

The Effect of Service Quality and Customer Satisfaction on Consumer Loyalty of Transjakarta Bus

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Abstract

This research aims to know the influence of service quality and consumer satisfaction on consumer loyalty. This research was done to 165 respondents, with purposive sampling method with the entire population of consumers Transjakarta Corridor 3 (Kalideres-Pasar Baru). Data analysis used is statistic analysis in the form of Component or Variance Based Structural Equation Modelling. The results of this research shows that service quality has positif significant effect on the customer loyalty with significant probability 2.484 and customer satisfaction has positif significant effect on the consumer loyalty with a significant probability of 4.503 and the value of R Square is 0.358, it can be concluded that 35.8% variable consumer loyalty can be explained by variable quality of service and consumer satisfaction.

Keywords: service quality, consumers satisfaction, consumers loyalty

INTRODUCTION

A. Background

The high population of Indonesia affected the growth rate of vehicles in Indonesia, especially in the city of Jakarta. In this rapidly growing era, transportation is a necessity for the people of Jakarta in carrying out its activities .. Transportation has become a serious problem in Indonesia especially in Jakarta. One of them is the problem of traffic congestion dijakarta that is never finished, due to high growth of vehicle every day. In addition, the high demand for transportation facilities that can reduce traffic congestion and transportation tariffs that can be reached by all circles of society becomes a trigger and encounter many obstacles. Added by the number of public transport and private vehicle fleets operating in the streets of Jakarta City, it causes the congestion level in Jakarta City is getting higher while the infra structure is inadequate.

This critical condition is the evident from the phenomenon of increasing use of motor vehicles in Jakarta from year to year. The effort to unravel congestion and to serve the needs of public transportation for Jakarta community continues to be done by the Provincial Government of DKI Jakarta, one of them by building a fast public transport, the Bus Rapid Transit (BRT), better known as busway or Transjakarta bus. Transjakarta bus is one of the alternatives to reduce traffic congestion and traffic clutter in urban areas. TransJakarta is the first Bus Rapid Transit (BRT) transportation system in Southeast and South Asia operating since January 15, 2004 in Jakarta City in Indonesia. TransJakarta has the longest track in the world (208 km), and has 228 bus stops in 12 corridors (lanes). PT.Transportasi Jakarta is responsible for managing TransJakarta Bus which includes, planning, operation and maintenance.

The use of public transportation services such as TransJakarta bus is one solution in reducing traffic congestion in Jakarta. However, it can not avoid the traffic congestion in urban areas because there is little public awareness of using public transportation services and prefer to use private vehicles and choose other public transportation based technology, such as that is rampant in this city of Jakarta. So the number of consumers of Transjakarta bus users has decreased in certain years. The statement is based on data obtained from Jakarta Transportation Statistics 2015-2016 issued by the Central Statistics Agency of DKI Jakarta Province (Table 1.1) as follows.

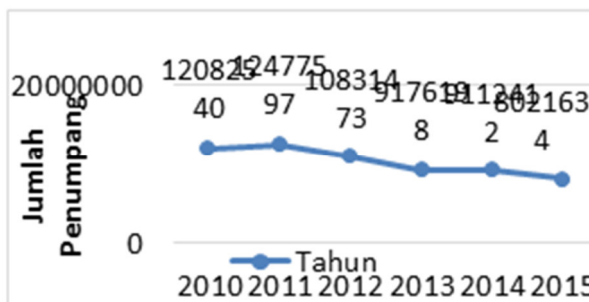
TABLE 1.1
THE DATA TRANSJAKARTA PASSENGERS

NO	YEAR	NUMBER
1	2011	114.7 JUTA
2	2012	111.2 JUTA
3	2013	112.5 JUTA
4	2014	111.6 JUTA
5	2015	102.9 JUTA

Source: DKI Jakarta Transportation Statistic 2015-2016

Based on Table 1.1 the data obtained from Jakarta Transportation Statistics 2015-2016 and issued by the Central Bureau of Statistics of DKI Jakarta Province stated that within 5 years Tranjakarta bus decreased the number of passengers. The decline in the number of passengers of Transjakarta buses is due to a decrease in several corridors. One of them is caused by the decreasing number of passengers in corridor 3 Kalideres - Pasar Baru. (figure 1.2).

