The Effect of Service Quality on Customer Loyalty at Post Office (Persero) Pekanbaru Branch

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Research Highlights

This research aim to analyze the effect of service quality towards customer loyalty at Post Office (PERSERO) Pekanbaru branch within collected data by questionnaire and employs multiple linear regression analysis method. Based on the result research found that the equation of multiple linear analysis is \[ Y = 15.752 + 0.281 \times X_1 + 1.146 \times X_2 + 0.207 \times X_3 - 1.372 \times X_4 + 0.635 \times X_5. \] Its mean that If tangible, reliability, responsiveness, assurance and empathy variables is equal to zero (0), than the customer loyalty is 15.752. The value of coefficient determination (R2) test is 0.383, it showed that the contribution percentage of variable tangible, reliability, responsiveness, assurance and empathy toward customer loyalty is 38.3%, the remaining 61.7% is influenced by other variables. This research suggest to Post office (PERSERO) Pekanbaru Branch to increase their service quality whether in form of tangible, reliability, responsiveness, assurance or empathy in order to increase their number of customer whose loyal to use their service.

Keywords: Tangible, Reliability, Responsiveness, Assurance, Empathy, Service Quality and Customer Loyalty

Research Objectives

This research aim to analyze the effect of service quality towards customer loyalty at Post Office (PERSERO) Pekanbaru branch within collected data by questionnaire and employs multiple linear regression analysis method Regarding Parasuraman in Lupiyaodi and A. Hamadi (2009) state that five dimension of service quality as follows:

1. Tangible

According Lupiyaodi and A. Hamdani (2009) state that tangible is company ability to show their existence to external parties. Appearance and abilities of physical infrastructure for a reliable company in circumstances surrounding environment is clear evidence of services provided by the service provider.

2. Reliability

According Lupiyaode and A. Hamdani (2009) state that reliability is the ability of company to provide service as promised, accurate and reliable.

3. Responsiveness
According Lupiyaodi and A. Hamdani (2009) state that responsiveness is a policy to assist and provide fast service (responsiveness) and right to the customer, with the delivery of clear information.

4. Assurance

According Lupiyaodi and A. Hamdani (2009) state that assurance is knowledge, politeness, and the ability of the company's employees to gain a trust from customers.

5. Empathy

According Lupiyaodi and A. Hamani (2009) state that empathy is a form of sincere concern to individually as a customer in order to understand the customer wants.

**Methodology**

1. **Research Design**

This research was conducted by survey research in the form of an explanatory and testing hypothesis. While based on explanatory level and variables position, this research includes in quantitative research. This research concerned on the effect of service quality toward customer loyalty at Post Office (PERSERO) Pekanbaru Branch.

2. **Population and Sample**

The population of this research is all customers Post Office of Pekanbaru Branch with total 24,462 peoples. A technique of sampling in this research is purposive sampling. This research employs slovin formula as follows:

\[
n = \frac{N}{1+N\epsilon^2}
\]

Note :

- \(n\) : size of sample
- \(N\) : size of population = 24,463
- \(\epsilon^2\) : % inaccuracy in sampling = 10%

\[
n = \frac{24,463}{1+24,463 (10\%)^2}
\]

\[
n = \frac{24,463}{245,63}
\]

\[
n = 99.59 \text{ or } 100 \text{ Respondents}
\]

3. **Data Analysis**

1. Data Quality Test
a. Validity Test  

b. Reliability Test  

c. Normality Test  

2. Classic assumption Test  

a. Multi-collinearity Test  

b. Auto Correlation Test  

c. Heteroskedasticity Test  

4. Hypothesis Test  

The testing hypothesis in this research employs multiple linear regressions. The dependent variable customer loyalty (Y), Independent variable is s (X1). Multiple linear regressions Equation:  

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \]

Note:  

\[ Y \] = Dependent Variable (Customer Loyalty)  

\[ X_1 \] = Dependent variable (Tangible)  

\[ X_2 \] = Dependent variable (Reliability)  

\[ X_3 \] = Dependent variable (Responsiveness)  

\[ X_4 \] = Dependent variable (Assurance)  

\[ X_5 \] = Dependent variable (Empathy)  

\[ a \] = Constanta  

\[ b_1 \text{ and } b_2 \] = Regression Coefficient  

\[ e \] = Error  

Results  

1.F Test (Simultan)  

Based on that F sig.value is 0.000 < 0.05, its indicate that F count 68,740 >F table3,232. Its mean that tangible, reliability, responsiveness, assurance and empathy variable have
significant influent simultaneously on customer loyalty. We conclude that H0 is rejected and Ha is accepted

2. T Test (Partial)

Based T Test (Partial) it can be interpreted as follows:

1. The significance of T test value for tangible variable is 0.047. As significance value was smaller than 0.05, it could be concluded that tangible variable have significance influence on customer loyalty. Then, H0 is rejected and Ha is accepted.
2. The significance of T test value for reliability variable is 0.000. As significance value was smaller than 0.05, it could be concluded that reliability variable have significance influence on customer loyalty. Then, H0 is rejected and Ha is accepted.
3. The significance of T test value for responsiveness variable is 0.003. As significance value was smaller than 0.05, it could be concluded that responsiveness variable have significance influence on customer loyalty. Then, H0 is rejected and Ha is accepted.
4. The significance of T test value for assurance variable is 0.044. As significance value was smaller than 0.05, it could be concluded that assurance variable have significance influence on customer loyalty. Then, H0 is rejected and Ha is accepted.
5. The significance of T test value for empathy variable is 0.000. As significance value was smaller than 0.05, it could be concluded that empathy variable have significance influence on customer loyalty. Then, H0 is rejected and Ha is accepted.

3. Multiple Regression Analysis Result

Remarks:

\[ Y = 15.752 + 0.281 \times X_1 + 1.146 \times X_2 + 0.207 \times X_3 - 1.372 \times X_4 + 0.635 \times X_5 + \epsilon \]

1) Constants as of 15.752 mean if tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), dan empathy (X5) were zero (0), then customer loyalty (Y) in the amount of constants (15.752)
2) Regression coefficient of tangible variable is 0.281. If others variable is zero (0) and tangible variable increase 1 point, so the customer loyalty will increase 0.281 point.
3) Regression coefficient of reliability variable is 1.146. If others variable is zero (0) and reliability variable increase 1 point, so the customer loyalty will increase 1.146 point.
4) Regression coefficient of responsiveness variable is 0.207. If others variable is zero (0) and responsiveness variable increase 1 point, so the customer loyalty will increase 0.207 point.
5) Regression coefficient of assurance variable is -1.372. If others variable is zero (0) and assurance variable increase 1 point, so the customer loyalty will decrease -1.372 point.
6) Regression coefficient of empathy variable is 0.635. If others variable is zero (0) and empathy variable increase 1 point, so the customer loyalty will increase 0.635 point.
7) The value of coefficient determination ($R^2$) test is 0.383, it showed that the contribution percentage of variable tangible, reliability, responsiveness, assurance and empathy toward customer loyalty is 38.3%, the remaining 61.7% is influenced by other variables.

8) The value of $R$ is 0.619. It means 61.9% of customer loyalty is influenced by tangible ($X_1$), reliability ($X_2$), responsiveness ($X_3$), assurance ($X_4$), and empathy ($X_5$) variable. Remaining 38.1% is influenced by others factors such as quality product, customer satisfaction or switching barrier.

References


