

Effect of E-Service Quality and Promotion on Customer Loyalty on GoPay Application Users (Case study at Hypermart Royal Surabaya)

by Mia Himatul Ulya, Sengguruh Nilowardono

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Effect of E-Service Quality and Promotion on Customer Loyalty on GoPay Application Users (Case study at Hypermart Royal Surabaya)

Mia Himatul Ulya, Sengguruh Nilwardono
Department of Management, Narotama University, Indonesia
miahimatululya@gmail.com, sengguruh@narotama.ac.id

Abstract

This study aims to determine whether the quality of Service and Promotion affect Loyalty Customer. The population in this study are all users Go-Pay application consisting of 96 respondents. Sampling was done by purposive sampling. The data in the study came from secondary data obtained through a questionnaire technique. Data analysis with multiple regression partially using SPSS for Windows version 18. The results show that there is a significant effect on Quality . simultaneously Service and Promotion of Loyalty Customer. Based on the partial test, it was concluded that the Quality Service and Promotion have a significant effect on Loyalty Customer .

Keywords :

Loyalty Customer, Promotion, Quality Service

1. Introduction

The era of digitalization has resulted in all aspects of the economy in society being increasingly sophisticated. One of the aspects most affected by digitalization is economic transactions through a cashless society. A cashless society is a phenomenon where people use digital payments when conducting financial transactions, so that the use of cash is minimal. This phenomenon was born as a result of a cashless economy where technological developments and digitalization are able to shift the use of physical money.

Like E -wallet in general, GoPay has a partnership with merchants that are widely used by consumers . One of them is Hypermart . Hypermart is a hypermarket network that has many branches in Indonesia . In addition to department stores that sell clothing products such as food, Hypermart also has a supermarket or supermarket that sells clothing, living and daily necessities. Also electronic equipment, sports, stationery, etc.. Officially in 2021 PT. Dompot Karya Anak Bangsa (Go Pay) is one of the shareholders of PT Matahari Putra Prima Tbk (MPPA) which is the manager of the Hypermart supermarket . By using GoPay services , consumers will get special offers when shopping at Hypermart that consumers may not get if they do not use GoPay services .

Currently, Indonesia ranks third as the country with the most financial application installations among 15 other countries, according to the 2021 edition of the State of Finance App Marketing Report released by AppsFlyer . In Indonesia, users generally download financial service applications including mobile payment applications, credit cards, and loan applications (Nurmalasari, 2021). One application that is widely used by consumers in Indonesia is GoPay , in 2020 it was recorded that 87% of Indonesians used GoPay services . This article has been published on Katadata.co.id with the title "Transaction Transactions of IDR 89.5 Trillion.

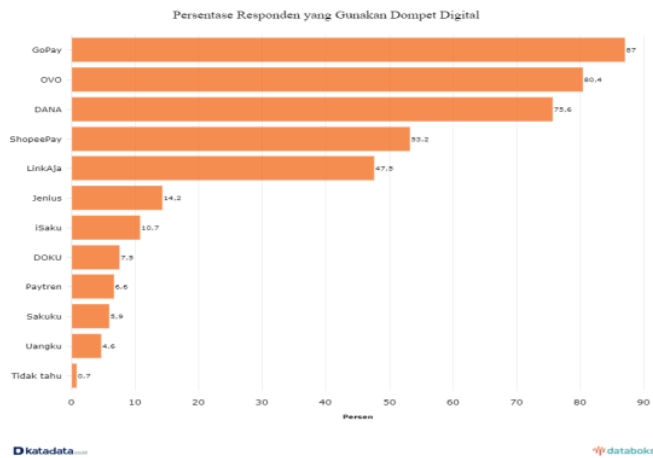


Figure 1. Indonesian GoPay User

Business competition in offering several financing products in order to meet the current demands and needs of society is very tight. For this reason, companies must be able to provide the best advantages and always try to maintain customer loyalty so that these customers do not turn to other financing products offered by competitors. Customer loyalty is very important in the midst of high business competition, because loyalty will be beneficial for the long-term development of the company.

According to Wright & Lovelock (1999:265) say that the perception of quality is based in the long term, cognitive evaluation, and the process of service delivery. The benefits of service quality accumulate over time or it can be said in the long term that service companies must identify the right efforts to provide E-Service Quality and implement them effectively.

In addition to the excellent quality of electronic services, there are other factors that affect Customer Loyalty, namely Promotion. Companies engaged in positive financial services will make customers have a unique experience that will make consumers feel satisfied and will continue to remember them. By using the Promotion approach, managers do not only target customers through rationality, but also through customer emotions (Munir & Sholehah, 2021). Promotion is an integrated activity that includes public relations, advertising, sales promotion, and personal selling with the aim of introducing products/services and maintaining relationships with customers. Promotion has a big influence in increasing customer loyalty because customers feel a direct benefit from the promotion carried out by the company (Christian & Mananeke, 2016; Montolalu et al., 2017).

