PROCEEDINGS

THE 3rd INTERNATIONAL CONFERENCE INFORMATION TECHNOLOGY AND BUSINESS APPLICATIONS (ICIBA) 20 & 21 FEBRUARY 2014

IT & Business For a Better Life

PALEMBANG - INDONESIA

Hosted by

Universitas Bina Darma

In Cooperation with

IOWA STATE UNIVERSITY OF SCIENCE AND TECHNOLOGY

UTM UNIVERSITI TEKNOLOGI MALAYSIA

RMIT UNIVERSITY

STKIP SURYA

ALCATEL

KEMKOMINFO

BUSINESS APLICATIONS

Comparative Analysis of Effect of Employee Attitude and Service Quality Against the Customer Loyalty Customer Satisfaction Variable in Moderation (Case study in two mini market in the city of Palembang)

Efan Elpanso, Bochari Rahman, Gagan Ganjar Resmi

Master of Management
Universitas Bina Darma
Email: elpanso.efan@yahoo.com

Abstract

Formulation of the problem is to know is there any influence employee attitudes and service quality to provide customer satisfaction in order to create customer loyalty in the mini market and Indomaret Alfamart Plaju KM 8. The purpose of the study was to determine the effect of Employee Attitudes towards Customer Satisfaction, Employee Attitudes Influence on Customer Loyalty, Influence Of Service Quality Customer Satisfaction, Service Quality Of Influence Customer Loyalty, Employee Attitudes and the Effects of Service Quality on Customer Satisfaction, Employee Attitudes and Effect on Quality of Service Customer Loyalty, Customer Satisfaction Influence on Customer Loyalty in Alfamart Plaju and Indomaret KM 8. Subjects were 25 men and 25 customers alfamart Plaju the customer Indomaret KM 8. Results of simple linear regression known service quality is still not good and lead to customer loyalty is not maximal. The results of multiple linear regression on the known quality of service alfamart not affect customer loyalty, quality of service on Indomaret km 8 can not provide customer satisfaction and create maximum customer loyalty. The results of the correlation coefficient states if the attitude of employees , service quality, customer satisfaction and customer loyalty are intimately connected to each other. T-test known Plaju alfamart service quality and Indomaret km 8 no significant effect on customer satisfaction and customer loyalty. F-test unknown employee attitudes and service quality simultaneously affect customer satisfaction and customer loyalty. Known differences in employee attitudes test Indomaret 8 miles better, quality of service alfamart Plaju better, alfamart higher customer satisfaction ,and customer loyalty Indomaret 8 km higher .

Keywords: Employee Attitudes , Service Quality , Customer Satisfaction , Customer Loyalty

INTRODUCTION

At this time , the state is trying to improve the general welfare in a way to progress in the field of economy . It is also part of the national development program . With the field of economic development , it is expected that the results of the sector can be felt and enjoyed by the whole society , and be able to increase the national income . Due to the ever-increasing population , the need primerpun increase. Now there are many alternative options to meet the primary needs of the community such as super market , mini market or traditional markets have been popping up a lot everywhere.

In big cities such as Palembang , mini market growth has increased rapidly . According to AC Nielsen , mini market growth in Indonesia in the last 5 years increased by 31.4 % . The development aims to facilitate the public to buy daily necessities that do not have far to buy their daily needs . However , with the increasing number of emerging mini market , then the cause of competition between the mini market .

However , many emerging mini market are not necessarily able to satisfy consumers because consumers today are required one of which is satisfaction in terms of quality of service . This is because there is inequality in the level of service in every store. Many mini market which can not satisfy the desire of consumers in terms of service , so that consumers are not satisfied and choose to move to another mini market . Though most of the mini market revenue is from consumers . Each mini market is now being made attempts to retain their customers by providing superior service that consumers feel comfortable shopping so that consumers feel satisfied . It aims to get a sense of loyalty from their consumers so that consumers will continue to buy their daily necessities at the mini market .

Indomaret Alfamart mini markets and is confronted by the problems of sales , which is associated with efforts to provide services that can satisfy their customers in order to create a sense of loyalty of their customers at the mini market . According to AC Neilsen survey in 2012 , the quality of service provided mini market in Indonesia is not yet maximal extent as a mini market place (64 %) , lack of employee ramahnya mini market (43 %) and refunds are not appropriate to consumers (36 %) . This makes customers feel satisfied yet so it has not created a sense of loyalty from consumers . Based on information and that information , the authors are interested in doing research on Service Quality , Customer Satisfaction and Customer Loyalty.

