INCREASING CUSTOMER LOYALTY THROUGH FACILITY AND SERVICE

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Abstract

This research aims to explain the influence of variable quality service and satisfaction towards customer loyalty Wuzzy Net in Pabuaran. The method of collecting data in this study uses survey methods through questionnaires. Based on the results of this research analysis, indicating that the facility significantly affects the loyalty of customers, shown from the value of test significance t = 0.000 smaller than α = 0.05 with regression coefficient = 2,527. Service quality significantly affects customer loyalty is demonstrated with a test significance value of T = 0.000 smaller than α = 0.05. The quality of service and the simultaneous satisfaction have significant effect on customer loyalty, shown from the value of test significance F = 0.000 smaller than α = 0.05 and are able to have contributions to customer loyalty variables of 0504 or 51.7%. The remaining 48.3% are influenced by other variables not analyzed in this study.

Keyword: Customer loyalty, facility and service

Abstrak

Penelitian ini bertujuan untuk menjelaskan pengaruh variabel kualitas layanan dan kepuasan terhadap loyalitas pelanggan Wuzzy Net di Pabuaran. Metode pengumpulan data dalam penelitian ini menggunakan metode survei melalui kuesioner. Berdasarkan hasil analisis penelitian ini, menunjukkan bahwa fasilitas berpengaruh signifikan terhadap loyalitas pelanggan, ditunjukkan dari nilai signifikansi uji t = 0,000 lebih kecil dari α = 0,05 dengan koefisien regresi = 2,527. Kualitas layanan secara signifikan mempengaruhi loyalitas pelanggan ditunjukkan dengan nilai signifikansi uji T = 0,000 lebih kecil dari α = 0,05. Kualitas layanan dan kepuasan simultan berpengaruh signifikan terhadap loyalitas pelanggan, ditunjukkan dari nilai signifikansi pengujian F = 0,000 lebih kecil dari α = 0,05 dan mampu memberikan kontribusi terhadap variabel loyalitas pelanggan 0504 atau 51,7%. Sisanya 48,3% dipengaruhi oleh variabel lain yang tidak dianalisis dalam penelitian ini.

Kata kunci: Loyalitas pelanggan, fasilitas dan layanan

I. INTRODUCTION

Service quality is very important in the service industry, the best service quality is a profit strategy to increase more new customers, retain existing customers, avoid customer run-offs, and create special advantages that are not only competitive in terms of price. If the service received or felt is as expected by the customer, then the quality of service can be perceived as good and satisfying.

A good quality image is not based on the perception of service providers, but based on customer perceptions. Quality of service can be described as a statement of attitude, the resulting relationship and the comparison between expectations (expectations) with performance. With the increasing level of people's lifestyle, the community's need for goods or services is also increasing. One of the services of information technology that is widely used and used by the public is to use internet facilities through small information service companies. By accessing on one of the internet a person will easily obtain the desired information.

Internet cafe which is one of the small companies engaged in the field of internet information services is one component for the development of the information sector. This information sector has developed very rapidly, which can be seen increasingly diverse numbers. It means that this business is very promising.

In Pabuaran, there are also many internet cafes. It indicate that competitors are more competitive so that they have to be more careful in maintaining the existence of internet cafes. Internet cafe entrepreneurs also cannot avoid competition in maintaining the interests of consumers to continue to use their services. Facing this situation, an internet cafe entrepreneur must be able to better manage marketing activities continuously and try to increase optimal profits.

To be able to achieve this is not easy for a company, because it takes special attention and knowledge to know the factors that support and influence marketing activities. As a service company, to be able to create more value to consumers, it is necessary to consider factors - the quality of the services provided to consumers such as the quality of services relating to everything that is apparent (equipment and technology, cleanliness and comfort of the room, adequate parking facilities, equipment used is easy to operate), quality of service related to the ability of employees to

provide immediate and satisfying services to customers (speed in service, speed in accessing computer applications), quality of service related to providing the best possible service (employee willingness to help consumers , employee responsiveness), services related to employee knowledge and politeness and their ability to foster a sense of trust and confidence (feeling of security, product knowledge, level of honesty, attitude in serving customers), good communication and understanding the needs of consumers (fair service, relations between consumers and employees, providing consumer needs).

