The Influence of Service Quality and Brand Image on Consumer Loyalty PT. Mitra Bintang Cargotama

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ABSTRACT

In today's era, business competition has grown rapidly, this makes companies very competitive in understanding what consumers expect from the services the company provides and providing attractive offers to get a positive assessment from consumers to improve its brand image. Therefore, the purpose of this study was to determine the effect of service quality and brand image on consumer loyalty at PT. Mitra Bintang Cargotama. This study uses descriptive qualitative research methods using primary data sources. The data were analyzed descriptively qualitatively. The results of this study were obtained through interviews and distributing questionnaires to respondents. This type of research uses a sampling method, namely non-probability sampling with a saturated sample type for data collection. This research includes multiple regression analysis.
Keywords: Service Quality, Brand Image, Consumer Loyalty, Forwarder

INTRODUCTION

In the current era, business competition is growing rapidly, this makes companies very competitive in understanding what consumers expect from the services the company provides and providing attractive offers to get a positive assessment from consumers. Companies must be able to analyze the best way to get consumer loyalty for the survival of the company. Consumers are the success or failure of products and services provided by the company's marketing. By paying attention and growing service quality aims to meet consumer desires, which will lead to consumer loyalty.

Service quality is the main point in service companies. A company can be said to be successful if it gets a lot of customers, but it requires a long time or not fast. Companies need to be able to influence consumers by providing quality services so that they can be stored in the minds of consumers to continue to use the services provided properly, it will create consumer loyalty.

In addition to service quality, what can affect consumer loyalty is the brand image of a company. Brand image plays an important role in today's business competition. If consumers hear that the brand image is not good for a company, then most of the consumers will not buy services or products at the company and vice versa. Further stated that establishing positive brand image in consumers' mind is an important objective that each company need to achieve in order to achieve organizational success within the industry. Therefore, in order to become a successful company in the industry, companies must be able to establish positive brand image in their consumers' and public's mind in order to increase people's perception that the company is a good and highly reputable company in the industry, which in turn could increase the company's image. (Nicholas Wilson, 2018).

PT. Mitra Bintang Cargotama is engaged in forwarders. The purpose of a forwarder or transport management service is to speed up the delivery process so that it can be delivered at the time it is needed and the situation of the goods is maintained and not injured or damaged. Forwarding is a business activity that provides services from receiving, storing, classifying, packaging, measuring, weighing, processing customs documents, issuing transportation documents, as well as calculating foreign transportation. PT. Mitra Bintang Cargotama has been operating since 2015 until now.

Efforts made by PT. Mitra Bintang Cargotama in improving the quality of its services, namely by opening up employees to consumers, being responsible for shipping goods and managing documents so that the process of *freight forwarding* goes well until it is received by the recipient. PT. Mitra Bintang Cargotama also guarantees the smooth traffic of goods in the rights to ownership of goods by issuing important documents, namely the Bill of Landing required by the shipping party. By improving the quality of service, automatically the brand image of a company will be better too.

LITERATURE REVIEW

Consumer Loyalty
Customer loyalty is a deeply held commitment to repurchase or patronize a preferred product or service in the future despite situational influences and marketing efforts. preferred product or service in the future even though situational influences and marketing efforts have the potential to cause behavioral switching. (Tri Hernando Ramanta, James D. D. Massie & Djurwati Soepeno, 2021).

According to Selnes (1993:35) which suggests several indicators of loyalty, among others are:
1. Transaction habits
   Represents how often customers make transactions.
2. Repurchase
   Is the customer's willingness to make transactions by utilizing various other services provided by the operator.
3. Recommendation
   Is a verbal communication about the customer experience to others in the hope that the person will follow it.
4. Commitment
   is the willingness of the customer to continue to use the services provided by the operator in the future and is reluctant to stop being the customer.

Brand Image
According to Ratih Anggoro Wilis & Andini Nurwulandari (2020), Brand is the name of a term, sign, actor, or design, or a combination thereof, which is intended to identify goods or services of a seller or group of sellers and to differentiate it."

According to Subaebasni, Henny Risnawaty & A.R. Arie Wicaksono (2019), there are three indicators to measure a brand image, namely by aspects, including:
1. Strength
   This type has advantages in a brand in the product, namely there are unique characteristics and are real or physical.
2. Uniqueness

Has a difference between the company's product brands and other brands, so there are different characteristics between companies.

3. Advantages (Favourable)
    Having the ability to make it easier for customers to remember and pronounce the product brand and the product as the most favorite.

Service Quality

According to Ilyas Masudin, Nika Tampi Safitri, Dian Palupi Restuputri, Rahmad Wisnu Wardana & Ikhlasul Amallynda (2020), service is an activity offered by one group to another, which is mostly intangible and does not result in any ownership. The production may or may not be related to a single physical component. The operation is carried out with the primary objective of ensuring customer satisfaction and loyalty. Services provided may be provided in the form of convenience, speed, relationship, capacity, and hospitality provided by the attitude and nature of the provision of services to customers.