LITERATURE REVIEW

Definition of Employee Attitudes

The attitude of the employees in this study is the attitude of employees towards customers . According to Kotler (2007) attitudes are evaluations , emotional feelings , and action tendencies are favorable or unfavorable , lasting from one to several

objects or ideas . According to Payne (2000), the attitude of the employees are all activities required to receive , process , deliver and fulfill customer orders and to follow up any activity that contains errors .

Things That Matter Most Important in Providing Services

Factors contained in an attitude of service according to Payne (2000) is as follows :

a. appearance

Is the overall appearance of the manner of dress , speech, gestures , attitudes and behavior with the aim to make the customer impressed. This performance must be maintained properly and primed during working hours.

b . Attitudes and Behavior

At the time of dealing with customer attitudes and behaviors we often noticed by customers , particularly the helpfulness and caring attitude towards customer needs.

c . how to dress

The way we dress should be harmonious between the shirt and pants including avoiding the use of colors that seem excessive.

d . speech

Customers should speak with a clear , concise , and straightforward . Do not talk about things that are not on the subject and avoid bermasalahan Customer mock conversation .

e . Gestures

At the time of serving customers , we have to pay attention or keep the limb movements as this will always be taken by the customer at the time of the service we provide . Therefore we should avoid gestures that can make us suspicious customers , such cynical eyes.

f . How to ask

In providing services , we also need to know the characteristics of different customers , especially in terms of asking the customer . When Customers quiet , then karyawanlah that be proactive to ask questions or start a conversation that makes customers want to talk . Whereas when customers are much Tanya , employees should listen well and respond well too.

Understanding Quality of Service

According to Kotler and Armstrong (1999:83) Quality of service is an activity or benefit granted by a party to another that is essentially intangible and does not result in ownership of anything anyway . Meanwhile, according to Siagian , 1991 (in Julita , 2001: 3) , Quality of Service is a sense of fun that was given to someone else with the easiness and meet all their needs . So that the service is a form of the procedure given in its efforts to provide the pleasures of others in this regard to the customer .

Forms Services

The forms of service can not be separated from the three kinds of things according to (Moenir : 1995) , namely :

a. Services by way of oral

Services by way of oral made by the officers in the field of public relations , information services field and other fields that work to an explanation or information to anyone in need.

b . Ministry through writing

Ministry through writing is a form of service that is most prominent in the execution of the task , not only in terms of numbers but also in terms of its role .

c . Through acts of service

In general, 70-80 % of service through actions carried out by the mid-level officers and down, therefore factors determine the expertise and skills to act or work.

Characteristics of Quality Service

According to Parasuraman , et al , 1998 (in Lupiyoadi , 2001: 148) , there are five groups of characteristics that consumers use in evaluating the quality of services , namely :

a. Direct evidence (tangible)

Includes physical facilities , equipment , employee attitudes and means of communication.

b . Reliability

Namely the ability to deliver the promised services immediately satisfying .

c . Responsiveness

That is the desire of the staff to help customers and provide the response .

d . Assurance (assurance)

Includes ability , courtesy and trustworthy properties owned by the staff , free from danger and risk raguaan doubts .

e . Empathy

Include ease of doing any type of relationship , and understand the needs of consumers .

Definition of Customer Satisfaction

According to Kotler and Armstrong (2002:13) Customer satisfaction is a person's feelings of pleasure or disappointment that emerged after comparing the perception / impression of the performance (results) of a product or service with expectations . Meanwhile, according to Umar (2002:51) consumer satisfaction is divided into two kinds , namely : functional satisfaction and psychological satisfaction . Functional satisfaction is the satisfaction derived from the function of a product that is utilized while the psychological satisfaction is the satisfaction that is derived from intangible attributes of the product .

Customer Satisfaction Factors

According Irawan (2004 : 37) the factors that affect customer satisfaction are as follows :
a. quality of products
Consumers satisfied if after buying and using the product turned out better quality products .
b . price
For consumers who are sensitive , usually a cheap price is an important source of satisfaction because consumers will get a high value for money .
c . service quality
Satisfaction with the quality of service is usually difficult to imitate . Quality of service is a driver that has many dimensions , one of which is the popular SERVQUAL .
d . Emotional Factor
Consumers will be satisfied (proud) because of the emotional value provided by the brand of the company .
e . Cost and convenience
Consumers will be satisfied if it is relatively easy , comfortable and efficient in getting the product or service .