Source: Badan Pusat Statistik Provinsi DKI Jakarta



GRAPH 1.2 GRAPHIC NUMBER OF PASSENGER BUS TRANSJAKARTA CORRIDOR 3 ROUTE KALIDERES-PASAR BARU

Based on figure 1.2 above, it can be seen that the decrease in the number of passengers Transjakarta bus corridor 3 Kalidere-Pasar Baru started in 2012 until 2015. TransJakarta Bus Corridor 3 is TransJakarta corridor that serves the route from Terminal Kalidere to Pasar Baru stops. The TransJakarta bus began operation on 15 January 2006, with 16 stops traversed.

Seeing the decreasing of TransJakarta Bus service users which tend to decrease from year to year, especially in corridor 3 of Kalidere-Pasar Baru, it proves the worsening of people's desire to re-use TransJakarta bus service provided by DKI Jakarta government. Although in fact the government of DKI and PT. Transportasi Jakarta have tried to improve the service based on customer satisfaction, that is by increasing the operational hours of Transjakarta bus that is, initially Transjakarta bus service started at 05.00 WIB until 22.00 WIB, and now bus Transjakarta operates to 24 hours. With the increase of Transjakarta bus operational hours, there are not many changes in the increasing number of users, still TransJakarta bus users tend to decline.

Improvement of service to the consumer becomes very important, it is correlated with customer satisfaction (customer satisfaction) until the ultimate goal can increase customer loyalty. In addition, with the support of a complete facility, then surely it will make consumers feel satisfied.

In order for researchers to have a clear direction, then set the objectives of the study as follows:

1. To determine the effect of service quality on consumer loyalty bus TransJakarta Corridor 3.
2. To determine the effect of customer satisfaction on consumer loyalty bus TransJakarta Corridor 3.

B. Research Contribution

1. Practice Contribution

The results of this study can be a reference, evaluation and innovation for TransJakarta Bus company in order to provide optimal service quality for its users, especially related to building and improving customer satisfaction. So it can create loyalty to TransJakarta bus users.

2. Academic Contributions

The results of this study are expected to provide benefits for the development of science, especially in the field of marketing management.

REVIEW OF LITERATURE

A. Quality of Service

According to Kotler and Keller (2009), service quality is a statement of attitudes toward comparison between expectations and performance. Meanwhile, according to Christopher Lovelock, et al (2010), service quality is something that consistently meets or exceeds consumer expectations. According to Lewis and Booms (1983) in Fandy Tjiptono (2011) Quality of service can be defined as the size of how good the level of service provided is able to match consumer expectations. Therefore, whether or not service quality depends on the ability of the company and its staff to meet consumer expectations consistently. If the service received exceeds the customer's expectations, then the service quality is perceived as ideal. Conversely, if the service received is lower than expected, then the quality of services is considered bad.

The element of service quality consists of several dimensions. According to Parasuraman in Lupiyoadi Rambat (2013), namely:

a. Tangible (Tangibles)

Tangible is the company's ability to show its existence to external parties. The appearance and capability of the company's physical facilities and prejudices that are reliable to the circumstances of the surrounding environment are clear evidence of the services provided by the service provider. This includes the physical facilities, equipment and equipment used (technology), and the appearance of employees.

b. Reliability (Reliability)

Reliability is the ability of the company to provide the appropriate services promised accurately and reliably. Performance must be in line with customer expectations that mean punctuality, equal service for all customers without errors, sympathetic attitudes, and with high accuracy.

c. Responsiveness

Responsiveness is a policy to help and deliver prompt and responsive service to the customer, with clear information delivery that will not let the customer wait for a negative perception of service quality.

d. Assurance

Guarantees are knowledge, politeness, and the ability of company employees to grow the trust of customers to the company. This includes several components including communication, credibility, security, competence, and courtesy.

e. Empathy (Empathy)

Empathy is to give a sincere and individualized or personal attention given to customers by trying to understand their curiosity. It is expecting that a company has the understanding, knowledge of the customer, understand the customer's needs.

