Effect Of Quality Of Service On Loyalty Customers At PT. Pos (Persero) Lubuk Pakam Branch

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ABSTRACT

The purpose of this study was to determine whether there is an influence of service quality on customer loyalty at the Post Office (Persero) Lubuk Pakam Branch ". The data used in this study is primary data with the research instrument in the form of a questionnaire. The population used is 98 customers of the Lubuk Pakam post office using the Slovin formula, and the number of samples is 5000 people per month. The research method used in this research is descriptive quantitative method. The data analysis technique used simple linear regression analysis with the regression equation $Y = 8,552 + 748 + e$. Partial test results (t) were obtained at 11,158. While the results of the R^2 value of 56.5%, so it can be ascertained that the quality of service has a positive and significant effect on customer loyalty and the remaining 43.5% is influenced by other factors.

Keywords: service quality; customer loyalty.

INTRODUCTION

One of the elements that are important and need attention in the business world is the presence of consumers. Consumers are users of goods or services that are available. Consumers will definitely look for products of goods or services according to their needs, so as to satisfy themselves. As for a person's consideration in deciding the purchase of a product, among others: the choice of brand of a product or service, facilities and buildings. Understanding consumer needs and the buying process is the basis for successful marketing because then companies can devise effective strategies to support attractive offers for the target market, so that consumers are loyal and repurchase with the same product or service.

By knowing the customer desires, the company can formulate the most appropriate marketing strategy that is most able to affect customer satisfaction in using the products or services offered by the company. One of the marketing strategies is the marketing mix. Every company basically wants to always grow and increase its business. In achieving these goals, the company must be able to manage its business well to be able to survive in increasingly competitive competition conditions.

Currently, the competition of the business world is getting tighter, including business competition in the field of shipping expeditions. Market opportunity opportunities do not come just like that, business creativity is needed that suits the needs of the market. For this reason, there needs to be

management and market management that is able to answer the competition. This effort needs support from all parties both from the company and its employees. During the Pandemic and the new normal Strategic and Institutional Director of PT Pos Indonesia (Persero) Noer Fajrieansyah conveyed the new normal as a step of economic and industrial recovery is in sight, the company has also prepared a series of scenarios, in line with the direction of the Ministry of SOEs. Of course, digital features and services will spearhead the operation of Pos Indonesia in the future.

In the midst of pos Indonesia's busy distribution of social assistance throughout Indonesia, the company made breakthroughs by developing its digital services, including making a video conference application as a virtual meeting media called Space and an application in the field of financial services, namely Pos Giro Mobile. With the presence of this Space application, it can create convenience and improve customer service in The New Normal through digital services.

The development of the Space application at this early stage is expected to be a solution to the needs of communication and internal coordination that is faster and more efficient in supporting business operations, one of which is the distribution of cash and non-cash Bansos, especially during the Covid-19 pandemic. Space applications are safer for Pos Indonesia, more effective and efficient in terms of cost because they are created and developed by Pos Indonesia's internal IT team. This service can reach remote areas and use adaptive bandwidth. The space can still run on a low data connection (at least 50 Kbps) and will display maximum performance at high bandwidth. The implementation of this service is considered very suitable to bridge communication within Pos Indonesia, because it has a large number of employees, regional conditions spread throughout Indonesia, and uneven internet access.

The features in the Space application include web-based applications, there is a mobile android version and integrated with the Human Resource Management Information System of PT Pos Indonesia (Persero). In The New Normal, PT. Pos (Persero) encourages customers to use digital transactions and pick up services. Thus, people do not need to leave the house to avoid the spread of Covid-19. Customers can use the Pos Giro Mobile (PGM) service which can be downloaded on *the* playstore, so that they can make transactions for Pos Indonesia's financial services as usual. To find out the quality of service and customer loyalty at PT. Pos (Persero) Lubuk Pakam Branch has been conducted pre-survey by distributing questionnaires as many as 30 respondents to customers of the Lubuk Pakam Branch Post Office, as for the results of the pre-survey that has been conducted, namely as follows:

Table 1. **Pre Survey Results of Service Quality of PT. Pos (Persero) Lubuk Pakam Branch**

No	Statement	Disagree	%	Agree	%
1	Lubuk Pakam Branch Post Office has complete facilities	17	56,7%	13	43,3%
2	Employees provide good service to customers	19	63,3%	11	36,7%
3	Employees who are in charge of helping quickly if there are complaints from customers	12	40%	18	60%
4	Employees receive customer response well and respond quickly	16	53,3%	14	46,7%
5	Employees who work very deftly in serving customers	9	30%	21	70%

Source: Pre survey Results, (2021).