Understanding Customer Loyalty

Understanding customer loyalty by Fandy Tjiptono (2000:110) is a customer loyalty as a customer commitment to a brand , store or supplier based on a very positive attitude and is reflected in the consistent repeat purchases . According to Amin Widjaja (2008:6) states that customer loyalty is customer attachment to a brand , store , manufacturer , purchase of services , or other entity based on a favorable attitude and a good response as buying birthday . Meanwhile, according to Griffin (2005:5) states his opinion on the concept of customer loyalty customer loyalty is more associated with the behavior (Behavior) of the attitude . If someone is a loyal customer , he suggests buying behavior which is defined as the purchase of nonrandom disclosed from time to time by some decision-making unit .

Characteristics of Customer Loyalty

Consumers recommend their loyalty to a company or brand to buy repeatedly , buy additional products or services of the company , and recommend it to others . This is reinforced by the statement from Griffin (2005:31) , which states that the characteristics of loyal customers , among others :
a. Make repeat purchases on a regular basis .
b . Purchase between product lines or services .
c . Showed resistance to the pull of competitors .
d . Refer to others .

Types of Customer Loyalty

According to Griffin (2005:22) customer loyalty is divided into four types , among others :
a. without Loyalty
Some consumers do not develop the consumer to the product or service because they thought there was no difference where a particular good or service providers .
b . Weak loyalty
Low attachment coupled with a high repeat purchases generate loyalty weak . Usually these consumers buying habits due factor .
c . Hidden loyalty
Preferansi relatively high level combined with a low level of repeat purchases show hidden loyalty
d . loyalty Premium
Occurs when there is a high level of attachment and repeat purchase rate is also high.

Hypothesis

In this study , the hypothesis used is associative hypothesis . Sugiyono (2010:100) associative hypothesis is the temporary answer to the problem formulation is asking the relationship between two or more variables . The hypothesis of this study is that there is a positive and significant effect between Employee Attitudes (X1) and Quality of Service (X2) on Customer Loyalty (Y) which in moderation Customer Satisfaction variable (Z) .

METHODS

Research Sites

Study sites were taken in this proposal is the task Alfamart Plaju Mini Market (Jl Nat'l 167) and Mini Market Indomaret KM 8 (Jl Col H Burlian No.1174) in Palembang .

Operational Definition of Variables

Employee Attitude variables (X1) , Variable Quality of Service (X2) , Consumer Loyalty Variable (Y) and Customer Satisfaction Variables (Z) in this study were divided into :

Table 1 . operational Variables
Indicator Variables Variable Definition

Variables	Variable Definition	Indicator
attitude employee (X1)	The attitude of the employees are all activities required to receive , process , deliver and fulfill customer orders and to follow up any activity that contains errors .	- Appearance - Attitudes and Behavior - How to Dress - How to Speak - Sanma - How to Ask
quality of Service (X2)	Activities or benefits provided by a party to another that is essentially intangible and does not result in ownership of anything anyway .	- Reliability - Guarantee - Direct evidence - Empathy - Responsiveness
Consumer loyalty (Y)	customer commitment to a brand , store or supplier based on a very positive attitude and is reflected in the consistent repeat purchases . Fandy Tjiptono (2000:110)	- Purchase of regularly repeating - Purchase between lines of products / services . - Shows resistance to the pull of competitors - Refer to others .
Consumer Satisfaction (Z)	feeling happy or disappointed someone who emerged after comparing the perception / impression of the performance (results) of a product or service with expectations . Kotler and Armstrong (2002:13)	- Product Quality - Price - Service Quality - Emotional Factor - Cost and Ease

DISCUSSION

Tabel 2.

