

The Influence of Service Quality, Trust, and Consumer Satisfaction on Consumer Loyalty (Case Study Of Cv.Lima Satu Tiga Transportation Services)

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Abstract

The purpose of the company in marketing is to create customer loyalty. The existence of customer loyalty can provide benefits to a company because it can maintain and compete with its competitors. The sample in this study was 86 customers of the CV.Lima Satu Tiga transportation service. The results of the study showed that simultaneously Service Quality, Trust and Consumer Satisfaction had a significant effect on Consumer Loyalty at CV.Lima Satu Tiga. Partially each variable Service Quality, Trust and Consumer Satisfaction had a positive and significant effect on Consumer Loyalty at CV.Lima Satu Tiga.

Keyword: Work Stress; Work Life Balance; Worker Performance; Work Family Conflict

Introduction

The increasing industrial sector in Indonesia, especially in Java, has caused many industrial players to ship their products or bring raw materials to production locations every day so that the economy can run well. One of the expedition companies engaged in land transportation services in Indonesia is CV. Lima Satu Tiga, located in residential area Menganti Palem Pertiwi, Block AP No. 06 Menganti Gresik, engaged in land transportation services with destinations from Surabaya, Semarang, Bandung, Cirebon, Jakarta PP. Shipping of goods can be in the form of furniture, snacks, logistics, electronic products and others. The means of transportation used range from single axle trucks, tronton, trailers, and wing boxes.

The main purpose of the company in marketing is to create customer loyalty. Customer loyalty can provide benefits to a company because with customer loyalty a company can maintain and compete with its competitors. Customer loyalty is a commitment to purchasing a product or service continuously and does not change easily even though there are changes in the situation that can cause customers to move (Ramadhan, 2019). Customer loyalty can be achieved through various factors such as service quality, trust, customer satisfaction and so on (Riswandi, 2019).

Service quality is an action that is not visible from the interaction between consumers and companies. Service must be carried out well, especially for service providers (Suwarsito & Aliya, 2020). Good service will provide comfort for consumers to become a good image so that consumers are interested in being loyal (Nasution & Putri, 2021).

Consumer trust is the science and conclusion of consumers regarding objects, attributes and their benefits that are directly made by consumers (Solihin, 2020). In the long term,

consumer trust is the key to business continuity and success in competing. If trust can be increased, customer loyalty can be formed. The formation of customer loyalty can also create a recommendation to others to use/buy products or services from the company so that it can increase the company's turnover (Amalia & Jalaluddin, 2021).

In forming customer loyalty, the company needs customer satisfaction. Customer satisfaction can provide feedback on how well the company is doing business. Customer satisfaction is the result of an after-sales evaluation between consumer expectations and the reality felt when or after using a product or service, which can be a feeling of happiness or disappointment, so that customer satisfaction is dependent on the performance of the product or service (Gofur, 2019).

Material and Method

This study employs a quantitative research approach to examine the influence of service quality, trust, and consumer satisfaction on consumer loyalty in CV. Lima Satu Tiga Transportation Services. The methodology is structured to ensure clarity and reproducibility, detailing the research design, sampling strategy, data collection, and analytical procedures.

Design Study

The population comprises 600 customers of CV. Lima Satu Tiga Transportation Services in 2024. Using the Slovin formula with a 5% margin of error, a sample of 86 respondents was selected through purposive sampling. Data were collected via structured questionnaires distributed online, measuring variables such as service quality, trust, consumer satisfaction, and loyalty using a 5-point Likert scale. The questionnaire items were adapted from validated constructs to ensure relevance and accuracy.

Data Analysis

Data analysis was conducted using SPSS 26 software. The following steps were performed:

1. **Validity and Reliability Testing:** Assessed using Pearson's correlation ($r\text{-count} > r\text{-table} = 0.212$) and Cronbach's alpha ($\alpha > 0.60$).
2. **Classical Assumption Tests:** Normality (Kolmogorov-Smirnov test), multicollinearity (tolerance > 0.10 ; VIF < 10).
3. **Hypothesis Testing:** Multiple linear regression, t-tests (significance: $p < 0.05$), and F-test for simultaneous effects. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The analysis followed three stages:

