The Influence of Emotional Value to Customer Satisfaction to Increase Customer Loyalty in PT. Karya Imtaq

Nurfaedah Nurfaedah[1] and Molly Mustikasari[2]

[1]STAI Siliwangi
[2]UIN Sunan Gunung Djati Bandung, Bandung, Indonesia
bundalihai@gmail.com, mollyzulfi@yahoo.co.uk

Keywords: Emotional Value, Consumer Satisfaction, Customer Loyalty.

Abstract: Nowadays many Hajj and Umrah travel companies are established. This happens because many moslem want to go Umrah while waiting for very long queue to go Hajj. One of travel in Indonesia is PT. Karya Imtaq (PT.KI), it is owned by Persatuan Islam Organisation (Persis) is one of the big Islamic organization in Indonesia which own the member more than 5000. The purpose of this study is to analyze the influence of emotional value to the customer satisfaction, the influence customer satisfaction on customer loyalty, the emotional influence value on customer loyalty. The research population is PT. KI's customers using purposive sample technique, with 50 persons' sample from Garut district. The methodology of this research using quantitative method which is also use explanatory type research. The data analysis techniques used is the correlation and regression techniques to determine the relation of variable X to Z, the contribution of each variable X, Z to Y by using SPSS 20 software. The results showed the emotional value of the customer PT. KI gives positive influence on customer satisfaction reached 67%, Customer satisfaction give positive influence on customer loyalty reached 57%. The emotional value has a direct influence on customer loyalty reached 29%.

1   INTRODUCTION

As recognized and known by all the businessman in service business that deve- loping of service business has grown very fast, especially in hajj and umroh travel. Recently, there is a bad information about umroh travels which is not responsible in doing their business. This fenomenon indicated that research about Hajj and Umroh travel are very interested to be discussed in detail.

In the tight competition situation in service company mainly in travel Hajj and Umrah, so every companies should have precise business strategy in product service marketing that have for keeping the customer and company sustainability. Business service are different with other business i.e commo- dity businesss. Company service could not store the material or put them on the storage (Buchari Alma, 2011). In service marketing mostly has an indicator direct selling from producer to consumer, such as maintenance service, curing, advices, entertainment, travel agent, laundry, barber/beauty shops and other service business (Buchari Alma, 2011). Thus, the service quality become an important strategy to fulfill customer satisfaction and this customer satisfaction according to the scientist is an assesment about sign or product either service specialization, or those product itself that prepare satisfaction value to the customer that relate to fullfill consumer consumption needed (Zeithaml and Bitner, 2000).

If the customer rate product or company service could give an added value to the customer, the customer will be satisfied with the service or product provided. This condition will create emotional relation between customer and company. This emotional relation is called customer loayality to a bank (Rahmat Hidayat, 2009).

According to the scientist the emotional value become one of the five factors that could cause customer satisfaction (Lupiyoadi, 2001). That is also supported by Sweeney, Jillian C. and Geoffrey N. Soutar (2001), Yoana Arina Pramudita dan Edwin Japarianto, (2013). Customer Value is a value that is hoped by customer where the social value in line with the status and self esteem, emotional in line with esthetic, quality/performance in line with product specialization and self esteem or value in line with

efficience (Yoana Arina Pramuditadan Edwin Japarianto, 2013).

The result from other research stated that emotional value has the important role (Basrah Saidani, Muh. Syifaul Mujtahid, Andrian Haro, 2017), (Spreng, A. Richard, Mackenzie B Scot et al. 1996).Customers choose more the mark that has been previously recognized well and give value added to the customer either as functional value or emotional. The emotional value is emotional touch to the mark that they offered , though the mark for the product marketed only rely on to its function (Sadat, 2009). Trough offered emotional touch, PT. Karya Imtaq believe that the product offered will give the feeling them self by its customer especially the Persis community organisation member and Persis community organisation sympathizer.