No	Metode Analisis	Hasil	
		Alfamart	Indomaret
1	Simple Linear Regression Analysis	$Y = -0,348 + 0,792 X_1$ $Y = -0,348 - 0,154 X_2$ $Y = -1,942 + 0,859 Z$ $Z = -0,795 + 0,758 X_1$ $Z = -0,795 + 0,142 X_2$	$Y = 1,010 + 0,816 X_1$ $Y = 1,010 - 0,235 X_2$ $Y = 5,144 + 0,924 Z$ $Z = 1,476 + 0,623 X_1$ $Z = 1,476 + 0,176 X_2$
2	Multiple Linear Regression Analysis	$Y = -0,348 + 0,792 X_1 - 0,154 X_2$ $Z = -0,795 + 0,758 X_1 + 0,142 X_2$	$Y = 1,010 + 0,816 X_1 - 0,235 X_2$ $Z = 1,476 + 0,623 X_1 - 0,176 X_2$
3	Correlation Coefficient Analysis	$r_1 = 0,930$ $r_2 = 0,962$ $r_3 = 0,898$	$r_1 = 0,883$ $r_2 = 0,943$ $r_3 = 0,834$
4	t-test	$t_1 = 0,000 < 0,05$ $t_2 = 0,314 > 0,05$ $t_3 = 0,000 < 0,05$ $t_4 = 0,127 > 0,05$ $t_5 = 0,000 < 0,05$	$t_1 = 0,000 < 0,05$ $t_2 = 0,193 > 0,05$ $t_3 = 0,000 < 0,05$ $t_4 = 0,010 < 0,05$ $t_5 = 0,000 < 0,05$
5	f-test	$F_1 = 70,662 > 3,44$ $F_2 = 137,584 > 3,44$	$F_1 = 39,004 > 3,44$ $F_2 = 88,493 > 3,44$
6	Independent Sample t-test		$t_1 = -0,043 < 2,06$ $t_2 = 1,162 < 2,06$ $t_3 = 0,361 < 2,06$ $t_4 = -0,662 < 2,06$

From the Simple Linear Regression Analysis results can be seen that the Quality of Service (variable X2) on Alfamart Plaju and Indomaret KM 8 is still not good and lead to a sense of Customer Loyalty (Variable Y) against Alfamart Plaju and Indomaret KM 8 is not maximized . According Lupiyoadi and Hamdani (2006) to provide a good quality service will make customers more loyal to the company .

Results of Multiple Linear Regression Analysis note that the mini-Alfamart Plaju , Quality of Service (variable X2) does not affect the Customer Loyalty (Variable Y) or in other words only the attitude of employees (variable X1) which makes sense Alfamart Plaju Customer Loyalty (Variable Y) is created . According Lupiyoadi and Hamdani (2006) to provide a good quality service will make customers more loyal to the company .

As for Indomaret KM 8 , Quality of Service (variable X2) they can not provide the Customer Satisfaction (variable Z) and create a sense of loyalty to the customer (variable Y) . This is because according to Siagian , 1991 (in Julita , 2001: 3) quality of service is a form of the procedure given in its efforts to provide the pleasures (satisfaction) to others for that matter to customers . And according to Kotler (2003 : 140) loyalty is when customers reach the highest levels of satisfaction lead to strong emotional bonds and long- term commitment to the company's brand . It can be concluded that the quality of care has an important role to obtain customer satisfaction in order to create a sense of customer loyalty .

Correlation Coefficient Analysis of the results it can be concluded that the attitude of employees (variable X1) , Quality of Service (variable X2) , Customer Satisfaction (variable Z) and Customer Loyalty (Variable Y) each have a very strong relationship . This is supported by some theory that employee attitudes and good quality service will make customers feel satisfied (Siagian , 1991 in Julita , 2001: 3) , and to create a sense of loyalty to the customer must first be able to make the customer feel satisfied (Tjiptono , 2002: 24 and Kotler , 2003: 140) .

For the t-test is known that the Quality of Service (variable X2) on Alfamart Plaju and KM 8 Indomaret no significant effect on customer satisfaction (variable Z) and Customer Loyalty (Variable Y) . Because of the results of the survey with a questionnaire that has been distributed to customers Alfamart I Plaju and Indomaret KM 8 , it is known that the quality of service in Alfamart Plaju (employee did not provide suggestions for products to be purchased by the customer) and Indomaret KM 8 (facilities that are making the customer feel comfortable) this is still not good so can not make the most of the customers are satisfied and this is making sense of customer loyalty is not created .

To test - f can be concluded that the attitude of employees (variable X1) and Customer Quality (variable X2) simultaneously there is a significant effect on customer satisfaction (variable Z) and Customer Loyalty (Variable Y) .

And test the difference (Independent Sample t - Test) note that between Employee Attitudes , Employee Quality , Customer Satisfaction and Customer Loyalty in Minimarket Alfamart Plaju with Indomaret KM 8 Palembang have differences . The attitude of the employees at KM 8 Indomaret better than Alfamart Plaju because most customers feel at Alfamart Plaju employees are rude when asking or answering questions from customers , this is not in accordance with the theory proposed by Payne (2000) that the most important of any employee attitudes only is the current procedure for asking and answering questions from customers .