At this time, consumers in making decisions to consume services have many considerations - considerations such as facilities and services available at the cafe. This is very important to do considering that consumers will make a repeat purchase if the performance of the service is able to deliver in accordance with their expectations. If the resulting performance is not in line with expectations, then consumers will feel dissatisfied so that they will not make repeated purchases or will recommend to other potential customers bad things about the cafe so that the impact will be very detrimental to the café.

Wuzzy Net. as one of the internet cafes in Pabuaran also continues to improve their facilities and services. But with the improvement of these services, is it enough to be able to maintain the loyalty of their customers or even be able to increase the number of their customers. This question then underlies researchers to see the extent to which facilities and services are able to influence the customer loyalty of Wuzzy Net.

II. THEORITICAL REVIEW
Facility

Facilities are the provision of physical equipment to provide convenience to the guests in carrying out activities or its activities, so that needs can be fulfilled during the stay at the hotel. (Sulistiyono, in Yunus & Budianto, 2014:6) Facilities are the benchmark of all services provided, and very high influence on customer satisfaction. with the level of facilities are also very easy for customers in activities and comfortable to use the facilities available.

Design factors Facilities According to Moodie & Cootam (in Tjiptono, 2007:149) There are at least six factors, namely:

1. Spatial planning, these aspects such as proportion, symmetry, texture, and color need to be carefully organized and

designed to stimulate the intellectual response and emotional response of the wearer or the person who sees it.

2. Room planning, this factor includes interior and architectural design, such as the placement of furniture and equipment in the room, circulation flow design and others.

3. Equipment/Furniture, Fittings/furniture has several functions. Among them as a means of protection of valuables small-sized, as display goods, as a welcome mark for customers, and as something that indicates the status of the owner or its users.

4. Lighting, some things to note in designing the lighting is light in daylight (day lighting), color, type and nature of activity that is done indoors, the perception of service providers will its task, the level of visual acuity, and the desired atmosphere (calm, peaceful, fresh, cheerful, joyful, and others).

5. Color, Many people say that color has its own language, where colors can stimulate specific feelings and emotions.

6. The messages presented graphically, the important aspects interrelated in this factor are visual appearance, placement,

selection of physical forms, selection of colors, lighting, and the selection of the form of the face of the emblem or mark used for a particular purpose (for example, direction/place, description / information and so on).

Service

According to Kotler (2011) quality should start from customer needs and end in customer perception. Means that the image of good quality is not seen from the perception of the company or service provider, but rather based on the perception of its customers.

According to Supranto (2011), the quality of service is a word for service providers is something that must be done well. While the quality of service according to Gronroos (in Ratminto, 2008) is an activity or a series of activities that are invisible to the eye that occurs as a result of interaction between consumers and employees or other things provided by the service provider in question to solve the problem of consumers/customers.

Quality of service as a measure of how good the level of service provided is able to suit customer expectations. Quality services can be realized through the fulfillment of

customer needs and wishes and the accuracy of delivery to offset customer expectations. According to Lovelock and Wirtz (2007:418) Quality of service is a long-term cognitive evaluation of customers towards the delivery of services of a company. According to Huang (2009:2) Quality of service can be defined as the overall impression. Zeithaml, Bitner & Gramler (2009:130) stated "service quality, the customer's perception of the service component to a product, is also a critical determinant to customer satisfaction" which means, the quality of service is a customer's perception of the service component of a product, and is also an important determinant in achieving customer satisfaction.

The quality of Service (service quality) can be known by comparing customer's perception of service that they actually receive or get with the service they really expect or want for the service attributes of a company. From the definition of experts above can be concluded that the quality of service is a way or the actions of the manufacturer makes the consumer's heart happy, so consumers want to return to use the services of the manufacturer, or buy back the manufacturer's product.

