

THE INFLUENCE OF SERVICE QUALITY AND RELATIONSHIP QUALITY ON CUSTOMER LOYALTY IN TELECOMMUNICATION PROVIDER TRI

PENGARUH KUALITAS LAYANAN DAN KUALITAS HUBUNGAN TERHADAP LOYALITAS PELANGGAN DI PROVIDER TELEKOMUNIKASI TRI

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Abstract: Telecommunication industry in Indonesian has shown rapid growth in its availability and content. Based on that condition, the potential market of communications in Indonesia is almost unlimited. The aims of this study are to analyze the influence of service quality and relationship quality on customer loyalty in telecommunication provider Tri. This research is important for company to understand the characteristics of their consumers and customer loyalty on their products. Having understood them, the company's financial performances then will be affected. This research is causal type of research which uses primary data obtained through questionnaires and uses Multiple Regression Analysis. The population observed is people in Manado who have use Tri provider with 100 respondents as the sample size. The result of this study shows that service quality and relationship quality have significant influences on customer loyalty. To increase customer loyalty, the recommendations for Tri provider are to build stronger and wider network and offer more something valuable to consumer in service interaction process, such as reward and promotional offers, in order to gain customer loyalty. Management of Tri provider needs to hear dissatisfaction, complaints, and advices from their customers. And management of Tri provider can used social media such as twitter, facebook, or own website to know what the customer talk about.

Keywords: *customer loyalty, service quality, relationship quality*

Abstrak: Industri telekomunikasi di Indonesia telah menunjukkan pertumbuhan yang cepat dalam ketersediaan dan konten. Berdasarkan kondisi tersebut, pasar potensial komunikasi di Indonesia 404imult tak terbatas. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas layanan dan kualitas hubungan pada loyalitas pelanggan pada provider telekomunikasi Tri. Penelitian ini penting bagi perusahaan untuk memahami karakteristik pelanggan mereka dan loyalitas pelanggan pada produk mereka. Setelah mengerti mereka, kinerja keuangan perusahaan kemudian akan berpengaruh. Penelitian ini merupakan penelitian kausal yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan Analisa Regresi Berganda. Populasi adalah orang di Manado yang menggunakan provider Tri dengan 100 responden sebagai sampel. Hasil penelitian menunjukkan kualitas layanan dan kualitas hubungan memiliki pengaruh signifikan terhadap loyalitas pelanggan. Untuk meningkatkan loyalitas pelanggan, rekomendasi untuk provider Tri adalah membangun jaringan lebih kuat dan lebih luas dan penawaran lain yang lebih berharga untuk konsumen dalam proses interaksi layanan seperti hadiah dan penawaran promosi, untuk mendapatkan loyalitas pelanggan. Manajemen provider Tri perlu mendengar ketidakpuasan, keluhan dan saran dari para pelanggan. Dan manajemen provider Tri dapat digunakan media sosial seperti twitter, facebook, atau situs web sendiri untuk mengetahui apa yang pelanggan sedang bicarakan.

Kata kunci: *loyalitas pelanggan, kualitas layanan, kualitas hubungan*

INTRODUCTION

Research Background

Nowadays, the development of technology and information have been a shift drastically. Many things that seems impossible in the past becomes possible. With the change of technology in communication, transferring information can be done easily and cheaper in every passing time. The development of technology provides a very important meaning in the field of communication and social interaction can take place and was created without the limitations of time and space. The role of communication as a driving force of social interaction in the community can continue to grow in every aspect of community life that aims to meet the interests and needs of individuals and groups (Krug & Gary, 2005).

Telecommunication industry in Indonesian has shown rapid growth in its availability and content. Based on that condition, the potential market of communications in Indonesia is almost unlimited (Regent). The prospect of a potential market and need of high communications, making telecommunication business has high appeal and make telecommunication providers get many customers. The presence of cheap mobile phone's capable of reaching various people to business service providers are increasingly mushrooming in Indonesia (Pongoh, 2013). TRI provider is one of telecommunication providers in Indonesia. They become popular because of its variant of features and promos for making calls, SMS, internet, and even for Ring Back Tone (RBT). They also have a set of price or tariff that cheaper than other providers.

