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THE ANALYSIS EFFECT QUALITY PRODUCT, PRICE AND QUALITY SERVICE, TOWARD CUSTOMER SATISFACTION AND LOYALTY

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ABSTRACT

Customer Satisfaction & Loyalty are not new concept. First of 20 century, so many businessman in the world, familiar, that Customer Satisfaction & Loyalty are high priority. Those are too relevant concept. The simple logic from businessman are the customer feel satisfy and loyal, it can be work on in future. Customer Satisfaction and loyalty will be influence to finance continuity, short and long term. The objectives of this study are: to measure customer level satisfaction and loyalty toward product, price and corporate service in PT. Waru Abadi. This study is categorized as survey research with descriptive analysis method by taking sample from population and using questionnaire as the main data collecting instrument. The population in this research is all customers of PT. Waru Abadi in West Java. The respondents are chosen by using probability sampling and systematic random sampling techniques. The research sample is chosen randomly for the first data whereas the following is using certain interval. The result of analysis using Structural Equation Modeling (SEM) are : (1) Product quality has positive and significant effect toward customer satisfaction. (2) Price has positive and significant effect toward customer satisfaction. (3) Service quality has positive and non-significant effect toward customer satisfaction. (4) Satisfaction has positive and significant effect toward customer loyalty. (5) Product quality has positive and significant effect toward customer Loyalty. (6) Price has positive and significant effect toward customer Loyalty. (7) Service quality has positive and non-significant effect toward customer loyalty

KEYWORDS

product quality, price, service quality, customer satisfaction and customer loyalty.

1. INTRODUCTION

 One of the strategic industry which is used in Indonesia is cement is the important factor in development and economical. In this new era, cement become the public attention because of the classical problems which is a fluctuative price even the government already have a policy for local fixed price (LFP), and Occurring territorial division marketing among a cement producer. It means that at that time occurs cartel prices and territorial division marketing. Consequently often is scarcity cement market in question and followed by the higher prices. There are currently seven cement manufacturers, namely: PT. Semen Andalas has a market share of 4.3%, PT. Semen Gresik Group occupying of 43%, with their two subsidiaries, PT. Semen Padang and PT. Semen Tonasa, PT. Indocement has share market of 34%, PT. Semen Holcim occupying of 13.6%, PT. Semen Baturaja 2,6%, PT. Semen Bosowa 1,9%, dan PT. Semen Kupang occupying 0.6%. Judging by the mastery of the market share there are two principals undertaking a market share is not much different from its competitors as a market leader, namely: PT. Semen Gresik Group and PT Indocement Cement. In such a market structure of the cement market in Indonesia is a oligopolies market. A satisfied customer is a customer who feels getting value from suppliers, manufacturers or service providers. This Value can come from products, services and prices. If the customer says that the value is a quality product, then satisfaction occurs when the customer gets the product with a good quality. If the value for the customer is convenience, then satisfaction will come if the service obtained really comfortable. If the value of customers is a low price, then the customer will be satisfied to manufacturers who provide the most competitive price. A satisfied customer is a customer who will share their satisfaction with other manufacturers or service providers. Even satisfied customers, will share the experience with other customers. This will be a reference for the related company. Therefore, will give advantages for both the customer and the manufacturer when they feel satisfy. By seeing this connection, it is clear that customer satisfaction must be one of the goals of any company. Loyal customers satisfied and want to continue the purchase relationship, customer loyalty is a measure of customer proximity on a certain brand, customers love the brand, the brand is becoming top of mind (the main brand that appears) if it remember the categories of products, deep force brand commitments make a option preference to purchases, help customers identify quality difference, so it will be shop more efficient. This argument strengthens and becomes important for the customer to make a purchase. Customers are different with buyers. The buyer bought goods or services produced by the company. While the customers (who are satisfied with benefit products) buying the company's products and buy again any time when they needed it. Buy again is the difference part between the buyer and the customer. For companies (large, medium, small) customer quality is a treasure of very high value. For the company's customers is a very important role. Business operations every company can be expected to be successful if the company in question can sustain long term a quality customer and add new customers substantially. Many companies serving the two categories of customers at once, namely: the end consumer (end user) and institutional buyers (institutional buyers). An essential difference between the two categories of customers located on the purpose of use of the products they buy. Consumers purchase products for their own consumption. While the institutional buyer buying products for further processing or traded back.

