

The Effect of Customer Experience and Service Quality on Customer Satisfaction on Customer Loyalty

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Keywords: Customer Experience, Service Quality, Customer Satisfaction, Customer Loyalty.

Abstract: The purpose of this research is to know the influence of Customer Experience and Service Quality on Customer Satisfaction that has an impact on Customer Loyalty. The respondents were customers of pt's new company. Thanks to Copyright Creations. This method is SEM (Structural Equation Modelling) method used as data analysis technique, SmartPLS v 3.2.6 program is used to analyze data obtained after research. The results of this study showed that customers did not experience a significant increase and many customers did not return.

1 INTRODUCTION

With the development of the times, AC (Air Conditioner) becomes a technology that provides comfort in life enjoyed by many people, especially in the middle to upper class, so that assessing air conditioning is one of the basic needs that can not be ignored. AC is an air conditioner that is able to condition the air in the room and provide a comfortable effect for the body (Putra and Arianto, 2017). The air conditioner has different air refresh so have to adjust to the capacity of the room. Air refresh is a process of cooling the air so that it can reach the temperature and humidity that is in accordance with the required air conditions of a certain room (Ridhuan and Rifai, 2017). With economic growth in Indonesia led to many new building construction such as office buildings and residences, which require air conditioning to add comfort facilities as air conditioning

However, there is a phenomenon where the condition of building and residential development increases which should provide great opportunities to PT. Berkat Cipta Kreasi but not on sales data from PT. Berkat Cipta Kreasi fluctuating which the level of curve obtained is unstable. To examine the sales curve, data was taken during the 3-year sales period starting from 2017 to 2019. Based on the data obtained can deduce many of pt customers. Thanks to

Cipta Kreasi in 2017 there are 80 companies that have made transactions with PT. Berkat Cipta Kreasi in 2018 showed a lot of decline because many of the AC users did not return to make transactions with PT. Berkat Cipta Kreasi. The data shows that there are only 72 companies that conduct transactions with PT. Berkat Cipta Kreasi and in 2019 showed that there has been a lot of increase in the number of new customers and subscribers who have subscribed, there are 95 companies that conduct transactions with P PT. Berkat Cipta Kreasi. It can be seen from the table the larger number of existing customers compared to new customers. Customers did not experience a significant increase and many customers did not return to use PT's services. Thanks to Copyright Creations. PT. Berkat Cipta Kreasi especially new company customers face a fairly tight market so many customers do not make a return transaction. There are potential customers who will reuse the services of PT. Berkat Cipta Kreasi.

To find out the phenomenon of new customers related then the author pre-test the new company customers who have done transactions at PT. Berkat Cipta Kreasi by disseminating the author's questionnaire using 30 respondents from PT customers. Thanks to Cipta Kreasi, a study is considered feasible if using a sample of between 30 to 500 respondents (Evangelos and Yannis, 2010). One of the factors that will be discussed further by using pre-test is about Service Quality which shows

33% of the influence of customer factors do not make transactions again. From this service quality can be formed customer satisfaction, and finally if customer satisfaction occurs over and over again then customer loyalty is formed (Budiono and Sondang, 2014).

Based on the pre-test results for the first question about the quality of service that affects customers to make transactions back at PT. Berkart Cipta Kreasi. Data shows 60% percent of 30 respondents say that the quality of service offered by an air conditioning company affects customers in choosing an air conditioner. After obtaining the data, validity tests and reliability tests showed that the data was valid which was calculated at $0.916 > 0.3610$ r table and the reliabel calculated by Cronbarch's Alpha showed a known number of 0.946 minimum limit of 0.9.

And the pre-test results for the second question explain that the customer experience after getting the service from PT. Berkart Cipta Kreasi affects customer return transactions. The data showed that 30% of 30 respondents said it was very affecting and 26.7% of 30 respondents said it affected if they had a good experience after receiving services from PT. Berkart Cipta Kreasi.

After obtaining the data, a validity test and reliability test were conducted indicating that the data was valid which was calculated at $0.905 > 0.3610$ r table and the reliabel calculated by Cronbarch's Alpha showed a known 0.970 number of the minimum limit of 0.9. Based on the study, pre-test 30 respondents to see if the quality of service affects customers to make transactions, then obtained results about Service Quality.

Berkart Cipta Kreasi. Based on the background that has been described by the author, this study will discuss about the Analysis of the Influence of Customer Experience (Customer Experience) and Service Quality (Service Quality) on Customer Satisfaction (Customer Satisfaction) which has an impact on Customer Loyalty (AC Customer Loyalty) in PT. Berkart Cipta Kreasi.

