

THE EFFECT OF PERCEIVED VALUE, COMMUNICATION QUALITY AND CUSTOMER SATISFACTION ON BUSINESS RELATIONSHIP LOYALTY OF GARUDA ONLINE SALES (STUDY ON GARUDA ONLINE SALES JABODETABEK AREA)

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ABSTRAK

Penelitian ini dilatarbelakangi oleh perbedaan pendapat dari bisnis pelanggan tentang kualitas dari website GOS itu sendiri. Faktanya bahwa GOS bertujuan untuk memberi fasilitas terhadap bisnis pelanggan untuk lebih mudah membeli tiket pesawat Garuda Indonesia, GOS website mudah digunakan terutama untuk orang yang belum mengerti dengan saluran distribusi online. Kualitas dari komunikasi dan value yang diberikan sangat dibutuhkan untuk membuat pelanggan puas dan loyal. Dalam pandangan yang berbeda, beberapa bisnis pelanggan GOS merasa kecewa dengan kualitas website. Penelitian ini bertujuan untuk mengetahui pengaruh dari perceived value, kualitas komunikasi dan kepuasan pelanggan terhadap loyalitas hubungan bisnis pada GOS. Jenis penelitian ini adalah deskriptif kuantitatif dan populasinya adalah anggota GOS wilayah JABODETABEK. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah jenis sampling probabilitas cluster sampling, dengan jumlah responden 100 orang. Teknik analisis data menggunakan analisis deskriptif dan analisis jalur. Hasil penelitian ini menunjukkan bahwa nilai yang dirasakan, kualitas komunikasi, kepuasan pelanggan dan loyalitas hubungan bisnis berada dalam kategori baik. Hasil analisis jalur menunjukkan bahwa nilai yang dirasakan, kualitas komunikasi dan kepuasan pelanggan secara signifikan mempengaruhi loyalitas hubungan bisnis.

Kata Kunci: Perceived Value, Kualitas komunikasi, Kepuasan Pelanggan, Loyalitas Hubungan Bisnis

ABSTRACT

This research are motivated by the dissent of the customer's business of Garuda Online Sales (GOS) about the quality of GOS website itself. Actually GOS aims to facilitate the customer's business easily to buy the Garuda Indonesia Airlines tickets, GOS website is easy to use especially for everyone whose not familiar with online distribution channel. Quality of communication and perceived value are needed to make the customer being satisfied and loyal. In the different view some of customer's business of GOS feel disappointed with the website quality. This study aims to determine the effect of perceived value, communication quality and customer satisfaction on business relationship loyalty at GOS. This type of research is descriptive quantitative and the population is GOS member JABODETABEK area. The sampling technique used in this study is a probability sampling type of cluster sampling, with a number of respondents 100 people. The data analysis techniques are used descriptive analysis and path analysis. Results of this study indicate that perceived value, quality of communication, customer satisfaction and business relationship loyalty are in the good category. The results of path analysis show that perceived value, communication quality and customer satisfaction significantly influence business relationship loyalty.

Keyword: Perceived Value, Communication Quality, Customer Satisfaction, Business Relationship Loyalty

1. Introduction

Garuda Online Sales (GOS) is one of Garuda Indonesia distribution channel, that responsibility to make planning, establishing policy, evaluating and leveraging sales and marketing through GOS Member with Internet facility. Garuda Online Sales (GOS) website is a facility for GOS Member to do reservation and ticketing transaction of Garuda Indonesia through Internet. Each GOS Members are able to sale Garuda Indonesia's Ticket and earn commission for each of tickets they sold.

The partner of GOS is actually the Small Medium Enterprises that offer the travel agency services, for example, Travel agent & Corporate cooperative. The main target for this distribution channel is actually the Small and Medium Enterprises business that offer travel service that doesn't register as IATA agent. GOS partner can directly book Garuda Indonesia Airlines routes for domestic and International routes except for MEA. Every people who have a business establishment certificate can register to be a GOS partner for free.

Running a business is not about making a product or deliver a service and gain a profit, a business have to build a positive or good relationship with the customer because customer is a main assets of the company, and to it can make their customer being satisfied and going to be loyal customer. To build a positive relationship the business have to build a good communication quality and also deliver its value.

The purpose of this study is to know the effect of perceived value, communication quality and satisfaction on business relationship loyalty of GOS.

2. Literature Review

2.1 Perceived Value

According to Kotler and Keller (2014, p.151), Customer perceived value is the difference between the perspective customer evaluation of all benefits and all costs of offering and perceived alternatives. Customer perceive value is thus based on the difference between benefit the customer gets and costs he or she assumes for different choices. The marketers can increase the value of the offering by raising economic, functional or emotional benefits and/or reducing one or more costs

2.2 Communication Quality

According to Anderson (2001) on (Hanninen & Karjaluoto, 2017), Marketing communication in the Business to Business (B2B) context may have been considered irrelevant due to the claimed unidimensionality in comparison to the interactional mutuality of the B2B relationship. Harcourt et al (1991) on (Hanninen & Karjaluoto, 2017), Communication quality is a combination of information quality and source preference.