In accordance with (Hawkins and Mothers Baugh, 2013) Emotional Value and indicator that formed them is: 1. Pride: proud, superior, worthy; 2. Affection: loving, affectionate, friendly; 3. Serenity: restful, serene, comfortable, soothed; 4. Desire: desirous, wishful, craving, hopeful. Emotions influence every aspect of our thinking life: they shape our memories; they influence our perceptions, our dreams, thoughts, and judgments and our behaviors, including our decisions whether to return to a place of business, how much we are willing to pay for a product or service, and what we tell our family and friends about our experiences. Emotions are more than mere cognitive processes and indeed more than just feelings (Janelle Barlow, Dianna Maul 1999). Emotional value should get serious attention in the business world to make consumers feel satisfied with the company's service products. We often forget that satisfaction is itself an emotional response. Besides , specisific usage from satisfaction is positive correlation with customer loyalty (Caruana,2002). Other research found that high customer satisfaction will cause high loyalty (Dwi Ariyani, Febriana Rosinta, 2010).

Base on the theory of emotional value, the member of Persis is the potential for PT KI, it means PT KI will not find the difficulty to get the consumer because the consumer of PT KI is dominated by the emotional value of the member of Persis. But in reality not all the member of Persis use this service product of PT Karya Imtaq. While base on the emotional theory it should not happen. Nevertheless there is no researcher about this before, so this should be a further research. The businessman know a lot that one of the main purpose of marketing activity is often seen by the loyalty customer achievement through marketing srategy (Siregar, 2004).Customer

loyalty is the important part of repetitive buying to the customer (Caruana, 2002).Customer loyalty has positive correlation with business performance. Customer loyalty is not only to improve the correlation value in business, but also could attrack the new customer (Beerli dkk., 2004). In a short period of time, improvement customer loyalty will increase to the selling profit. Profit is the main motive in business consistance, because by the profit the business will run well (Soeling, 2007).

The marketing literature suggests that customer loyalty can be defined in two distinct ways (Jacoby and Kyner, 1973). The first defines loyalty as an attitude. These feelings define the individual's (purely cognitive) degree of loyalty. Service management literature, proposes that customer satisfaction influences customer loyalty, which in turn affects profitability. This theory is supported by research results (Roger Hallowell, 1996); (Zhaohua Deng, Yaobin Lu, Kwok Kee Wei, Jinlong Zhang, 2010)

Loyal customers are crucial to business survival (Semejin, Van Riel Allard, Van Birgelen and Streukens, 2005), Specifically, in increasingly competitive markets, building strong relationships with customers (Deepak-Sirdeshmukh, Jagdip Singh, and Barry Sabo, 2002), that is, developing the loyalty of consumers is seen as the key factor in winning market share and developing a sustainable competitive advantage.

In general the enterpreuner know that customer perception to the quality based on one or more signs. In Olson model, sign information value depend on predictive its value, belief value, and whether that sign is intrinsic or extrinsic to the product. Intrinsic sign can not be changed without changing the characteristic product or service, while the extrinsic sign is not related with product or service, but it is related i.e with the company image (Tor Wallin Andreassen, Bodil Lindestad,1998).

The result of the other research explained that tangible and empathy are the very important dimension. In Iran (Golmo-hammadi, Jahandideh, 2010) emphasize reliability is the most important dimension and real for Iran customer. Abduh (2011) verify that sharia bank customer in Indonesia is percepted based on the law and convenience as an important dimension on sharia bank.

From a behavioral view, customer loyalty is defined as a repeat purchase, is the buyer selects the same specific product or service (Neal, 1999). The dilemma lies in the fact that not every intention leads to action, and not every repetitive buying behavior

reflects the intention (Zhilin Yang, Robin T. Peterson 2004).

2 METHODOLOGY

Quantitative method is used in this study with explanatory research as type of this study. Colleting data technique use the observation, interview and questioner distribution. Sample taken used by purposive technique. This sample taken 50 persons from 1.000 population. They fullfilled criterian as a customer using travel PT. Karya Imtaq more than twice.

