

The Influence of Service Quality and Consumer Trust on Consumer Loyalty of Sociolla

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Abstract

This study was conducted to determine the results of the effect of service quality and trust on customer loyalty through the purchase decision of Carousel. This study uses descriptive research, with the SPSS analysis technique and non-probability sampling technique using the Bernoulli formula to determine the number of samples that will be used in this study as a sample, after calculating the sample with the Bernoulli formula, there are 96 respondents which are then rounded up to 100 respondents. The conclusion of this study is based on the results of hypothesis testing and this suggests that the influence of independent variable service quality and consumer confidence on customer loyalty was 44.5% while the remaining 55.5% was influenced by other factors not studied in this study.

Keywords

Service Quality, Promotion Management, Loyalty, Business Administration

1. Introduction

Seeing the number of internet users in Indonesia, especially nowadays the internet has a considerable role that helps every community activity, especially in terms of fulfilling daily needs. The development of internet technology also influences the changing shopping patterns of consumers, so that from small businesses to large companies also turn to the digital world to grow their businesses. And currently the number of e-commerce actors in Indonesia is also increasing. In the report about the data of the top 10 frequently visited e-commerce in Indonesia, Shopee ranked first with 71.53 million clicks per month in the first quarter of 2020. Cosmetic market segment is very promising and experiencing good growth, Seeing today people make beauty products as their main needs, and the growth of e-commerce in Indonesia is increasing, the beauty industry began to transform to implement its business into a digital-based to facilitate Indonesians in making purchases online. The beauty industry in Indonesia is currently on the rise. In the face of fairly tight competition, Present one of the E-commerce sociolla, is an e-commerce that only focuses on the provision of cosmetic and skincare products only, so it is not surprising if Sociolla is in great demand and sought after by consumers, especially women lovers of cosmetics and skincare who are certainly looking for quality , complete, and reliable products. Although the number of visitors soco by Sociolla application is high, but SOCO by Sociolla is not ready to provide the best service to its consumers, judging by the many comments about the kluhan that is presented to the SOCO by Sociolla Application. Based on research [2 iprice] Sociolla experienced a 236% increase in the number of web visits compared to the first quarter of 2018, and in the first quarter of 2019 access to

the web soared to 4.8 million visits. But along with the soaring visitors in Sociolla, Sociolla was overwhelmed and not ready to provide the best service to its customers, judging by the many comments about complaints expressed to the SOCO by Sociolla Application.

Based on the results of the pre-survey that has been conducted, variable quality of service dimension Of Service Quality that most complained consumers namely Empathy, judging by the question of Whether call center SOCO by Sociolla can solve the problem quickly get the answer No most is 63.3% this is related to many consumer complaints about Call Center SOCO by Sociolla which is very slow to handle the problem , according to consumers complaints are indeed responded to but the problem is not followed up. According to [3] quality is a gamble for the reputation of the deer. Quality is the appearance of products or performance that is the main ba-gian of the company's strategy in order to achieve a strong advantage, both as a leader and market innovator. The most complained about consumer confidence variable is that consumers feel unsafe, judging by the question about I believe that the website / application SOCO by Sociolla is safe from fraud that gets the highest percentage of 56.7%. This happens because the shopping history found in the app is often lost so that users can't track their purchases. According to [3] Trust is the pillar of the business, where building and creating consumers are one of the most important factors in creating consumer loyalty. Trust arises when those involved have received assurances from other parties. In the dimension of Customer Loyalty, judging by the question about website / application SOCO by Sociolla be your first choice in shopping beauty products got the highest percentage of 76.7%. That customer loyalty here is still a problem, most consumers do not make SOCO by Sociolla as its first choice, because of the lack of trust in sociolla so it does not make it the first choice. According to [4] customer loyalty is a form of strong commitment from customers to use the company's goods or services over a long period of time and or make a repurchase Based on the background that has been presented before, the authors conducted a study entitled "The Influence of Service Quality and Consumer Confidence on Customer Loyalty In Sociolla Application".