B. Consumer Satisfaction

According to Kotler and Keller (2009) consumer satisfaction is the feeling of pleasure or disappointment of someone who emerged after comparing the performance (result) of the product thought to the expected performance. The satisfaction of a buyer is known after making a purchase, depending on the performance of the bid in fulfilling the buyer's expectations. If performance is below expectations, consumers are not satisfied. If performance meets expectations, customers are satisfied. If performance exceeds expectations, consumers are very satisfied or happy (Kotler and Keller, 2009).

To determine customer satisfaction, there are five factors that influence consumer satisfaction according to Handi Irawan (2007) in Febriani Bouta (2013), they are among others:

a. Quality of Service

Consumers feel satisfied if they get the services that are good or in accordance with the expected of employees and employees of the company.

b. Product quality

Consumers will feel satisfied after buying and using these products that have quality products. good.

c. Price

Low price is an important source of satisfaction. But usually the price factor is not a guarantee of a product to have a good quality.

d. Emotional factor

Satisfaction is not only because of the quality of the product, but the self-esteem or social value that makes consumers satisfied with the brand of a particular product.

e. Ease to get product or service

Ease to get the product or service

C. Consumer Loyalty

According to Kotler (2009) the notion of loyalty is a deeply held commitment to buy or support a preferred product or service in the future even if the influence of the marketing situation and effort has the potential to cause consumers to switch. Meanwhile, according to Jill Griffin (2005) consumer loyalty is more loyalty refers to the behavior of decision-making units to make a continuous purchase of goods or services of a selected company.

The tools to measure consumer loyalty variables that will be used by researchers, is namely dimensions and indicators of consumer loyalty by Oliver Oliver (1999) in Ellys Cornelia, Nancy Veronica and Endo (2008), including:

a. Cognitive Loyalty

A stage in which the consumer's direct and indirect knowledge of the brand, and its benefits, and proceeds to purchase based on the belief in the superiority offered. At this stage the basic of loyalty is information about the products or services available to consumers.

b. Affective Loyalty

The favorable attitude of the consumer to the brand that is the result of the repeated confirmation of his expectations during the cognitively loyalty stage takes place. At this stage the basis of loyalty is the attitude and commitment of consumers to products and services so that at this stage has formed a deeper relationship between consumers with providers of products or services than in the previous stage.

c. Konatif Loyalty

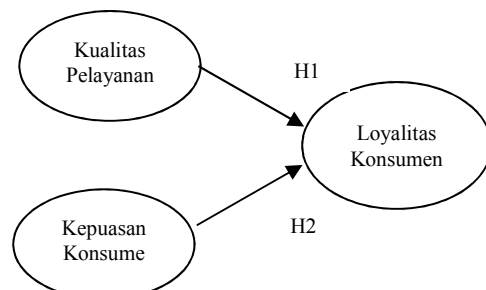
The intention of re-buying is powerful and has a high involvement which is a motivational boost.

d. Action Loyalty

Linking good additions to actions and desires to overcome adversity such as loyalty acts.

D. Framework of Thinking

E. Hypothesis Development



1. The Effect of Service Quality on Consumer Loyalty

The concept of service quality has an influence on loyalty, theoretically in the process can provide a reference in this study. According to Kotler (2003) consumers can often draw conclusions about the quality of a service or service based on their assessment of the place or location, people, equipment, communication tools and prices they see before they decide to buy back in the future.

As in the study of Dulkhatif, Andi Tri Haryono and Moh Mukeri Warso (2016) it showed that the test results of service quality significantly influence consumer loyalty. Therefore the hypothesis developed in this research are:

H1: service quality affects consumer loyalty

1. Effect of Consumer Satisfaction on Consumer Loyalty

Many benefits for the company with the achievement of a high level of customer satisfaction (customer satisfaction), which will increase customer loyalty.

According to Kotler (2009) consumer satisfaction is a perceived performance function of products and consumer expectations. By recognizing that high satisfaction, will lead to high customer loyalty as well.