In order to be able to compete and survive, companies must understand the characteristics of their consumers and customer loyalty on their products. Having understood them, the company's financial performances then will be affected. Kumar and Shah (2004) stated that the main goal of every company is to attain profit and one method to achieve this is to gain and maintain loyal customers. In influencing customer loyalty, it could not be separated from service quality and relationship quality. Service quality is an essential market differentiator and a powerful competitive instrument in which all service organizations should strive to possess (Berry, Parasuraman, and Zeithaml, 1988), while relationship quality is a manifest of positive relationship outcomes that reflect the strength of a relationship which meets the need and expectation of involved parties (Smith, 1998). It is important for TRI provider to maintain the loyalty of its consumers for not turning to other operators. Retain consumers may help the company to predict its profitability and could be a good management tool to measure the success of the quality of its programs and services.

Research Objectives

The aims of this research are to identify the influence of:

1. Service quality and relationship quality on customer loyalty.
2. Service quality on customer loyalty.
3. Relationship quality on customer loyalty.

THEORETICAL FRAMEWORK

Customer Loyalty

Loyalty is developed over a period of time from a consistent record of meeting, and sometimes even exceeding customer expectations (Teich, 1997). Inamullah (2012) defined customer loyalty as the willingness of a customer to purchase the same product and keep the same profitable relationship with a particular company. In other words, it is continuous purchase of customers to the brand of a particular company and recommend to other friends and family. Fornell (1992) found that willingness to spread positive word-of-mouth about a service provider and repeat purchasing behavior are the most common indicators of customer loyalty.

Service Quality

Service quality has been conceptualized as the difference between customer expectations regarding a service to be received and perceptions of the service being received. According to Zeithaml & Bitner (2003), service quality is a focused evaluation that reflects the customer's perception of specific dimensions of service:

reliability, responsiveness, assurance, Empathy, tangibles. Satisfaction, on other hand, is more inclusive: it is influenced by perceptions of service quality, product quality, and price as well as situational factors and personal factors. Patras (2013) defined quality of service is a combined overall characteristic of the resulting services from marketing, engineering, production and maintenance of products and services that make it can be used to meet the expectations of customers or consumers.

Relationship Quality

Relationship quality is an extended issue of relationship marketing. Relationship quality refers to customer perception of how well the whole relationship to meet expectations, predictions, goals, and desires of the customers (Jarvelin & Lehtinen, 1996). Relationship quality is the real results of the positive relationship that reflects the strength of the relationship that meets the needs and expectations of the parties involved (Smith, 1998). Better relationship quality is accompanied by greater satisfaction, trust and commitment (Bajs, Irena, & Pandza, 2015).

Previous Research

Auruskeviciene, Salciuviene, and Skudiene (2010) Relationship Quality Effect on Customer Loyalty. This research shows that the three variables which are functional quality, trust, and commitment have a significant impact on IT service customer loyalty (business to business segment). Technical quality does not have significant impact on customer loyalty. Kheng, Mahamad, Ramayah, and Mosahab (2010) the Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia. This research found that the bank must look into upgrading the proficiency of their self-service terminals rather than their interior. Also due to the emergence of IT, tangible has lost its importance as a measurement for customer loyalty. Internet banking has been very popular among the banks in Malaysia and is growing tremendously.

Conceptual Framework

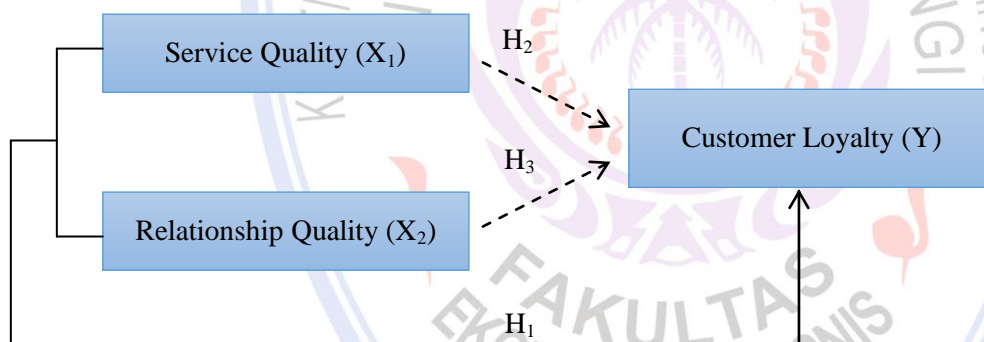


Figure 1. Conceptual Framework

Source: Data Processed (2016)

Research Hypothesis

The hypothesis of this research are:

H₁: There is a simultaneously significant influence of service quality and relationship quality on customer loyalty.

