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THE INFLUENCE OF SERVICE QUALITY AND SATISFACTION ON CUSTOMER LOYALTY MNC VISION KPP BOGOR

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ABSTRACT

The problem in this research is how much influence service quality has on MNC Vision KPP Bogor customers, to find out how much influence satisfaction has on MNC Vision KPP Bogor customer loyalty, and to find out how much influence service quality and satisfaction have on MNC Vision KPP Bogor customer loyalty. So the purpose of this study is to find out how much influence service quality has on customer loyalty MNC Vision KPP Bogor, to find out how much influence customer satisfaction has on customer loyalty MNC Vision KPP Bogor, and to find out how much influence service quality and customer satisfaction have on customer loyalty. MNC Vision KPP Bogor. The method used is quantitative associative, which aims to determine the relationship between two or more variables. This study links service quality and customer satisfaction as independent variables and customer loyalty as the determined variable. The large population in this research object used the Rao Purba sampling technique of 96 respondents (customers), with accidental sampling technique. The results showed that the coefficient of determination (R Square) obtained was 0.551. This means that 49.9% of customer loyalty is influenced by variables of service quality and customer satisfaction, while 55.1% is influenced by other variables not examined in the study such as promotion, price, product, location and image. Thus it is said that H0 is rejected and Ha is accepted, which means that there is a simultaneous influence between service quality and customer satisfaction with customers together.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty

PROEM

In winning business or business competition, there are several influencing factors, one of which is the quality of service and achieving customer satisfaction which plays an important role in attracting consumers to make purchases. With satisfactory service quality and satisfaction as expected, it will encourage consumers to make purchases of the product in question or to make repeat purchases so that customer loyalty is formed. directly or indirectly, the image of the service will be widespread because the

satisfaction felt by the customer will be conveyed from one customer to another in a chain so that they will recommend or invite other customers to shop where they shop. There is hope in the minds of customers that their relatives or friends will also get the same satisfaction in shopping. But if the customer is not satisfied, it becomes a boomerang for the company itself. Where they will not make repeat purchases or only shop once. Just to know and will not recommend to others. Therefore, it is very important for companies to create quality services and satisfying products/services in the sense of meeting customer expectations and needs.

PT. MNC SkyVision Tbk (MSKY) is a company engaged in pay-TV services, which is well-known for its Indovision brand, which has now changed its name to Trans Vision. Engaged in retransmitting and marketing several national and international television programs via satellite. Started its commercial operations in 1994 and currently has branch offices or sub-branches (KPP) in all cities in Indonesia. The company is owned by a group of companies belonging to MNC Corporation with CEO Mr. Harry Tanoesoedibjo. As the most popular Pay TV with a large number of subscribers in Indonesia, various complaints have come from its users, as summarized in the table below:

Table 1. Customer Complaints/Trouble at MNC Vision KPP Bogor

Number	Complain	Sum
1.	Aktivasi Kartu Tayang	56
2.	Antar Hardware Baru	108
3.	B3.Erlangganan HD	173
4.	BO4.Ngkar Dan Pasang Peralatan	405
5.	Bongkar Peralatan	199
6.	DSD Sudah Normal	235
7.	Parabola Tidak Bermasalah	30
8.	Pandu Pelanggan	2
9.	Pasang Antenna UHF	10
10.	Pasang Peralatan	441
11.	Pemasangan HWB	10
12.	Pemasangan Multi Decoder	3
13.	Perbaikan HWB (Internet)	57
14.	Perbaikan Instalasi	670
15.	Perbaikan Parabola	1132
16.	Perbaikan TV/Decoder	76
17.	Pergantian Decoder	2103
18.	Pergantian LNBF	1414
19.	Pergantian Parabola	11
20.	Pergantian Remote Control	766
21.	Pergantian Kartu Tayang	38
22.	Pindah Lokasi Parabola/Decoder	618
23.	Reset Decoder	1039
	Grand Total	9737

Source: MNC Sky Vision KPP Bogor, 2021

Based on the table above, there are twenty-three types of complaints or obstacles experienced by subscribers/users of Trans Vision TV subscriptions, which each month accumulates hundreds of complaints or problems every month. If it is not addressed by improving and maintaining good service quality, it will have an impact on the loyalty of Trans Vision users/customers in the short and long term.