Paul Ongko Widjojo's research (2013), shows that consumer satisfaction variables have a significant influence on the loyalty of consumers. From these results indicate consumers will tend to be more loyal to the store when they are satisfied with the store. Therefore the hypothesis developed in this research are:

H2: consumer satisfaction affects consumer loyalty

RESEARCH METHOD

A. Time and Place of Study

The place of research that researchers do is Terminal Kalideres Corridor III Jl. Daan Mogot Kalideres Subdistrict, West Jakarta and Grogol Grocery Jl. Kyai Tapa, West Jakarta. In this research process takes research time since April 14, 2016 until January 8, 2017, with the time of research conducted at 13.00 WIB up to 15.00 WIB.

B. Research Design

The research design used by the author is associative causal. According Sugiyono (2014), associative causal design is useful to analyze the relationship between one variable with other variables or how one variable affects other variables. In this study to determine the effect of one or more exogenous variables on endogenous variables by requiring hypothesis testing with statistical tests. In this case to know the influence of service quality and customer satisfaction on consumer loyalty bus TransJakarta C corridor 3 Kalideres-Pasar Baru.

C. Definition and Operational Variables

Sugiyono research variable (2014), is an attribute or nature, or value of people, objects or activities that have certain variations set by the researchers to be studied and drawn conclusions.

In this research there are variables with explanation as follows:

- 1) Exogenous variables, ie variables that affect other variables, but not influenced by the previous variables. As for the exogenous variable is the quality of service and customer satisfaction.
- 2) Variable endogenous variables, ie variables that are influenced or which become due to the endogenous variables. While the endogenous variable is consumer loyalty.

D. Population and Research Sample

1. Population

According to Sugiyono (2014), population is a generalization region consists of objects or subjects that have

certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study is the consumers of TransJakarta Corridor 3 bus service users in Kalideres-Pasar Baru.

2. Sample

According Sugiyono (2014), Sample is part of the number and characteristics possessed by the population. Sampling conducted in this research is according to Sugiono (2014) with technique of non probability sampling, sampling technique which do not give equal opportunity or opportunity for each element or member of population chosen to be sample. Sampling method is done by purposive sampling method, according to Sugiyono (2014) Purposive sampling is a technique of determining samples with certain considerations. Thus, the sample is not randomly drawn but determined by the investigator on the basis of certain considerations.

Determination of the sample size of the population is based on the minimum number of samples indicated by the analyzer used. Because the method of analysis used is with Structural Equation Model (SEM), then the ideal number of samples and representative is between 100-200, depending on the number of parameters that are estimated. According to Hair et al (1995) in Ferdinand (2006) the guidelines are 5-10 times the number of parameters estimated, the number of samples is 5-10 multiplied by the number of indicators. When the indicator variable amounted to 33, then the minimum sample size is $5 \times 33 = 165$ respondents. The consideration taken in determining the sample is the respondents who have used Transjakarta Corridor 3 bus at the Kalideres-Pasar Baru corridor at least 2 times.

E.Data Collection Technique

1. Interview Technique

Method of collecting data obtained is through question and answer directly (face to face) with the consumer. Interview is used as data collection techniques if the researcher wants to do a preliminary study to determine the issues to be researched, and if the researcher wants to know the things of the respondent more deeply and whether the number of respondents is little or small (Sugiyono, 2014).

2. Questionnaire Technique (Questionnaire)

Method of data collection is conducted through questionnaires to consumers who have used Transjakarta Corridor 3 bus into the sample. Questionnaire contains the statements about the identity of respondents and research variables, to find the complete information of the issues discussed. The statement interval in this study is 1-5 with the anchor statement Strongly Disagree (SD) to Strongly Agree (SA).