Based on the background description, then this research formulated based on the significant influence towards customer satisfaction.

1. Is the quality product influenced significantly to customer satisfaction?
2. Does the price affect significantly to customer satisfaction?
3. Is the quality service influenced significantly to the customer satisfaction?
4. Is customer satisfaction influenced significantly to customer loyalty?
5. Are the quality product influenced significantly to customer loyalty?
6. Does the price influence significantly to customer loyalty?
7. Does the quality service influence significantly to service customer loyalty?

2. LITERATURE REVIEW

2.1 Quality Product

According to Supranto (2003), the traditional view about the quality of the product state that votes from the goods physical attributes, such as strength, reliability, and others. In the dictionary of the language of Indonesia, quality is defined as the level of good as bad things. Quality can be defined as the level of excellence, so the quality is a measure of relative goodness. The quality of products and services is defined as the overall combined the characteristics of the products and services generated from marketing, engineering, production, and maintenance that makes these products and services can be used meet the customer’s desire or consumers. Operationally, the qualified product is a product that meet customer expectations. Many people consider the product was a real offer, but the product could be more than that, a product is anything that can be offered to the market to satisfy a desire or needs, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas.

In the last few decades, the service sector has started to hold the vital role in the world economy, Tjiptono (2005: 228) conveyed the quality of goods and service also contribute greatly in customer satisfaction, customer retention, word of mouth communication, purchasing, customer loyalty, market share, and profitability. It is reinforced by the results of the study indicate that market share, ROI (Return on Investment), return stock, ROA (Return on Assets), transaction costs, and asset turnover is related to the perception of the quality of goods and services of a company.

2.2 Service Quality

Gronroos opinion in Ratminto (2005: 2) gives the definition of service is an invisible activity (cannot be touched) that occur as a result of any such interaction between consumers with employees or other things provided by the company granting services to solve the problems of consumers/customers. Next is Ratminto (2005: 3) explains more about the service by quoting the opinion of Zemke as quoted by Collins and McLoughin to understand the notions of service by using a comparison between the characteristics of the products and services, as indicated in table 2.1. here are:

TABLE 2.1: SERVICE AND PRODUCT CHARACTERISTIC

Product	Services
Object's of the customer	Customer has a memory. The experience or emmory that can't buy or give to the others.
The purpose of goods made is similarity, all the goods is the same.	The purpose of the service is the unquelly things. Every customer and contacts is 'special'.
A product, is keep in the warehouse, the sample is deliver to the customer.	A service happens in a certain time, it can be store or deliver.
Customer is a last user is not involve in production.	Customer is 'partner' which is involve in production.
Quality control is done by comparing the output result with specification.	Customer doing a control quality by comparing desire and experience.
If an error occurs, the production of products (goods) can be withdrawn from the market	If an error occurs, the only way that can be done to improve is to apologize.
Moral employees very important	Moral employees role plays crucial.

Source: Ratminto (2005 : 3)

2.3 Customer Satisfaction

According to Kotler& Keller in Benjamin Molan (2006:177), stating that: the satisfaction is a feeling happy or upset someone who comes after comparing performance (results) products that are well thought out on performance (results) expected products. If the performance was below expectations, the customer is not satisfied. If the performance meets the customer’s expectations are satisfied. If the performance exceeded expectations, customers are very satisfied or pleased. Hunt in Tjiptono (2008: 43), reveals that the word contentment (satisfaction) is derived from the latin “satis”means good enough, adequate “facio” means do or make. So that customer satisfaction can be defined as efforts the fulfillment of something or make something adequate.