Quality of Service provided by Alfamart Plaju better than that given by Indomaret KM 8 because according to the results of a questionnaire that researchers spread , customers felt the facilities provided by the KM 8 Indomaret not maximized or not make customers comfortable while shopping there , especially about the park facilities and AC are not limited or less make the room feel cool .

Customer Satisfaction in Alfamart Plaju higher than in Indomaret KM 8 , this is because according to the results of a questionnaire given to customers at 8 KM Indomaret known that customers feel the service at KM 8 Indomaret still less leverage than other mini . This is due to a problem that is less extensive parking facilities and air conditioner are not or less to make the room feel cooler so that customers feel less comfortable when shopping .

And the level of Customer Loyalty in Indomaret KM 8 higher than in Alfamart Plaju , this is caused by most customers shop at Alfamart Plaju only one type of product to buy just yet according to Griffin (2005:31) the characteristics of one loyal customer are buying more than one type of product .

REFERENCES

Cahyono , Bambang , Tri . , 2003. Marketing Management . Jakarta : Agency Publisher Indonesian Entrepreneurs Development Institute (IPWI) .

Gaspersz , Vincent . , 2005. ISO 9001:2000 And Continual Quality Improvement . Jakarta : PT.Gramedia Main Library .

Griffin , L. , 2005. Costumer Loyailty : Growing and Sustaining Customer Loyalty . New York: McGraw .

Heriawan , Bambang . , 2008. Effect of Service Quality and Customer Satisfaction Customer Loyalty at Self Against Flexible in Pati , Central Java . Journal of Marketing Management . etd.eprints.ums.ac.id/2612/1/B100040156.pdf Accessed on May 5, 2012

Juwandi and Hadi Irawan . , 2004. Satisfaction Care Service . New York: McGraw .

Kotler , Philip and Gary Armstrong . , 2002. Principles of Marketing , Vol I , Ninth Edition . New York: McGraw .

_____ 2003. Basics of Marketing Management . Jakarta : Gramedia Group PT.Indeks .

_____ 2004. Marketing Management , Millenium Edition . Jakarta : Gramedia Group PT.Indeks .

Peterson , R.A & W.R. Wilson. , 2002. Measuring Customer Satisfaction : Fact and Artifact , Journal of the Academy of Marketing Science , Vol 20 (winter) . pp 61-71

Silaban , Anni and H Eko , Deddy . , 2006. Factors Influence Consumer Satisfaction Of Customer Loyalty (Studies in PT . Berdikari Main Commerce Surabaya) . Journal of Marketing Management . isjd.pdii.lipi.go.id/admin/jurnal/41051226.pdf Accessed on May 5, 2012

Sugiyono . , 2006. Statistics for Research . New York: CV.Alfabeta .

_____ 2007. Statistics for Research . New York: CV.Alfabeta .

_____ 2010. Statistics for Research . New York: CV.Alfabeta .

Tjiptono , Fandy . , 2000. Principles of Total Quality Service . Yogyakarta : Gadjah Mada University .

_____ 2002. Marketing Management . Yogyakarta : Gadjah Mada University .

Omar , Hussein . , 2002. Market Research & Consumer Behavior . Jakarta : PT.Gramedia Main Library .

Widjaja , Amin , 2008. Basics of Customer Relationship Management (CRM) . Jakarta : Harvindo .

Wijayanti , Ari . , 2008. Strategies to Increase Customer Loyalty Through Customer Satisfaction (Customer Case Study on Mobile Prepaid Card Product - Indosat Mentari Regional Semarang) . Journal of Marketing Management . eprints.undip.ac.id/16507/1/ARI_WIJAYANTI.pdf Accessed on May 5, 2012

ICIBA

Universitas Bina Darma

Certificate

This is to certify that

EFAN ELPANSO

has presented the paper in parallel session of

The 3rd International Confrence Information Technology and Business Application
(ICIBA) 2014 in Palembang, South Sumatera

IT & Business For a Better Life

Palembang, February 20-21th 2014

Prof. Ir. H. Bochari Rachman, M.Sc
Rector Bina Darma University

Universitas Bina Darma

ICIBA

Certificate

This is to certify that

EFAN ELPANSO

as best presenter of

The 3rd International Confrence Information Technology and Business Application

(ICIBA) 2014 in Palembang, South Sumatera

IT & Business For a Better Life

Palembang, February 20-21th 2014

Prof. Ir. H. Bochari Rachman, M.Sc

Rector Bina Darma University