The effect of service quality on customer loyalty at PT. Pos Indonesia (persero), Unaaha branch konawe regency

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Article Info

ABSTRACT

This study aims to determine and explain the effect of service quality on customer loyalty at PT. Pos Indonesia (Persero), Konawe Regency Unaaha Branch. The approach used in this research is a quantitative approach. The population in this study were customers at PT. Pos Indonesia (Persero) Cabang Unaaha Konawe Regency. Service quality variable as an independent variable (X) on customer satisfaction (Y) at PT. This research uses simple linear regression analysis and the sample is 51 people. The schedule for the study was three months.The results of this study can be concluded that changes in service quality are positive and significant in increasing customer loyalty. This means that the better the quality of service provided to customers then higher of the level of customer loyalty to buy the same product in the future at PT. Pos Indonesia (Persero), Unaaha Branch. Besides, the changes in improving service quality are positive and significant in enhancing the customer loyalty. Therefore, the key to success that will be achieved in the future in enhancing the customer loyalty is by improving service quality.

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Introduction

Changes in these conditions led to increasingly intense competition in all fields. Then,increasingly fierce competition cannot be avoided by every company whicheagers to expand its business. The increasing intensity of competition and the number of competitors undeniably requires companies to always put a lot of attention to the needs and desires of customers and try to meet customer expectations by providing more satisfying services than their competitors. Thus, only qualified companies can compete and eventually dominate the market (Renata, 2012).

The quality of service is an indicator of the quality of the existing service. According to Kotler (2007: 66), total quality management can be achieved if the overall development and improvement of quality is carried out in terms of processes, products and its services. Fundamentally, periodic quality improvements are made to improve the quality of the offered services so that consumers can experience the benefits of the services.

Loyalty is an old term that has traditionally been used to describe enthusiastic loyalty and devotion to a country, ideas, or an individual. This term is often used to describe a customer's willingness to continue to subscribe to a company in the long term by buying or using its services repeatedly and exclusively, and voluntarily recommend it to other parties (Lovelock and Wright, 2005).

PT. Pos Indonesia (Persero) Unaaha Branch, Konawe Regency is one of the companies engaged in the service sector which always tries to provide the best service to the community. By looking at the tough competition which is shown by the presence of various private freight forwarding companies including TIKI, PT. Repex Perdana International in collaboration with Federal Express (Fed-Ex) and DHL, what the company must do is continue to keep its customers loyal in using its services. To achieve this goal, the way is to provide services with a high level of service quality for each customer.

However, it has not been achieved, based on the results of an initial survey conducted on customers of PT. Pos Indonesia (Persero) Unaaha Branch, Konawe Regency, there problems occurred including: there are still many complaints from customers regarding the delay in delivery of goods and express business packagesas well as service services that are still not friendly and satisfying to customers hence it has an impact on \

Method

The method used in this study is a survey method, where the authors distribute questionnaires for data collection. The approach used in this research is a quantitative approach. According to Sugiyono (2019:17) quantitative research is defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses.

Data Collection Method
To collect the data, the some methods were carried out as follows: 1) Interview that is by conducting direct interviews with both leaders and employees at PT. Pos Indonesia (Persero),UnaahaBranch, Konawe Regency; 2) Documentation that is recording or retrieving the data that has been documented at PT. Pos Indonesia (Persero), Unaaha Branch, Konawe Regency; 3) Questionnaires that is data obtained through distributing questionnaires to customers of PT. Pos Indonesia (Persero), Unaaha Branch, Konawe Regency.