Service Quality Dimensions

According to F. Tjiptono and G. Chandra 2011:198), there are five dimensions of service quality that are identified by the customers in evaluating the quality of service, namely:

1. Reliability; is the ability of the company to provide accurate service from the first time without making any mistake and convey its services in accordance with the agreed times. In this of elements, marketers are required to provide reliable products/services. Products/services do not suffer damage/failure. In other words, the service should always be good. The members of the company must also be honest in resolving the problem so that customers do not feel cheated. In addition, marketers must be appropriately promised when promising something to the customer. Again it is worth noting that promises are not merely promises, but promises must be kept. Therefore, the time schedule needs to be carefully arranged.

2. Responsiveness; Regarding the willingness and ability of employees to assist customers and respond to their requests, and to inform when services will be provided and then provide services quickly. Company

members should pay attention to specific promises to customers. Another important element in this quick-response element is that the company's members are always ready to help customers. Any person's position should always pay attention to the customer who contacted the company.

3. Assurance; i.e. the behavior of the emplo-yee is able to foster customer confidence in the company and corporate bias creates a sense of security for its customers. The guarantee also means that employees are always polite and master the knowledge and skills needed to deal with each customer's questions and concerns.

4. Empathy; means that the company under-stands the problems of its customers and acts in the interest of the customer, as well as providing personal attention to its customers and having convenient opera-ting hours. Each member of the company should be able to manage time for easy contact, either by phone or meeting directly.

5. Physical evidence; With regard to the attractiveness of physical facilities, equip-ment, and materials used by the company, as well as employee appearances. In this case facilities and infrastructure related to

customer service should be considered by the management of the company. A mag-nificent building with AC, sophisticated telecommunication equipment or quality office furniture, and others to consider the customer in choosing a service

Customer loyalty

Hurriyati (2014) stated that customer loyalty (Costomer loyalty) is a very important impetus to create sales. According to Engel (2012), loyalty is also defined as an in-depth commitment to re-purchase or repeat the preterm pattern of product or service in the future, leading to the same repeat purchase of the same brand or a set of brands, despite the involvement of situational factors and marketing efforts that potentially lead to the change in brand behavior.

Loyal customers always refuse when offered products or services from other companies (competitors). They already have their own love for the product or service that has been used.

Dick & Basu in Tjiptono (2010) explained that loyalty includes two important components, namely loyalty as behavior and loyalty as attitude. The combination of these two components will result in four types of possible loyalty situations: no loyalty,

spurious loyalty, latent loyalty, and loyalty. Tjiptono (2011) explains the four types of possible loyalty situations from Dick & Basu, as follows:

No Loyalty

This can happen when the customer's repurchase attitude and behavior is equally weak, then loyalty is not formed.

Spurious Loyalty

Circumstances such as these are characterized by non-influence attitudes towards behavior, such as subjective norms and situational factors. This kind of situation can also be said inertia, where consumers are difficult to distinguish various brands in the category of products with low engagement. So that re-purchase is done on situational considerations, such as familiarity (due to strategic product placement on display shelves, outlet locations in shopping malls)

Latent Loyalty

The latent loyalty is reflected when strong attitude is accompanied by a weak buyback pattern. The situation that is of great concern to these marketers is due to the influence of non-equal factors that are equally strong or even likely to be stronger than the attitude factor in determining repurchase.

Loyalty

This situation is the ideal situation that marketers expect most. Where consumers are positive about a product or manufacturer and are accompanied by a consistent repurchase pattern.

III. RESEARCH METHODOLOGY

The type of research used in this study is explanatory research or research explanations with a quantitative approach. The number of samples used in this study was as much as 52 respondents to the Wuzzy Net service subscriber in Pabuaran. The sampling technique uses random sampling techniques that are randomly drawn samples. The data analysis techniques used are:

a. Descriptive analysis

Descriptive analysis is required on the research variables. Based on these variables, analytics can be done to get information on many things. (Umar, 2011)

b. Linear regression analysis

Analysis of models of multiple linear equations is used to simultaneously reduce them between free variables and bound variables. In this study the regression models used are: $Y = a + b_1X_1 + b_2X_2 + e$

Explanation:

Y = Dependent Variable

X1 =   Independent Variable 1

X2 =   Independent Variable 2

a   =   Constant

b1,b2 = Regression coefficient

c. F Test

Is used to conduct influence test from independent variables to dependent variable simultaneously.

d. t Test

t Test is used to test the significance value among variables partially.