2.3 Customer Satisfaction

According to Kotler & Keller (2014, p.153) Satisfaction is person's feelings of pleasure or dissapointment that result from comparing a product or service's perceived performance (or outcome) to expectations. If the performance or experience falls short of expectations, the customer is dissatisfied. If it matches expectations the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted.

2.4 Customer Loyalty

According to Tjiptono and Gregorius Chandra, The global survey that has been done in the Conference board 2002 defined that customer loyalty and retention is the most important management challenge that faced by the executive around the world. Loyalty-based measures of behavioral perspective are based on the actual buying behavior of consumers or consumer reports regarding buying behaviour.

2.5 Research Framework and Research Hypothesis

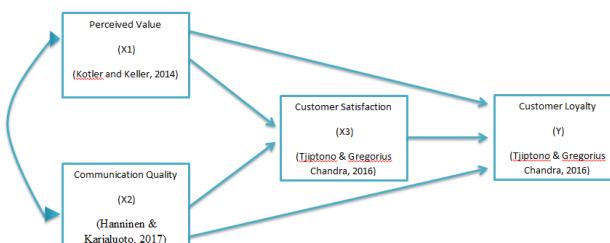


Figure 2.2 Research Framework

This research hypothesis can be interpreted as follows:

- H1:** There is an effect of Perceived Value and Communication Quality simultaneously and significantly on customer satisfaction
- H2:** There is an effect of Perceived Value and Communication Quality partially on customer satisfaction
- H3:** There is an effect of Perceived value, Communication Quality and Customer Satisfaction simultaneously and significantly with Customer Loyalty
- H4:** There is an effect of Perceived value, Communication Quality and Customer Satisfaction partially with Customer Loyalty

3. Research Result and Discussion

3.1 Result

- 1) Response regarding perceived value, communication quality, customer satisfaction and customer loyalty

This are the descriptive analysis result:

Table 3.1 Summary of all Variable

No	Variable	Total Score	Average	Category
1	Perceived Value	2,671	76,31%	Good
2	Communication Quality	2,685	76,71%	Good
3	Customer Satisfaction	1,546	77,3%	Good
4	Customer Loyalty	802	80.2%	Good

- 2) Path Analysis

According to Suntoyo (2012) Path analysis is a technique for analyzing causal relationships that occur in multiple regression if the independent variable affects variables depending not only directly but also indirectly.

- a. Sub-Structure 1 Testing

Hypothesis equation: Perceived Value and communication quality are contribute simultaneously and significantly to customer satisfaction

Equation 1, Ha: $\rho_{x3x1} \neq \rho_{x3x2} \neq 0$ (Sub-Structure 1)

- a) Simultaneously

Table 3.2

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	53,338	2	26,669	66,093	,000 ^b
Residual	39,140	97	,404		
Total	92,478	99			

a. Dependent Variable: Customer Satisfaction (X3)

b. Predictors: (Constant), Communication Quality (X2), Perceived Value (X1)

From the table 3.2 can be seen that the FCount is bigger than FTable ($66.093 > 2.70$) and the significance is $0.000 < 0.05$ then the Ho is rejected and the Ha is accepted this shows the perceived value variable (X1) and communication quality variable (X2) simultaneously or together have a significant effect to the customer satisfaction variable (X3).

b) Partially

Table 3.3

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
	B	Std. Error	Beta			Zero-order
1 (Constant)	-,445	,381		-1,167	,246	
Perceived Value (X1)	,438	,113	,311	3,881	,000	,616
Communication Quality (X2)	,640	,095	,539	6,723	,000	,715

a. Dependent Variable: Customer Satisfaction (X3)

Source: Processing Data Result, 2019

On the table 3.3 can be seen that

- the t_{count} of perceived value is more than t_{table} ($3.881 > 1.661$) and the significance is $0.000 < 0.05$ then the H_0 is rejected and the H_a is accepted this shows the perceived value variable (X1) have a significant effect to the customer satisfaction variable (X3)
- the t_{count} of communication quality is more than t_{table} ($6.723 > 1.661$) and the significance is $0.000 < 0.05$ then the H_0 is rejected and the H_a is accepted this shows the Communication quality (X2) have a significant effect to the customer satisfaction variable (X3)

c) Determination Coefficient

Table 3.4

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,759 ^a	,577	,568	,63522

a. Predictors: (Constant), Communication Quality (X2), Perceived Value (X1)