H₂: There is a partially significant influence of service quality on customer loyalty.

H₃: There is a partially significant influence of relationship quality on customer loyalty.

RESEARCH METHOD

Type of Research

This research is a causal type of research where it will investigate the influence of service quality and relationship quality toward customer loyalty. According to Hair, et al. (2007:160), causal research tests whether or not one event causes another.

Place and Time of Research

This study was conducted between March and June to the customers of Tri provider in Manado.

Population and Sample

Population is identifiable group of elements (e.g, people, products, organizations) of interest to the researcher and pertinent to the information (Hair, Money, Samouel, & Page, 2007). The population in the research is the people who use telecommunication provider TRI. According to Sekaran and Bougie (2009:263) sample is defined as a subset of the population. It comprises some members selected from it. In other words, only particular elements of the population form the sample. The sample size of this research is 100 respondents to prove that sample size used is more than the minimum or required respondents.

Data Collection Method

Sekaran and Bougie (2009:180) defined primary data as information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. While secondary data are data that have already gathered by researchers, data published statistically and other journals, and information available from any published or unpublished source available either within or outside of organization, all of which might be useful to the researcher.

Operational Definitions of Research Variables

1. Customer loyalty (Y) is the willingness of a customer to purchase the same product and keep the same profitable relationship with a particular company.
2. Service quality (X_1) is defined as the whole service quality perceived by customers after using the service.
3. Relationship quality (X_2) refers to a customer's perceptions of how well the whole relationship fulfills the expectations, predictions, goals, and desires the customer has concerning the whole relationship.

Measurement of Research Variables

Likert scale is used to measure the variables of this research. Sekaran and Bougie (2009:152) stated that Likert scale is designed to examine how strongly subjects agree or disagree with statement on a five-point scale ranging from "strongly disagree" to "strongly agree".

Data Analysis Method

Validity and Reliability Testing

The validity of a scale may be defined as the extent to which differences in observed scale scores reflect true differences in what is being measured, rather than systematic or random (Malhotra & Peterson, 2006). In this research the test is performed by using value of MSA (measures of sampling adequacy). If the value of MSA is above 0.5, the data is considered as valid so it can be used for further tests and analyses (Nasution & Usman, 2008 in The, 2011). The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument (Sekaran & Bougie, 2009). Alpha Cronbach test is utilized as reliability test in this research with following criteria; the minimum value of Alpha Cronbach must be 0.6 or it is better if the value is above 0.8 (close to 1). If the reliability coefficient (alpha) is below 0.6, it means that the measurement is considered as not consistent or not reliable (Nasution & Usman, 2008 in The, 2011).

Multiple Regression Analysis Model

To analyze the data, researcher uses multiple regression analysis. Multiple regression analysis is similar to the simple regression analysis but only in this case multiple regression use more than one independent variable to explain variance in the dependent variable. The starting point of multiple regression analysis is the conceptual model and the hypotheses derived from that model that the researcher has developed in an earlier stage of the research process (Sekaran & Bougie, 2009). The formula of multiple regression models in this research is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

- Y = Customer loyalty
 A = Intercept
 β_1, β_2 = The Regression Coefficient of Each Variable
 X_1 = Service quality
 X_2 = Relationship quality
 e = Error Standard or Error Term

RESULT AND DISCUSSION

Result

Validity and Reliability

The value of MSA of all indicators of all variables as many as 11 items used in this research are above 0.5. Therefore, the data is considered as valid. The value of Cronbach's Alpha of 11 items used in this research is 0.777. In this research it shows that Alpha Cronbach of entire variables is higher than 0.6, meaning the data is considered as reliable.

