



The Impact of Service Quality and Price on Customer Loyalty of Freight Transport Companies

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Received: 27 November 2022 | Revised: 13 Desember 2022 | Published: 25 January 2023

Abstract

Purpose: The purpose of this study is to analyze service quality, price, and customer loyalty, and test the influence of service quality and price variables on customer loyalty of PT. Ridho Makmur Sentosa, East Jakarta.

Research Methodology: This study used a quantitative descriptive approach with a saturated sampling technique. Data were collected through online questionnaires from 37 customers. Ridho Makmur. The data analysis technique used multiple linear regression analysis methods, determination coefficient tests, multiple correlation tests, T tests, and F-tests.

Results: The results of the study indicate that there is an influence between Service Quality (X_1) and price (X_2) on Customer Loyalty (Y) of PT. Ridho Makmur Sentosa, where $Y = -2.259 + 0.909X_1 + 0.034X_2$ and $R = 0.735$, has a strong and positive influence between variables X_1 and X_2 against Y .

Conclusions: Based on the results of the hypothesis test, t count $>$ t table or $5.746 > 2.030$, so H_0 is rejected and H_a is accepted, meaning that there is an influence of QCC performance on the smoothness of loading and unloading activities.

Limitations: This study has several limitations, such as a small sample size (37 respondents), the use of an online questionnaire that may introduce biases, and a cross-sectional research design that limits the ability to draw causal conclusions.

Contributions: This research contributes to understanding the impact of service quality and price on customer loyalty in the freight transportation industry. The findings show that service quality has a stronger influence on customer loyalty than price, providing an analytical model that can be applied to other service sectors.

Keywords: Loyalty Customer, Price, Quality Service

How to Cite: Widiyanto, P., Aranza, F., & Hernawan, M. A. (2023). The Impact of Service Quality and Price on Customer Loyalty of Freight Transport Companies. *Jurnal Transportasi, Logistik, dan Aviasi (JTILA)*, 2(2), 78–89.

<https://doi.org/10.52909/jtla.v1i1.39>

1. Introduction

The development of world business has rapidly impacted many new business units, pioneering public goods on a small, medium, and large scale (Kuncoro & Harahap, 2021; Setyawati & Aristiyanto, 2021; Syahril & Sudono, 2021). Phenomenon the followed with rapid development company provider service delivery of goods. The existence of a provider service courier capable of supporting the needs of the perpetrator's business is important because it can send goods to customers (Berlian Rms & Wahyuningsih, 2021; Heriyanto, 2021; Keke et al., 2021), both those who are near the business location and those who are far away from the operational area of the company, there by expanding the market coverage, which

will automatically increase the company's profit (Agusinta et al., 2021; Gulc, 2020; Lesmini et al., 2022).

One of the companies providing goods delivery services is PT. Ridho Makmur Sentosa. This company provides freight services with a minimum load of one ton. This differs from other freight companies, such as TIKI, JNE, and POS, which can ship larger items. small and heavy, which no reach 1 kg. Product services provided by PT. Ridho Makmur Sentosa includes trucking, international cargo shipping, domestic cargo shipping, export-import services, packing and warehousing, and Landing Craft Tank (LCT) services (Ayuningtyas & Iلمان, 2021; Wahyuningsih et al., 2021). This no provides delivery of goods via land, air, and sea. Although this price offered by Company Enough competes with those offered by competing companies, the services provided in the form of customer service for complaints and monitoring and in the process of sending goods. It is rare for one delivery to handle more than one type of goods, but it cannot guarantee customer loyalty to the company (Achir et al., 2022; Saputra et al., 2022; Yang et al., 2019). The results of the survey show that customer loyalty to the company tends to decline annually. The data findings indicate that the length of the partnership between customers and the company ranges from 1 to 5 years. This is illustrated in the following figure.