According to Mangasa Panjaitan, Selamat Siregar (2021), the quality indicators that are most often used as references are as follows:

1. Reliability
    Namely the ability to provide the promised service promptly, accurately and satisfactorily.
2. Responsiveness
    That is the desire and willingness of employees to help consumers and provide services responsively.
3. Assurance
    Covers the knowledge, competence, courtesy and trustworthiness of employees.
4. Empathy
    Includes ease in establishing relationships, effective communication, personal attention and understanding of the individual needs of consumers.
5. Physical evidence (tangibles)
    Includes physical facilities, equipment, employees and means of communication.

Hypothesis

Based on the above framework, the hypotheses of this research are:

H1: Service Quality has an effect on Consumer Loyalty
H2: Brand Image has no effect on Consumer Loyalty
H3: Brand Image and Service Quality have an effect on Consumer Loyalty

RESEARCH METHOD

This research was conducted at the office of PT. Mitra Bintang Cargotama. This study uses descriptive qualitative research methods using primary data sources. The data was analyzed descriptively qualitatively by means of the data that had been obtained from the results of observations, interviews and documentation properly processed into information tools that obtained conclusions. then the data collected related to the object under study, analyzed based on the responses of the informants obtained from the interviews.

Qualitative research is descriptive research and tends to use analysis. Process and meaning (subject perspective) are more emphasized in qualitative research. Qualitative research examines participants' perspectives with strategies that are interactive and

flexible. Qualitative research is intended to understand social phenomena from the perspective of participants. (Hermawan, 2019).

The results of this study were obtained through interviews and the distribution of questionnaires via google form which was conducted to the respondents. The data obtained from the questionnaire was processed using the SPSS (Statistical Product and Science Solution) computer application program for each respondent to answer the questionnaire using a Likert scale, namely 5 (Strongly agree), 4 (agree), 3 (Doubtful), 2 (No Agree), 1 (Strongly Disagree).

According to Sugiyono (2019) population is a generalization area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. The population applied in this study is all customers from PT. Mitra Bintang Cargotama as many as 94 customers.

According to Firdaus (2021:14), the sample is a member or part of the population that has the same character and can represent the population.
The following are the conditions for determining the sample:
- The respondents are customers of PT. Mitra Bintang Cargotama.
- Respondents have at least used the services of PT Mitra Bintang Cargotama twice.
The sampling technique used is the saturated sample. According to Sugiyono (2017:85) the saturated sampling technique is a sampling technique where all members of the population are used as samples. So the number of samples used in this study is 94 samples.

RESULTS

Table 1. Validity Test

Variable		Rcount	Rtable	Criteria	Conclusion
Service Quality	X1.1	0.741	0.361	$r_{count} > r_{table}$	Valid
	X1.2	0.572	0.361	$r_{count} > r_{table}$	Valid
	X1.3	0.546	0.361	$r_{count} > r_{table}$	Valid
	X1.4	0.735	0.361	$r_{count} > r_{table}$	Valid
	X1.5	0.555	0.361	$r_{count} > r_{table}$	Valid
	X1.6	0.701	0.361	$r_{count} > r_{table}$	Valid
	X1.7	0.741	0.361	$r_{count} > r_{table}$	Valid
	X1.8	0.642	0.361	$r_{count} > r_{table}$	Valid
	X1.9	0.463	0.361	$r_{count} > r_{table}$	Valid
	X1.10	0.430	0.361	$r_{count} > r_{table}$	Valid
Brand Image	X2.1	0.773	0.361	$r_{count} > r_{table}$	Valid
	X2.2	0.706	0.361	$r_{count} > r_{table}$	Valid
	X2.3	0.636	0.361	$r_{count} > r_{table}$	Valid
	X2.4	0.545	0.361	$r_{count} > r_{table}$	Valid
	X2.5	0.455	0.361	$r_{count} > r_{table}$	Valid
	X2.6	0.624	0.361	$r_{count} > r_{table}$	Valid
	Y.1	0.677	0.361	$r_{count} > r_{table}$	Valid

	Y.2	0.753	0.361	$r_{count} > r_{table}$	Valid
	Y.3	0.456	0.361	$r_{count} > r_{table}$	Valid
Consumer Loyalty	Y.4	0.645	0.361	$r_{count} > r_{table}$	Valid
	Y.5	0.705	0.361	$r_{count} > r_{table}$	Valid
	Y.6	0.776	0.361	$r_{count} > r_{table}$	Valid
	Y.7	0.705	0.361	$r_{count} > r_{table}$	Valid
	Y.8	0.760	0.361	$r_{count} > r_{table}$	Valid

In the above validity test, it shows that the *Pearson Correlation* has a value greater than the Correlation value (0.361) so that the results of the questionnaire statement are valid.