Classical Test Assumption

Multicollinearity

Table 1. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Service Quality	.722	1.385
Relationship Quality	.722	1.385

Source: SPSS Output, 2016

Table 1 shows that the tolerance value of service quality is 0.722 and relationship quality is 0.722 meaning that the tolerance value of each variable is more than 0.1. The VIF value of service quality is 1.385 and relationship quality is 1.385 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Heteroscedasticity Test

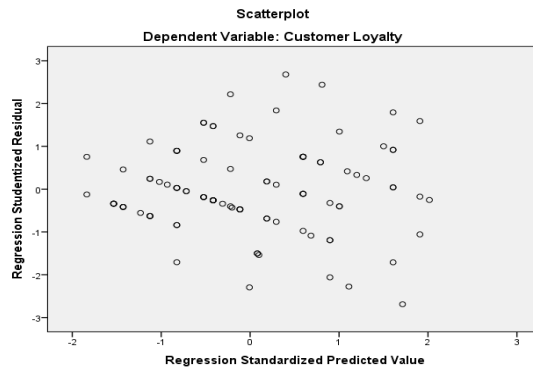


Figure 2. Heteroscedasticity Test Result

Source: SPSS Output, 2016

Figure 2 shows that the pattern of the dots is spreading and they do not create a clear pattern. The dots are spreading above and below 0 (zero) in the Y axis. It proves that the model is free from heteroscedasticity.

Normality Test

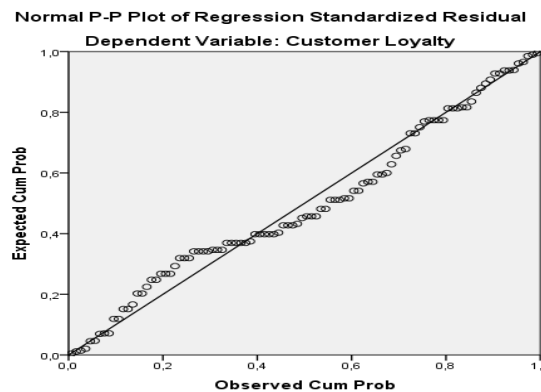


Figure 3. Normality Test

Source: SPSS Output, 2016

Figure 3 shows that the data spreads near the diagonal line and follow the direction of diagonal line. Therefore, the model has passed the normality test.

Multiple Regression Analysis

Table 2. Multiple Linear Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.448	1.182		2.917	.004
Service Quality	.246	.070	.343	3.521	.001
Relationship Quality	.333	.102	.319	3.269	.001

Source: SPSS Output, 2016

From the result in the table above, the model define as:

$$Y = 3.448 + 0.246 X_1 + 0.333 X_2$$

Y = Customer Loyalty

X₁ = Service Quality

X_2 = Relationship Quality

Result of R and R²

Table 3. Result of R and R²

Model	R	Adjusted R		Std. Error of the Estimate
		R Square	Square	
1	.579 ^a	.335	.321	1.163

Source: SPSS Output, 2016

The coefficient correlation (R) indicates that there is significant relationships between the two independent variables with dependent variable. The value of R is 0.579. It proves that the relationship among variable independents and dependent is substantial positive association. The coefficient of determination (R²) measures how far the ability of a model in explaining variation of dependent variable. The value of R² is 0.335, it means that the linear relationship in this model is able to explain the Customer Loyalty (Y) by 33.5%. And the rest of 66.5% are caused by other factors not discussed in this research.

Hypothesis Testing

Table 4. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.943	2	32.971	24.396	.000 ^b
	Residual	131.097	97	1.352		
	Total	197.040	99			

Source: SPSS Output, 2016

Table 4 shows that F-count is 24.396 with level of significance 0.000. Since the value of Fcount = 24.396 > F α (0.05) = 3.09, it means that Ho is rejected and Ha is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. The result declares that there is a simultaneously significant effect of service quality (X₁) and relationship (X₂) on customer loyalty (Y).