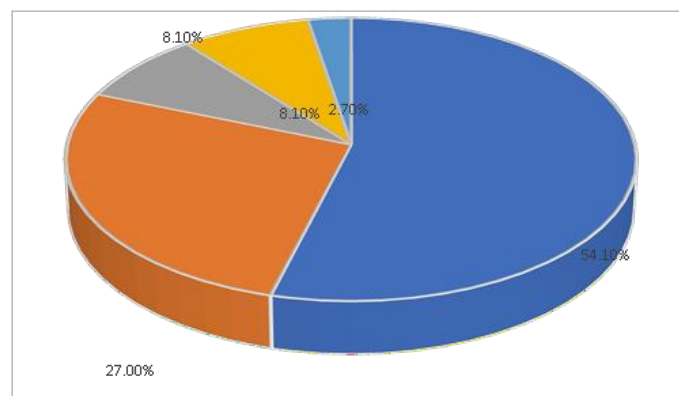


Figure 1. Customer Data based on the Length of Cooperation with PT. Ridho Makmur Sentosa

Figure 1 explained that customer Which cooperate with company based on the years of cooperation were as follows: 1 year with 20 companies (blue in the diagram), 2 years with 10 customers (orange), 3 years with three companies (yellow), four years with three companies (grey), and one customer has been working together for five years (light blue), indicating that loyal customers are increasingly decreasing their commitment to the company. This means that the service and pricing provided significantly impact customer loyalty. The data above show that Customer Loyalty is highest among those with a one-year partnership, while the lowest is on age cooperation for five years, which means there is a declining trend in customer loyalty. Therefore, it is necessary to know how service quality and price influence customer loyalty, both partially and together.

2. Literature Review

Fikri and Suwandar (2016) and Saputro and Soleha (2021) stated that service quality significantly influences satisfaction. This shows that evaluation is based on the difference between the ideal and the actual; if the ideal value perceived and experienced are the same, then the customer will feel satisfied (Ardhianti et al., 2022; Fadhilah et al., 2022). If there is a difference between the ideal perceived by the customer and what is experienced, it can cause customer dissatisfaction (Oetzel & Miklian, 2017). Therefore, satisfaction can be felt by customers through measuring the difference between what customers expect and what customers receive from the service provider, satisfaction is a customer's evaluation of a product or service that is in accordance with expectations and needs (Pramudita, 2020).

As Which delivered by (Kotler & Armstrong, 2001) price is the only one marketing mix elements that generate revenue. Price is also one of the most flexible elements of the marketing mix. Meanwhile, according to (Huang et al., 2019; Umami et al., 2019), a provider service is sued to provide a product or service with quality, which is good in terms of product quality, service quality, or being able to provide more affordable product or service prices, so that consumers feel that their needs are met and satisfaction is created from within the consumer. Excellence competes with a company's product or service, which can also be seen from the price determined by the company (Asadi, 2020; Wali & Nwokah, 2018). Price is one of the important factors that influence consumers in purchasing a product or service (Jankalová & Jankal, 2020; Joudeh & Dandis, 2018).

The quality of service provided by a company providing services or goods can also influence customer satisfaction (Bungatang & Reynel, 2021; Darmawan & Grenier, 2021; Mahsyar & Surapati, 2020). If the quality of service a company provides to its customers is good and leaves a feeling of satisfaction and happiness to the users or customers who use the services of the company, then it will create customer satisfaction, which indirectly appears with customer loyalty (Abdullah & Kasmi, 2021; Zhou & He, 2019).

Loyalty is a combination of intellectual and emotional processes between customers and companies (Arslan, 2020; Risnawati et al., 2019). As a result, loyalty cannot be forced, although it can be measured and managed. Customer loyalty can be demonstrated through repeat purchases of a product or service offered by a company. The more customers who make repeat purchases, the greater the company's profit (Afthanorhan et al., 2019; Azizan & Yusr, 2019; Sitorus & Yustisia, 2018). Maintaining customer loyalty is not an easy task for manufacturers to maintain (Darmawan, 2019), one of which is... key For can continue to maintain loyal attitude from customers in order to be able to stay competitive is that the company must be able to provide customer satisfaction on an ongoing basis (Riska Arisandi, 2018; Vilkaite-Vaitone & Skackauskiene, 2020).

3. Methodology

This research uses a quantitative method and location study at PT. Ridho Prosperous Sentosa in East Jakarta, The research period was from October to December 2019. The population in this study consisted of 37 companies that used PT. Ridho Makmur Sentosa. The sample used was 37 using saturated samples, where all population members were considered research samples. The variables studied are independent variables represented by Service Quality (X_1), price (X_2), and the dependent variable is Customer Loyalty (Y). Data were collected using a questionnaire distributed through social media (Google Forms) and measured using a Likert scale. Data analysis techniques used include Multiple Linear Regression Analysis, Determination Coefficient Analysis, and multiple correlation tests. The T and F tests were used to test the hypotheses (Siregar, 2012; Sugiyono, 2012).