IV. RESULTS AND DISCUSSION

A. Results

1. Test linearity

The test of linearity was done to determine the technique in regression analysis whether the free variables (X1 and X2) and bound variables (Y) were formed linear. Based on the results of the calculations it is obtained Deviation from Linearity calculation with Fo = 0.90 and Sig. =. 572 > 0.05. It has the understanding that the variable quality of service with customer loyalty has a linear relationship.

From calculations using SPSS obtained results with F = 0311 and Sig. = 0.998 > 0.05. It has a sense that the satisfaction variables with customer loyalty have a linear relationship.

Discussion

The results of calculations and testing can be seen in the table below:

Testing result table coefficient correlation variable X1 and X2 against Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792^a	.628	.613	1.315

a. Predictors: (Constant), SERVICE, FACILITY

b. Dependent Variable: CUSTOMER LOYALTY

Table of Simultaneous Coefficient Regression Significance Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.022	2	71.511	41.347	.000^b
	Residual	84.747	49	1.730		
	Total	227.769	51			

a. Dependent Variable: CUSTOMER LOYALTY

b. Predictors: (Constant), SERVICE, FACILITY

Table of Partial Coefficient Regression Significance Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.340	1.839		.185	.854
	FACILITY	.364	.097	.519	3.739	.000
	SERVICE	.243	.106	.319	2.298	.026

a. Dependent Variable: CUSTOMER LOYALTY

1. The simultaneous effect of facility (X1) and service (X2) on customer loyalty .(Y)

Hypotheses that are tested:

$$H_0: \beta_{y1} = \beta_{y2} = 0$$

$$H_1: \beta_{y1} \neq 0, \text{ or } \quad \beta_{y2} \neq 0$$

Which means that:

H_0: There is no simultaneous effect facility and service variables on customer loyalty.

H_1: There is simultaneous effect facility and service variables on customer loyalty.

From the table above, it can be concluded that there is simultaneous effect facility and service variables on customer loyalty. It was shown by the F = 41.347 and Sig. 0,000< 0,05

Meanwhile, the multiple regression line equation can be expressed with $\hat{Y}$ = .034 + 0,364 X1 + 0,243 X2. This has the understanding that an increase in one variable score for facilities and services contributed as much 0,364 by X1 and 0,243 by X2 on customer loyalty. From the table above, it can also be explained that facility and service variables simultaneously give contribution as much as 62.8% on customer loyalty variable.

1. The effect of facility (X1) on customer loyalty (Y)

   Hypothesis that are tested:

   $H_0: \beta_{y1} = 0$

   $H_1: \beta_{y1} \neq 0$

   Which means:

H_0: There is no effect of facility variable on customer loyalty.

H_1: There is no effect of facility variable on customer loyalty.

From the table above. it can be stated that there is a significant effect on service quality on customer loyalty. This is evidenced by the acquisition of Sig. 0,000< 0,05.

The contribution of facility variable on customer loyalty can be stated by formula:

DC = Value β_{x1y} x Partial correlation value (r_{x1y}) x 100 %

DC = 0.767 x 0.519 x 100 % = 39.8%

From the results of the above calculation it can be stated that the contribution of facility variable in increasing customer loyalty is 39,8%

2. The effect of service variable (X2) on customer (Y)

   Hypotheses that are tested:

   $H_0: \beta_{y1} = 0$

   $H_1: \beta_{y1} \neq 0$

   Which means:

H_0: There is no significant effect of service variable on customer loyalty.

H_1: There is no significant effect of service variable on customer loyalty.

From the table above it can be stated that there is a significant effect of satisfaction on customer loyalty. This is evidenced by the acquisition of value and Sig. 0,026< 0,05.

The satisfaction variable contribution to customer loyalty. Can be stated with the formula:

DC = Value β_{x2y} x Partial correlation value (r_{x2y}) x 100 %

DC = 0,722 x 0,319 x 100 % = 23,03%

From the results of the above calculation it can be stated that the contribution of service quality in increasing customer loyalty is 27,45%.

V. CONCLUSION

1. Facilities have a significant effect on customer loyalty
2. Service has a significant effect on customer loyalty.
3. Facilities and services simultaneously have a significant effect on customer loyalty.

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