Psychology T.A. 2021-2022, the sampling technique uses the accidental sampling technique. The sample used in this study was 84 people, the data collection method used a questionnaire/questionnaire distributed via a google form link and the data analysis method used was path analysis. The results showed that service quality had an insignificant effect on customer loyalty by 0.150, company image had a significant effect on customer loyalty by 0.001, price had an insignificant effect on customer loyalty by 0.077, customer satisfaction had a significant effect on customer loyalty by 0.000, service quality had an insignificant effect. to customer satisfaction is 0.152, company image has no significant effect on customer satisfaction is 0.019, price has no significant effect on customer satisfaction is 0.595, customer satisfaction mediates service quality to customer loyalty is 0.0227, customer satisfaction mediates corporate image to customer loyalty is 1, satisfaction customers mediate price on customer loyalty of 0.652.

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1. INTRODUCTION

Business competition does not only occur in retail, housing and hotel businesses, but can also be felt as a means of transportation. In today's sophisticated era, there are many transportation businesses that are increasingly sophisticated in accessing, such as online transportation. Online transportation services have an important role for the sustainability of human activities without having to bother in finding the transportation they want to use because through online transportation services, it becomes easier for someone to reach what they need and want to travel anywhere according to the place they want to visit.

Currently, online transportation has sprung up, both cars and motorbikes, the services provided by transportation companies can also be in the form of transportation tools that take someone to the desired destination to deliver the order that consumers want. The services provided by transportation companies have their own advantages offered to customers. Marketing strategy is an important thing

that must be carried out by the company to achieve maximum customer satisfaction and keep customers from switching to other transportation services.

The online transportation service provider companies that are still operating in Medan City, namely: Go-Jek, Grab, Maxim, and In-Drive certainly have different services and advantages and disadvantages for each service provided. Go-Jek has 23 types of services, including GoRide, GoCar, GoFood, GoSend, GoPulsa, and many more. Go-Jek transportation also has non-cash payment facilities, namely gopay (electronic money), which can also be used in several supermarkets (such as: Indomaret, Alfamart and Alfamidi) and also paylater facilities (buy now pay later), where the paylater can be used by consumers. if you do not have the funds to pay directly and the bill will be paid at the end of each month.

Other online transportation, namely Grab, Grab has 16 types of services including GrabFood, GrabBike, GrabCar, GrabMart, and many more. Grab transportation has non-cash payment facilities that are linked from the OVO application, at Grab there is no paylater facility. The next online transportation is In-Drive, In-Drive has 5 types of services including cars, motorbikes, cargo, couriers and intercity. In-Drive Transportation has the facility for each passenger to bid the price to the driver, if the price is suitable/appropriate, the driver will pick up the passenger. Payments are still made manually by handing over money according to the agreed rate to the driver. The next online transportation is Maxim, Maxim has 12 types of services including MaximBike, MaximFood, MaximShop, MaximCar, MaximKargo and many more. Maxim transportation has cash and non-cash payment facilities (maxim wallet) and there is no paylater facility.

Online transportation services are a form of service provided by the company to customers through ordering which is carried out virtually by using an application that serves to deliver customers from one place to another by providing the best service while on the trip or buying/delivering the desired customer orders. Quality service can provide its own satisfaction to customers, because with quality services provided by online transportation services to customers, it can provide satisfaction for customers. The initiative of online transportation services is also very influential on customer satisfaction, in assessing service quality five dimensions of service quality are used, namely tangible, reliability, responsiveness, assurance and empathy.

Customer satisfaction is one of the important factors in running a business. With the fulfillment of customer satisfaction as an important factor because it is a long-term business strategy and as a motivation for companies to do more in meeting the needs of their loyal customers, the company must be able to overcome the problems that occur so that customers are satisfied with the company because customers who are satisfied with online transportation will bring profit to the company.

Many complaints occur against services from online transportation that have not been able to provide satisfaction for customers such as: drivers smoking while driving, reckless drivers, drivers using cellphones while driving vehicles, vehicle conditions are not good, drivers do not want to be notified, drivers cancel unilaterally, it is difficult to find a driver, the driver asks for the order to be cancelled, and the driver is not honest with consumers. (source: <https://ylki.or.id/2017/07/warta-consumer-transportasi-online-kawan-or-lawan/>).

With intense competition, pricing must also consider the facilities obtained by customers. These factors are very influential on how customers can feel satisfaction because the price given is in accordance with the facilities obtained. The pricing of online transportation is currently still not satisfying customers. This happens because of several factors, namely the weather factor and the day factor, where if the weather is rainy the prices offered by online transportation services are relatively expensive and it is difficult to get a driver. Based on the results of previous research on online transportation service users, it is said that the price difference is based on the day factor, namely if the weekdays the price offered is relatively affordable, the opposite of the holiday (weekend) the price offered is relatively expensive. The high and low prices offered by online transportation services can affect the interest of consumers to use online transportation where it can also have an impact on the image of online transportation companies that make customers think of switching to using public transportation services.

