

Influences Of Service And Costumers Loyalty Towards Costumers Satisfaction Of Online Transportation (Study Case: Students Of IIB Darmajaya Using Maxim)

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Abstract: The purpose of this study is to determine the influences of service and costumers loyalty towards customer's satisfaction. The scope of this study is students of IIB Darmajaya and using the MAXIM application. This study using 2 variables, dependent variables and independent variables. Service (X1) and Costumers Loyalty (X2) is dependent variables and Costumers Satisfaction (Y) is the independent variables. The research methods of this study is using mix methods and the data for this study will be collect using questionnaire.

Keywords : service, customer's loyalty, customer's satisfaction, MAXIM.

1. INTRODUCTION

Online transportation application is an application that is generally available and use on smartphones with the function as a tool to order vehicles for transportation from one place to another. Vehicles ordered through the transportation provider application can be in the form of taxis, cars, or motorcycle taxis. Understanding online transportation is a vehicle used as a transfer from one place to another with certain agencies responsible for ownership and operation of related transportation, the most important of these transportation is transportation based on sophisticated machines equipped with position tracking features. (Brenda, Unair) .

In 2015, the first online transportation application in Indonesia is GOJEK. After developing and getting a good response from the public, there's other online transportation applications such as GRAB, UBER, and the latest application is MAXIM. Maxim is an online transportation application that originated from Russia and began to enter Indonesia in 2019. This maxim application is starting to be known by the people of Indonesia in Jakarta because the fare is cheaper than other online transportation applications that are already present in Indonesia.

According to Kotler, service quality is a performance that can be offered by one person to another. This performance can be in the form of actions that are intangible and do not result in the ownership of any goods and to anyone. The main point is that service is an action taken by a seller to the buyer / consumer in order to meet the needs and desires of consumers.

This behavior aims at achieving customer satisfaction itself. A service can be performed when consumers choose a product or after completing a product purchase transaction. Studying about customer satisfaction will also learning about customer loyalty. Customer loyalty is customer attachment to a brand, shop, manufacturer, service provider, or other entity based on a favorable attitude and good responses, such as repeat purchases.

Based on this definition, it can be concluded that there are elements of behavior and attitudes in customer loyalty (Amin Widjaja Tunggal, 2008). Oliver (2010) states that loyalty is a deep enduring customer commitment to re-subscribe or consistently repurchase selected products / services in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change. Customer service and loyalty are factors of customer

satisfaction. According to Kotler and Armstrong (2001: 9): Customer satisfaction is the extent to which the perceived performance of the product meets buyer expectations.

Research scope of this study is students of Institute Informatics and Business Darmajaya in Lampung and using MAXIM application. Students are people who are registered to be able to take lessons in higher education with an age limit of 18-30 years. Students are a group that exists in society with a status that is obtained because of a bond with universities. Students will become intellectual candidates or young intellectuals who exist in a layer of society who often have predicate requirements (Sarwono, 1978).

2. RESEARCH METHOD

Research Method

The type of data will be using secondary data. According to Sugiyono (2017: 219) secondary sources are indirect sources provide data to data collectors, for example through other people or through documents. Secondary data in this study came from books, internet, results research and other information deemed relevant to the research topic.

Research Variable

1. The independent variable (independent variable) is a variable that affects or causes changes in the emergence of the dependent variable (dependent), the independent variable is also called the treatment variable, cause, risk, stimulus variable, antecedent, influence variable, treatment and independent variable. It can be said that the independent variable can affect other variables. In this research, the independent variable is Service (X1) and Customer Loyalty (X2).
2. According to Sugiyono (Sugiyono, 2015, p. 39), the dependent variable is the variable that is influenced or becomes the result, because of the independent variable. In this study, the related variable is Customer Satisfaction (Y).

Data Analysis Methode

This study has a clearly known population size the amount. Therefore, the sampling technique used is the Isaac formula and Michael in Sugiyono (2017: 149). As follows:

Information:

- n = Number of Samples required
- N = Total population
- e = Sample error rate (sampling error)

This study determined an error rate of 10%. Then:

$$n = \frac{29.640.254}{1 + 29,640,254 (0,1)^2} = 99,9$$

Based on the results of calculations using the Isaac formula and Michael then obtained a sample of 99.9 and made it 100. This study will be using 100 samples.

