The Influence of Service Quality and Satisfaction on Costumer Loyalty at PT. Meida Wisata Tour and Travel

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Abstract
This study is a quantitative descriptive research aimed at identifying and analyzing the influence of service quality and satisfaction on customer loyalty at PT. Meida Wisata Tour and Travel. The research methods used include observation, questionnaires, and documentation. The population and sample in this study consisted of 185 respondents, and the data analysis method employed is multiple linear regression, processed using the Statistical Product and Service Solutions (SPSS) Version 27 software.Based on the results of the research conducted, the t-test for variable (X1), which is service quality, on variable (Y), customer loyalty, showed that the calculated t-value is greater than the table t-value (11.947 > 0.143) and the significance value obtained is 0.000, which is smaller than the alpha value of 0.05 (0.000 < 0.05). From these values, it can be concluded that variable (X1) has a positive and significant influence on variable (Y) at PT. Meida Wisata Tour and Travel. Additionally, the t-test result for variable (X2), which is satisfaction, on variable (Y), customer loyalty, showed that the calculated t-value is greater than the table t-value (2.022 > 0.143) and the significance value obtained is 0.045, which is smaller than the alpha value (0.045 < 0.05). From these values, it can be concluded that variable (X2) has a positive and significant influence on variable (Y) at PT. Meida Wisata Tour and Travel.

Keywords: Service Quality, Satisfaction, Costumer Loyalty

INTRODUCTION

The rapid growth of travel services has resulted in high levels of competition. There are many types of travel services, such as shuttle services, intercity transportation, and travel services favored by Muslims, such as Hajj and Umrah travel. Observations show that public enthusiasm for Umrah travel services has also been very high from year to year. Therefore, travel companies must focus on customer satisfaction by increasing the value for customers without compromising the quality of their services*.* Consumer expectations are believed to play a significant role in evaluating the quality of goods or services and consumer satisfaction. Essentially, there is a close relationship between determining quality and consumer satisfaction. The demand to meet the expectations of Umrah pilgrims is driven by advancements in transportation in Indonesia, particularly in the Umrah tour and travel sector. These advancements have intensified competition among travel services. The public increasingly seeks services that provide ease, comfort, safety, and satisfaction in their travels.

Service quality is an effort to meet consumer needs and desires, as well as ensuring its delivery aligns with consumer expectations. Therefore, companies must start to carefully consider the importance of customer service through service quality, as it is increasingly recognized that service is a vital aspect for staying competitive in business and winning the competition. Service quality is an effort to meet consumer needs and desires, as well as ensuring its delivery aligns with consumer expectations. Thus, companies must begin to give more thoughtful attention to the importance of customer service through service quality, as it has

become more evident that service is a critical factor in surviving and thriving in the competitive business environment. The level of satisfaction is also highly subjective, as it varies from one consumer to another. This is influenced by several factors such as age, occupation, income, education, gender, social status, economic level, culture, mental attitude, and personality. Satisfaction is a person's feeling of pleasure or disappointment that comes from comparing their impression of a product's performance or outcome with their expectations.

Consumer loyalty is a deeply held commitment to consistently repurchase or continue subscribing to a preferred product or service in the future, despite situational influences and marketing efforts that could potentially cause a change in behavior. When consumers are satisfied with the goods or services provided, it fosters customer loyalty, making them more likely to remain loyal.

The travel services that this research will examine focus on the pilgrims of PT. Meida Wisata Tour and Travel. The phenomenon of Umrah pilgrims at this company has shown a consistent increase each day, allowing it to compete with older and similar companies. There were no Umrah pilgrimages in 2020-2021 due to the COVID-19 pandemic that hit Indonesia, which caused the company to face a significant decline in the number of pilgrims as a result of the postponement of Umrah pilgrim admissions by the Saudi Arabian government. Although, on November 1, 2020, the government officially allowed Umrah pilgrimages to resume through KMA No. 719 of 2020 concerning the administration of Umrah during the COVID-19 pandemic, this did not immediately eliminate or recover the impact of COVID-19 on travel companies. After the pandemic, in 2021-2022, there was an increase in the number of pilgrims, reversing the previous decline. PT. Meida Wisata successfully sent 1,300 Umrah pilgrims from South Sulawesi.

RESEARCH METHODS

In this study, the author employed a quantitative method utilizing and developing mathematical models, theories, or hypotheses related to natural phenomena. The research measurement process involved sampling from the population and using questionnaires as a data collection tool. The survey method design used in this research is quantitative descriptive.