Based on the results of the pre-survey data of table 1diatas, it is clear that the quality of service of employees of the Lubuk Pakam Branch Post Office is included in the category of good service with the results of *pre-survey* respondents on average answered in agreement, the most dominant is in the responsiveness indicator, namely in the fourth point with the statement "Employees who work very deftly in serving customers" by 70% compared to other statements. While those who answered

disapproval were at the point of "Employees provide fairly good service to customers" by 63.3% compared to other statements.

PT. POS Indonesia (Persero) is one of the Indonesian State-Owned Enterprises (BUMN) companies that provide services to communities engaged in postal services. Established in 1746, Pos Indonesia's shares are wholly owned by the Government of Indonesia. PT. POS Indonesia (Persero) is one of the delivery service companies that serve the delivery of letters, documents and packages throughout Indonesia using very affordable shipping rates. Currently Pos Indonesia serves not only postal and courier services, but also financial services, which are supported by network points of ± 4,000 Post Offices and 28,000 Postal Agents spread throughout Indonesia. PT. POS Indonesia (Persero) also sells products such as stamps, stamps. For mail delivery services, documents and postcards provide a variety of services such as Ordinary Post, Special Express Post, Express Post. Ordinary Post is a service to send documents, letters and post offices using stamps according to the applicable rates in certain regions. This service sets a maximum weight requirement of 2 kg with a standard time of H+ 14 and no receipt number is provided for the delivery service.

A company has the potential to increase market share through fulfilling the level of quality of customer service. The quality of service starts from the needs of the customer and ends with customer satisfaction. In consumer glasses, which means quality begins with a guarantee that quality lies in the eyes of the person who sees it. This perspective tends to be subjective, as it is demand-oriented and recognizes that different customers have different wants and needs. Quality of service is the actions and abilities of employees in a company that are carried out with a commitment to provide the best and quality service to consumers, fellow employees, and company leaders.

Improving the Quality of Service of PT. Pos Indonesia (Persero) Lubuk Pakam Branch is needed in relation to the competition of service businesses in postal services. In its implementation and development, many people question the quality of service of PT. Pos Indonesia (Persero) Lubuk Pakam Branch in providing services to the community that is considered not optimal. The question arises because of delays in sending letters and packages, damage and loss of shipments, expensive shipping costs, and employee attitudes that are too rigid, due to the workload that accumulates due to the large amount of assistance that must be distributed by the government through the Post Office for the community such as the rejection of packages because the packaging of the shipment package is not in accordance with the specified conditions, so that employee service to customers is less than optimal.

This is of course a phenomenon that shows that PT. Pos Indonesia (Persero) Lubuk Pakam Branch has not been able to meet the needs of diverse communities. The problem that needs to be underlined is mainly the problem of service, because with excellent and friendly service to the community, customer satisfaction can be achieved, so that customers also remain loyal to using delivery services from PT. Pos (Persero) Lubuk Pakam Branch. If the quality of service is good then customers will have a loyal behavior towards the company this can be a benchmark for the company in improving the quality of excellent service (*Excellent Service*). Based on the background description above, the author is interested in reviewing how "**The Effect of Service Quality on Customer Loyalty in PT. Pos (Persero) Lubuk Pakam Branch** ".