Service quality is defined as the level of service that can produce high levels of satisfaction and result in purchases. Repeated. In this study, it was interpreted as physical evidence, reliability, responsiveness, assurance and certainty, and empathy. The price variable is the amount of money that consumers must pay to sellers for the goods or services they purchase to obtain their benefits. In this study, the indicators used are price affordability, price suitability to product quality, competitiveness price, and suitability of price to benefits, whereas for Customer Loyalty Variable (Y) is an attitude that becomes a behavioral drive to purchase products or services from a company that includes emotional aspects in it, especially those who make repeated purchases with high consistency. Customers also have a commitment and positive attitude towards the company, the indicators used are making regular purchases, buying outside the product line, recommending products or services to others Showing immunity from the attraction of similar products or services Or in other words, this is not easily influenced by the attraction of competing

products (Sugiyono, 2010).

4. Results and Discussion

4.1 Analysis Influence Quality Service (X_1) to wards Loyalty Customer (Y)

4.1.1 Simple Linear Regression Analysis

The first hypothesis states that there is an influence of service quality (X_1) on customer loyalty (Y). To test this hypothesis, a simple linear regression analysis was used.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.642	2.983		.215	.831
	Total_X1	.412	.100	.572	4.124	.000

a. Dependent Variable: Total_Y

Figure 2. Equality Regression Simple Variables Quality Service (X_1) Towards Customer Loyalty (Y)

Source: Data processed SPSS version 25

Based on Figure 2, the value of a (constant) is 0.642, while the Service Quality (b/regression coefficient) is 0.412. Therefore, a simple regression equation can be created as follows:

$$Y = a + bX_1,$$

$$Y = 0.642 + 0.412X_1$$

This can be interpreted as the consistent value of the Service Quality variable being 0.642, while the regression coefficient X of 0.412 states that for every additional unit of service quality, the value of service user satisfaction increases by 0.412. The regression coefficient is positive; therefore, it can be said that the direction of the influence of variable X_1 on Y is positive.

4.1.2 Coefficient Correlation Simple

		Total_X1	Total_Y
Total_X1	Pearson Correlation	1	.572**
	Sig. (2-tailed)		.000
	N	37	37
Total_Y	Pearson Correlation	.572**	1
	Sig. (2-tailed)	.000	
	N	37	37

Figure 3. Results Analysis Correlation Simple Correlations

** Correlation is significant at the 0.01 level (2-tailed).

Source : Data processed SPSS version 25

Based on Figure 3, the correlation coefficient value was 0.72, with a significance value of 0.000. Therefore, it can be concluded that the variables of Service Quality and Customer Loyalty have a positive

relationship, or the higher the Service Quality, the higher the Customer Loyalty.

4.1.3 Coefficient Determination

Table 1. Results Analysis Coefficient Determination (X_1) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.572	.327	.308	2.41374

a. Predictors: (Constant), Total_X1

Source: Data processed writer use SPSS version 25

Based on Table 1, it can be seen that the correlation coefficient value is 0.572, and the value coefficient determination is as large as 0.327 or 32.7%. From calculation coefficient From the above determination, we can obtain the value of the contribution from the influence of Service Quality (X_1) on loyalty Customer (Y) is as big as 32.7%, and the remaining 67.3% is a factor other.

4.1.4 T-Test

This is done to test the hypothesis or suspicion of the influence between each variable, where the Service Quality variable (X_1) has an influence on the Customer Loyalty variable (Y). In this study, the author used a hypothesis test with a level of significance as large as 5% or $\alpha = 0.05$ with $df = n-2$.

Table 2. Table 4 Results Test Significance Partial Test (T-Test)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.642	2.983		0.215	0.831
Total_X1	0.412	0.100	0.572	4.124	0.000

Dependent Variable: Total_Y

Source: data processed by writer use SPSS 25

Based on Table 2, it can be seen that the significance value for the influence of the service quality variable (X_1) on customer loyalty (Y) is $0,000 < 0,05$ and mark t The calculated t value is 4.124. After the calculated t value is known, the t table value can be found using the following equation: real (α) = 0.05, degrees of freedom (df) of $n - 2 = 37 - 2 = 3$. From this data, a t table value of 1.69 can be obtained, which means that $t_{count} > t_{table}$ ($4.124 > 1.69$) from results the prove so H_0 is rejected And H_a accepted which own meaning that the Service Quality variable (X_1) has a positive and significant influence on the variable Loyalty Customer (Y).