Meanwhile, Giese and Cote in Tjiptono (2008:43), find common ground in the three main components of the satisfaction of the various definitions of customer satisfaction research, namely:

1. Customer satisfaction is a cognitive or emotional response
2. The response concerns the specific focus (expectations, consumption of products, experience, and so on)
3. The response occurs at a specific time (after consumption, after the selection of products/services, based on accumulative experience and others).

2.4 Customer Loyalty

Hasan (2008:81) stated that a several definition of the customer loyalty based on the as follow as:

1. The concept of generic, brand loyalty shows the tendency of consumers to buy a particular brand with a high level of consistency.
2. The concept of repeat purchase behavior, often linked with brand loyalty. It, when brand loyalty reflects a commitment to a particular brand of psychology, behavior purchase purchase concerns re the same brands repeatedly.
3. Your Purchase is a result of the dominance of the company, succeeded in making its products became the only available alternative, which was continuously doing promotions to lure and entice customers to buy the same brand again.

Mowen and Minor in Hasan (2008:81) defines the brand loyalty that consumers have a positive attitude towards a brand, has a commitment to the brand, and intends to continue to purchase in the future. Boulding in Hasan (2008:83) suggests that the occurrence of: brand loyalty on consumers was caused by the influence of the satisfaction of dissatisfaction with the brand that is accumulating continuously along with the perception of the performance of the product. Loyalty is defined as a person who buys, especially those buying regularly and repeatedly.

2.5 Previous Research

Research Bei and Chian (2001) with a headline an integrated model for the effects of perceived product, perceived quality service, and perceived price fairness on consumer satisfaction and loyalty, working from research conducted Parasuraman *et al.* (1985), (1994), and Vost *et al.* (1998). On the research, researchers want

to see the connection customer satisfaction against loyalty consumers, the services to customer satisfaction, the product quality against customer satisfaction, prices against customer satisfaction, and the quality of service, the product quality, and prices against loyalty consumers. Method used is survey method with sample research of consumers automotive (toyota, Nissan and mitsubishi) in five central automotive service in Taiwan. Data is taken on March 17-2.5 2000 with respondents a number of 650 respondents. The results showed that consumer satisfaction influence on consumer loyalty. The quality of the product directly or indirectly influence (by consumer satisfaction) of consumer loyalty. The quality of service to indirectly influence the loyalty of consumers are by consumer satisfaction rates influence directly or indirectly (by consumer satisfaction) of consumer loyalty.

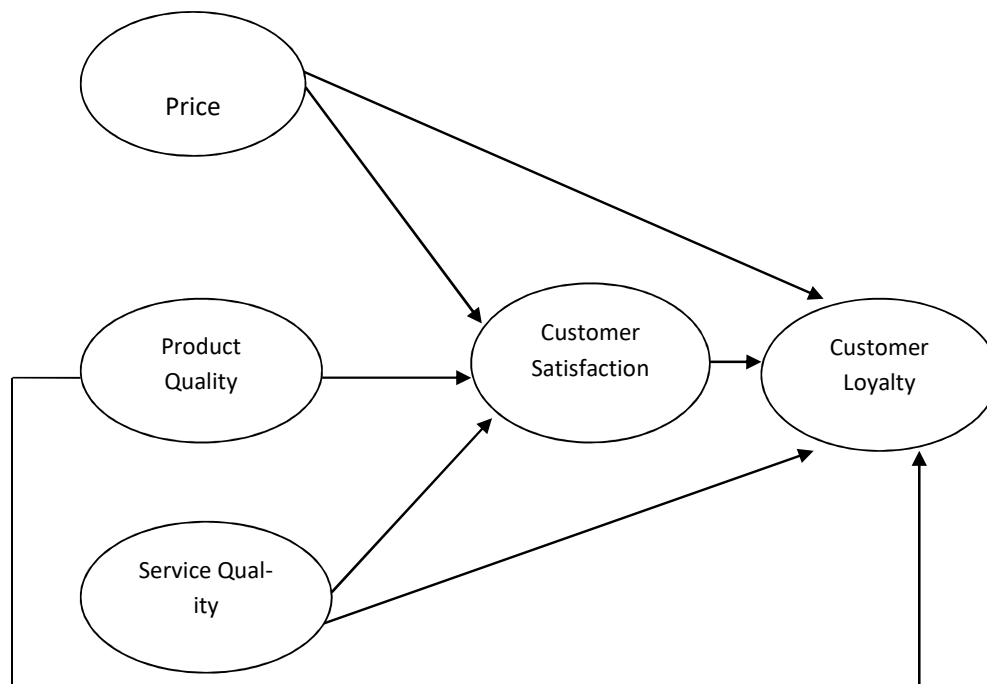
Holm (2000) examines the quality of savings, tenant satisfaction and satisfaction of employees from the point of view of workers and tenants. This research is conducted at 130 flats on 11 buildings. Research done by the method of survey with the main instrument is the questionnaire. The respondents are a number of 160 respondents. Research is conducted on October 1998 by delivering 40 questions for 20 questions for tenants and workers. The results showed that the product quality influenced the satisfaction of employees, the quality of the work have an effect on the reputation of the contractor and the probability of request in the future.