LITERATURE REVIEW

1. Quality of Service

Service according to Kasmir (2017: 47) is the actions or actions of a person or an organization to provide satisfaction to customers, fellow employees, and also leaders. Service and support to customers according to Armistead and Clark (2017: 56-57) is the ability of employees to carry out their duties, namely providing services and support with full commitment and problem-solving skills at the time of delivery of the service. Based on the above understandings, it can be concluded that the quality of service is the actions and abilities of employees in a company that are carried out with a commitment to provide the best and quality service to consumers, fellow employees, and company leaders.

According to Lupiyoadi (2018: 75) Servise *quality dimensions*, is a dimension of service quality where every service offered has several aspects that can be used to find out the level of quality, while the service quality indicator consists of five indicators, namely:

a) *Tangible*

Physical evidence is the ability of a company to show existence to external parties. The appearance, facilities and physical infrastructure of the company that can be relied upon the state of the surrounding environment is a clear proof of the services provided by the service provider. This includes physical facilities such as transportation (fleet), equipment and equipment used (technology), as well as the appearance of employees. Complete and adequate physical facilities will make customers feel satisfied and comfortable in using the service.

b) Empathy

Empathy by providing sincere and individual or personal attention given to customers by trying to understand customer desires. If the customer's assessment for the attention of the company is very good, it will have an impact on customer satisfaction after using the services provided.

c) *Reliability*

Reliability is the ability of a company to provide services as promised accurately and reliably. Performance should be in line with customer expectations which means punctuality, equal service for all customers without errors and a sympathetic attitude. Reliability is also one of the elements that must be considered, because the ability to provide the best service will make customers feel satisfied with the company's performance.

d) *Responsiveness*

Responsiveness of a policy to help and provide fast and appropriate services to consumers by conveying clear information so that responsiveness can foster a positive perception of the quality of services provided. Responsiveness / responsiveness provided by the company well will increase the satisfaction felt by customers. In its implementation, responsiveness includes the readiness of employees in helping customers and providing fast and responsive service in handling transactions and handling customer complaints.

e) *Assurance*

Assurance is the knowledge, guidance and ability of company employees to foster consumer trust in the company, which includes the employee's ability to know the product appropriately, hospitality, attention and courtesy, skills in providing information, the ability to provide security in utilizing the services offered and the ability to instill customer trust in the company, the trustworthy nature that owned by the staff, free from danger, risk or doubt. Knowledge, guidance, and ability of company employees can foster customer trust in the company.

Assurance or assurance is the knowledge and ability of employees to build trust and confidence in consumers in buying the services offered. Therefore *assurance* is very important because it involves the consumer's perception of the risk of high uncertainty to the ability of service providers.

2. Customer Loyalty.

Literally loyal means loyalty, or loyalty can be interpreted as loyalty. This loyalty is taken without coercion, but arises from one's own consciousness in the past. Efforts made to create consumer satisfaction are more likely to affect consumer attitudes. According to Kotler and Armstrong (2017: 124), loyalty is a deeply held commitment to buy or re-endorse a preferred product or service in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. From the above understanding, it can be interpreted that loyalty to the brand is obtained because of a combination of satisfaction and complaints. While customer satisfaction comes from how much the company performs to cause such satisfaction by minimizing complaints so that long-term purchases are obtained by consumers.

According to Hidayat (2015: 103) consumer loyalty is a consumer's commitment to a market based on a positive attitude and reflected in consistent repurchases. Indicators of consumer loyalty are:

a) *Trust* is a response to consumer confidence in the market;

b) *Emotion commitment* is the commitment of consumer psychology to the market;

c) *Switching cost* is the consumer's response to the burden received when a change occurs;

d) *Word of mouth* is the publicity behavior that consumers do to the market;