2. Literature Review

Management According to Priansa, Doni Juni (2017) marketing management is a science and art in carrying out management functions consisting of planning, organizing, actualizing, and controlling in order to convey the products and values contained therein from the manufacturer to consumers. Quality of Service According to Tjiptono, Fandy dan Gregorius Chandra. (2016) the quality of service contributes significantly to the creation of differentiation, positioning, and competitive strategies of each marketing organization, both manufacturing companies and service providers. Consumer Confidence According to Trisusanti, Yelli. (2017). trust is a key intermediary in building long-term relationships for consumers who have a high relationship orientation towards the company. Customer Loyalty According to Kotler, Philip and Kevin Lane Keller. (2016). Customer loyalty is a form of strong commitment from customers to use the company's goods or services over a long period of time and or make a repurchase. Based on research questions and theoretical frameworks, the authors formulate several things regarding hypothesis that: "There is a positive and significant effect between service quality and consumer trust on consumer loyalty on Sociolla App "

3. Methods

This study uses a type of descriptive research causality with quantitative research methods. Sampling techniques using nonprobability sampling techniques with samples involving 385 respondents. Data analysis techniques using descriptive analysis and multiple linear regression analysis with the help of SPSS version 25. According to Sekaran and Bougie (2017) population refers to a group of people, events, or things of general interest that the researcher wants to investigate. The population in this Study is customers who have traded and/or purchased at least 2 times in the Sociolla app. However, the number of customers who make a sell and/or buy transaction on the Sociolla app is unknown, as the number of users who downloaded the Sociolla app does not represent the number of users transacting in the Sociolla app. According to Sekaran and Bougie (2017) An example is part of a population consisting of a number of members selected from a population. Given the uncertainty of the number of populations that can not be described only by the number of users of the Sociolla application, therefore in determining the number of samples will be determined using the formula Cochran in Sugiyono (2018:125) as follows:

$$n=(z^2 pq)/e^2$$

Description:

n = number of samples

z^2 = Z value of required confidence level

p = probability rejected

q = probability of acceptance (1-p)

e = maximum tolerance miscarriage (0.1)

In this study using a level of thoroughness (α) 5%, a confidence level of 95% so that obtained a value of $Z = 1.96$. The error rate is determined at 5%. Meanwhile, the probability of the questionnaire being true (accepted) or false (rejected) is 0.5 each. Based on the above formula, the following results are obtained:

$$n = \frac{[1.96]^2 \cdot 0.5 \cdot 0.5}{0.025}$$

$$n = 0.9604 / 0.0025$$

$$\text{No. } 384.16 \approx 385$$

Based on the results of the sample count, the figure was obtained 384.16 for the minimum sample count, but the authors rounded up to a minimum of 385 respondents to reduce errors in questionnaire filling. Although the number listed as many as a minimum of 385 respondents, the authors will collect as many samples as possible to obtain more valid results.

Table 1. Descriptive Analysis Results

<i>Variable</i>	<i>Value</i>	<i>Description</i>
<i>Quality of Service (X1)</i>	73%	Good
<i>Consumer Confidence (X2)</i>	71%	Good
<i>Customer Loyalty (Y)</i>	70%	Good

4. Results and Discussion

Based on the table above can be seen that the overall variable Quality of Service (X1) in the category of good with a percentage value of 73%. This shows that the Sociolla Application has done to five dimensions of variable quality of service well that is to create an application display that facilitates consumers, have the speed and timeliness of delivery, provide fast and accurate information, provide good service to consumers and understand the wants and needs of consumers. Variable Consumer Confidence (X2) is also in the good category with a percentage value of 71%. It can be concluded that Sociolla application has implemented well three-dimensional variables of consumer confidence, namely consumers believe in using services from companies, consumers believe in the services provided by the company, and consumers believe the company will protect the wealth of consumers. Then overall the Customer Loyalty (Y) variable is in either category with a percentage value of 69%. It can be concluded Sociolla application has implemented to four dimensions variable customer loyalty and well maintain customer loyalty ie dimensions Repeat Buyer, Purchases Across Product and Service Lines, Refers Other, and Demonstrates Immunity to the full of competitions.

Table 2. Multiple Regression Analysis

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	That's it, that's
(Constant)	.807	.887		.911	.363
Quality of Service	.317	.033	.528	9.507	.000
Consumer Confidence	.457	.071	.395	6.473	.000

1. Dependent Variable: Customer Loyalty

From Table 2. above obtained the following equation:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 0.807 + 0.317X_1 + 0.457X_2$$

Based on the equation, it can be concluded that there is a positive influence between the variable Quality of Service and Consumer Confidence with the variable Customer Loyalty. This means that if the Quality of Service and Consumer Confidence is improved then the variable customer loyalty will increase.

