

The Effect Of Service Quality, Customer Satisfaction, And Company Image On Customer Trust At Pt. Air Minum Giri Menang (Perseroda) Mataram Area

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ABSTRACT

The aims of this study are: (1) To analyze the effect of Service Quality on Customers at PT. Air Minum Giri Menang (Perseroda) Mataram area, (2) To analyze the interest in the Company's Image in PT. Air Minum Giri Menang (Perseroda) Mataram area, (3) To analyze the influence on customers at PT. Air Minum Giri Menang (Perseroda) Mataram area, (4) To analyze the effect of Corporate Image on Customer Trust in PT. Air Minum Giri Menang (Perseroda) Mataram area. This type of research is causal quantitative research. The method of data collection carried out by the researcher is the Sampling method. The sample in this study were customers of PT. Air Minum Giri Menang (Perseroda) Mataram area as many as 150 people. The data collection tool used in this study was a questionnaire. The data analysis tool uses Smart PLS analysis. The conclusions from the research that can be drawn are (1) Service Quality has a positive and significant effect on the goals of PT. Air Minum Giri Menang (Perseroda) Mataram area, (2) Customer goals have a positive and significant effect on Customer Trust at PT Air Drinking Giri Menanang (Perseroda), (3) Customer goals have a positive and significant impact on Customer Company Image at PT. Air Minum Giri Menang (Perseroda), (4) Corporate Image has a positive and significant effect on Customer Trust PT. Air Minum Giri Menang (Perseroda) Mataram area.

Keywords: Service Quality, Customers, Company Image

INTRODUCTION

In the era of the economy that has entered the era of globalization, business people feel increasingly fierce business competition. Therefore, it is the obligation of business people to gain a competitive advantage to win the competition, and companies must pay attention to aspects of customer trust. This customer trust plays a crucial role in the success of a company to be able to compete. Customer trust becomes the goal for strategic market planning (Kotler, 1997). In addition, it is also used as the basis for sustainable competitive development, namely advantages that can be realized through marketing efforts (Dick and Basu, 1994). Customer trust positively affects company profits by reducing costs and increasing revenue per customer (Berry, 1995 in Thureau, 2002). Considering the cost reduction effect, it reports that maintaining customer trust would cost less than acquiring a new customer, and the cost of retaining a customer decreased throughout the phases of the relationship life cycle. According to Parasuraman et al. in Lupiyoadi and Hamdani (2006: 182) divides service quality into five main dimensions consisting of Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

In addition to paying attention to customer trust, customer satisfaction must also be a concern. Customer satisfaction will be a guideline to direct the entire organization towards meeting customer needs to become a source of sustainable competitive advantage. From the consumer's perspective, many complaints and consumer rights are ignored regarding exorbitant prices, slow and unfriendly service, adverse promotions, inadequate after-sales guarantees, low quality of products and services. If not anticipated properly by the entrepreneur, the difference between expectations and reality obtained by the entrepreneur will be a boomerang for the entrepreneur himself.

Companies operating in the service and goods sector will consider policies regarding how important the quality of service provided is compared to the satisfaction received by customers, which is more important between making customers satisfied or running the perceived service quality at the maximum level. Service quality and customer satisfaction are different concepts with the argument that perceived service quality is a form of attitude, comprehensive evaluation in the long term. In contrast, satisfaction indicates a certain transaction size. Therefore, satisfaction lasts in the short term. Therefore, the higher the level of perceived service quality, the higher the customer satisfaction.

This statement confirms that there is a close relationship between service quality and customer satisfaction. (Parasuraman, 1988: 16). Quality gives impetus to customers to establish close relationships with the company to enable the company to carefully understand the expectations and needs.

According to Kotler (2014: 150), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result). In contrast, Tse and Wilton in Tjiptono (2012:311) suggest that customer satisfaction is the customer's response to the evaluation of perceptions of the difference between initial expectations before purchase and the product's actual performance perceived after using or consuming the product in question. Customer satisfaction can be influenced by service quality. Cristobal, et al. (2007) stated that service quality directly impacts customer satisfaction, which will increase company profits.

Several previous researchers have conducted research related to the relationship between service quality and customer satisfaction. For example, Kuo et al. (2009) showed that service quality has a direct and significant effect on customer satisfaction. Likewise, the results of research conducted by Lee (2010) found that service quality has a direct and significant effect on customer satisfaction. While somewhat different findings made by Kim, et al. (2006) in his research show the service quality factor, namely responsiveness, does not directly and insignificantly affect customer satisfaction.