2. RESEARCH METHOD

The quantitative research method is a research strategy that is positivistic (concrete data), research data in the form of numbers to be measured using statistics as a calculation test tool, associated with the problem under study to achieve the goal (Sugiono, 2012). The population in this study were students of the Faculty of Psychology T.A. 2021-2022, the sampling technique uses the accidental sampling technique. The sample used in this study was 84 people, the data collection method used a questionnaire/questionnaire distributed via a google form link and the data analysis method used was path analysis.

3. RESULTS AND DISCUSSIONS

Table 1. Hypothesis Testing Results

Variable Effect	Value Significance	Description	Hypothesis
Quality of service on loyalty	0.150 > 0.05	Influential not significant	Rejected
Customer	0.001 < 0.05	Significant Influence	Received
Company image on customer loyalty	0.077 > 0.05	Influential not significant	Rejected
Price on customer loyalty	0.000 < 0,05	Significant Influence	Received
Customer satisfaction with customer loyalty	0.152 > 0.05	Influential not significant	Rejected
Quality of service to customer loyalty	0.019 > 0.05	Influential not significant	Rejected
Quality of service to customer satisfaction	0.595 > 0.05	Influential not significant	Rejected
Company image on satisfaction	0.227 > 0,05	Influential not significant	Rejected
Customer	1 > 0,05	Influential not significant	Rejected
Customer	0.652 > 0,05	Influential not significant	Rejected

3.1 Service Quality Has No Significant Effect on Customer Loyalty

The results of the study prove that service quality has no significant effect on customer loyalty. The significance level for the service quality variable is $0.150 > 0.05$, so the results of the study indicate that the hypothesis of the effect of service quality on customer loyalty is rejected. The results of this study mean that the higher the quality of service does not make the customer loyalty higher, it can be seen from the value of the significant results of service quality on customer loyalty obtained. The results of this study do not agree with research conducted by Dicky Hidayat (2019) which states that based on the results of path analysis, service quality has a positive and significant effect on customer loyalty. Based on the results of the study, the researcher concluded that service quality had no significant effect on customer loyalty.

3.2 Company Image Has Significant Influence on Customer Loyalty

The results of the study prove that the company's image has a significant effect on customer loyalty. The significance level for the corporate image variable is $0.001 < 0.05$, so the research results show that the hypothesis of the influence of corporate image on customer loyalty is accepted. The results of this study indicate that the better the company's image, the higher the customer loyalty, it can be seen from the value of the significant results of the company's image on customer loyalty obtained. The results of this study also support research conducted by Hendri Suparto, Mahmud Ali Zain (2016), using path analysis techniques where the results of the study show that company image has a direct effect on customer loyalty. Based on the results of the study, the researchers concluded that the company's image had a significant effect on customer loyalty.

3.3 Price Has No Significant Effect on Customer Loyalty

The results of this study prove that price has no significant effect on customer loyalty. The significance level for the price variable is $0.077 > 0.05$, so the research results show that the hypothesis of the effect of price on customer loyalty is rejected. The results of this study indicate that the lower the price does not make the customer loyalty higher, it can be seen from the significant value of the price on customer loyalty obtained. The results of this study also support research conducted by Rini Sugarsih Duki Saputri (2019) where price has an influence on customer loyalty. Based on the results of the study, the researchers concluded that price had no significant effect on customer loyalty.

3.4 Customer Satisfaction Has No Significant Effect on Customer Loyalty

The results of this study prove that customer satisfaction has a significant effect on customer loyalty. The significance level for the customer satisfaction variable is $0.000 > 0.05$, so the research results show that the hypothesis of the influence of customer satisfaction on customer loyalty is accepted. The results of this study indicate that the higher the customer satisfaction, the higher the customer loyalty, it can be seen from the value of the significant results of customer satisfaction on customer loyalty obtained. The results of this study are also comparable with previous research conducted by Evan Chandra Kusuma (2018), which states that customer satisfaction has a positive and significant effect on customer loyalty. Based on the results of the study, the researchers concluded that customer satisfaction has a significant effect on customer loyalty.

3.5 Service Quality Has No Significant Effect on Customer Satisfaction

The results of the study prove that partially service quality has no significant effect on customer satisfaction. The significance level for the service quality variable is $0.152 > 0.05$, so the research results show that the hypothesis of the effect of service quality on customer satisfaction is rejected. The results of this study indicate that the higher the quality of service does not affect the high customer satisfaction, it can be seen from the value of the significant results of service quality on customer satisfaction obtained. The results of this study also support research conducted by I Wayan Sumertana (2016), service quality affects customer satisfaction, where service quality is analyzed using path analysis. Based on the results of the study, the researchers concluded that service quality had no significant effect on customer satisfaction.