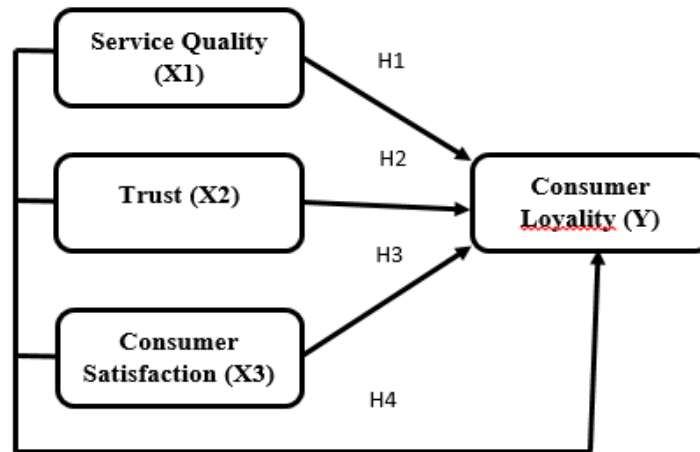


Figure 1. Conceptual Framework

Result and Discussion

Validity Test

Table 1. Validity Test Results

Variable	Statement	r count	r table	Information
<i>Service quality</i>	X1.1	0.896	0.212	Valid
	X1.2	0.899	0.212	Valid
	X1.3	0.847	0.212	Valid
	X1.4	0.881	0.212	Valid
	X1.5	0.916	0.212	Valid
<i>Trust</i>	X2.1	0.861	0.212	Valid
	X2.2	0.871	0.212	Valid
	X2.3	0.896	0.212	Valid
	X2.4	0.910	0.212	Valid
<i>Consumer Satisfaction</i>	X3.1	0.856	0.212	Valid
	X3.2	0.873	0.212	Valid
	X3.3	0.854	0.212	Valid
	X3.4	0.854	0.212	Valid
	X3.5	0.821	0.212	Valid
<i>Consumer Loyalty</i>	Y1.1	0.875	0.212	Valid
	Y1.2	0.913	0.212	Valid
	Y1.3	0.902	0.212	Valid
	Y1.4	0.885	0.212	Valid

Source: Data Processed by SPSS 26

From the calculation results above, the value (n) obtained is 84, so the level of significance of the rtable used is 0.212 with the analysis if the r_{count} value $>$ r_{table} value then the statement item

can be declared valid and vice versa if the r_{count} value $< r_{\text{table}}$ value then the statement item is declared invalid.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	standart Reliable	Information
<i>Service Quality</i>	0.933	0.60	Reliable
<i>Trust</i>	0.904	0.60	Reliable
<i>Consumer Satisfaction</i>	0.905	0.60	Reliable
<i>Consumer Loyalty</i>	0.915	0.60	Reliable

Source: Data Processed by SPSS 26

Based on the results of the reliability test that has been carried out, it can be seen that for each variable the Cronbach's Alpha value is > 0.60 so it can be concluded that each indicator used in the study is declared reliable or can be used as a measuring tool.

1. Classical Assumption Test

Normality Test

Table 3. Normality Test Results

		Unstandardized Residual
N		86
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.54206191
Most Extreme Differences	Absolute	.078
	Positive	.051
	Negative	-.078
Test Statistic		.078
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Data Processed by SPSS 26

Based on the table above, the Asymp.Sig (2-tailed) value is 0.200 which has a significance value greater than 0.05 ($0.200 > 0.05$). These results indicate that the normality assumption is met. So it can be concluded that the residual data of the study is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF

1	(Constant)		
	service quality	.753	1.327
	trust	.709	1.410
	consumer satisfaction	.913	1.095

Source: Data Processed by SPSS 26

Based on the table above, the tolerance value of the Service Quality variable is 0.753, the Trust variable is 0.709 and Consumer Satisfaction is 0.913. This means that all independent variables have a tolerance value of more than 0.10. Furthermore, the VIF value of the Service Quality variable is 1.327, the Trust variable is 1.410 and Consumer Satisfaction is 1.095. It can be interpreted that the VIF value of all independent variables is less than 10. It can be concluded that there is no multicollinearity between independent variables including Service Quality, Trust, and Consumer Satisfaction.