Natalisa (2000) examines the model of customer perception of quality and consumer satisfaction from Zeithalm and Bitner. In his research the researcher did some modifications of the model Zeithalm and the incorporation of quality products such as Bitner and services (because of the nature of flight services products), modifications and additions to customer's private variables variable alignment of service quality with the external community. This research examines the influence of variable management commitment towards customer satisfaction domestic airlines. Flight service market conditions are very competitive especially since the deregulation of the aviation policy in 1990. There are two variables were analyzed from the standpoint of the Publisher services. Management commitment is whether in providing service to a customer airline services renderer is already considering customer expectations. Employee job satisfaction measures employee satisfaction to the work as a whole.

3. A CONCEPTUAL FRAMEWORK AND HYPOTHESIS

Based on the description background, problems formulation, also the research purpose it can be concluded that this research is done in order to review and analyze the five important variables, namely: Product Quality, Price, Service Quality, Customer Satisfaction, and Customer Loyalty. The Conceptual Framework shows in figure 3.1.

FIGURE 3.1 : THE CONCEPTUAL FRAMEWORK



Based on the problems formulation and review literature, previous research and analysis process so that hypothesis can be arranged as follows:

1. Product quality is influenced significantly to customer satisfaction.
2. Price is influenced significantly to customer satisfaction.
3. Service Quality is influenced significantly to customer satisfaction.
4. Customer Satisfaction is influenced significantly to customer loyalty.
5. Product Quality is influenced significantly to customer loyalty.
6. Price is influenced significantly to customer loyalty.
7. Service Quality is influenced significantly to customer loyalty.

4. RESEARCH METHOD

Population and sample can be used as a data source. The population in this study is all customers of PT Waru Abadi West Java region. Does the customer is all stores that carry out transactions with PT Perennial hibiscus Tiliaceus. The population in the study as many as 1,268 customers while meeting the requirements of research (there are limitation criteria) as many as 725 subscribers and that do not meet the criteria as many as 547 customers.

In order to specify the research variable, it describe the operational definition concept in each variables as follows:

1. Product Quality (Exogenous-Free)

Product quality is the customer perception of semen gresik type PPC (Portland Cement Pozzoland) produced PT. Semen Gresik (Persero) Tbk. can be used for public buildings such as houses, multi-storey buildings, bridges, highways, airport runways and building material products industry. The PPC also has a dual function used for buildings that require low hydration heat as well as the resilience of sulfate and acid like the dock, building irrigation canals, dams and buildings. Semen gresik PPC type has the following advantages:

- It is more and more powerful
- Hold cracked
- Hold sulphuric acid

Gresik cement PPC type produce at PT. Semen Gresik (Persero) Tbk which is offered by PT. Waru Abadi who supplies or fulfilled the customer desire. The measurement of product quality variable with 4 indicators, namely:

X_{1,1}; Cement products offered PT. Perennial hibiscus Tiliaceus has a good quality and more efficient than competitors.