Tabel 2. Unsubscribe MNC Vision KPP Bogor

Number	Month	Sum
1	January	986
2	February	909
3	March	1106
4	April	1069
5	May	1096
6	June	523
7	July	753
8	August	762
9	September	735
10	October	968
11	November	539
12	December	374
	Total	9820

Source: MNC Sky Vision KPP Bogor, 2021

Based on the table above, the lowest number of equipment withdrawals was 374 withdrawals to the highest number of 1106 tool withdrawals in each month. Based on the above background, the researcher conducted a research entitled: "The Influence Of Service Quality And Satisfaction On Customer Loyalty Mnc Vision KPP Bogor".

THEORETIC

Service Quality

According to Ollsen in Yamit (2013: 22), service quality is a group of benefits that are useful both explicitly and implicitly for the ease of getting services. while Fajar laksana (2013: 88), suggests that service quality is the magnitude of the difference between consumer expectations and desires and their level of perception.

Customer Satisfaction

According to Nuraeni, et al (2019: 488) Customer satisfaction is the goal of a business, the creation of customer satisfaction can provide several benefits for the company, including the influence between the company and customers to be harmonious, providing a good basis for repeat purchases and creating customer loyalty, and forming a favorable word of mouth recommendation for the company. Customer

satisfaction is the level of one's feelings after comparing the perceived performance or results compared to their expectations (Kotler & Keller, in Lubis AS and Andayani NR, 2017: 235). According to Buchari Alma (2012: 285), the basic principle underlying the importance of measuring customer satisfaction is to measure customer satisfaction.

Customer Loyalty

Oliver in Sangadji and Sopiah (2013: 104) states that loyalty is a customer commitment to persist deeply to re-subscribe or repurchase selected products or services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause changes in behavior. In addition, Parasuraman, in Sangadji and Sopiah (2013: 104) defines customer loyalty in the context of service marketing as a response that is closely related to a pledge or promise to uphold the commitment that underlies the continuity of the relationship and is usually reflected in continuous purchases from the same service provider for basic dedication and pragmatic constraints.

According to Rusydi in Rahadiyanti Armadana (2020:98) customer loyalty is a description of the strength of the relationship between individual relative attitudes and patronage repetition. Griffin in Sangadji and Sopiah (2013: 105) states that loyal consumers have the following characteristics:

1. Make regular purchases or repeat purchases. customers who have purchased a product or service twice or more.
2. Buying outside of product or service lines (buying between product lines).
3. Recommend products or services to others.
4. Demonstrate immunity from the attraction of similar products or services, or in other words not easily influenced by the attraction of competitors

According to Tjiptono, in Yuniarti (2015: 242), suggests six indicators that can be used to measure consumer loyalty, namely:

1. Repurchase
2. Brand consumption habits
3. Great liking for the brand
4. Determination on the brand
5. The belief that a particular brand is the best
6. Brand recommendation to others

Service quality and satisfaction, according to Tjiptono in Setyaji (2015: 3) have a close relationship with customer satisfaction. Quality provides an impetus to customers to establish a strong relationship with the company. Lupiyoadi (2016:34) states that one of the factors that influence the level of consumer loyalty is service quality. Companies need to improve service quality to develop customer loyalty, because low-quality products or services will bear the risk of disloyal customers. And Adam in Rahadiyanti Armadana (2020:98) states that the basis for true loyalty is service quality and customer satisfaction which are key inputs in the service process.

METHOD

This research is included in the scope of Human Resource Management and the type of deductive research. The approach method used is a quantitative approach, so the research method is a causal associative method. According to Sugiyono (2012) causal associative research method, is research that aims to determine the effect of two or more variables, while the quantitative approach, is used because the data in this study are expressed in numbers. The quantitative approach according to Umar (2008), is an approach based on calculated data to produce a robust interpretation. Associative problems according to Sugiyono (2012), is a causal study, namely research on causal relationships. The analytical method used is multiple linear regression, using SPSS software. The aim is to explain aspects that are appropriate or relevant to the observed phenomena, while explaining the characteristics of the phenomena or problems that exist. The sampling technique used is the census. Methods of data collection by distributing questionnaires to 52 respondents directly and the measurement scale is a Likert scale. Then, the collected data is tabulated and tested through an analysis of validity, reliability, classical assumptions, partial, simultaneous and determinant tests.