A. Data Analysis Method

Data analysis method used in this research is *Component or Variance Based Structural Equation Model* where in data processing *Partial Least Square Program (PLS-PLS)* version 3.0 PLS is used. The test steps will be done as follows:

1. Measurement Evaluation (*outer*) Model

a. *Convergent validity*

Convergent validity is testing the convergent validity of each construct indicator. According to Chin in Ghozali (2014), an indicator is said to have good valid if its value is greater than 0.70, while loading factor 0.50 to 0.60 can be considered sufficient. Based on this criterion, then if there is a loading factor below 0.50, it will be dropped or dropped from the model or it can be said that the loading factor will be discarded until the AVE value above (> 0.50) and said to be valid.

b. *Discriminant validity*

Discriminant validity test, reflective indicator can be judged by *crossloading* between indicator with its construct. An indicator is valid if it has the highest loading factor value to the target construct compared to the loading factor to another construct, then the latent construct predicts the size of the block is better than the size of the other block.

c. *Composite reliability*

Testing Composite reliability aims to test the reliability of the instrument in a research model. The construct stated to have good reliability or questionnaire used as a tool of this research has been consistent, if on all variable of value of composite reliability and cronbach alpha $\geq 0,70$.

2. Testing Structural Model or Hypothesis Testing (Inner Model)

a. R-square value

See the value of R-square which is a *goodness-fit test model*. The second test can be seen from the results of R square for endogenous latent variables of 0.67, 0.33 and 0.19 indicates that the model is good, moderate, and weak on the structural model.

b. Goodness of Fit Model

The *Goodness of Fit test* of the structural model in the inner model uses *predictive-relevance* (Q^2) values. A larger Q-square value of 0 (zero) indicates that the model has a *predictive relevance value*.

c. Hypothesis Testing Results (Line Coefficient Estimation)

Estimated value for path relation in structural model should be significant. This value of significance can be obtained by *bootstrapping* procedure. Looking at the significance of the hypothesis is by looking at the value of the parameter coefficients and the significance value of T-statistic on the *algorithm bootstrapping report*, the significant value is seen from the t-table at alpha 0.05 (5%) = 1.96, or the value must be more than 1.96. Then t-table is compared with t-count (t-statistic).

RESULT AND DISCUSSION

A. General Company Overview

TransJakarta is the first Bus Rapid Transit (BRT) transportation system in Southeast and South Asia that started operating since February 1, 2004 in Jakarta, Indonesia. In 2015, TransJakarta changed its status form of BUMD (Badan Usaha Milik Daerah). And, changed its name to PT.Transportasi Jakarta. The TransJakarta system is designed on the basis of the successful TransMilenio system in Bogota, Colombia. TransJakarta is a BRT system with the longest track in the world (208 km), and has 228 BRT stations (previously called bus stops) spread over 12 Corridors (lines), which initially operated from 05.00 - 2.00 WIB, and now operates 24 hours in most corridor.

B. Data Quality Test Results

1. Evaluasi Measurement (outer) Model

a. Test Results *Convergent Validity*

An indicator is said to have good valid if its value is greater than 0.70, while loading factor 0.50 to 0.60 can be considered enough. Based on this criterion, then if there is a loading factor below 0.50, it will be dropped or dropped from the model or it can be said that the loading factor will be discarded until the AVE value above (> 0.50) and said to be valid. By looking at the output of correlation between the indicator with the construct as shown in the table and structural image below:

TABLE 4.9
CONVERGENT VALIDITY TEST RESULTS

Variabel	Indikator	Outer Loading	Keterangan
Kualitas Pelayanan	KP1	0.613	Valid
	KP10	0.770	Valid
	KP11	0.696	Valid
	KP12	0.746	Valid
	KP13	0.692	Valid
	KP14	0.740	Valid
	KP15	0.617	Valid
	KP16	0.783	Valid
	KP17	0.713	Valid
	KP18	0.615	Valid
	KP2	0.617	Valid
	KP3	0.624	Valid
	KP4	0.699	Valid
	KP5	0.678	Valid
	KP6	0.277	Tidak Valid
	KP7	0.318	Tidak Valid
	KP8	0.735	Valid
	KP9	0.495	Tidak Valid
Kepuasan Konsumen	KK.1	0.846	Valid
	KK.2	0.845	Valid
	KK.3	0.869	Valid
	KK.4	0.840	Valid
	KK.5	0.879	Valid
	KK.6	0.813	Valid
Loyalitas Konsumen	LK.1	0.833	Valid
	LK.2	0.887	Valid
	LK.3	0.891	Valid
	LK.4	0.859	Valid
	LK.5	0.864	Valid