4.2 Analysis Influence Price (X_2) to Loyalty Customer (Y)

The second hypothesis states that price (X_2) influences customer loyalty (Y). The processing results obtained are as follows:

Table 3. Equality Regression Simple Variables Price (X_2) On Customer Loyalty (Y)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	-1.969	2.338		-0.842	0.405
Total_X2	0.954	0.149	0.734	6.395	0.000

Dependent Variable: Total_Y

Based on Table 3, mark a (constant) as big as -1.969 while the Price value (b / coefficient regression) as big as 0.954. So can made equality regression simple as following:

$$Y = a + bX_2$$

$$Y = -1.969 + 0.954X_2$$

The above equation can be interpreted as follows: The constant of -1.969 means that the mark consistent variable Satisfaction Users Service is -1.969 . The coefficient of the X regression of 0.954 states that every addition of one quality unit of service, the value of Service User Satisfaction increases by 0.954 . The regression coefficient is positive; therefore, it can be said that the direction of the influence of the price variable (X_2) on Customer Loyalty (Y) is positive.

4.2.1 Coefficient Correlation Simple Variable Price (X_2) to Loyalty Customer (Y)

Total_Y		Total_X2
Total_Y	Pearson Correlation	1
	Sig. (2-tailed)	.734**
	N	37
Total_X2	Pearson Correlation	.734**
	Sig. (2-tailed)	.000
	N	37

Figure 4. Results Analysis Coefficient Correlation Simple Variables Price (X_2) Towards Customer Loyalty (Y)

**Correlation is significant at the 0.01 level (2-tailed)

Source : Data Processed use SPSS 25

Based on Figure 4, it can be seen that the correlation coefficient value is 0.864 with a significance value of 0.000 . Therefore, it can be concluded that the Price (X_2) and Price (X_3) variables Customer Loyalty (Y) have a positive relationship direction, or the higher the quality of service, the higher the loyalty price.

4.2.2 Coefficient Determination

Table 4. Results Analysis Coefficient Determination Variables Price (X_2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.734 ^a	.539	.526	1.9982

Model Summary

a. Predictors: (Constant), Total_X2

Source: data processed writer use SPSS 25

Based on table 4, it can be seen that the correlation coefficient value is 0.734 and the determination coefficient value or determining coefficient is 0.539 , or 53.9% . From the calculation of the determination coefficient above, it can be obtained that the contribution value of Price (X_2) to Customer Loyalty (Y) is 53.9% , and the remaining 46.1% is other factors.

4.2.3 T-Test

Table 5. Results Test Significance Partial (T-Test)

Model	B	Std. Error	Beta	t
(Constant)	-1.969	2.338		-0.842
Total_X2	0.954	0.149	0.734	6.395

Dependent Variable: Total_Y

Source: data processed by writer use SPSS 25

Based on Table 5, the significance value for the influence of the Price variable (X_2) on Customer Loyalty (Y) can be known as $0.000 < 0.05$ and the calculated t value is 6.395. After the calculated t value is known so can in search mark t table with use equality as following: Level real (α) = 0.05, Degrees of freedom (df) of $n - 2 = 37 - 2 = 35$

From this data, the t table value can be obtained as 1.985, which means that the calculated $t > t_{table}$ ($6.395 > 1.985$) from these results it is proven that H_0 rejected And H_a accepted which means that the Price variable (X_2) has a positive and significant influence on the Customer Loyalty variable (Y).

4.3 Analysis of the Influence of Quality, Service, and Price on Customer Loyalty

Table 6. Regression Multiple Quality Service (X_1) and Price (X_2) Towards Customer Loyalty (Y)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	-2.259	2.608		-0.866	0.392
Total_X2	0.909	0.229	0.699	3.965	0.000
Total_X1	0.034	0.127	0.047	0.267	0.791

Dependent Variable: Total_Y

Source: Output data processing SPSS 25

Based on Table 6, the value of a is -2.259 and the value of b_1 is 0.909 and the value b_2 of 0.034 for the multiple linear regression equation were as follows: $Y = -2.259 + 0.909X_1 + 0.034X_2$. Therefore, the figure shows a significant value, meaning there is an influence between Price (X_2) on Customer Satisfaction (Y) of 0.034, where If the price (X_2) increases by one unit, there will be an increase in Customer Loyalty (Y) of 0.034.