e) *Cooperation* is consumer behavior that shows an attitude that cooperates with the market.
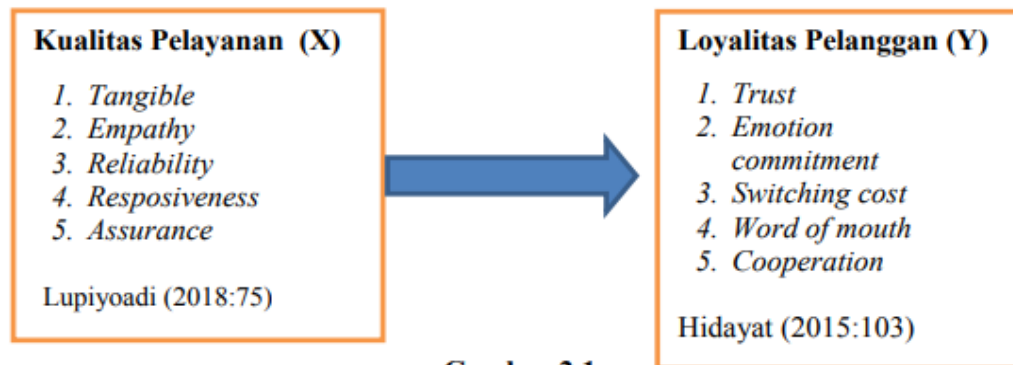
As for the previous research that approached with the title of my research proposal referred to the journal Marina, Darmawati & Setiawan (2014) with the title "The Effect of Service Quality on Customer Loyalty in *Full Service Airlines*". With the results of the study showing that the hypothesis test obtained t calculate > t table (8.4009 >1020) which means Ho rejected, H1 accepted means there is a significant relationship between quality variables (X) and customer loyalty (Y). Previous research equations with research now lie in variables of service quality (X), customer loyalty (Y) and research methods using quantitative descriptive research. And the difference lies in the object of research where previous research on *Full Service Airlines*. While my research on PT. Pos Indonesia (Persero) Lubuk Pakam Branch.

3. Framework of Concepts and Hypotheses

According to Sugiyono (2017: 65) The conceptual framework is a link between theories or concepts that support research that is used as a guideline in systematically compiling research. The conceptual framework becomes the researcher's guide to systematically explain the theories used in the research. The frame of mind of how theory relates to various factors

has been identified as an important problem. The frame of mind is part of the logical flow of thinking. Starting from the affirmation of the theory and assumptions to bring up the concepts and variables studied. From logic and theory it was obtained the concept of how " The Effect of Service Quality on Customer Loyalty in PT. Pos (Persero) Lubuk Pakam Branch".

Figure 1. **Concept Framework**

Kualitas Pelayanan (X)

1. *Tangible*
2. *Empathy*
3. *Reliability*
4. *Resposiveness*
5. *Assurance*

Lupiyoadi (2018:75)

Loyalitas Pelanggan (Y)

1. *Trust*
2. *Emotion commitment*
3. *Switching cost*
4. *Word of mouth*
5. *Cooperation*

Hidayat (2015:103)

Arikunto (2015: 110) "explained that hypotheses are temporary answers to research problems, until proven through the data collected". Based on the title of the study and the concept of the hypothesis, the hypotheses in this study are:

H0 : Allegedly There is No Effect of Service Quality on Customer Loyalty in PT. Pos Indonesia (Persero) Lubuk Pakam Branch.

Ha : It is Suspected that There is an Influence of Service Quality on Customer Loyalty in PT. Pos Indonesia (Persero) Lubuk Pakam Branch.

METHODS

Sugiyono (2017: 71) "Research design is a guideline or procedure as well as techniques in research planning that are useful as a guide to build strategies that produce models". Research design serves to help the implementation of research in order to run well. The research method used in this research is a quantitative research method that emphasizes its analysis on numerical data or numbers obtained by hypothesis testing so that the significance of the variable relationship is obtained.

In this study, the population was ± 5000 people within one month. Of the population of 5000 people, it consists of 200 file deliveries per day and 300 package deliveries per day and the remaining 4500 other payments such as prepaid PLN / token, cable TV / Indivision, Olshop and others. The sample used in this study is purposive sampling, which is a technique of determining samples with certain considerations. According to Syofian Siregar, one of the techniques used in determining the sample size of the population is by using the Solvin technique. The formula used is:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{5.000}{1 + 5.000(0,1)^2}$$

$$n = 98,3 = 98$$

The instrument used in this study is Primary data. Primary data is data collected and processed by themselves through questionnaires obtained from respondents. Sugiyono (2017: 133) stated that the

statement items contained in the questionnaire were given weights with measurements based on the Likert scale. Data collection techniques in this study were carried out by:

1. Observation, which is a way of collecting data through direct observation of the research subject with the subject being studied.