On the Table 3.4, The coefficient of determination perceived value (X1) and Communication Quality (X₂) against the customer satisfaction (X₃) is 0.577 or 57.7%. This means that X₁ and X₂ have an effect of 57.7% on X₃, while the rest 42.3% is have an effect on the other factors outside this research.

b. Sub-structure 2 testing

a) Simultan

Table 3.5

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regressi on	24,614	3	8,205	48,649 ,000 ^b
	Residual	16,191	96	,169	
	Total	40,805	99		

a. Dependent Variable: Customer Loyalty (Y)

b. Predictors: (Constant), Customer Satisfaction (X3), Perceived Value (X1), Communication Quality (X2)

On the table 4.14 can be seen that the FCount is bigger than FTable ($48.649 > 2.70$) and the significance is $0.000 < 0.05$ then the H_0 is rejected and the H_a is accepted this shows the perceived value variable (X1), communication quality variable (X2) and customer satisfaction variable (X3).simultaneously or together have a significant effect to the customer loyalty variable(Y).

b) Partially

Table 3.6

Model	Coefficients ^a			t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1,416	,248		,000
	Perceived Value (X1)	,240	,078	,257	,003
	Communication Quality (X2)	,249	,074	,316	,001
	Customer Satisfaction (X3)	,211	,066	,318	,002

a. Dependent Variable: Customer Loyalty (Y)

On the table 3.6 can be seen that:

- the t_{count} of perceived value is more than t_{table} ($3.067 > 1.661$) and the significance is $0.000 < 0.05$ then the H_0 is rejected and the H_a is accepted this shows the perceived value variable (X_1) have a significant effect to the customer loyalty variable (Y).
- . the t_{count} of Communication quality is more than t_{table} ($3.342 > 1.661$) and the significance is $0.000 < 0.05$ then the H_0 is rejected and the H_a is accepted this shows the perceived Communication quality (X_2) have a significant effect to the customer loyalty variable (Y).
- . the t_{count} of customer satisfaction is more than t_{table} ($3.220 > 1.661$) and the significance is $0.000 < 0.05$ then the H_0 is rejected and the H_a is accepted this shows the perceived customer satisfaction (X_3) have a significant effect to the customer loyalty variable (Y).

c) Determination

Table 3.7

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,777 ^a	,603	,591	,41067

a. Predictors: (Constant), Customer Satisfaction (X3), Perceived Value (X1), Communication Quality (X2)

b. Dependent Variable: Customer Loyalty (Y)

On the Table 3.7, The coefficient of determination perceived value variable (X_1), communication quality variable (X_2) and customer satisfaction variable (X_3) on customer loyalty (Y) is 0.603 or 60.3%. This means that X_1 , X_2 and X_3 have an effect of 60.3% on Y, while the rest 39.7% is have an effect on the other factors outside this research.

4. Conclusion

Based on the discussion and the research result about the effect of perceived value, communication quality, customer satisfaction on the business relationship loyalty of Garuda Online Sales (GOS), the conclusion that can be obtained as follows:

1) Perceived value on Garuda Online Sales

Based on the descriptive analysis, overall the perceived value is in Good category with the average 76.31%.

2) Communication quality on Garuda Online Sales

Based on the descriptive analysis, overall the Communication quality is in Good category with the average 76.71%

3) Customer Satisfaction on Garuda Online Sales

Based on the descriptive analysis, overall the customer satisfaction is in Good category with the average 77.3%

4) Customer Loyalty on Garuda Online Sales

Based on the descriptive analysis, overall the customer loyalty is in Good category with the average 80.2%

5) The Effect of Perceived Value and Communication Quality Simultaneously to The Customer Satisfaction on GOS

Based on the Sub-Structure 1 hypothesis testing, perceived value and communication quality simultaneously and significantly affecting the customer satisfaction on GOS.

6) The Effect of Perceived Value and Communication Quality Partially to The Customer Satisfaction On GOS

Based on the Sub-Structure 1 hypothesis testing, perceived value and communication quality partially and significantly affecting the customer satisfaction on GOS

7) The Effect of Perceived Value, Communication Quality, and Customer Satisfaction Simultaneously to The Customer Loyalty on GOS

Based on the Sub-Structure 2 hypothesis testing, perceived value, communication quality, and customer satisfaction simultaneously and significantly affecting the customer loyalty on GOS.

8) The Effect of Perceived Value, Communication Quality, and Customer Satisfaction Partially to The Customer Loyalty on GOS

Based on the Sub-Structure 2 hypothesis testing, perceived value, communication quality, and customer satisfaction partially and significantly affecting the customer loyalty on GOS.

9) The Effect of Perceived Value to Customer Loyalty through Customer Satisfaction

Customer satisfaction mediate the perceived value and customer loyalty

10) Communication Quality to Customer Loyalty through Customer Satisfaction

Customer satisfaction mediate the communication quality and customer loyalty

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