To test the correlation hypothesis is used the Product Moment Pearson Correlation through SPSS 20. Simple linear regression formula is used for modeling the relationship between a scalar dependent variable denoted Y and one independent variable denoted X. The research model as follows:

$$Y = a + bX$$

Y = Customer Loyalty
A = Constants
B = Regression coefficient
X = Emotional Value

3 RESULTS AND DISCUSSION

3.1 Result Study

In discussion area, will be reviewed the result of the data analyses that base on the questionnaire distribution. The purpose is to answer the hypothesis below:

1) Hypothesis: It is predicted that emotional value give positive influence to the customer satisfaction. To exam the influence of emotional value use Product Moment Correlation, with failure level 5%, it is shown by Table 1.

Table 1: Model Summary[b].

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.820[a]	.673	.666	1.994	1.753

a. Predictors : (Constant), EMOTIONAL VALUE
b. Dependent Variable : CUSTOMER SATISFACTION

From the data mentioned (Table 2) is known that r $_{count}$ 0.820 while value r $_{table}$ = 0,284, so it can be con-

cluded that r $_{count}$ > r $_{table}$, Determination coefficient indicate the significant correlation. The significant correlation achieved 0.820^2=0.673. Its mean that the influence of emotional value to customer satisfaction is 67% and the rest 33% is determined by other factor. While to analyze simple linear regression, use the data is processed SPSS, and the result is:

Table 2: Coefficients[a].

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.980	3.005		-.326	.746		
	Emotional Value	.340	.077	.538	4.424	.000	1.000	1.000

a. Dependent Variable: CUSTOMER SATISFACTION

If the figure enter to the simple linear regression formula , is shown as below :

$$Y = -0,980+0.340X$$

The result of simple regression test is if we changed the customer satisfaction (independent variable) to the better changes, this will cause to the change of increasing customer satisfaction (mediator variable), it can be seen that the alternative hypothesis is accepted.

2) Hypothesis : the customer satisfaction influence to the customer loyalty

From the data mentioned (Table 3) is known that r $_{count}$ 0.671 whilevalue r $_{table}$ = 0,284, so it can be concluded that r $_{count}$ > r $_{table}$, Determination coefficient indicate the significant correlation. The significant correlation achieved 0.6712^2=0.451. Its mean that the influence of customer satisfaction to customer loyalty is 45% and the rest 55% is determined by other factor.

Table 3: Model Summary[b].

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.671[a]	.451	.439	1.649	1.563

a. Predictors : (Constant), CUSTOMER SATISFACTION
b. Dependent Variable : CUSTOMER LOYALTY

While to analyze simple linear regression, use the data is processed SPSS, and the result is:

Table 4: Coffiecient[a].

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.441	1.582		1.544	.129		
	Customer Satisfaction	.428	.068	.671	6.277	.000	1.000	1.000

a.   Dependent variable : CUSTOMER LOYALTY

If the figure above enter to the   simple linear regression formula , is shown as below :

$$Y = -2.441+0.428X$$

The results is, if we change the customer satisfaction (mediator variable) to the better changes, this will cause to the change of increasing customer loyalty (dependent variable), it can be seen that the alternative hypothesis is accepted.

3)   Hypothesis : Emotional Value influence to customer loyalty

Table 5: Model Summary[b].

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.538[a]	.290	.275	1.875	1.433

a.   Predictors: (Constant), EMOSIONAL VALUE

b.   Dependent Variable: LOYALITAS PELANGGAN

From the data mentioned (Table 5) is known that r $_{count}$ 0.538 while value r $_{table}$ = 0,284, so it can be concluded that r $_{count}$ > r $_{table}$, Determination coefficient indicate the significant correlation. The significant correlation achieved 0.538^2=0.290. Its mean that the influence of emotional value to customer loyalty is 29% and the rest 71% is determined by other factor.

While to analyze simple linear regression, use the data is processed SPSS, and the result is:

Table 6: Coffiecient[a].

