

# Effect of Satisfaction on Customer Loyalty in Bimbel Tiki Taka Bekasi Indonesia

Rahmani Fitra

Sekolah Tinggi Ekonomi Jayakusuma Jakarta

**Abstract**— This study aims to determine whether there is influence on customer loyalty limb bimbelTiki Taka Harapan Indah Bekasi and how much influence on loyalty customers. The research was conducted at the Tiki Taka Harapan Indah Bekasi. The method used is the library reseach and field reseach data collection using questionnaires with a population of 45 people from the total number of parents enrolled students, obtained a sample of 31 people.

The result of linear regression test is  $a = 20,55$ ,  $b = 0,57$ ,  $y = 20,55 + 0,57x$ . The result of correlation coefficient is  $r = 0,57$ . The percentage of influence satisfaction on customer loyalty amounted to 32.49% while the rest of 67.51% influenced by other factors not involved in this study. Test  $t$  count 3.74 and  $t$  table for  $n = 31$  with degrees of freedom ( $dk$ ) is  $n-2 = 29$  with error rate 5% (0.05) is 2.045. From the above value is known that  $t$  arithmetic  $3.74 >$  of  $t$  table 2.045 then  $H_a$  accepted and  $H_o$  rejected. It means that based on data research results then there is Influence between satisfaction with customer loyalty at BimbelTiki Taka Harapan Indah Bekasi.

**Keywords**— Customer Satisfaction and Loyalty.

## I. INTRODUCTION

Increasing awareness of many parents to provide additional lessons to their sons and daughters outside of school hours makes learning guidance effort (bimbel) more promising. Many parents put their sons and daughters into learning counseling institutions in the hope that lessons learned in schools are increasingly overwhelmed by additional tutoring lessons. The rise of the current guidance counseling effort makes all the bimbel race to create strategies that can make customers satisfied and at the same time attract new customers. Business opportunities in the field of education outside the school is very promising this makes more and more peminatnya. Semakin high enthusiasts this business makes the similar business competition increasingly fierce. Customer satisfaction must be a priority in order to retain customers so that will bring a high loyalty to the business guidance learning.

loyalty is very important in maintaining and in an effort to attract new customers. Customers are expected to always be able to survive in one bimbel not move to other guidance and the loyal customers are expected to be able to recommend and voice their sense of satisfaction to others so that this would be a promotion of mouth mouth which has a high success rate in attracting new customers. One of the guardians who participated in the competition is the tutoring Tiki Taka Harapan Indah Bekasi. Seiring with the passage of time the number of students in the guidance Tiki Tiki Harapan Indah mengalami instability. Whether the customer is satisfied or not so that customers can remain loyal in bimbel Tiki Taka Harapan Indah this need to be held research.

## II. LITERATURE REVIEW

### 1. Customer Satisfaction

Offer will work well if it gives value and satisfaction to the customer. Therefore a business must be keen to see customer satisfaction because the more fierce level of competition in similar businesses. Quoting from Kotler and Keller's words that satisfaction reflects one's judgment about the product's perceived performance (or outcome) in relation to expectations. If the performance of the product does not meet expectations, the customer is dissatisfied and disappointed. If the product performance matches expectations, the customer is satisfied. If the product performance exceeds expectations, the customer is happy.

To survive and grow in an enterprise should be oriented to the customer not only the product because the customer is the main reason a business can still run. Whether a customer is satisfied after enrolling in a bimbel or disappointed depends on the performance of the offer in relation to customer expectations. Expectations come from past purchasing experience, friend and peer advice and marketing and competitors' information and promises. If the company sets expectations too low, the company will not attract enough buyers. If marketers raise high expectations, buyers will be disappointed (kotler and keller).

Customer satisfaction is the best way to keep them from moving to other guides and loyal customers are expected to be able to recommend and voice their sense of satisfaction to others so it will be a mouth-to-mouth promotion that has a high level of success in attracting new customers.

Paul J. Peter and Jerry C. Olson revealed that: In theory, if consumers are satisfied with products, services, or brands, they are more likely to continue to buy and tell others about the experience that benefits them with the product. Gary Armstrong and Phillip Kotler also agree with Peter and Olson: Customers whose expectations of value and satisfaction about the various markets will order and buy directly. Satisfied customers will buy again and tell others about their good experiences.

So it can be interpreted that customer satisfaction here is the first key to make customers become loyal or loyal to keep using products / Services. Customer satisfaction lies in how a company provides maximum service and different from competitors in providing services or to customers as they wish.

In measuring customer satisfaction David L. Kurtz argues that Satisfaction can be measured in terms of the gap between what customers expect and what they perceive they have received. From the above theory can be concluded that the actual satisfaction can be measured, by looking at customer expectations of a product and how the company meets those expectations. According to John W. Mullins and Orville C. Walker, JR. also suggests that: Measuring customer satisfaction should check

(1) customer expectations and preferences regarding the various dimensions of product and service quality (such as product performance, features, reliability, timely delivery, service competencies, etc.).