Data analysis method
Descriptive analysis was conducted in order to provide descriptive explanations of the Effect of Service Quality on Customer Loyalty at PT. Pos Indonesia (Persero), Unaaha Branch, Konawe Regency. Simple linear regression analysis is used to test statistically the effect of service quality on customer loyalty at PT. Pos Indonesia (Persero), Unaaha Branch, Konawe Regency. The data was processed using the SPSS version 21 program.The formula for simple linear regression was in accordance to Sugiyono, (2011: 188) which is explained as follows:

$$Y = a + bX + e$$

Significance Test (t Test)
According to Kuncoro (2009: 238), statistical tests show how far one individual explanatory variable explains the variation in the dependent variable. The hypothesis to be tested is as follows:

H0 : $\beta1 = 0$, then X has no effect on Y
H0 : $\beta1 \neq 0$, then X has effecton Y
The level of significance was determined by 0,05
In determining t-count, it is based on the value obtained in the statistical test
In determining t-table, the distribution of t tableshould be on the level α 5% : 2 = 2,5% (2 sides test) with the degrees of free (df) n-k-l (n isthe amount of data and k stands for the amount of independent variable)

Testing Criteria: t-count< t-tabel, hence H0is accepted; t-count $\geq$ t-tabel, hence H0is rejected

Data Measurement Method
To measure the effect of service quality on customer loyalty a questionnaire was used by attaching 14 statements consisting of 8 independent variable statements (service quality) and 6 dependent variable statements (customer loyalty). The answer category for statements using a Likert scale was then scored to create a category for each variable.

The Likert scaleis a psychometric scale which is commonly used in questionnaires and the scale is most widely used in survey research (Sugiyono, 2011: 86). In the Likert scale, respondents determine their level of agreement with a statement by choosing one of the available options, usually five scale options are provided with the following format:

Population
Population is a collection of all elements (units or individuals) of a kind that can be differentiated into objects of research investigation (Simamora, 2004: 158).According to Sugiyono (2007: 55), population is a

generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied and then draw conclusions.From the stated definition, the population in this study are consumers who use the services of PT.Pos Indonesia (Persero) Unaaha Branch for two months (October - November 2020) as many as 51 people.

Sample

The sample is part of the number and characteristics of the population (Sugiyono, 2007). Samples are part of the population taken in certain ways which also have certain, clear and complete characteristics which are considered to be representative of the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example, due to limited funds, energy and time, the researcher can use a sample taken from that population. What is learned from the sample, the conclusions will be applicable to the population. The sampling technique used in this study was by means of direct appointment (purposive sampling) as many as 51 respondents. According to Sugiyono (2014) Purposive sampling is a sampling technique with certain considerations. Thus, the researcher uses deliberate judgment in selecting members of the population who are considered to be able to provide the necessary information or sample units that match certain criteria desired by the researcher. This study uses simple regression analysis data.

Results and Discussions

To prove the proposed research hypothesisin this study, a simple linear regression method was used with the analysis results which are explained as follows.

Table 1. The Results of Simple Linear Regression Analysis

Dependent Variable (X)	Regression coefficient (β)	T_{count}	$T_{Significance}$	Information
The quality of Service (X)	0,833	10,532	0,000	Significance
Constant (β_0) = - 2,280 and t significant at 0,369 R Square = 0,694 R = 0,833 Error Standard = 3,130				N = 51 α = 0,05

Constant value ($\beta0$)is about– 2,280 with the significant result is 0,369 which means greater that the value of $\alpha = 0,05$, then it can be interpreted that statistically the value is constant ($\beta0$)and significantly different with zero ($\beta0 \neq 0$). Thus, the constant value is ($\beta0 = - 2,280$) which can be inserted into regression model.

The value of tcount = 10,532 and ttable is about 1,672 (10,532 > 1,672) with significant value is tsig = 0,000 meaning that (tsig< 0,05), thus statistically variable of quality service (X) which gives significant effect on the loyalty of customers (Y) on the level of reliability 95%.

The value of $R2$(R-Square) is about 0,694 which refers to the amount of direct impact on the variable of service quality toward the customers loyalty that is 69,4% thus another variable which is not explained in the model is about 30,6%.