2. Overview References

2.1. E-Service Quality

Ulum & Muchtar (2018) explain that a broad picture of service quality using the internet network as a liaison medium between buyers and sellers in fulfilling online consumer shopping activities effectively and efficiently is conceptualized as the definition of e-service quality.

E-service quality or E-Service Quality Electronic means a service that is provided or offered by online business actors to their online consumers as an extension of the ability of an application site and or website to facilitate purchasing activities, as well as effective and efficient distribution (Farisal Abid & Purbawati, 2020).

2.2. Promotion

Hasan (2015) states that promotion is a marketing mechanism that focuses on marketing campaign communications by persuasively targeting customers to facilitate the production of transactions or deliveries between companies and consumers to purchase the necessary activities.

Promotion is a form of marketing communication, namely marketing activities that seek to disseminate information, influence, persuade and or remind the target market of the company and its products so that consumers are willing to accept, buy, and be loyal to the products offered by the company (Tjiptono, 2014:229).

2.3. Customer Loyalty ¹³

Gitomer (1998) states that loyalty is a manifestation of the fundamental human need to have, support, gain a sense of security and build attachment and create emotional attachments.

Meanwhile Griffin (2012:16). Explaining that customer loyalty is a person's loyalty to a product, both certain goods and services, which is indicated by their buying behavior

Another opinion, namely Firmansyah (2019:135) states that customer loyalty is a clear aspect that comes from consumers to re-subscribe or repurchase similar products / services that they use regularly in the future, even though the effects of the situation and marketing campaigns will contribute on moving behavior.

3. Framework Think

3.1. Influence Quality of Service and Customer Loyalty

In research conducted by Insani & Madiawati (2020), Kartini (2021), Muhtarom et al. (2021), Munir & Sholehah (2021) Novianti et al. (2018) show that service quality has a significant effect on customer loyalty.

3.2. Influence Promotion and Customer Loyalty

In research conducted by Insani & Madiawati (2020), Kartini (2021), Muhtarom et al. (2021), Munir & Sholehah (2021), Novianti et al. (2018) show that *Promotion* has a significant effect on customer loyalty.

3.3. Influence E-Service Quality and Promotion of Customer Loyalty

In research conducted by Insani & Madiawati (2020), Kartini (2021), Muhtarom et al. (2021), Munir & Sholehah (2021), Novianti et al. (2018) show that *E-Service Quality* and *Promotion* have a significant effect on loyalty customer. Based on description in on, so could made Research Model which seen on Picture 2.

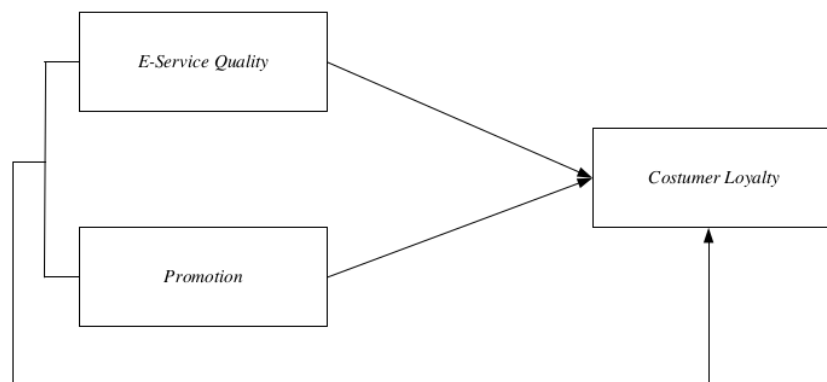


Figure 2. Chart Framework Think

3.4. Hypothesis

H1 : Service Quality has a significant positive relationship with Customer Loyalty

H2 : Promotion has a significant positive relationship with Customer Loyalty

H3 : E-Service Quality and Promotion have a significant positive relationship with Customer Loyalty

4. Method Study

4.1. Type Study

In this study, researchers used a quantitative approach. Quantitative research is research that shaped number for test something hypothesis. With use approach this, so will obtained significance connection between variable which researched.

4.2. Population and Sample ⁶

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2018:167). The population in this study are all users Go-Pay application .

Sample is part of the number and characteristics that is owned by the population, it can be a large population and it is impossible for all 1 which is 1 in the population, for example 1 due to limited data, energy and time. Therefore, researchers must use samples taken from the population. In research. This sample determination can be done using 1 method (Non Probability Sampling), namely the withdrawal of 1 sample 1 is not random and uses a purposive sampling procedure. Purposive sampling According to Sugiyono (2014) is a sampling technique 1 with 1 certain considerations. In this study, the number of customers who use Go-pay payments in Surabaya more than 2-3 times are not known with certainty, so to calculate the minimum sample size, the formula Lemeshow (1997) can be used to find out the unknown population.

$$n = \frac{z^2 \times p(1-p)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,10^2} = \frac{0,9604}{0,01} = 96,04$$

$$n = \frac{19.208(0,5)}{0,01} = \frac{0,9604}{0,01} = 96,0$$

Information :

n : Number of samples

z : z score at 95% confidence = 1.96%

p : maximum estimate = 0.5

d : alpha (0,10) or sampling error = 10%

So if based on the formula then n is obtained 96.04% or 96 respondents.