Corporate image is a process (MacInnis and Price in Aydin and Ozer, 2005). Starting from the ideas, feelings, and experiences of consuming companies obtained from memory and converted into mental images (inner) (Yullie and Catchpole in Aydin and Ozer, 2005). Creating a positive or good corporate image can be done by helping customers see the product's features in the best way possible, doing everything possible to display a positive image of the company and services, and developing relationships that can make customers feel privileged and valued personally.

Confidence or trust is an important factor that can overcome crises and difficulties between business partners, but it is also an important asset in developing long-term relationships between organizations. An organization must recognize the factors that can shape the trust to create, manage, maintain, support, and enhance the level of customer relationships (Zeineldin, et al., 1997; Zeineldin, 1998). Doney and Cannon in Aydin and Ozer (2005) state that trust is a calculative process between the costs incurred and the results obtained. The good service received now will continue in the future so that service quality positively affects trust.

Aspects of service quality, job satisfaction, corporate image, and customer trust are always expected and expected to be continuously improved by each company to maintain the company's existence and sustainability. This is also pursued by PT Airminum Giri Menang (Perseroda) as a public service institution that is obliged to serve the community to meet basic needs, namely water, according to the service framework stipulated in Law Number 25 the Year 2009 concerning Public Services.

To continue to build public trust in public services, PT Air minum Giri Menang (Perseroda) continues to make improvements and improve services in line with the expectations and demands of the community as the company's consumers. This service improvement and improvement is implemented by developing excellent service strategies to increase customer satisfaction and loyalty.

Furthermore, in 2020 the company has surveyed to measure the level of service quality and customer satisfaction. Based on the customer satisfaction survey results in 2020, out of 531 respondents, the level of

customer satisfaction of PT Airminum Giri Menang (Perseroda) consists of technical and non-technical services overall is 85.5% Satisfied. However, the remaining 14.5% are still dissatisfied.

The objectives of this research are as follows:

- 1) To analyze the effect of Service Quality on Customer Satisfaction
- 2) To analyze the influence of customer satisfaction on the corporate image
- 3) To analyze the influence of Customer Satisfaction on Customer Trust
- 4) To analyze the effect of corporate image on customer trust.

LITERATUR REVIEW AND HYPOTHESES DEVELOPMENT

According to Kotler (2014: 150), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result). In contrast, Tse and Wilton in Tjiptono (2012:311) suggest that customer satisfaction is the customer's response to the perception evaluation of the difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product in question. Thus, customer satisfaction is not an absolute concept but relative or depends on what customers expect. Customer satisfaction arises from customer desires, and customer expectations are better fulfilled as customers should accept them. So efforts to improve and improve customer satisfaction is a good long-term strategy and requires partnerships both in terms of funds and human resources that the company must carry out.

Service quality, according to Tjiptono (2011: 59) states "service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires." Furthermore, according to Lewis and Booms (in Tjiptono, 2012: 157), the measure of how well the level of service provided can match customer expectations. Meanwhile, according to Goeth and Davis, quoted by Tjiptono (2012: 51) states that quality is a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations.

Service quality has an important role in creating customer satisfaction. The customer's perception of the company's service is good or not depending on the suitability and desire of the service obtained. Service provider companies, the services provided are a measure of customer satisfaction. If the perceived service quality is smaller than expected, the customer will feel disappointed and dissatisfied and have other negative impacts on the company.

Previous research conducted by Hudin Ris Nur Amin, Edy Yulianto, and Yusri Abdillah (2014) in their journal said that there was a direct relationship and a significant influence between service quality and customer satisfaction. The influence of service quality and customer satisfaction is also strengthened by previous research conducted by Inka Janita Sembiring, Suharyono, and Andriani Kusumawati (2014), which states that service quality has a direct and significant effect on customer satisfaction.

It concluded that the service quality of service could affect customer satisfaction. The better the quality of service provided by the company to customers, the greater the influence on customer satisfaction. Therefore, the company must provide the best possible service to affect customer satisfaction and benefit from it positively.

Hypothesis 1: The higher the service quality, the higher the customer satisfaction.

Corporate Image is defined as the perception of a company that is reflected in the associations contained in consumers' memory (Keller, 1993). Nguyen and Leblanc (2001) state that corporate image relates to physical and company-related attributes such as name, building, product/service to influence the quality that everyone communicates to be interested in the company.