The R value (correlation coefficient) of 0.833 indicates that the level of closeness of the direct relationship between service quality and customer loyalty is 0.833. This relationship is statistically very strong, as stated by Sugiono (1999: 216) that the very strong relationship is 0.70-1,000. Therefore, the resulting regression model can be said to be a "Fit" model or can be agood predictive model. On this basis, the resulting regression model as an explanatory model of the effect of customer satisfaction on goods delivery at PT. Pos Indonesia (Persero) Cabang Unaaha can be stated as follows:

Y		= - 2,280 + 0,833 X1 + 3,130
Where:	Y	= The customers
Loyalty$\beta0$		=- 2,280
	X	= Service Quality
$\beta1$		= 0,833
ϵ (Error standard)		= 3,130

Based on the results of data analysis in this study, the obtained regression coefficien shows the effect of service quality customer loyalty at PT. Pos Indonesia (Persero), Unaaha Branch which is positive. The results of this study can be concluded that changes in service quality are positive and significant in increasing

customer loyalty. This means that the better the quality of service provided to customers then higher of the level of customer loyalty to buy the same product in the future at PT. Pos Indonesia (Persero), Unaaha Branch. Besides, the changes in improving service quality are positive and significant in enhancing the customer loyalty. Therefore, the key to success that will be achieved in the future in enhancing the customer loyalty is by improving service quality.

The results of this study do support the theory that service quality affects customer loyalty (Zeithaml et al., In Tjiptono, 2005). The effect of service quality on loyalty can have a positive or negative effect which depends on the customer assessment, a positive effect can occur if the customer who assesses the quality of service is good because of keeping promises, providing fast and satisfying service, honest and transparent and also accurate in carrying out customer administrative records, on the other hand a negative effect can be resulted if customers judge that quality service which is unreliable because it does not keep promises, the service is disappointing, dishonest and transparent. In addition, the results of this study support the serqual theory (Barness, 2001 in Fandi Tjiptono, 2005) which states that customer loyalty is realized in the long term if customers are served well and are not disappointed.

Furthermore, the results of this study support the theory put forward by Barnes (2003) that the level of loyalty is usually influenced by service quality, if the customer feels satisfied. This means that service quality has an indirect relationship to loyalty or it is mediated by the level of satisfaction experienced by customers for the services they receive. Meanwhile, the research conducted by Furton and Tylor (2002) has proven that service quality has a direct influence on the level of customer loyalty.

The results of this study support the results of empirical research conducted by Bloemer (1999) and Caruana et al., (2002) which concluded that service quality has an influence on loyalty. In this study, service quality has a positive and significant effect on customer loyalty. The higher the quality of service provided by PT. Pos Indonesia (Persero) Cabang Unaaha then customers will be loyal. The company's success in building and maintaining customer loyalty is greatly influenced by service quality. Then the good quality service, professional in conducting customer education with the purpose of raising awareness, confidence and initial purchase actions as well as re-purchase / provides recommendations for the future.

Conclusion

Based on the results of the above discussion, both theoretically and empirical facts prove that service quality has a significant effect on customer loyalty at PT. Pos Indonesia (Persero), Unaaha Branch. Thus, the quality of service provided by the management of PT. Pos Indonesia (Persero) Unaaha Branch suits to the expectation. In the sense, there is no gap between what customers expect from the perceived service quality. Customers have a high level of loyalty if the performance of the quality of services provided is in line with expectations and vice versa, customers will have a low level of loyalty if it is not in accordance with the expectations given by the management of PT. Pos Indonesia (Persero), Unaaha Branch. Thus, logically the management of PT. Pos Indonesia (Persero) Cabang Unaaha is required to improve the quality of service expected by customers continually because it affects the customer loyalty. This research is considered insufficient to fulfill customer desires in terms of service quality, because this study requires other variables that are more supportive of customer service at PT. Pos Indonesia (Persero), Unaaha Branch. This study uses quantitative data testing by distributing questionnaires to respondents, this may not show in detail about the quality of service at PT Pos Indonesia, Unaaha Branch. For further researchers, they are expected to be able to utilize and develop the results of this study by using different variables or indicators. Besides, further researchers, there is a need to use more precise data analysis methods.

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