X_{1,2}; Cement products offered by PT. Perennial hibiscus Tiliaceus has a feature or a good packaging.

X_{1,3}; Cement products offered by PT. Perennial hibiscus Tiliaceus has a long-term Durability/product durability in accordance with the specified standards.

X_{1,4}; Cement products offered by PT. Perennial hibiscus Tiliaceus has a standard or specifications consistently.

2. Price (Exogenous-Free)

Price (X₂) is the customer perception towards price by the PT. Waru Abadi to meet and exceeding the customer desire. This variable is latent variable which is measure with 2 indicators, namely:

X_{2,1} The price offered by PT. Waru Abadi able to compete with the other distribution.

X_{2,2}: The price is able to give benefits.

3. Service Quality (exogenous-free)

The variable quality of service i.e. everything that focuses their efforts on providing services to meet the needs and desires of customers which carries with it the accuracy in delivering it, so created a balanced compliance or exceeding customer expectations. These variables are latent variables are measured with 5 indicator observed (observed variable) variable service quality indicators include: indicators of direct evidence (tangibles), reliability (reliability), Empathy (empathy) responsiveness (responsiveness) and guarantees (assurance).Direct prove that the physical appearance of the infrastructure and facilities owned by PT. Perennial hibiscus Tiliaceus. Furthermore do the indicators against rescoring the sub is used include:

1. On-site phisik/adequate truck form
2. Delivery of the goods or products on time
3. Delivery of the goods according to the type, amount and quality of
4. Promotional gifts in the form of gathering, go out in the country in accordance with expectations.
5. The employee's appearance drew

4. Customer Satisfaction (endogenous-intervening)

Customer satisfaction is the feeling of having customers compare performance (results) that he felt with his expectations. These variables are latent variables are measured with 2 indicators (observed variable). Customer satisfaction measurement variables include indicators, confirming expectations (confirmation of expectation) and compare that ideal (caomparing of ideal). Confirmation of hope (confirmation of expectation) is the alignment of the perceived level of satisfaction and customer expectations. Next up is done against rescoring the item indicators used include the following:

1. Product quality is offered to the same companies according to customer desire.
2. The prices given by the company in conjunction with customer's expectations
3. Services provided the company with customer expectations
4. Customer Loyalty (Endogenous-bound)

Customer loyalty is a commitment to the company's customers based on a positive attitude and is reflected in the consistent repeat purchases. These variables are latent variables are measured with 5 observed indicator (observed variable). Measurements on customer loyalty variable include: indicators of trust, emotional commitment (commitment emotion), the burden of the company (the switching cost), publication of verbal (word of mouth) and cooperation (cooperation), Baloglu (2002). Trust is the trust's response to the company's customers. Next up is done against rescoring the item indicators used include the following:

1. Trust towards PT. Waru Abadi management
2. The service who received from PT. Waru Abadi is consistent.
3. Believe that the desire of PT. Waru Abadi be obtained
4. Believe that all questions to the PT. Waru Abadi are answered seriously.
5. Believes that the information received from PT Waru Abadi precisely and accurate.
6. Believe that PT Waru Abadi will keep their promise.

This research is a multidimensional research which is describe the practical phenomenal that is analyzed as the dimensional or indicator.in order to measure the 1-7 hypothesis in this research by using *Structural Equation Modeling (SEM)* because this research model of multiple causality relationship (more than 1 (one) the equation) and tiered. Research variable is used unobservable and resplok model. Sem analyzing causal relationships between variables are exogenous and endogenous indicating any changes the value of a variable will produce changes in other variables as well as to examine the validity and reliability of research instruments. *Structural Equation Modeling (SEM)* is a statistic technique that allows testing a coherent relations relative complicated in simultan. SEM have the major characteristics that distinguishes by analysis multivariate namely:

1. Estimation relations multiple dependence (multiple dependence relationship).
2. Allow to represent a concept that is not previously been observed in relations happened and account for the mistake.