Elements of the corporate image according to Kotler and Keller (2013):

1. Personality. Overall characteristics that the target public understands, such as a company that can trust, a company that has a responsibility.
2. Reputation. Rights that have been exercised by the company and believed by the target public based on their own experience and those of other parties, such as the security performance of a bank's transactions.
3. Score. The values of a company, in other words, corporate cultures, such as the attitude of management who cares about customers, employees who are quick to respond to customer requests and complaints.

4. Company identity. Components that facilitate introducing the target public to the company such as logos, colors, and slogans.

Satisfied consumers are consumers who receive more added value from the company. Satisfying consumers means providing additional products or services, services, or systems used (Evans and Taskin, 1994). Customer satisfaction is precious to maintain these customers' existence to keep the business or business running.

Hypothesis 2: The higher the customer satisfaction, the higher the corporate image.

Doney and Cannon in Aydin and Ozer (2005) state that trust is a calculative process between the costs incurred and the results obtained. The good service received now will continue in the future so that service quality positively affects trust. According to the theory of Trust-Commitment (Morgan and Hunt, 1994), trust is a key variable to maintain a long-term relationship, including a brand. Therefore, in line with the concept of relationship marketing, trust in the brand will affect brand loyalty. This is because trust creates a reciprocal relationship with very high value. So it can say that loyalty is a continuous process due to the formation of trust in the brand (Morgan and Hunt, 1994).

Garbarino and Johnson (1999), that trust is formed from past experiences and previous interactions so that consumers get satisfaction as in the research of Engel (1990) and Pawitra (1993), assessing satisfaction with a particular company because both are closely related to the concept of customer satisfaction.

Hypothesis 3: the higher the customer satisfaction, the higher the customer's trust.

In their research, Aydin and Ozer (2005) suggested that trust has a relationship with company image. Fishbein and Ajzen in Aydin and Ozer (2005) state that attitude is functionally related to interest, predicting a behavior. Consequently, the company's image as an attitude affects interests such as customer trust (Johnson et al., 2001).

Hypothesis 4: The better the corporate image, the higher the customer trust.

METHODS

The type of research used in this research is causal research. The number of samples that can take is at the minimum sample limit in this study, 150 people. This study uses SEM Partial Least Squares (PLS) analysis. SEM PLS analysis was used according to the problems studied. The condition of the number of samples was not large and did not require normality requirements and other conditions that were strict following various parameters of statistical approaches. PLS-SEM analysis can work, both on formative indicators and reflective indicators, which in this study are reflective. It means that indicators areas if they are variables that are influenced by latent variables (Ghozali, 2011: 18). Respondents in this study were 100 people. The characteristics of the respondents in this study include the age and education level of the customers of PT. Air Minum Giri Menang (Perseroda) Mataram area.

A respondent who has an age of fewer than 31 years is 94 people with a percentage of 94%; respondents have an age between 31-40 years as many as 2 people with a percentage of 2%, respondents have an age between 41-50 years are 2 people with a percentage of 2%, respondents who have an age of more than 50 years are as many as 2 people with a percentage of 2%. Therefore, it can be concluded that the customers of PT. The Giri Menang Drinking Water (Perseroda) in the Mataram area, which became the dominant respondent, was less than 31 years old.

Respondents with high school education/equivalent 95 people with a percentage of 95%, respondents with a master's education as many as 5 people, and 5%. This illustrates that most of the customers of PT. Air Minum Giri Menang (Perseroda) Mataram area, the respondent, has an education at the high school level.

There are 93 male Perseroda customers in the Mataram area with a percentage of 93% and the female Perseroda customers in the Mataram area with 7 people with a percentage of 7%. This illustrates that most of the customers are male.

Measurement

The trust indicator consists of three components, namely Ability, Benevolence, and Integrity (Jasfar, 2009:164); Company Image Indicator According to Harrison (1995:71) in Pasaribu (2015) consists of Personality, Reputation, Credibility, Reliability, Trustworthiness, Responsibility, Value, Corporate identity. The indicators of customer satisfaction (according to Irawan, 2008), namely feeling satisfied, Always buying products, recommendations, Fulfillment of expectations, Service quality according to Kotler (2014: 284), can be measured from Tangibles, Empathy, Reliability, Responsiveness, Assurance.