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.980	3.005		-.326	.746		

| | Emosional Value | .340 | .077 | .538 | 4.424 | .000 | 1.000 | 1.000 |

a.   Dependent variable : CUSTOMER LOYALTY

If the figure above enter to the   simple linear regression formula , is shown as below :

$$Y = -0.980+0.340X$$

The results is, if we change the emtional value (independent variable) to the better changes, this will cause to the change of increasing customer loyalty (dependent variable), it can be seen that the alternative hypothesis is accepted.

3.2   Discussion

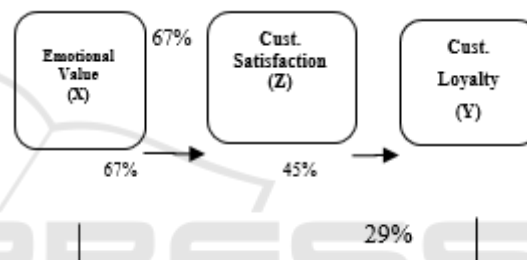The illustration of the above relation describes as shown below:

Figure 1: The Relationship of Variables.

It could be concluded that the influence of emotional value to customer satisfaction in regard to improve customer loyalty, as follow:

As the hypothesis result partially, indicated that there is significant influence of emotional value to the customer satisfaction reached 67%. On the customer satisfaction as mediator variable (Z) to customer relation (Y) reached 45%. While the result of hypo-thesis test of emotional value to cus-tomer loyalty has positive influence. The influence as independent variable (X) to customer royalty as dependent variable (Y) reached 29%.

This research explain that the in-fluence of emotional value becomes one of the factor that causes quite important in giving customer loyalty, this is supported by the data of the interview result through the responden. The responden will not change their mind although the product price of PT Karya Imtaq is higher then other company, even they will help PT Karya Imtaq to promote their product. Some of the causes are "*The Fiqh Ibadah for Hajj and Umrah*" are based on Quran and Sunnah. And also They know that the profit received by PT Karya Imtaq will be used for developing their organi-sation. It means that

emotional value will cause loyalty member and sympathizer.

4 CONCULUSIONS

Emotional value to customer loyalty at PT Karya Imtak has a positive significant influence (29%). This research strengthen previous research that is completed by Dwi Aryani and Febrina Rosinta (2010). The influence of customer satisfaction to customer loyalty has significant influence. His research about customer satisfaction and costumer loyalty. Emotional value has positive influence to customer loyalty. Bagjo Muhiharjo (2016), has the same result with the above research.

The potential of emotional value's member can grow a business. The existence business due to loyalty appearance of the member.

The results of this study are expected to have several uses, both academically and practically.

This research can be a further research, especially in find out the cause of low emotional value's figure and can produce another significant finding, academically. Practically, it is hoped this research can be considered by every company and can give company development. This research can also give awareness to the company, that there is another factor that causes customer satisfaction which is give significant influence to the costumer loyalty.

REFERENCES

Abduh, M. 2011. Islamic Banking Service Quality and Withdrawal Risk: The Indonesian Experience. *Int. J. of Excelin Islamic Banking and Fin.*, 1(2): 1-15.

Bagjo Mugiharjo. 2016. *Analysis of Factors Affecting Customer Satisfaction And Its Influence On Customer Loyalty (Study At Bank BRI Demak)*" Thesis Of Diponegoro University, Not Published.

Basrah Saidani, Muh. Syifaul Mujtahid, Andrianharo. 2017. The Influence of Perceived Quality, Brand Image, and Emotional Value towards Purchase Intention of Consina Backpack. *Jurnal Riset Manajemen Sains Indonesia* (JRMSI), 8(1).

Beerli, A., Martin, J. D., Quintana, A. 2004. A Model of Customer Loyalty in the Retail Banking Market. *European Journal of Marketing*, 38.

Buchari Alma. 2011. *Manajemen Pemasaran dan Pemasaran Jasa.* Bandung: Alfabeta.