SEM model or *linear structural relation (lisrel)* is integrated approach between factor analysis, structural model and path analysis by doing 3 (three) the simultaneous which are validity checking and reability instrument (equivalent to analysis confirmatory) testing model the relation between latent variables (equivalent to analysis path) and get a model that is beneficial to approximate (equivalent to model), structural and regression analysis (Solimun, 2003: 66).

5. RESULT ANALYSIS

Theoretical model in this conceptual research, it can said fit if it supported with empiric data, the goodness test of fit overall model, in order to find out is the hypotic model support the empiric data, it show in table 5.1 below.

TABLE 5.1: GOODNESS TEST RESULT OF FIT FULL STRUCTURAL EQUATION MODEL

Indicator	Cut-off Value	Result	Information
Chi-Square	Expected small	146,385	expected 124,342
Probabilities	≥ 0,05	0,125	Good
Cmin/Df	≤ 2,00	1,140	Good
RMSEA	≤ 0,08	0,032	Good
GFI	≥ 0,90	0,896	Good
AGFI	≥ 0,90	0,861	Good
CFI	≥ 0,95	0,970	Good
TLI	≥ 0,95	0,964	Good

Note: Cut-off value X₂ (142, 0,05) = 124,342

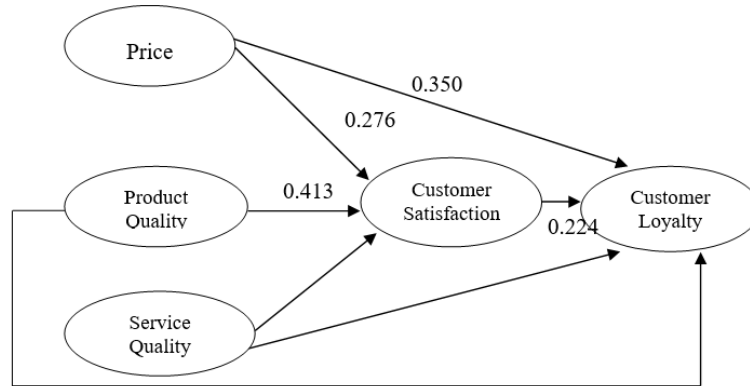
The Goodness of Fit Overall test result based on the table 5.1, it can be concluded that from the seventh criteria overall show a good model, especially it show from CMIN/DF DAN RMSEA. Because of that these model are able to use as the hypothesis test.Hypothesis test is conducted with t test (t test) on each line is the direct influence of the intermediates. Table 5.2, presents the results of hypothesis testing direct influence.

TABLE 5.2: THE HYPOTHESIS TEST RESULT

Symbol	Causality Relationship	Estimate Standard	Probability	Information
H1	Y1 <- X1	0,413	0,010	Proved
H2	Y1 <- X2	0,276	0,005	Proved
H3	Y1 <- X3	0,152	0,600	Not proved
H4	Y2 <- Y1	0,224	0,011	Proved
H5	Y2 <- X1	0,478	0	Proved
H6	Y2 <- X2	0,350	0	Proved
H7	Y2 <- X3	0,109	0,607	Not Proved

The results of hypothesis testing the line direct influence can also be seen in the image path diagram as figure 5.1:

FIGURE 5.1: DIAGRAM OF HYPOTHESIS TEST RESULT



First Hypothesis (H₁) stating that the products quality variable influence customer satisfaction, it means that significantly proved. Component value estimate of 0.413 to the level of probability of 0,010 ($p > 0,05$) indicates a variable quality of products provides a significant influence of the variable customer satisfaction of 41.3%.

Second Hypothesis (H₂) stating that the price variable influence customer satisfaction variable (Y1) proved to be significantly. Component value estimate of 0.276 to the level of probability of 0.005 ($p > 0,05$) indicates a variable price (X₂) gives significant influence towards customer satisfaction variable (Y₁) amounted to 27.6%.