Source : Output PLS

Based on Table 4.9 and Figure 4.1 above, the KP6, KP7 and KP9 indicators have a *loading factor* value

<0.50 and are invalid. Therefore, the indicator will be omitted from the model. Here are the outputs of the omission of indicators and recalculation:

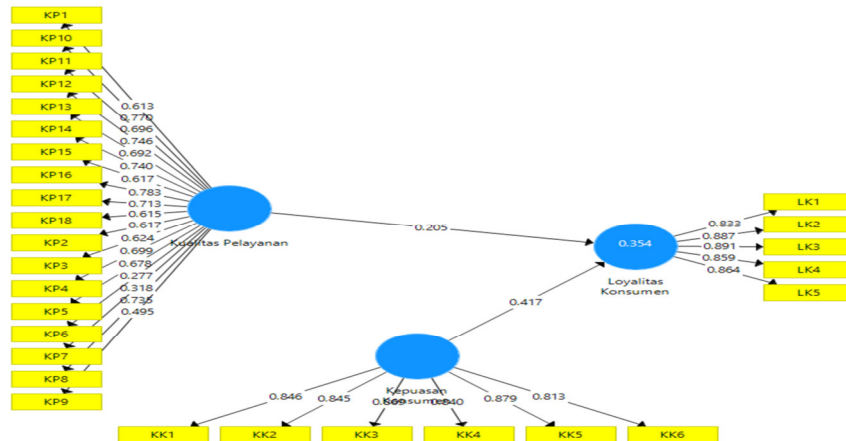


FIGURE: 4.1 RESULT OF ALGORITHM PLS

**TABLE 4.10
 CONVERGENT VALIDITY TEST RESULT (LAST MODIFICATION)**

Variabel	Indikator	Outer Loading	Keterangan
Kualitas Pelayanan	KP10	0.777	Valid
	KP11	0.679	Valid
	KP12	0.743	Valid
	KP13	0.712	Valid
	KP14	0.761	Valid
	KP15	0.618	Valid
	KP16	0.801	Valid
	KP17	0.741	Valid
	KP18	0.656	Valid
	KP3	0.603	Valid
	KP4	0.706	Valid
	KP5	0.663	Valid
	KP8	0.732	Valid
	Kepuasan Konsumen	KK.1	0.846
KK.2		0.845	Valid
KK.3		0.869	Valid
KK.4		0.840	Valid
KK.5		0.879	Valid
KK.6		0.813	Valid
Loyalitas Konsumen	LK.1	0.833	Valid
	LK.2	0.886	Valid
	LK.3	0.891	Valid
	LK.4	0.859	Valid
	LK.5	0.865	Valid

Source: Output PLS

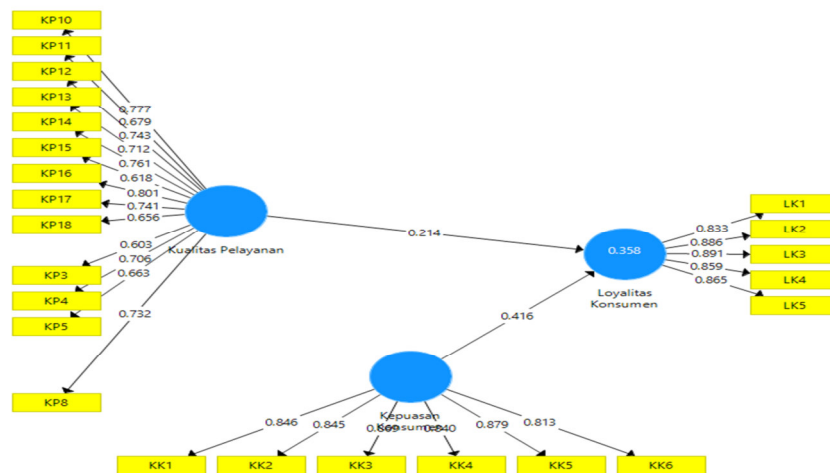


FIGURE 4.2 ALGORITHM PLS RESULTS (LAST MODIFICATION)