Caruana, A. 2002. Service Loyalty the Effects of Service Quality and the Mediating Role of Customer Satisfaction. *European Journal of Marketing,* 36.

Deepak Sir Deshmukh, Jagdip Singhand Barry Sabo. 2002. Consumer Trust, Value, and Loyalty in Relational Exchanges. *Journal of Marketing*, 66, 15-37.

Dwi Ariyani, Febriana Rosinta. 2010. The influence Of Service Quality to Customer Satisfaction in forming Customer Loyalty, Business and Bureaucracy, *Journal of Administration Science and Organization*, 114-126.

Golmohammadi, A., Jahandideh B. 2010. Prioritizing Service Quality Dimensions: A Neural Network Approach. *World Academy of Science, Engineering and Technology*, 4: 231-236.

Hawkins., Mothers Baugh. 2013. *Consumer Behavior: Building Marketing Strategy (12ʰed)*. McGraw-Hill Companies, Inc., New York.

Jacoby, J., Kyner, D.B. 1973. Brand Loyalty vs. Repeat Purchasing Behavior. *International Journal of Service Industry Management*, 7(4), 27-42.

Janelle Barlow, Dianna Maul. 1999. *Emotional Value: Creating Strong Bonds with Your Customers*. Berrett-Koehler Publishers, Oak-land.

Lupiyoadi, R. 2001. *Manajemen Pemasaran Jasa : Teori dan Praktek*, Edisi Pertama, Jakarta: Salemba Empat.

Neal, W. D. 1999. Satisfaction Is Nice, But Value Drives Loyalty. *Marketing Research*, 21–23.

Rahmat Hidayat. 2009. The Influence of Service Quality, Product Quality and Customer Value to Customer Satisfaction and Loyalty of Bank Mandiri. *Journal of Management and Entrepreneur-ship*, 11(1), 59-72.

Roger Hallowel. 1996. The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study. *International Journal of Service Industry Management*, 7(4), 27-42.

Sadat, A. M. 2009. *Brand Belief*: *Strategi Membangun Merek Berbasis Keyakinan*. Salemba Empat, Jakarta.

Semejin, J., Van Riel Allard, C. R., Van Birgelen, M. J. H., Streukens, S. 2005. E-service and Offline Fulfillment: How E-Loyalty is created. *Managing Service Quality*, 15(2), 182–195.

Siregar, S. P. 2004. *Analysis of Members' Satisfaction with Astraworld Loyalty Program*. Thesis of Economics Faculty at Indonesia University, Not Published

Soeling, P. D. 2007. Business Growth and Corporate Social Responsibility. *Journal of Administration Science and Organization, Bisnis dan Birokrasi*, 15(1).

Spreng, A. R., Mackenzie B S. et al. 1996. Reexamination of the Determinants of Customer Satisfaction. *Journal of Marketing*, 60, s15-32.

Sweeney, J. C., Geoffrey N. S. 2001.Consumer-Per-ceived Value: The Development of a Multiple Item Scale," *Journal of Retailing*, 77(2), 203-220.

Tor Wallin Andreassen, Bodil Lindestad. 1998. The Effect of Corporate Image in the Formation of Customer Loyalty. *Journal of Service Research*, 1(1).

Yoana Arina Pramuditadan Edwin Japarianto. 2013. Analisa Pengaruh Customer Value dan Customer Experience terhadap Customer Satisfaction di De Kasteel Resto Surabaya. *Jurnal Manajemen Pemasaran Petra,* 1(1), 1-7.

Zeithaml, V. A., Bitner, M. J. 2000. *Services Marketing: Integrating Customer Focus Across the Firm*. New York: Irwin/McGraw-Hill.

Zhaohua Deng, Yaobin Lu, Kwok Kee Wei, Jinlong Zhang. 2010. Understanding Customer Satisfaction and Loyalty: An Empirical Study of Mobile Instant Messages in China. *International Journal of Information Management,* 30. 289-300.

Zhilin Yang, Robin T. P. 2004. Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. *Psychology and Marketing,* 21(10):799–822.