Multiple Linear Regression

Table 5. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	1.542	1.738	
	service quality	.180	.060	.268
	trust	.379	.087	.402
	consumer satisfaction	.252	.061	.333

Sumber : Data Diolah SPSS 26

$$Y = 1.542 - 0.180 + 0.379 + 0.252 + e$$

1. $\alpha = 1.542$ is a constant or condition when the consumer loyalty variable has not been influenced by other variables, namely X_1 , X_2 , and X_3 . If there is no independent variable, then Y does not change.
2. $\beta_1 = 0.180$ indicates that variable X_1 has a positive influence on Y , which means that every 1 unit increase in the service quality variable will affect Y by 0.180, assuming that other variables are not examined in this study.
3. $\beta_2 = 0.379$ indicates that variable X_2 has a positive influence on Y , which means that every 1 unit increase in the trust variable will affect Y by 0.379, assuming that other variables are not examined in this study.
4. $\beta_3 = 0.252$ indicates that variable X_3 has a positive influence on Y , which means that every 1 unit increase in the consumer satisfaction variable will affect Y by 0.252, assuming that other variables are not examined in this study.

Hypothesis Testing (t-Test)

It is known that the t-table value is $df = 82$, then the t-table value is 1.989 using a significance of 0.05 with a one-way hypothesis test.

Table 6. t-Test

Model		t	Sig.
1	(Constant)	7.772	.000
	service quality	4.594	.000

Source: Data Processed by SPSS 26

Service Quality variable (X_1) that the t-value is $4.594 > t\text{-table } 1.989$ and the significance value is $0.000 < 0.05$. Thus, hypothesis 1 (H_1) is accepted, which means that Service Quality (X_1) has a positive effect on Consumer Loyalty (Y).

Table 7. t-test

Model		t	Sig.
1	(Constant)	5.055	.000
	trust	7.053	.000

Sumber : Data Diolah SPSS 26

Trust variable (X_2) t-value $7.053 > t\text{-table } 1.989$ and significance value $0.000 < 0.05$. Thus, hypothesis 2 (H_2) is accepted, which means that Trust (X_2) has a positive effect on Consumer Loyalty (Y).

Table 8. t-test

Model		t	Sig.
1	(Constant)	6.646	.000
	consumer satisfaction	4.272	.000

Source: Data Processed by SPSS 26

Consumer Satisfaction variable (X_3) t-value $4.272 > t\text{-table } 1.989$ and significance value $0.000 < 0.05$. Thus hypothesis 3 (H_3) is accepted, which means that Consumer Satisfaction (X_3) has a positive effect on Consumer Loyalty (Y).

4. Hypothesis Testing (F Test)

Table 9. F Test

Model	F	Sig.
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1	Regression	27.974	.000 ^b
	Residual		
	Total		

Source: Data Processed by SPSS 26

Based on the table above, it can be seen that the F_{count} value is 27.974. The F_{table} value is obtained from $df1 = k-1$ and $df2 = n - k$, where (k) is the number of variables and (n) is the number of respondents with a significance value of 0.05. From the calculation, it is known that $df1 = 3$ and $df2 = 82$, so the F_{table} value is 2.72. So it can be concluded that the F_{count} value of $27.974 > F_{\text{table}}$ value of 2.72 with a significance level of $0.000 < 0.005$. This means that H4 is accepted, so that the variables Service Quality, Trust, and Consumer Satisfaction have a simultaneous effect on Consumer Loyalty.

Conclusion, Implication, and Recommendation

1. The Service Quality variable (X_1) has a positive and significant effect on Consumer Loyalty (Y), meaning that when the Service Quality provided by CV. Lima Satu Tiga increases, the Consumer Loyalty of CV. Lima Satu Tiga also increases.
2. The Trust variable (X_2) has a positive and significant effect on Consumer Loyalty (Y), meaning that when the Trust given by CV. Lima Satu Tiga increases, the Consumer Loyalty of CV. Lima Satu Tiga also increases.
3. The Consumer Satisfaction variable (X_3) has a positive and significant effect on Consumer Loyalty (Y), meaning that when the Consumer Satisfaction given by CV. Lima Satu Tiga increases, the Consumer Loyalty of CV. Lima Satu Tiga also increases.
4. The Service Quality (X_1), Trust (X_2), and Consumer Satisfaction (X_3) variables have a simultaneous effect on Consumer Loyalty (Y), meaning that when the Service Quality, Trust, and Consumer Satisfaction given by CV. Lima Satu Tiga increase, the Consumer Loyalty of CV. Lima Satu Tiga also increases.

For further researchers, it is hoped that they will be able to expand the research objects and can be carried out on larger samples and it is possible to be carried out on other objects.

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