2. Interview, namely by doing a question and answer to pt. Pos Indonesia (Persero) Lubuk Pakam Branch.

3. Questionnaire (Angket), which is a data collection technique carried out by giving a set of questions or written statements to respondents for answer (Sugiyono, 2017: 142).

RESULTS

1. Description of Respondent Characteristics

One of the purposes of the description of the characteristics of respondents is to provide a sample picture in this study. Where the sample is a customer of the post office branch of lubuk pakam. The following is a description of the characteristics of respondents based on age, gender, education level.

Table 2: **Characteristics of Respondents**

No	Age	Number (Person)	Percentage (%)
	Age		
1	41-50	30	30,61
2	20-40	68	69,39
	Gender		
1	Man	40	40,82
2	Woman	58	59,18
	Education		
1	SMA	30	30,61
2	D3	40	40,82
3	S1	28	28,57

Source: Primary data processed (2021)

Based on Table 2 above, it can be seen that respondents with an age range between 41-50 as many as 30 people with a percentage of 30.61% and ages 20-40 as many as 68 people and a percentage of 69.39%. From the table above respondents with an age range.between 20-40 years more, namely as many as 68 people with a percentage (69.39%) from other age ranges. The reason that dominates is because the majority at this age are average students and working people.

Based on Table 2 above, it can be seen that respondents with male gender as many as 40 people with a percentage of 40.82% while the female sex as many as 58 people with a percentage of 59.18%. From the table above respondents with more female gender than men, namely as many as 58 people with a percentage (59.18%), because the majority of women prefer to shop online and send packages.

Based on Table 2 above, it can be seen that respondents with a high school education level of 30 people with a percentage of 30.61%, the D3 education level as many as 40 people with a percentage of 40.82% and the undergraduate education level as many as 28 people with a percentage of 28.57%. Based on the table above the D3 education level, there are more than 40 people with a percentage of 40.82% of other education levels, due to the upper middle class.

2. Simple Linear Regression Analysis

This test aims to test how much influence free variables have, namely the quality of service, on the bound variable, namely customer loyalty (Y). The results of a simple linear regression analysis test in this study can be seen in table 3 as follows:

Table 3. **Simple Linear Regression Test Results**

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.522	2.618		3.267	.002
	Quality of Service	.748	.067	.751	11.158	.000
a. Dependent Variable: Customer Loyalty						

Source: Data collection using SPSS Version 23 (2021)

The simple linear regression equations used are as follows:

$$Y = a + bX + e$$

Service Loyalty = 8,522 + 0.748 (Service Quality)

From the regression equation it can be concluded:

1. The constant value of 8,552 This number means that if there is no quality of service (X) then the consistent value of customer loyalty (Y) is 8,552.

2. The regression coefficient value is 0.748. This figure means that every 1% increase in service quality level (X) then customer loyalty (Y) will increase by 0.748. Thus it can be said that the quality of service (X) has a positive effect on customer loyalty (Y) at the Lubuk Pakam Branch Post Office.

3. Partial Test (Test t)

The t test is used to find out whether partially the Quality of Service (X) at the Lubuk Pakam Branch Post Office has a significant effect or not on Customer Loyalty (Y). The hypothetical model used is:

H_0: There is no significant influence between the quality of service (X) on Customer Loyalty (Y).

H_a: There is a significant influence between service quality (X) on Customer Loyalty (Y).