2 METHOD

This research is quantitative. The data obtained for this study are primary data and secondary data. The method for collecting data is a questionnaire using the Likert scale with a statement on a 5-point scale that provides an explanation of the level of respondents' results listed in the book Research Methods for Business (Budiaji, 2013). And the researchers did a data analysis. Data analysis will be validity test, reliability test, normality test, multicollinearity test,

heteroscedasticity test, and some linear regression analysis. The population in this study is a new customer of PT. Berkart Cipta Kreasi by distributing questionnaires to consumers who have used services or used ac products from PT. Berkart Cipta Kreasi as a great comparison of the number of old customers compared to new customers PT. Berkart Cipta Kreasi In sampling using sampling method with systematic random sampling, which is intended to select samples that represent the population according to the criteria that have been set. The time horizon used is Cross Sectional and the method used is Structural Equation Modelling (SEM) PLS (Hoyyi and Santoso).

T(1) : To know there is an influence between Customer Experience and Customer Satisfaction of PT customers. Thanks to Copyright Creations.

T(2) : To know there is an influence between Customer Experience and Customer Loyalty on PT customers. Thanks to Copyright Creations.

T(3) : To know there is an influence between Customer Satisfaction and Customer Loyalty on PT customers. Thanks to Copyright Creations.

T(4) : To know there is an influence between Customer Experience and Customer Satisfaction on Customer Loyalty on PT customers. Thanks to Copyright Creations.

T(5) : To know there is an influence between Service Quality and Customer Satisfaction on PT customers. Thanks to Copyright Creations.

T(6) : To know there is an influence between Service Quality and Customer Loyalty on PT customers. Thanks to Copyright Creations.

T(7) : To know there is an influence between Service Quality and Customer Satisfaction on Customer Loyalty on PT customers. Thanks to Copyright Creation.

T(8) : To know there is an influence of Customer Experience and Service Quality to Customer Loyalty through Customer Service at PT. Berkart Cipta Kreasi.

T(8) : To know there is an influence of Customer Experience and Service Quality to Customer Loyalty through Customer Service at PT. Berkart Cipta Kreasi.

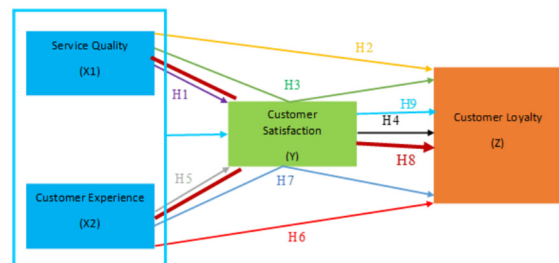


Figure 1: Hypotheses.

3 RESULT AND DISCUSSION

PT. Berkas Cipta Kreasi is a legal entity established in Jakarta as a Mechanical and Electrical Construction Services Company, with a deed of establishment dated 23-09- 2015, No.145 made by Mrs. Mellyani Noor Sandra, Bachelor of Law, Notary in West Jakarta. In accordance with the Decree of the Minister of Law and Human Rights No: AHU – 2457977.AH.01.01.TAHUN.2015.

To date, projects have been handled by PT. Berkas Cipta Kreasi can be completed immediately on schedule, on a budget and according to the wishes of the clients. Under the leadership of professional management, PT. Berkas Cipta Kreasi has worked on various types of projects including high-risk building projects, government projects, banking, universities, industry, commercial, malls, hotels, apartments and housing.

PT. Berkas Cipta Kreasi to be an Air Conditioner company, Mechanical and Electrical Construction Services are strong in competition so as to provide welfare to employees, managers, shareholders and other stake holders through good corporate governance.

The company's objectives are guided by the results achieved, commitment and trust, the company can grow through good planning, communication and teamwork. The Company dedicates all efforts and capabilities to provide satisfaction to clients in order to create trust and good credibility between PT. Berkas Cipta Kreasi with clients.

4 CONCLUSION AND SUGGESTION

Based on the results of research and discussion conducted can be concluded:

- Customer Experience will have a positive impact for PT. Berkas Cipta Kreasi because it will increase Customer Satisfaction.
- Customer Experience that will give a mana impact for the company PT. Berkas Cipta Kreasi for the increase in Customer Loyalty.
- Customer Satisfaction will have a positive impact for PT. Berkas Cipta Kreasi because it will increase Customer Loyalty.
- Customer Experience will have a positive impact for PT. Berkas Cipta Kreasi because it will increase Customer Satisfaction which will

have a positive impact also on Customer Loyalty.

- No influence of Service Quality will have an impact on PT. Berkas Cipta Kreasi to improve Customer Satisfaction.
- Service Quality will have a positive impact for PT. Berkas Cipta Kreasi because it will increase Customer Loyalty.
- That there is no influence of Service Quality that will have an impact for PT. Berkas Cipta Kreasi to increase Customer Satisfaction which will have an impact for Customer Loyalty.
- Service Quality and Customer Experience have a positive influence through Customer Satisfaction which will give a positive impact to improve Customer Loyalty in PT customers. Thanks to Copyright Creations.
- Service Quality and Customer Experience have a positive influence through Customer Satisfaction which will give a positive impact to improve Customer Loyalty on PT customers. Thanks to Copyright Creations simultaneously or entirely from the variables of this study.

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