Table 5. T-Test

Model		T	Sig.
1	(Constant)	2.917	.004
	Service Quality	3.521	.001
	Relationship Quality	3.269	.001

Source: SPSS Output, 2016

1. T-count of X₁ is 3.521 with the level of significance of 0.001. Since the value of t-count = 3.521 > t α (0.05) = 1.99, it means that Ho is rejected and Ha is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.001. The result of this test explains that there is a partially significant effect of service quality (X₁) on consumer loyalty (Y).
2. T-count of X₂ is 3.269 with the level of significance of 0.001. Since the value of t-count = 3.269 > t α (0.05) = 1.99, it meaning that Ho is rejected and Ha is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.001. The result of this test explains that there is a partially significant effect of relationship quality (X₂) on customer loyalty (Y).

Discussion

Conducting a research on customer loyalty is highly interesting among the researchers. This study has been conducted to analyze the influence of service quality and relationship quality on customer loyalty in telecommunication provider Tri. The result of this multiple regression analysis shows that service quality which consists of reliability, responsiveness, assurance, empathy, and tangible have significant influence on customer loyalty in telecommunication Tri. This finding is similar to Luturlean and Prasetyo (2015) who revealed that service quality has linear relation with consumer loyalty and significantly influences the customer loyalty. Meanwhile other research conducted by Pongoh (2103), revealed that service quality has positive influence but not significant on customer loyalty. The result explains that in general, consumers will take into account the quality that can be obtained from the money that will be issuance and improved quality of care will improve customer loyalty. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of service quality is 0.01 which below than 0.05. So, the service quality (X_1) has a significant influence on Customer Loyalty (Y). This findings support the theory of Ivanauskiene and Volungenaite (2014) found that service quality has significant effect on loyalty. They revealed that the dimensions of service quality have a positive impact on customer loyalty across household retail markets. Based on the research of questionnaire, the respondents who are the users of telecommunication provider Tri mostly agree that reliability, responsiveness, assurance, empathy, and tangible affect the consumer loyalty in telecommunication provider Tri. It is because the consumers are satisfied with the service and promo by provider Tri. Tri provides service calls to other operators with a low price. Additionally Tri provides free calls for fellow operator in every recharge. At the certain moment, Tri delivers free ring back tone to their loyal customers. On the other hand, most customers believed that Tri can establish good communication. Tri provides communication media through 3care where the customers can directly communicate with provider Tri.

The result of this multiple regression analysis shows that relationship quality has significant influence on customer loyalty in telecommunication Tri. In this research, it is represented by communication effectiveness, trust, and social benefit. This result is supported by previous research conducted by Kibeh (2013). The study found that relationship quality is important in determining customer loyalty. Based on the coefficient result in Multiple Linear Regression Analysis, the significant of relationship quality is 0.01 which below than 0.05. So, the relationship quality (X_2) has a significant influence on Customer Loyalty (Y). This findings support the theory of Gronroos (2004) which states that the purpose of relationship marketing is to establish, maintain, improve customers relationship and achieve benefits for parties involved. In other words, relationship marketing, which is a part of relationship quality, is a tool to achieve customer loyalty. Based on the research of questionnaire, the respondents who are the users of telecommunication provider Tri mostly agreed that effectiveness communication, trust, and social benefit affect the customer loyalty in telecommunication provider Tri. It is because the customers agreed with effectiveness communication of provider Tri when there is a change in the policy or any relevant issue, they communicate to consumers in time. Provider Tri is also consistent in provider quality service regarding to the trust on consumer loyalty. Also customers satisfied with provider Tri often gives a good turn to them.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, three conclusions can be formulated:

1. The independent variables which are service quality and relationship quality simultaneously influence customer loyalty as the dependent variable. The increasing of these two variables simultaneously increase the customer loyalty.
2. Service quality as one of independent variables in this research partially affects customer loyalty positively.
3. Relationship quality as one of independent variables in this research partially affects customer loyalty positively.

Recommendation

To maintain consumer loyalty, Management of Tri provider needs to build stronger and wider network. They have to put more BTS (Base Transceiver Station). Offer something more valuable to consumer in service interaction process, such as reward and promotional offers, in order to gain consumer loyalty. Also Tri provider needs to hear dissatisfaction, complaints, and advices from their consumers. Tri provider can used social media such as twitter, facebook, or own website to know what the consumer talk about.

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