After some modifications have been made on some indicators that have a factor loading value below 0.50 and is not significant. In addition, by modifying up to the AVE value, it is said to be valid, ie until each construct value > 0.50. Therefore, the indicator will be omitted from the model and until the final AVE value is above 0.50. The omitted indicators are KP6, KP7, KP9, KP1 and KP2. Thus, the result of the modification of convergent validity test in Table 4.10 and Figure 4.2 states that the indicator has met the convergent validity because it has a factor loading value above 0.50 and the AVE value is greater than 0.50.

b. *Discriminant Validity*

The measurement model with reflexive indicators is seen based on cross-loading with constructs. The construct correlation with the measurement item is greater than the size of the other constructs, indicating that the latent construct predicts the size of the other block.

**TABLE 4.11
 DISCRIMINANT VALIDITY TEST RESULT (CROSS-LOADING)**

Indikator	Kualitas Pelayanan	Kepuasan Konsumen	Loyalitas Konsumen
KP.10	0.777	0.598	0.442
KP.11	0.679	0.575	0.366
KP.12	0.743	0.656	0.445
KP.13	0.712	0.570	0.411
KP.14	0.761	0.590	0.435
KP.15	0.618	0.515	0.278
KP.16	0.801	0.612	0.413
KP.17	0.741	0.530	0.425
KP.18	0.656	0.394	0.377
KP.3	0.603	0.473	0.314
KP.4	0.706	0.500	0.311
KP.5	0.663	0.618	0.344
KP.8	0.732	0.563	0.343
KK.1	0.736	0.846	0.521
KK.2	0.704	0.845	0.457
KK.3	0.645	0.869	0.482
KK.4	0.632	0.840	0.474
KK.5	0.615	0.879	0.544
KK.6	0.653	0.813	0.482
LK.1	0.454	0.459	0.833
LK.2	0.414	0.505	0.886
LK.3	0.453	0.497	0.891
LK.4	0.478	0.529	0.859
LK.5	0.529	0.531	0.865

Source: Output PLS

From table 4.11 it can be seen that the correlation of construct KP (Quality of Service) with its indicator is higher than correlation of KP indicator with other construct (KK and LK). Then correlation construct KK (Consumer Satisfaction) with indicator higher than correlation of construct indicator KK with other construct

(KP and LK). The correlation of LK construct (Consumer Loyalty) with the indicator is higher than the correlation of LK indicator with other constructs (KP and KK).

c. *Composite Reliability dan Cornbachs Alpha*

TABEL 4.12
HASIL PENGUJIAN COMPOSITE RELIABILITY

Variabel	Composite Reliability	Keterangan
Kualitas Pelayanan	0.929	Reliabel
Kepuasan Konsumen	0.939	Reliabel
Loyalitas Konsumen	0.938	Reliabel

Source: Output PLS

TABEL 4.13
HASIL PENGUJIAN CRONBACH'S ALPA

Variabel	Cronbach's Alpha	Keterangan
Kualitas Pelayanan	0.917	Reliabel
Kepuasan Konsumen	0.922	Reliabel
Loyalitas Konsumen	0.917	Reliabel

Source: Ouput PLS

Based on the above table can be described that the results of composite reliability testing and cronbach alpha show satisfactory value, that is all latent variables such as Service Quality, Consumer Satisfaction and Consumer Loyalty has a very high reliability where the value of composite reliability and cronbach alpha ≥ 0.7 . This means that the questionnaire used as a tool in this study has been reliable and consistent.