RESULTS

To determine the significance level of the path coefficient, the t value (t-value) generated by running the Bootstrapping algorithm is used to determine whether the proposed hypothesis is accepted or not. For example, at a significance level of 0.05, the hypothesis will support if the p-value is less than the critical value, which is 0.05 (5%). The results of the significance level test can be seen in Table 1. summarizes the results of hypothesis testing with the PLS approach. The path coefficient value is obtained from the SmartPLS output, which can be seen below.

Table 1. Structural Model Test Results Uji

| Effect Between Variables | Coefficient | T Statistics | P value | Information |
|--|-------------|--------------|---------|-------------|
| Service Quality -> Customer Satisfaction | 0.364 | 4,514 | 0.000 | Significant |
| Customer Satisfaction -> Customer Trust | 0.461 | 5,985 | 0.000 | Significant |
| Customer Satisfaction -> Company Image | 0.323 | 3,581 | 0.000 | Significant |
| Company Image -> Customer Trust | 0.530 | 7,210 | 0.000 | Significant |

The first hypothesis (H1) in this study states, "It is suspected that service quality has a positive and significant influence on customer satisfaction at PT. Air Minum Giri Menang (Perseroda) Mataram area." Through hypothesis testing with PLS with test results showing that the coefficient value is 0.364 with a p-value of 0.000 (lower than an error tolerance of 5%/0.05), it is positive and significant, so it can state that the first hypothesis can be accepted.

The second hypothesis (H2) in this study states, "It is suspected that customer satisfaction has a positive and significant influence on customer trust in PT. Air Minum Giri Menang (Perseroda) Mataram area." Through hypothesis testing with PLS with test results showing that the coefficient value of 0.461 with a p-value of 0.000 (lower than the error tolerance of 5% (0.05) means positive and significant, it can state that the second hypothesis can accept

The third hypothesis (H3) in this study states, "It is suspected that customer satisfaction has a positive and significant influence on the corporate image of PT. Air Minum Giri Menang (Perseroda) Mataram area." Through hypothesis testing with PLS with test results showing that the coefficient value is 0.323 with a p-value of 0.000 (lower than the error tolerance of 5% (0.05), it is positive and significant, so it can state that the third hypothesis can be accepted.

The fourth hypothesis (H4) in this study states, "It is suspected that corporate image has a positive and significant influence on customer trust in PT. Air Minum Giri Menang (Perseroda) Mataram area." Through hypothesis testing with PLS with test results showing that the coefficient value is 0.530 with a p-value of 0.000 (lower than the error tolerance of 5% (0.05), it is positive and significant, so it can state that the fourth hypothesis can be accepted.

DISCUSSION

The Effect of Service Quality on Customer Satisfaction

Research result shows that Service Quality has a positive and significant effect on Customer Satisfaction of PT. Air Minum Giri Menang (Perseroda) Mataram area. The better the quality of service applied to PT. Air Minum Giri Menang (Perseroda) Mataram area, the higher Customer Satisfaction Perseroda Mataram area. On the other hand, the less good the Quality of Service applied to PT. Air Minum Giri Menang (Perseroda) Mataram area, the lower Customer Satisfaction Perseroda Mataram area.

Service quality has an important role in creating customer satisfaction. The customer's perception of the company's service is good or not depending on the suitability and desire of the service obtained. Service provider companies, the services provided are a measure of customer satisfaction. If the perceived service quality is smaller than expected, the customer will feel disappointed and dissatisfied and have other negative impacts on the company.

The results of this study strengthen the results of research conducted by Nek Kamal Yeop Yunus et al. (2009), Jayaraman Munusamy et al. (2010) that can be a direct relationship and a significant influence between service quality and customer satisfaction. Furthermore, the influence of service quality on customer satisfaction is also strengthened by previous research conducted by Inka Janita Sembiring, Suharyono, and Andriani Kusumawati (2014) found that service quality has a direct and significant effect on customer satisfaction.

The Effect of Customer Satisfaction on Customer Trust

Research result shows that customer satisfaction has a positive and significant effect on customer trust in PT. Air Minum Giri Menang (Perseroda) Mataram area. The higher customer satisfaction at PT. Air Minum Giri Menang (Perseroda) Mataram area, the higher the Customer Trust of Perseroda Mataram area. On the other hand, the less customer satisfaction at PT. Air Minum Giri Menang (Perseroda) Mataram area, the lower the Customer Trust of Perseroda Mataram area.