This research falls under the category of quantitative descriptive research as it involves concept development and data collection to test the influence of selection and job placement on employee productivity at the state assets and auction office in makassar, south sulawesi. Data collection techniques in this study included observation, questionnaires, interviews, and documentation.

The data analysis method employed in this research utilized quantitative descriptive analysis, validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

RESULTS AND DISCUSSION

Respondent descriptive analysis
a. Characteristics of respondents based on gender

Table 1. Characteristics of respondents based on gender

No	Gender	Frequency	Frequency (%)
1	Men	92	49,7%
2	Women	93	50,3%
Total		185	100%

Based on the data above, it can be concluded that the characteristics of respondents are based on gender, where male gender is at 2 respondents (49,7%), while female gender is at 93 respondents (50,3%).

b. Characteristics of respondents based on age

Table 2. Characteristics of respondents based on educational level

No	Last Education	Frequency	Frequency (%)
1	SD	20	10,8%
2	SLTP/SMP	12	6,5%
3	SLTA/SMA	100	54,1%
4	D3	9	4,9%
5	S1	42	22,7%
Total		185	100%

Based on the table above, it can be concluded that the respondents' highest level of education in the Senior High School (SLTA/SMA) category has the largest number, with 100 respondents, accounting for 54.1%. In the Bachelor's degree (S1) category, there are 42 respondents, representing 22.7%. Next, in the Elementary School (SD) category, there are 20 respondents, making up 10.8%, while the Junior High School (SLTP/SMP) category has 12 respondents, accounting for 6.5%. Lastly, the Diploma (D3) category has only 9 respondents, representing 4.9%.

Data Quality Test
Validity Test

Table 3 Validity Test of X1

No	Item	Validitas		Keterangan
		r_{hitung}	r_{tabel}	
1.	X1.1	0,781	0,143	Valid
2.	X1.2	0,750	0,143	Valid
3.	X1.3	0,759	0,143	Valid
4.	X1.4	0,751	0,143	Valid
5.	X1.5	0,825	0,143	Valid
6.	X1.6	0,822	0,143	Valid
7.	X1.7	0,809	0,143	Valid

8.	X1.8	0,836	0,143	Valid
9.	X1.9	0,851	0,143	Valid
10.	X1.10	0,774	0,143	Valid
11.	X1.11	0,798	0,143	Valid
12.	X1.12	0,822	0,143	Valid
13.	X1.13	0,861	0,143	Valid
14.	X1.14	0,827	0,143	Valid
15.	X1.15	0,826	0,143	Valid
16.	X1.16	0,840	0,143	Valid
17.	X1.17	0,849	0,143	Valid
18.	X1.18	0,840	0,143	Valid
19.	X1.19	0,782	0,143	Valid
20.	X1.20	0,782	0,143	Valid
21.	X1.21	0,845	0,143	Valid
22.	X1.22	0,817	0,143	Valid
23.	X1.23	0,820	0,143	Valid
24.	X1.24	0,793	0,143	Valid
25.	X1.25	0,837	0,143	Valid
26.	X1.26	0,821	0,143	Valid
27.	X1.27	0,834	0,143	Valid
28.	X1.28	0,777	0,143	Valid

Source : SPSS V.27 Data Processing Results

Table 4 Validity Test of X2

No	Item	Validitas		Keterangan
		r_{hitung}	r_{tabel}	
1.	X2.1	0,816	0,143	Valid
2.	X2.2	0,759	0,143	Valid
3.	X2.3	0,796	0,143	Valid
4.	X2.4	0,838	0,143	Valid
5.	X2.5	0,854	0,143	Valid

Source : SPSS V.27 Data Processing Results

Table 5 Validity Test of Y

No	Item	Validitas		Keterangan
		r$_{hitung}$	r$_{tabel}$	
1.	Y.1	0,883	0,143	Valid
2.	Y.2	0,860	0,143	Valid
3.	Y.3	0,866	0,143	Valid

Source : SPSS V.27 Data Processing Results

Based on the table above, researchers obtained results from all statement items in the questionnaire that is, the rcount value is greater than the rtable value, namely 0.143. The researcher concluded that all statement items in the questionnaire could be said to be valid.
a. Reliability Test