RESULT

Customers are not and or = 0, then the value of customer loyalty is 7.167. Based on the table above, the regression equation Y = 7.167 + 0.119 X1 + 0.490 X2. From the above equation it can be concluded as follows:

1. The constant value of 7.167 states that if the value of the service quality variable (X1) and satisfaction.

2. The regression coefficient for the service quality variable (X1) is 0.119, meaning that for every additional 1 (sat) point of the service quality variable, it will increase customer loyalty by 0.119.
3. The regression coefficient of the customer satisfaction variable (X2) is 0.490, meaning that for every additional 1 (sat) point of the customer satisfaction variable, it will increase customer loyalty by 0.490

From the results of a simple linear regression equation with the results of the equation Y = 13,723 + 0.175 X1, it can be concluded that the regression coefficient for the service quality variable is 0.175, in the same direction as customer loyalty and means that for every addition of 1 (one) point for the service quality variable, then it will increase customer loyalty by 0.175 times. From the results of a simple linear regression equation with the results of the equation Y = 7.167 + 0.490 X2, it can be concluded that the regression coefficient of the customer satisfaction variable is 0.490, in the same direction as consumer satisfaction and means that each addition of 1 (one) point on the customer satisfaction variable, it will increase consumer loyalty 0.490.

Based on the SPSS output, the R value (correlation coefficient) of 0.742 means that the variables of service quality (X1) and customer satisfaction (X2) have a strong relationship with consumer loyalty. Based on the table above, the correlation coefficient value of 0.632 is obtained in the interpretation range of 0.600-0.799 in table 3.6, it can be concluded that the service quality variable (X1) has a strong level of relationship strength to customer loyalty (Y).

Based on the SPSS output, the correlation coefficient value of 0.735 is obtained in the interpretation range of 0.600-0.799 in table 3.6, it can be concluded that the customer satisfaction variable (X2) has a strong level of relationship strength to customer loyalty (Y).

Determination Test

Based on the determination test, the R Squesr value is 0.551 or 55.1% of customer loyalty, customer satisfaction and service quality, the remaining 49.9% can be explained by other variables that the author is not careful about such as price variables, promotions, purchasing decisions and others.

Hypothesis Test

Based on the SPSS output, the comparison of the t-count value with the t-table value is 93 from the residual value of n-3, which means 96-3 = 93. A value of 1.985 is obtained from the t table. So it can be explained as follows:

1. The service quality variable produces a value of tcount < ttable which is 1.458 < 1.985 with sig. 0.148 > 0.05, it can be concluded that H1 is rejected so that there is no influence between customer quality and customer loyalty.
2. The customer satisfaction variable produces a value of tcount < ttable which is 5.587 < 1.985 with sig. 0.000 <0.05, it can be concluded that H2 is accepted so that there is an influence between customer satisfaction and customer loyalty

Simultaneous Test

Based on the simultaneous test, the independent variable is statistically declared to have an effect on the dependent variable if the probability number is significant <0.05. And the independent variable is statistically stated to have no effect on the dependent variable if the significance probability number is > 0.05. The significance of 5% shows k=2, namely the variable of customer quality and customer satisfaction where 94 respondents were obtained from 96-2 respondents, so that the ftable value was 3.09. Because the value of fcount > ftable is 57,012 > 3,09, it can be concluded that the variables of customer quality and customer satisfaction together have an influence on customer loyalty.

CONCLUSION

There is a positive and partially significant influence between the effect of service quality on customer loyalty at PT. MNC SKY VISION Kpp Bogor, so it can be seen from the value of t count > t table or (1,458 > 1,661) and this is reinforced by a significance value of sig > 0.05 (0.148 > 0.05) so that Ho is accepted and Ha is rejected.

There is a positive and partially significant influence between the influence of customer satisfaction on customer loyalty at PT. MNC SKY VISION Kpp Bogor, so it can be seen from the value of t count > t table or (5.587 > 1.661) and this is reinforced by a significance value of sig < 0.05 (0.000 < 0.05) so that Ho is rejected and Ha is accepted.

There is a positive and partially significant effect between the effect of service quality and customer satisfaction on customer loyalty with the equation Y = 7.167 + 0.119 X1 + 0.490 X2. The calculation results can be seen that the coefficient of determination (R Square) obtained is 0.551. This means that 49.9% of customer loyalty can be influenced by service quality variables (X1) and customer satisfaction (X2), while the remaining 55.1% is influenced by other variables not examined in this study, such as promotion, price, product, location and image. Hypotension testing using statistical tests obtained F count > F table (57,012 > 3,090), and this is also reinforced with a significance of 0.000 < 0.05. Thus, H0 is rejected and Ha is accepted, this shows that there is a simultaneous influence between service quality and customer satisfaction on customer loyalty together.

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