4.4 Multiple Correlation Analysis

The closeness of the relationship between the variables of Service Quality (X_1) and Price (X_2) with customer loyalty (Y) was measured using a test correlation, as follows:

Table 7. Recapitulation Calculation Correlation Multiple

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	0.735	0.540	0.513	2.02517

a. Predictors: (Constant), Total_X1, Total_X2

Source: SPSS 25 processing data output

Based on Table 7, it can be seen that the correlation coefficient (R) value is 0.735. According to Sugiyono (2007, p. 231), a score of $0.40 \sim 0.599$ is interpreted as strong. The value of R is currently, which indicates that the influence of Quality Service and Price to Customer Loyalty is very strong.

4.5 F Test

Using a significance of 5% or (0.05) and testing two sides, the significance is $0.05/2 = 0.025$, and F_{table} can be as large as 3.09. Based on the results of the calculation, it can be concluded that the $F_{count} > F_{table}$ ($19.434 > 3.28$) or $0.000 < 0.05$ so H_0 is rejected and H_a is accepted, meaning that the variables Service Quality (X_1) and Price (X_2) globally have a significant influence on Customer Loyalty (Y).

4.6 Coefficient of Determination

Based on the above, it can be seen that the correlation coefficient value is 0.735 and the determination coefficient value is 0.540 or 54%. From the calculation of the determination coefficient above, it can be obtained that the contribution value of the influence of Service Quality (X_1) and Price (X_2) on Customer

Loyalty (Y) is 54%, and the remaining 46% are other factors.

4.7 Hypothesis Testing Results

1. Quality Service (X_1) To Loyalty Customer (Y)

The results of this study show that in a way partial there is a significant influence of service quality on customer loyalty at PT. Ridho Prosperous Sentosa. The equation of the Service Quality variable with Customer Loyalty is $Y = 0.642 + 0.412X_1$ with a contribution value of the variable influence of 32.7%. This result was obtained from respondents who answered questions through this research questionnaire, which resulted in Service Quality showing a calculated t value of 4.124 with a significance level of 0.000 smaller than 0.05. This means that in this study, Service Quality significantly determines Customer Loyalty at PT. Ridho Prosperous Sentosa.

2. Price (X_2) To Customer Loyalty (Y)

The results of this study indicate that there is a significant influence between service quality and customer loyalty at PT. Ridho Makmur Sentosa. The equation of the service quality variable with customer loyalty is $Y = -1.969 + 0.954X_2$, with a contribution value of the variable's influence of 53.9%, and the remaining 46.1% is other factors. These results were obtained from respondents who answered the questions through a questionnaire study, which showed that the t -count of service quality was 6.395 with a significance level of 0.000, which is smaller than 0.05. This means that in this study, Service Quality partially has a significant determinant of Customer Loyalty at PT. Ridho Makmur Sentosa.

3. Quality Service and Price to Loyalty Customer Results Study

This shows that simultaneously, there is a significant positive influence between the variables of Service Quality (X_1) and Price (X_2) on Customer Loyalty (Y) at PT. Ridho Makmur Sentosa. The equation of the variables of Service Quality and Price on Customer Loyalty is $Y = -2,259 + 0.909X_1 + 0.034X_2$, with the value contribution of the influence of the variables being 54% and 46%, respectively. The remaining % is attributed to other factors. These results were obtained from respondents who answered the questions through this research questionnaire, which produced a calculated F value of $19.434 > F$ table 3.27 and significant at $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. The multiple correlation coefficient $R = 0.735$ indicates the magnitude of the influence of Service Quality (X_1) and price (X_2) on Customer Loyalty (Y) at PT. The Ridho Makmur Sentosa coefficient is 0.735, which means it has a strong influence in the same direction, positive.

5. Conclusions

Based on the results of the research and discussion that has been carried out, it can be concluded that the quality variable service is included in the category Good with a flat respondents as large as 4.23. This shows that quality service can walk with good support activities service. Variable X_2 Price is included in the category Enough Good with an average score of 3.85. Matter This show Price Already can walk with Good in support sale service, Variables Y Loyalty Customer variables Loyalty Customers fall into categories Enough good with an average value of 3.21. This shows that customer loyalty can already be felt by customers.

Acknowledgements

The authors would like to thank PT. Ridho Makmur Sentosa for providing customer data and supporting this research, as well as all the respondents who participated. We also express gratitude to the Trisakti Institute of Transportation and Logistics and our colleagues for their constructive feedback.

Author Contributions

PW conceptualized the research, conducted the data analysis, and wrote the manuscript. FA provided assistance with the literature review, data collection, and methodology development. MAH contributed to the theoretical framework and revised the manuscript. All authors approved the final manuscript for submission.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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