Third Hypothesis (H₃) stating that the service quality variable (X3) influence customer satisfaction variable (Y 1) not proven significantly. Component value estimate of the probability level of 0.152 0,600 ($p > 0,05$) indicates a variable service quality (X3) gives the effect on customer satisfaction variable (Y & amp; # 8321;) amounted to (Y₁) of 4,1%.

Fourth Hypothesis (H₄) stating that customer satisfaction variable (Y 1) affect the variable customer loyalty (Y 2) proved to be significantly. Component value estimate of the probability level 0,224 with the probability 0,011 0,011 ($p < 0,05$) indicate variable customer satisfaction (Y 1) provides a significant influence of the variable customer loyalty (Y 1)

Fifth Hypothesis (H₅) stating that the variable quality of products (X1) affect the variable customer loyalty (Y2) proved to be significantly. Component value estimate of 0,478 to the level of probability of 0,000 ($p < 0,05$) indicates a variable quality of products (X 1) provides a significant influence of the variable customer loyalty (Y 2 amounted to 47.8%.)

Sixth Hypothesis (H₆) stating that the variable price (X 2) affect the variable customer loyalty (Y 2) proved to be significantly. Component value estimate of the probability level 0,350 0,000 0,000 ($p < 0,05$) indicates a variable price (X1) gives the effect on the variable customer loyalty (Y 2) by 35%

Seventh Hypothesis (H₇) stating that the variable quality of service (X 3) affect the variable customer loyalty (Y 2) not proven significantly. Component value estimate of the probability level 0,109 0,914 ($p > 0,05$) indicates a variable service quality (X 3) gives the effect on the variable customer loyalty (Y 2) is amount of 6.67%.

6. FINDINGS

After doing the testing and analysis of influence of product quality, price, service quality to customer satisfaction and loyalty, then there is some theoretical findings that led to the development of a theory that results in this study are as for following:

First: The quality of the product is positive and significant impact on customer satisfaction and loyalty. Likewise, influence product quality positively and significantly to the loyalty by customer satisfaction. Improved quality of products (Semen Gresik) marked with the good quality of the products produced by PT Semen Gresik (persero) Tbk and offered via PT. Waru Abadi was able to make the customer satisfied. The results of this study support and develop study results Bei and Chian (2001) which States that the product quality is influenced directly or indirectly by customer satisfaction to customer loyalty. Bouding et al., (1993) stated that the occurrence of loyalty to customers due to the influence of satisfaction/dissatisfaction that accumulates continuously along with the quality of the product.

Second: Pricea positive and significant impact on customer satisfaction and loyalty. So does the price influence positively and significantly to the loyalty by customer satisfaction. Pricing of the products (Semen Gresik) is characterized by increasingly price competitive position given by PT. Waru Abadi was able to make the customer satisfied. The results of this study supports the results of the Bei and Chian study (2001) which States that the price influence directly or indirectly by customer satisfaction to customer loyalty. This study also supports studies of Jiang and Rosenbloom (2005) the research results show that the price perception of the consumer influence on overall satisfaction. The perception of the consumer at a price effect on repurchases.

Third : Service Qualitypositive and significant impact on customer satisfaction and loyalty. Improvement of the quality of service that is marked with the good quality of services provided, PT. Waru Abadi was only able to increase customer satisfaction and loyalty, but not necessarily automatically make customers into satisfied and loyal. PT. Waru Abadi still need to do innovation in every field, especially the service quality. With a good quality of service will be able to increase customer knowledge about product quality as well as price so that customers can increase sales and profits.

7. RESEARCH LIMITATION

The results of this research are not in spite of some limitations. The limitation is that the results of this study cannot be generalized to the population that has a character that is not the same as penelitian is due to the sample used in this study is limited to customers of PT. Waru Abadi West Java region. With regard to the limitations found in this research agenda for future research is to apply the model of research on companies that have different characteristics with PT. WaruAbadi.

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