Satisfied consumers are consumers who receive more added value from the company. Satisfying consumers means providing additional products or services, services, or systems used (Evans and Taskin, 1994). Customer satisfaction is precious to maintain these customers' existence to keep the business or business running.

Customer satisfaction is an important thing that PT. Air Minum Giri Menang (Perseroda) Mataram area because it can affect the company's image (Brand Image). The image can shape consumer perceptions to Perseroda. For example, consumers or customers will consider wheelbarrow good if many customers are satisfied with its performance so that they will think that Perseroda is a company with a good image good.

Influence Customer Satisfaction with Company Image

Research result shows that customer satisfaction has a significant effect on corporate image. This means that the higher the customer satisfaction, the higher the corporate image of PT. Air Minum Giri Menang (Perseroda) Mataram area. On the other hand, the lower the customer satisfaction, the lower the company's image in the Mataram area.

Trust is formed from past experiences and previous interactions. Consumers get satisfaction, as in Engel's (1990) and Pawitra's (1993) research, assessing satisfaction with a particular company because both are closely related to the concept of customer satisfaction.

The results of this study also strengthen the results of research conducted by Dennisa and Santoso (2016) found that customer satisfaction has a positive and significant effect on company image.

Influence Company Image on Customer Trust

Research result shows that corporate image has a positive and significant effect on customer trust. This means that the higher the corporate image perceived by the customer, the higher the customer's trust in PT. Air Minum Giri Menang (Perseroda) Mataram area. On the other hand, the lower the corporate image perceived by the customer, the lower the customer trust in the Perseroda Mataram area.

The results of this study strengthen the results of research conducted by In their research, Aydin and Ozer (2005) suggested that trust has a relationship with company image. Fishbein and Ajzen in Aydin and Ozer (2005) state that attitude is functionally related to interest, predicting a behavior. Consequently, the company's image as an attitude affects interests such as customer trust (Johnson et al., 2001).

CONCLUSION

From the results of the research and discussion above, the conclusions from the research that can be drawn are:

1. Service Quality has a positive and significant effect on Customer Satisfaction. That is, the better the Quality of Service applied to PT. Air Minum Giri Menang (Perseroda) Mataram area, the higher Customer Satisfaction Perseroda Mataram area. On the other hand, the less good the Quality of Service applied to PT. Air Minum Giri Menang (Perseroda) Mataram area, the lower Customer Satisfaction Perseroda Mataram area.
2. Customer Satisfaction has a positive and significant effect on customer. That is, the higher the customer satisfaction, the higher the customer trust. On the other hand, the lower the customer satisfaction, the lower the customer trust in PT. Air Minum Giri Menang (Perseroda) Mataram area.
3. Customer Satisfaction has a positive and significant effect on Company Image. That is, the higher the Customer Satisfaction with PT. Air Minum Giri Menang (Perseroda) in the Mataram area, the higher their corporate image.
4. Corporate Image has a positive and significant effect on Customer Trust PT. Air Minum Giri Menang (Perseroda) Mataram area. The higher the corporate image perceived by the customer, the higher the customer's trust in PT. Air Minum Giri Menang (Perseroda) Mataram area, on the other hand, the lower the Customer Company Image, the lower the Customer Trust in the Perseroda.

MANAGERIAL IMPLICATIONS

The results of this study can be input and consideration for organizations in implementing Service Quality and Customer Satisfaction, so that the Company's Image and Customer Trust PT. Air Minum Giri Menang (Perseroda) Mataram area will increase. Practically, the results of this study can also be used as an evaluation material and development material for Perseroda customers in the Mataram area. Customers of PT. Air Minum Giri Menang (Perseroda) Mataram area to continue to improve Satisfaction, Company Image, and Customer Trust.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

1. Research respondents are limited to a sample of customers at PT. Air Minum Giri Menang (Perseroda) Mataram area as many as 100 people. This research is likely to show different results if applied to other regional Perseroda Customers.
2. This research model produces a total determination value of 77%. Therefore, it is necessary to have additional predictor variables or use a mediation approach in reviewing the research model as the title has proposed to increase the value of the variation in influence between variables.
3. This research can be developed by adding open-ended questions for each question item on the questionnaire. It aims to obtain more accurate information by filling honestly, which will enrich research data on Service Quality, Customer Satisfaction, Company Image, and Customer Trust.

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