Table 6 Reliability Test

No	Variable	Total Item	*Cronbach's Alpha*	Standard Value	Information
1.	Service Quality (X1)	28	0,981	0,60	Reliable
2.	Satisfaction (X2)	5	0,871	0,60	Reliable
3.	Customer Loyalty (Y)	3	0,839	0,60	Reliable

Source : SPSS V.27 Data Processing Results

Based on the table above, the reliability test results show Cronbach's Alpha values of 0.981 for variable X1, 0.871 for variable X2, and 0.839 for variable Y. From these results, it can be concluded that the values for each variable are greater than the standard Cronbach's Alpha value of 0.60. Therefore, the reliability test results indicate that each variable is reliable.
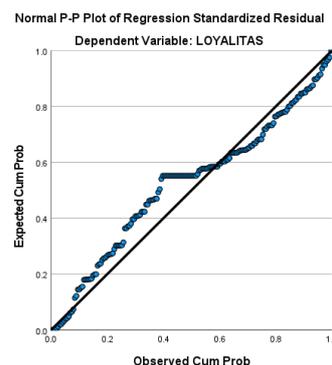
Classic Assumption Test
a. Normality Test

Figure 1. Normality test
Source : SPSS V.27 Data Processing Results

Based on figure above, it can be seen that the distribution of data in this study follows the normality line so that it can be concluded that the data processed is normally distributed data.

b. Multicollinearity Test

Table 7. Multicollinearity Test

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.899	.618		3.072	.002		
	Kualitas Pelayanan	.083	.007	.719	11.947	.000	.527	1.896
	KEPUASAN JAMAAH	.052	.026	.122	2.022	.045	.527	1.896
a. Dependent Variable: Consumer Loyalty								

Source : SPSS V.27 Data Processing Results

(Ghozali, 2016) Testing can be conducted by examining the Tolerance and Variance Inflation Factor (VIF) values in the regression model. The decision-making criteria related to the multicollinearity test are as follows:

- If the VIF value is < 10 or the Tolerance value is > 0.01, multicollinearity is not present.
- If the VIF value is > 10 or the Tolerance value is < 0.01, multicollinearity is present.

Based on the table above, the service quality variable (X1) and the satisfaction variable (X2) have Tolerance values greater than 0.01 (0.527 > 0.01) and VIF values less than 10 (1.896 < 10). This indicates that service quality and satisfaction do not exhibit multicollinearity symptoms, as the Tolerance value is greater than 0.01 and the VIF value is less than 10.
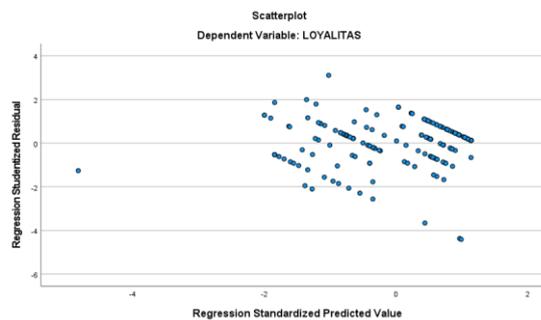
Heteroscedasticity Test

Figure 2. Heteroscedasticity Test
Source : SPSS V.27 Data Processing Results

Based on figure 2 above, it can be seen that the points are distributed randomly and the distribution is below and above the number 0 on the Y axis. This result can be concluded that heteroscedasticity does not occur in the regression model in this study.

Multiple Linear Regression Analysis

This method is used to predict how the condition (fluctuations) of the dependent variable will be, if two or more dependent variables as predictor factors are manipulated (increased or decreased in value).

Table 8. multiple linear regression analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.899	.618		3.072	.002

Kualitas Pelayanan	.083	.007		.719	11.947	.000
KEPUASAN JAMAAH	.052	.026		.122	2.022	.045
a. Dependent Variable: Consumer Loyalty						

Source : SPSS V.27 Data Processing Results

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$
$$Y = 1{,}899 + 0{,}083X_1 + 0{,}052X_2$$

Based on the results shown in the table above, it can be observed that for the t-value obtained in the appendix:

a. Based on the results of the equation test, a constant value of 1.899 was obtained, which indicates that if the constant value increases by one unit, it will have a positive impact on employee performance by 1.899.

b. The regression coefficient for b_1X_1 is 0.083, indicating that an increase in the service quality variable (X_1) can increase the consumer loyalty variable (Y) by 0.083. This regression coefficient also indicates that the service quality variable has an impact on loyalty of 0.083.

c. The regression coefficient for b_2X_2 is 0.052, indicating that an increase in the satisfaction variable (X_2) can increase the consumer loyalty variable (Y) by 0.052. This regression coefficient shows that the satisfaction variable has an impact on loyalty by 0.052.