3. RESULT AND DISCUSSION

3.1. Research Framework:

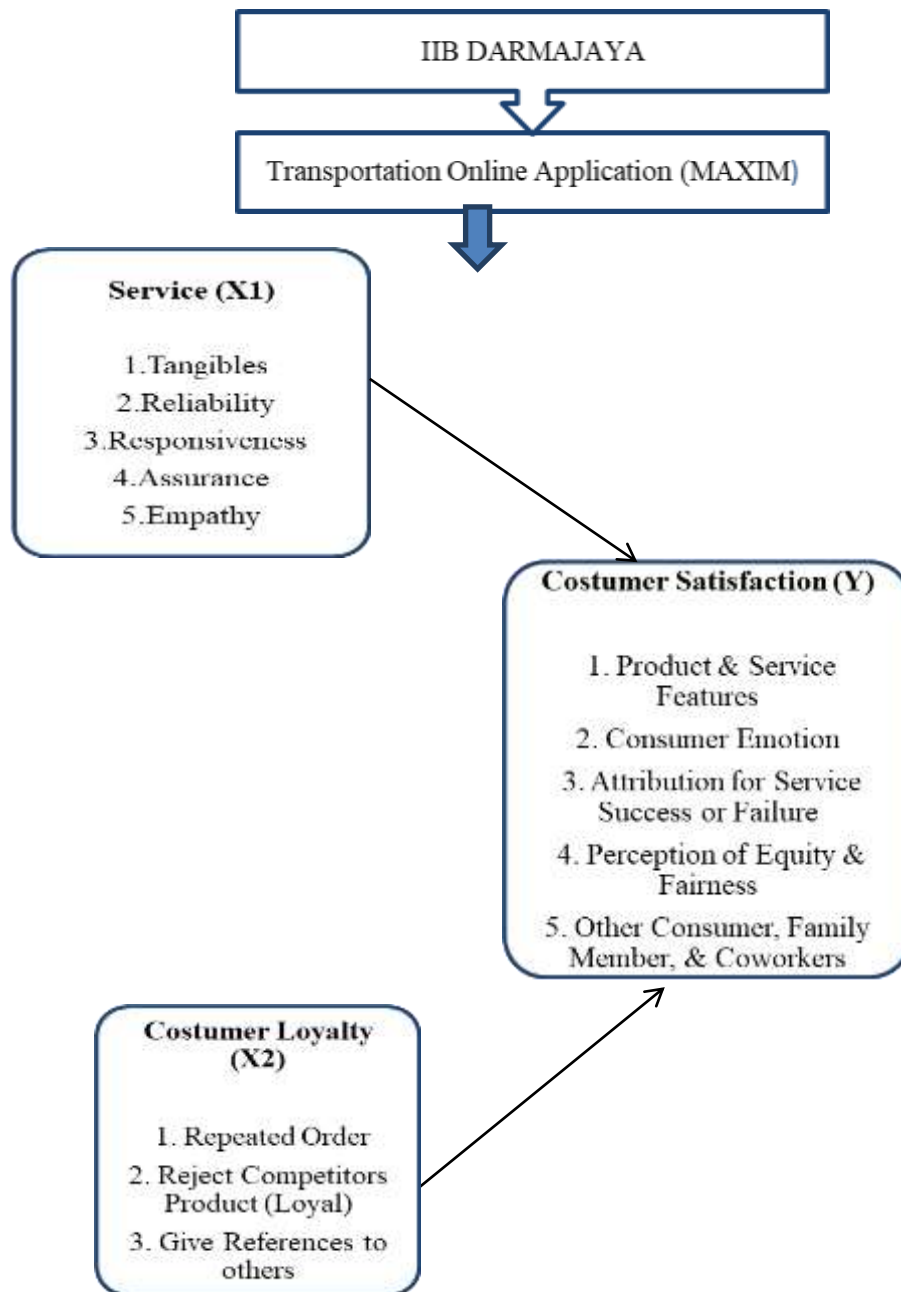


Figure 1. Research Framework

3.2. Hypothesis Conclusion

Based on the theoretical basis that has been described, the hypothesis can be formulated in this study:

1. Service has a partial and significant effect on customer satisfaction
2. Customer loyalty has a partial and significant effect on customer satisfaction
3. Customer service and loyalty have a simultaneous and significant effect on customer satisfaction.

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