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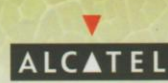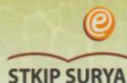
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Comparative Analysis of Effect of Employee Attitude and Service Quality Against the Customer Loyalty Customer Satifaction Variable in Moderation (Case study in two mini market in the city of Palembang)

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Abstract. Formulation of the problem is to know is there any influence employee attitudes and sevice quality to provide customer satisfaction in order to create customer loyalty in the mini market Alfamart Plaju and Indomaret KM 8. The purpose of the study was to determine the effect of Employee Attitudes toward Customer Satifaction, Employee Attitudes Influence on Customer Loyalty, Influence of Service Quality Customer Satifaction, Service Quality of Influence Customer Loyalty, Employee Attitudes and the Effect on Quality of Service Customer Loyalty, Customer Satifaction Influence on Customer Loyalty in Alfamart Plaju an Indomaret KM 8. Subject were 25 customers Alfamart Plaju and 25 customers Indomaret km 8. Result of simple linier regression known service quality is still not good and lead to customer loyalty is not maximal. The result of multiple linier regression on the known quality of service Alfamart not effect customer loyalty, quality of service on Indomaret km 8 can not provide customer satisfaction and create maximum customer loyalty.

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

1 Introduction

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%. 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 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. their customers by providing superior service that cEach mini market is now being made attempts to retain onsumers 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. 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%).

2   Literature Review

The attitudes of employees in this study is the attitude of employee toward customers. According to kotler (2007) attitudes are avaluations, emotional feelings, and action tendencies are facorable or unfavorable, lasting from one to serval object or ideas. According to Payne(2000), the attitudes of the employees are all activities required to receive, process, deliver and fulfill customer orders and to follow up any activity tht contains errors.

According to Kotler and Armstrong (1999:83) Quality of Srevice is an Activity or benefits provided by a party to another that is essentially intangible and does not result in ownership of anything anyway. Meanwhile, according to Siagian, 1991 (in Julia, 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.

According to Kotler and Amrstrong (2002:13) Customer Satisfaction is a person's feelings of pleasure or disappointment that comes after comparing between perception / impression of the performance (results) of a product or service with expectations. Meanwhile, according to Umar (2002:51) Customer 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 devided from intangible attributes of the product.

Understanding customer loyalty by Fandy Tjiptono (2000:110) is 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 brand, store, manufacturer, purchase of service, or other entity based on a favorable attitudes and a good response as buying birthday.

3   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 variable of Customer Satisfaction (Z).

Study sites were taken in this study is the ask mini market Alfamart Plaju and Indomaret KM 8 in Palembang.

4   Operational Definition of Variables

Employee Attitudes (X1), Quality of Service (X2), Customer Loyalty (X3) and Customer Satisfaction (Z) in this study were divided into:

Variables	Variables 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 Speech Gestures 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 Assurance Direct evidence Empathy Responsiveness
Customer Loyalty (X3	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)	Regularly recurring purchases. Purchase between lines of products / services. Showed resistance to the pull of competitors. Refer to others.
Customer Satisfaction (Z)	A person's feelings of pleasure or disappointment that comes after comparing between perception / impression of the performance (results) of a product or service with expectations. Kotler and Armstrong (2002:13)	Quality Products Price Service Quality Emotional Factor Cost and Ease

5 Discuccion

No	Method of Analysis	Result	
		Alfamart Plaju	Indomaret KM 8
1	Simple Linear Regression	$Y = -0,348 + 0,792 X_1$ $Y = -0,348 - 0,154 X_2$ $Y = -1,942 + 0,859 Z$ $Z = -0,795 + 0,758 X_1$ $Z = -0,795 + 0,142 X_2$	$Y = 1,010 + 0,816 X_1$ $Y = 1,010 - 0,235 X_2$ $Y = 5,144 + 0,924 Z$ $Z = 1,476 + 0,623 X_1$ $Z = 1,476 + 0,176 X_2$
2	Multiple Linear Regression	$Y = -0,348 + 0,792 X_1 - 0,154 X_2$ $Z = -0,795 + 0,758 X_1 + 0,142 X_2$	$Y = 1,010 + 0,816 X_1 - 0,235 X_2$ $Z = 1,476 + 0,623 X_1 - 0,176 X_2$
3	Regression Coefficients	$r_1 = 0,930$ $r_2 = 0,962$ $r_3 = 0,898$	$r_1 = 0,883$ $r_2 = 0,943$ $r_3 = 0,834$
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).

From the test results of 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.

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