Table 2. Reliability Test

Variable	Cronbach's Alpha Grades	Reliability Value	Criteria	Conclusion
Service Quality	0.813	0.600	Cronbach's Alpha Grades > Reliability Value	Reliable
Brand Image	0.681	0.600	Cronbach's Alpha Grades > Reliability Value	Reliable
Consumer Loyalty	0.837	0.600	Cronbach's Alpha Grades > Reliability Value	Reliable

In the reliability test table above, it can be seen that the data above shows that all statements that represent each variable are reliable. It is proven that the statement item has a Cronbach's Alpha value greater than the minimum reliability value (0.600) and a positive value.

Table 3. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,156	3,335		2,746	,007
	X1_Service.Quality	,416	,094	,453	4,423	,000
	X2_Brand.Image	,235	,152	,158	1,543	,126

a. Dependent Variable: Y_Consumer.Loyalty

Multiple Linear Regression Analysis was used to measure the effect of more than one predictor variable (independent variable) on the dependent variable.
Multiple linear regression analysis:

Y = a + b1.x1 + b2.x2 + e
Service Loyalty = 9.156 + 0.416 Service Quality + 0.235 Brand Image + 0.05

Multiple Linear Analysis Test Results:
  -   Constants

Based on the equation, the constant value obtained is 9.156, which means that if the Service Loyalty under study is "constant".

- Service Quality Regression Coefficient (B1)

  Based on the Service Loyalty regression coefficient equation, it is obtained at 0.416.

- Brand Image Regression Coefficient (B2)

  Based on the Service Loyalty regression coefficient equation, it is obtained at 0.235.

Hypothesis t_{table} test

t_{table} test $\quad$ = (a/2 ; n-k-1)

$\qquad\qquad$ = (0,025 ; 94-2-1)

$\qquad\qquad$ = 91 = 1.986

- First Hypothesis Testing (H1)

  It is known that the Sig value for the influence of X_1 on Y is 0.000 <0.05 and the t_{count} value is 4.423 > t_{table} 1.986 so it can be concluded that H1 is accepted which means there is an effect of X_1 (Service Quality) on Y (Consumer Loyalty)

- Second Hypothesis Testing (H2)

  It is known that the Sig value for the effect of X_2 on Y is 0.126 > 0.05 and the t_{count} value is 1.543 < t_{table} 1.986 so it can be concluded that H2 is not accepted, which means that there is no effect of X_2 (Brand Image) on Y (Consumer Loyalty)

Table 4. F_{table} Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	539,559	2	269,779	19,954	,000[b]
	Residual	1230,356	91	13,520		
	Total	1769,915	93			

  a. Dependent Variable: Y_Consumer.Loyalty
  b. Predictors: (Constant), X2_Brand.Image, X1_Service.Quality

F_{table} test $\quad$ = (k ; n-k)

$\qquad\qquad$ = (2 ; 94-2)

$\qquad\qquad$ = 92 = 3.095

Based on the results of the F_{table} test above, it can be seen that the value of sig 0.000 < 0.05 and F_{count} 19.954 > F_{table} 3.095, therefore, the model this multiple regression is feasible to use and the independent variables which include Service Quality and Brand Image have a simultaneous influence on the dependent variable of Consumer Loyalty.

Table 5. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,552[a]	,305	,290	3,677

  a. Predictors: (Constant), X2_Brand.Image, X1_Service.Quality
  b. Dependent Variable: Y_Consumer.Loyalty

Based on the results of the coefficient of determination above, it is known that the R Square value is 0.305, which means that the influence of Service Quality and Brand Image on Consumer Loyalty is influenced by 30.5% and the remaining 69.5% is influenced by other factors not examined.

DISCUSSION

Based on the results of research conducted, it was found that service quality has a significant influence on consumer loyalty at PT. Mitra Bintang Cargotama. A company can be said to be successful if it gets a lot of customers, but it takes a long time or is not fast. Companies need to be able to influence consumers by providing quality services so that they can be stored in the minds of consumers to continue to use the services provided properly, it will create consumer loyalty.

Based on the results of research conducted, it was found that brand image does not have a significant influence on consumer loyalty at PT. Mitra Bintang Cargotama. This is evidenced by the results of the t_{table} test, the Sig value for the effect of X_2 on Y is 0.126 > 0.05 and the t_{count} value is 1.543 < t_{table} 1.986.

CONCLUSION

Based on the results of research and discussion, it can be concluded that whether or not a service in a company can affect the level of customer loyalty to the company. Because it is impossible for customers to want to make transactions or repurchase again if they are not satisfied with the services of a company. Likewise with brand image, if consumers hear a bad brand image of a company, then most consumers will not buy services or products from a company and vice versa. When a brand image is formed, it will result in consumer decisions in using a service. When consumers trust a certain brand because a brand image has been formed and consumers will continue to use the brand, consumers will continue to use the brand.

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