Partial test (t test). Table 9. T Test

ANOVAª						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	553.797	2	276.898	170.680	.000ᵇ
	Residual	295.263	182	1.622		
	Total	849.059	184			
a. Dependent Variable: Consumer Loyalty						
b. Predictors: (Constant), Pilgrimage Satisfaction, Service Quality						

Source : SPSS V.27 Data Processing Results

Based on the table above, the following is a description of the results obtained as follows.

d. For the service quality variable (X_1), the calculated t-value is 11.947, which is greater than the t-table value ($11.947 > 0.143$) with a significance level of 0.000, indicating that H1 is accepted. This shows that the first hypothesis in this assessment is proven, concluding that service quality has a positive and significant impact on consumer loyalty at PT. Meida Wisata Tour and Travel.

e. For the satisfaction variable (X_2), the calculated t-value is 2.022, which is greater than the t-table value ($2.022 > 0.143$) with a significance level of 0.045, indicating that H2 is accepted. This shows that the second hypothesis in this assessment is proven, concluding that satisfaction has a positive and significant impact on consumer loyalty at PT. Meida Wisata Tour and Travel.

a. Simultaneous Testing (F test)

Table 10. Simultaneous Testing (F test)

ANOVAª						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	553.797	2	276.898	170.680	.000ᵇ
	Residual	295.263	182	1.622		
	Total	849.059	184			
a. Dependent Variable: Consumer Loyalty						
b. Predictors: (Constant), Congregation Satisfaction, Service Quality						

Source : SPSS V.27 Data Processing Results

Based on the table above, the F test results show a calculated F value of 170.680, which is greater than the t-table value (170.680 > 0.143), and a significance value of 0.000, which is less than 0.05 (0.000 < 0.05). This result can be concluded that service quality (X1) and satisfaction (X2) simultaneously have an influence on consumer loyalty (Y) at PT. Meida Wisata Tour and Travel.

b. Coefficient of determination test (R2)

Table 9. Coefficient of determination test (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808ª	.652	.648	1.27370
a. Predictors: (Constant), Congregation Satisfaction, Service Quality				

Source : SPSS V.27 Data Processing Results

Based on the table above, the R² test results show a value of 0.652 (65.2%). This result can be concluded that consumer loyalty is influenced by the service quality and consumer satisfaction variables by 65.2%, while 34.8% (1 - 65.2%) is influenced by other variables not examined by the researcher in this study.

CONCLUSION

Based on the results of the research and the previous discussion, the following conclusions can be drawn:

1. The service quality variable (X1) has a calculated t-value of 11.947, which is greater than the t-table value (11.947 > 0.143), with a significance level of 0.000 that is less than the alpha level of 0.05 (0.000 < 0.05). From the obtained values, it can be concluded that the service quality variable (X1) has a positive and significant impact on consumer loyalty (Y) at PT. Meida Wisata Tour and Travel. This indicates that good service quality can positively affect consumers, leading to their loyalty to the company and their willingness to use the services again.

2. The satisfaction variable (X2) has a calculated t-value of 2.022, which is greater than the t-table value (2.022 > 0.143), with a significance level of 0.045 that is less than the alpha level (0.045 < 0.05). From these values, it can be concluded that the satisfaction variable

(X2) has a positive and significant impact on consumer loyalty (Y) at PT. Meida Wisata Tour and Travel. This means that if consumers are satisfied with the services they have used, they are likely to provide positive feedback to the company and develop loyalty, leading them to use the services again.

3. The service quality (X1) and satisfaction (X2) variables together influence consumer loyalty (Y). The F test results in this study yield a calculated F-value of 170.680, which is greater than the t-table value (170.680 > 0.143), and a significance level of 0.000, which is less than 0.05 (0.000 < 0.05). This result indicates that service quality (X1) and satisfaction (X2) simultaneously have an impact on consumer loyalty (Y) at PT. Meida Wisata Tour and Travel. This suggests that if consumers feel that the quality of service provided is excellent and they are satisfied with the services used, they will remain loyal to the company. Furthermore, improving service quality will lead to greater satisfaction, which in turn will enhance consumer loyalty.

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