Table 4. **Partial Test Result (Test t)**

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.522	2.618		3.267	.002
	Quality of Service	.748	.067	.751	11.158	.000
b. Dependent Variable: Customer Loyalty						

Source: Data collection using SPSS Version 23 (2021)

Based on table 4 of the data processing results above, the calculation value obtained by the service quality variable (X) is 11,158 where the value of t calculates greater than the table t value which is 1,661 In the table above it also shows a sig value of 0.00 where the significance value is smaller than

0.05. So it can be concluded that the quality of service (X) has a significant effect on Customer Loyalty (Y).

4. Determination Coefficient Test (R^2)

The determination coefficient is used to measure how far the model's ability to explain its independent variables or predictors. The coefficient of determination is between $0 < R < 1$.

Table 5. **Determination Coefficient Test Results**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751[a]	.565	.560	2.675

a. Predictors: (Constant), Quality of Service
b. Dependent Variable: Customer Loyalty

Source: Data collection using SPSS Version 23 (2021)

Based on table 5 above, it can be concluded as follows: (1). An R value of 0.751 means a service quality relationship (X) to Customer Loyalty (Y) of 75.1%, meaning that there is a strong relationship between variables. (2). Square's R value is 0.565 this means that 56.5% customer loyalty (Y) can be affected by the service quality variable (X). The remaining 43.5% was influenced by other factors.

Based on the results of statistical testing, it can be known that service quality variables can be explained by indicators such as physical form, reliability, responsiveness, assurance and empathy. While

DISCUSSION

Customer loyalty variables can be explained by indicators such as Trust, Emotion commitment, Switching cost, Word of mouth, and Cooperation. The two variables are very closely related to each other where the quality of service is often the subject of people's conversation in terms of gratification needs, where the quality of service is how far the difference between reality and expectations. If the services are felt in accordance with the expected services, then the quality of the service will be perceived positively or well. If the perceived service exceeds expectations, then the quality of the service is perceived as ideal quality, so that customer loyalty increases. To increase loyalty the company must increase the satisfaction of each customer and maintain that level of satisfaction in the long run. To increase satisfaction, companies must add value that can get them what they paid for or more than they expected, so that they can survive and lead to repurchases, eco-financing and an increased proportion of spending.

Based on the results of the explanation of the tables above in line with the results of research marina, Darmawati & Setiawan (2014) with the title "The Effect of Quality of Service on Customer Loyalty in *Full Service Airlines*". With the results of the study showing that the hypothesis test obtained t $_{calculate}$ > t $_{table}$ (8.4009 >1020) which means H_0 rejected, H_a accepted means there is a significant relationship between quality variables (X) and customer loyalty (Y). While in the research I have done obtained results that show that the results of a simple linear regression test are Y = 8,552 + 748X + e, test t is 11,158 where the value of t calculates greater than the value of t table which is 1.661 In the table above also shows a sig value of 0.00 where the significance value is smaller than 0.05. So it can be concluded that the quality of service (X) has a significant effect on Customer Loyalty (Y).

From the results of the research conducted, the most dominant variable in influencing customer loyalty of the Lubuk Pakam Branch Post Office is an indicator of empathy. Therefore, for the lubuk paakam branch post office to improve service well in accordance with the wishes and needs of customers, this is expected to be a comfort for customers of the lubuk pakam branch post office.

Furthermore, the relationship between service quality variables and customer loyalty obtained an R value of 0.751 means the service quality relationship (X) to Customer Loyalty (Y) of 75.1%, meaning that there is a strong relationship between variables. And the R Square Value is 0.565 this means 56.5% customer loyalty (Y) can be affected by the service quality variable (X). The remaining 43.5% was influenced by other factors.

CONCLUSION

The conclusions that can be drawn in this study are as follows:

1. The result of a simple linear regression test is Y = 8,552 + 748X + e, the t test is 11.158 where the value of t calculates greater than the table t value which is 1.661 In the table above it also shows a sig value of 0.00 where the significance value is smaller than 0.05. So it can be concluded that the quality of service (X) has a significant effect on Customer Loyalty (Y).

2. An R value of 0.751 means a service quality relationship (X) to Customer Loyalty (Y) of 75.1%, meaning that there is a strong relationship between variables. And the R Square Value is 0.565 this means 56.5% customer loyalty (Y) can be affected by the service quality variable (X). The remaining 43.5% was influenced by other factors.

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