(2) their perception of how well the companies meet their expectations. any gaps in which customer expectations exceed their recent experience can indicate fruitful areas for the company to work to increase customer value and satisfaction)

According to Irawan (2002), one of the founders of Indonesia Customer Satisfaction Award (ICSA) and initiator of the idea of National Customer Day 2003, there are five driving factors that make customers feel satisfied:

1. Quality of product
2. Price
3. Quality of service (service quality)
4. Emotional factors (Emotional factor)
5. Related to the cost and ease to get the products and services

O.C Ferrell and Michael D. Hartline say that there are several things that marketers can do to manage customer satisfaction in their marketing efforts, including:

1. Understand what can go wrong
2. Focus on controlled issues
3. Manage customer expectations
4. Offer satisfaction guarantee
5. Make it easy for customers to complain
6. Create a relationship program
7. Make customer priority satisfaction measurement in progress

O.C Ferrell and Michael D. Hartline also revealed that fully satisfied customers include:

1. It is more likely to be a loyal customer or even advocate for a company
2. Lack of propensity to explore alternative suppliers
3. Less sensitive to price
4. Lack of tendency to switch to competitors
5. More likely to spread good word of mouth about the company and its products

From the above opinion it can be concluded that customer satisfaction is a feeling of pleasure that immediately felt by the customer when customer expectations of a product are met or even exceed customer expectations. When a customer feels satisfied then the customer can re-purchase again even the customer will share a pleasant experience to their relatives for the results that satisfy him after consuming the product.

## 2. Customer loyalty

### 2.1. Define customer loyalty

The decision of the customer to be loyal or loyal is the accumulation of the many small problems in the company. Creating a good and close relationship with customers will be the key to long-term marketing success. Gramer and Brown in Utomo say Loyalty (loyalitas services), ie the degree to which a consumer shows the repetitive buying behavior of a service provider, poses a positive attitude or attitude towards service providers, and only considers using these service providers when the need arises to use this service.

According to Revelation Nugroho (2005) consumer loyalty is defined as a measure of loyalty of customers in using a brand product or service brand at a certain time in situations where many choices of products or services that can meet their needs and customers have the ability to get it.

### 2.2. Factors Affecting Consumer Loyalty

Marconi (in Priyanto Doyo 1998) mentions that the factors that affect a product or service are as follows:

- 1) Value (price and quality),
- 2) Image (both of the personality it possesses and the reputation of the brand)
- 3) Convenience and ease to get the product / service
- 4) Satisfaction felt by consumers
- 5) Services,
- 6) Warranty and guarantee

Furthermore Griffin (2003) suggests the benefits that will be obtained if the company has a loyal customer, among others:

1. Reduce marketing costs (because the cost to attract new customers is more expensive).
2. Reduce transaction costs (such as contract negotiation fees, order processing, etc.).
3. Reduce the cost of turn over customers (due to fewer customer turnover).
4. Increase cross selling that will enlarge the company's market share.
5. Word of mouth is more positive with the assumption that loyal customers also mean those who are satisfied.
6. Reduce the cost of failure (such as replacement cost)

According to Giddens (2002) consumers who are loyal to a product have characteristics:

- 1) Have a commitment to the product.
- 2) Dare to pay more on the product when compared with other products.
- 3) Will recommend the product to others.
- 4) In the purchase of the product does not make consideration.
- 5) Always follow the information related to the product.
- 6) They can be a kind of spokesperson of the product and they always are develop a relationship with the product. Here are four types of marketing activities that can be used to increase loyalty and referrals by Kotler and Keller:

1. Interacting with customers
2. Develop customer loyalty program
3. Personalize marketing
4. Creating institutional ties and winning back customers in a way.

Reactivate unsatisfied customers through a winning strategy.

### III. RESEARCH METHODOLOGY

The method used is the method of Library Studies (library research) by way of mengumpulkan data from various literature in the form of book books, diktat lectures etc. and field studies (field research) by way of interview and

dissemination. The population in the study were parents of students / customers who have registered in the guidance Tiki Taka amounted to 45 people and a sample of 31 people. Technique of data analysis from 2 variables that have known that free variable (x) is satisfaction and dependent variable (y) is customer loyalty calculated by using simple linear regression, correlation coefficient analysis, coefficient of determination and hypothesis test.

### IV. RESULT

The results of the research are:

$\Sigma x = 1105$ ,  $\Sigma y = 1278$ ,  $\Sigma x^2 = 39959$ ,  $\Sigma y^2 = 53266$ ,  $\Sigma xy = 45885$ , and  $N = 31$ .

Linear regression analysis is  $a = 20.55$ ,  $b = 0.57$ ,  $y = 20.55 + 0.57x$ . The result of correlation coefficient of  $r = 0.57$  then the value of correlation coefficient between satisfaction with customer loyalty at Bimbel Tiki Taka of 0.57. Based on determination coefficient analysis of 32.49% note that the percentage of influence satisfaction on customer loyalty of 32.49% while the rest of 67.51% influenced by other factors not involved in this study.

Test t count 3.74 and t table for  $n = 31$  with degrees of freedom (dk) is  $n-2 = 29$  with error rate 5% (0.05) is 2.045. From the above value is known that  $t \text{ count } 3.74 >$  from table 2.045 then  $H_a$  accepted and  $H_o$  rejected. It means that based on the data of research results then there is influence between satisfaction with customer loyalty at Bimbel Tiki Taka Harapan Indah Bekasi.

### V. CONCLUSION

1. Linear Regression Analysis  $Y = 20.55 + 0.57 X$ , which means that if customer satisfaction experienced an increase, then customer loyalty will also increase, on the contrary customer satisfaction decreased then customer loyalty also experienced a decline.
2. From the results of analysis conducted in know that satisfaction has a significant effect on customer loyalty with  $r = 0.573$ . In Determination coefficient test of 32.49%, satisfaction has an influence on customer loyalty of 32.49% while the rest is influenced by other factors factors. Test T arithmetic is 3, 74 and T table for  $n = 31$  is 2.045 then  $t \text{ arithmetic} >$  t table then  $H_o$  rejected and  $H_a$  accepted, means there is influence satisfaction on customer loyalty

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