2. Structural Model Testing or Hypothesis Test (Inner Model)

a. *R-square Value Testing Result*

TABLE 4.14
R² VARIABEL ENDOGEN RESULT

Variabel Endogen	R Square
Consumer Loyalti	0.358

Source: Ouput PLS

The influence model of Exogenous Variables (Quality of Service and Consumer Satisfaction) on Consumer Loyalty gives R-square value of 0.358 which can be interpreted that constructive variability of Consumer Loyalty which can be explained by constructive variability of Service Quality and Consumer Satisfaction of 35.8% while 64.2% is explained by other variables outside of the studied.

b. *Goodness Fit Model*

The predictive relevance value is obtained by the formula:

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0.358)$$

$$Q^2 = 1 - (0.642)$$

$$Q^2 = 1 - 0.642$$

$$Q^2 = 0.358$$

The above calculation results show the predictive-relevance value of 0.358 (> 0). It means that 35.8% variation on Consumer Loyalty variable (endogenous variable) is explained by the variables used. Thus the model is said to be worthy of having a relevant predictive value.

c. *Hypothesis Testing (Line Coefficient Estimation)*

TABLE 4.15
HYPOTHESIS TESTING RESULT

	Original Sample	Stdev	T-Statistics	Ket
KP-> LK	0.214	0.086	2.484	Positif - Signifikan
KK -> LK	0.416	0.092	4.503	Positif - Signifikan

Source: Output PLS

C. Discussion

1. *The Effect of Service Quality on Consumer Loyalty*

Based on the results of the first hypothesis in this study showed that the quality of service has a positive and significant impact on consumer loyalty, with a significant value of 2.484. This indicates that the ups and downs of consumer loyalty on TransJakarta Corridor 3 buses depends on the ups and downs of the level of service quality provided by the company.

The results of this study are in accordance with the theory Kotler (2003) that to make buyback consumers assess based on the quality of services or services provided. In addition, the results of this study are in line with

Dulkhatif research, Andi Tri Haryono and Moh Mukeri Warso (2016) which proves that service quality significantly affects consumer loyalty. And strengthened by Feibe Permatasari Karundeng (2013) quality of service influence on consumer loyalty.

2. The Effect of Consumer Satisfaction Against Consumer Loyalty

Based on the results of the second hypothesis in this study showed that customer satisfaction has a positive and significant impact on consumer loyalty, with a significant value of 4,503. This indicates that with increasing consumer satisfaction, it can also increase consumer loyalty of TransJakarta Corridor 3 bus users.

This is in accordance with the theory according to Kotler (2009) by recognizing that high satisfaction will lead to high customer loyalty as well. In addition, the results of this study are in line with the research of Paul Ongko Widjojo (2010) which proves that the variable of customer satisfaction has a significant effect on the occurrence of consumer loyalty. And reinforced by (Tulandi Riry Anggia, Lotje Kawet and Imelda Ogi (2015) satisfaction has a significant effect on consumer loyalty.

5. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the data analysis and discussion presented in the previous chapter, it can be presented several research conclusions as follows:

1. Quality of service affects the loyalty of consumers TransJakarta Corridor 3. This means the higher the quality of service the higher the level of customer loyalty Transjakarta Corridor 3 buses, otherwise the lower the quality of service the lower the level of customer loyalty bus TransJakarta Corridor 3.
2. Consumer satisfaction affects the loyalty of consumer TransJakarta Corridor 3. This means the higher the quality of service, the higher the loyalty level of Transjakarta bus Corridor 3 users, the lower the service quality the lower the loyalty level of TransJakarta Corridor 3 bus customers.

B. Suggestion

After seeing the conclusions obtained from the data processing based on the description of respondents' answers, then there are suggestions that can be used as consideration for Transjakarta or for further research as follows:

1. For the Government/Company

To improve consumer satisfaction, the Government or Transjakarta needs to provide and display the arrival time board and depart the bus at each stop, so that the consumers of Transjakarta bus users know the bus operational schedule.

In addition, there is an increase in maximizing the available facilities, such as in the Transjakarta bus by turning on electronic announcement boards and loudspeakers to provide information about the bus stop that will be passed or an appeal to consumers of TransJakarta bus users. In addition, there needs to be an increase in the provision of safety and CCTV facilities within Transjakarta Corridor 3 bus stops such as Wifi facilities and adequate seating for bus users to wait for TransJakarta buses to arrive. By maximizing the available facilities, then consumers will feel more satisfied with the quality of service.

2. For Further Research

It is suggested for further research that researcher can develop more about other variables because consumer loyalty can also be influenced by other variables, such as customer value, brand image, and trust. So it can be used as a reference to examine the variables that have not been explained in this study.

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