Table 3. F Test Results ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	13619.023	2	6809.551	551.667	.000 ^b
Residual	4715.221	382	12.344		
Total	18334.244	384			

1. Dependent Variable: Customer Loyalty
2. Predictors: (Constant), Consumer Confidence, Quality of Service

Based on table 3, the $F_{table} > count$ ($551,667 > 2.9957$) and its significance level is $0.000 < 0.05$. This suggests that H_0 is rejected and H_a is accepted, meaning that the quality of service and consumer confidence together have a significant impact on customer loyalty.

Table 4. T Test Results

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	That's it, that's
(Constant)	.807	.887		.911	.363
Quality of Service	.317	.033	.528	9.507	.000
Consumer Confidence	.457	.071	.395	6.473	.000

1. Dependent Variable: Customer Loyalty

Based on Table 4 above can be seen that:

1. Variable service quality (X1) has a value of t_{hitung} (9,507) $>$ t_{tabel} (1,960) and significance level of $0.000 < 0.05$, then H_0 is rejected and H_a accepted. Meaning that partially there is a significant influence of Service Quality (X1) on Customer Loyalty (Y).
2. Consumer Confidence Variable (X2) has a value of t_{hitung} (6,473) $>$ t_{tabel} (1,960) and significance level of $0.000 < 0.05$, then H_0 is rejected and H_a accepted. This means that there is partially a significant influence of Consumer Confidence (X2) on Customer Loyalty (Y).

Table 5. Determination Coefficient Test Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.862 ^a	.743	.741	3.513

1. Predictors: (Constant), Consumer Confidence, Quality of Service
2. Dependent Variable: Customer Loyalty

Table 5 shows that the R value is 0.862 and the square R (R^2) is 0.743. The figure is used to see the magnitude of the influence of Quality of Service and Consumer Confidence on Customer Loyalty simultaneously. How to calculate R square using coefficient of determination (KD) by using the following formula:

$$KD = R^2 \times 100\%$$

$$KD = (0.862)^2 \times 100\%$$

$$KD = 74.3\%$$

The number indicates the coefficient of determination (KD) of 74.3%. This suggests that the influence of independent variable service quality and consumer confidence on customer loyalty was 44.5% while the remaining 55.5% was influenced by other factors not studied in this study.

5. Conclusion

Based on the results of the study "The Effect of Service Quality And Consumer Confidence On Consumer Loyalty In Sociolla Application", can be concluded as follows:

1. The quality of service in the eyes of respondents as a whole is in a good category
2. Consumer Confidence in the eyes of respondents as a whole is in a good category

3. Customer Loyalty in the eyes of respondents as a whole is in a good category of
4. The Quality of Service and Consumer Confidence simultaneously have a significant impact on Customer Loyalty soco by Sociolla Application
5. Service Quality and Consumer Confidence partially affect Customer Loyalty SOCO by Sociolla Application. The amount of simultaneous influence of service quality and consumer confidence on customer loyalty was 74.3% and the remaining 25.7% was influenced by other factors not studied in this study.

Based on the conclusions outlined above, researchers have some suggestions that if used as input material for future improvement for soco by Sociolla application that is recommended that the application soco by Sociolla more attention to the interests of consumers and understand complaints from consumers, be it about the product and services provided, by providing appropriate information to consumers about the complaints they feel and improve ser ta evaluate related to the work system of Customer service to be faster to respond, by providing training to employees, it is recommended that the SOCO by Sociolla application is more innovative in providing promos to consumers. For example, SOCO by Sociolla should provide promo prices without a minimum number of transactions, because not all consumers spend large amounts. This will attract consumers to transact. it is recommended that SOCO by Sociolla increase.

This study only examines the influence of service quality and consumer confidence on customer loyalty, so for the next researcher is suggested, Conduct research on similar applications or e-commerce by using the same variables so that the results can be used as comparison material., Conduct research using other indicators as a tool to quantify the variables studied and use new theories that are more rele-van so as to expand the science of libraries, Conduct research on other factors beyond the variable quality of service and trust that are the factors of customer loyalty.

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