3.6 Company Image Has No Significant Influence on Customer Satisfaction

The results of the study prove that partially the company's image has no significant effect on customer satisfaction. The significance level for the corporate image variable is $0.019 > 0.05$, so the research results show that the hypothesis of the influence of corporate image on customer satisfaction is rejected. The results of this study indicate that the better the company's image does not affect the high customer satisfaction, it can be seen from the value of the significant results of the company's image on customer satisfaction obtained. The results of this study also support research conducted by Olivia Tjandra, Graciana Eveline Andriani, Thomas Stefanus Kaihatu, Agustinus Nugroho (2016), explaining that company image has a positive and significant effect on customer satisfaction. Based on the results of the study, the researchers concluded that the company's image had no significant effect on customer satisfaction.

3.7 Price Has No Significant Effect on Customer Satisfaction

The results of the study prove that partially the price has no significant effect on customer satisfaction. The significance level for the price variable is $0.595 > 0.05$, so the research results show that the hypothesis of the effect of price on customer satisfaction is rejected. The results of this study indicate that the lower the price does not affect the high customer satisfaction, it can be seen from the significant value of the price on customer satisfaction obtained. The results of this study also support research conducted by Abdullhah and M. Rizan (2016) which states that price affects customer satisfaction, and price also has an influence on customer satisfaction the results of research conducted by Rini Sugarsih Duki Saputri (2019). Based on the results of the study, the researchers concluded that the price had no significant effect on customer satisfaction.

3.8 Service Quality To Customer Loyalty Has No Significant Influence Through Customer Satisfaction

The results of the study prove that partially service quality on customer loyalty has no significant effect through customer satisfaction. The level of significance for the service quality variable on customer loyalty through customer satisfaction is $0.227 > 0.05$, so the research results show that the hypothesis of the effect of service quality on customer loyalty through customer satisfaction is rejected. The results of this study indicate that customer satisfaction is not able to mediate service quality on customer loyalty. The results of this study disagree with previous research conducted by Hidayat (2019), which states that service quality has a positive and significant effect on customer loyalty mediated by customer satisfaction. Based on the results of the study, the researchers concluded that service quality on customer loyalty had no significant effect on customer satisfaction.

3.9 Company Image on Customer Loyalty Has No Significant Influence Through Customer Satisfaction

The results of the study prove that partially the company's image on customer loyalty has no significant effect through customer satisfaction. The significance level for the corporate image variable on customer loyalty through customer satisfaction is $1 > 0.05$, so the research results show that the hypothesis of the influence of corporate image on customer loyalty through customer satisfaction is rejected. The results of this study indicate that customer satisfaction is not able to mediate corporate image on customer loyalty. The results of this study do not agree with the research conducted by Suratno, Aziz Fathoni and Andi Tri Haryono (2016), indicating that there is a positive and significant influence between brand image and customer satisfaction. Based on the results of the study, the researchers concluded that the company's image on customer loyalty has no significant effect through customer satisfaction.

3.10 Price on Customer Loyalty Has No Significant Influence Through Customer Satisfaction

The results of the study prove that partially price on customer loyalty has no significant effect through customer satisfaction. The significance level for the price variable on customer loyalty through customer satisfaction is $0.652 > 0.05$, so the research results show that the hypothesis of the effect of price on customer loyalty through customer satisfaction is rejected. The results of this study indicate that customer satisfaction is not able to mediate price on customer loyalty. The results of this study do not agree with the research conducted by Chandra Eddy Thungasal and Dr. Ir. Hotlan Siagian, M.Sc. (2019), which states that price has a significant and positive effect on customer loyalty through customer satisfaction. Based on the results of the study, the researchers concluded that price on customer loyalty had no significant effect on customer satisfaction.

4. CONCLUSION

Based on the results of hypothetical analysis on problems regarding the effect of service quality, company image, and price on customer loyalty through customer satisfaction, the following conclusions are obtained: Service quality has no significant effect on customer loyalty, which means that the higher the service quality, the higher the customer loyalty. Company image has a significant effect on customer loyalty, which means the better the company's image, the higher customer loyalty. Price has no significant effect on customer loyalty, which means the lower the price does not make the customer loyalty higher. Service quality has no significant effect on customer satisfaction, which means that the higher the service quality does not determine the higher customer satisfaction. Company image has no significant effect on customer satisfaction, which means that the better the company's image does not affect the higher customer satisfaction. Price has no significant effect on customer satisfaction, which means that the lower the price does not affect the high customer satisfaction. Customer satisfaction has a significant effect on customer loyalty, which means that the higher the customer satisfaction, the higher the customer loyalty. Customer satisfaction is not able to mediate service quality on customer loyalty. Customer satisfaction is not able to mediate the company's image on customer loyalty. Customer satisfaction is not able to mediate price on customer loyalty.

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