4.3. Type Data

In this study the types of data used are as follows:

1. Quantitative data is type data from research results that can be measured or calculated and are structured or patterned so that the variety of data obtained from research sources is easier for researchers to read.
2. Qualitative Data is type describing data information through data types descriptive or narrative so make it the data in express with group and categories not through numeric data.

4.4. Source Data

In this study, the data sources used are as follows:

1. Primary Data According to Sugiyono (2014) is a source data which directly provide data to collector data. So it can be explained again the primary data is data obtained directly by involving direct contact or communication between researchers and informants in this case the primary data obtained through the distribution of questionnaires to customers who shop at Hypermart with use method Go-pay payment.
2. Secondary Data According to Sugiyono (2014) is data which have collected by party other than the researcher himself for other purposes, meaning that it can be obtained by a second party. This data can be obtained from several references such as archives, documentation, and other data related to research problems.

4.5. Technique Analysis Data

In this study, the data analysis technique used multiple linear regression, namely the analysis technique for determine the effect of the independent variable with the dependent variable which shows a one-way relationship. Model in study this is :

$$Y = \square + 1X1 + 2X2 + 3X3$$

Information :

Y = Customer Loyalty

= Constant

1 - 3 = Regression Coefficient

X1 = E-Service Quality

X2 = Promotion

e = Standard error

5. Results and Discussion

Classical assumption test is a requirement that must be met in multiple linear regression analysis. Test this aim for give certainty that equality regression which obtained have accuracy in estimation, no bias, and consistent.

5.1. Test Normality

This test is used to find out the data contained in each distributed variable normal or no. Results Test Normality could seen on Table 1.

Table 1. Test Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov-Test	Unstandardized Residual	Information
asypm. Sig. (2-tailed)	.304	Normal

Based on test Kolmogorov Smirnov could is known that data in study this distribute normal. Seen on asymp. Sig (2 tailed) as big as 0.304 show score significant more big from 0.05 which means data distribute normal.

5.2. Test Multicollineriety

Test multicollinearity used for knowing is in model regression occur inequality variant from residual one observation to other observations. Results Test Multicollineriety could seen on Table 2.

Table 2. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Quality Service	.899	1,112
Promotion	.899	1,112

In table 5, it can be seen that the data meets the requirements of the multicollinearity test because the tolerance value of each variable is 0.10 and the VIF value of each variable is 10 which means that the variable does not occur multicollinearity.

5.3. Test Autocorrelation

Autocorrelation test is used by researchers to test whether in the linear regression model there is a correlation between error bully on period t with error bully on period t (previously). on study this, researcher use approach Durbin Watson (DW tests). Results test Durbin Watson could viewed on Table 3.

Table 3. Autocorrelation Test

Durbin-Watson	Information
1.958	No Autocorrelation Symptoms

For knowing existence autocorrelation or no could is known with DW-Test with provision $du < d < 4 - dU$, model regression which good is which no have autocorrelation. Results testing use table Durbin Watson could seen on Table 4.

Table 4. Test Durbin Watson

D	dL	dU	4-dL	4-dU
1,958	1,626	1,710	2,374	2,290

The results of the Durbin Watson autocorrelation test in the table above show the number 1,958 when compared to the DW table value using a degree of confidence = 5%, the number of variables (k) = 2, and the amount of data is 96 (n), the value of the table DW dL = 1.626 and dU = 1.710.

Based on the DW table, the results obtained that the DW number lies between dU and (4-dU), $1,710 < 1,958 < 2,290$. So it can be concluded that the regression equation of this study does not have autocorrelation.

5.4. Test Heteroscedasticity

Test Heteroscedasticity used for knowing is in model regression occur inequalityvariant from residual one observation to observation other. Test heteroscedasticity could seen on picture 3.

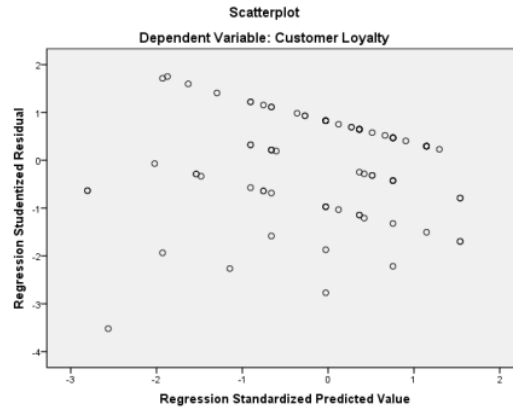


Figure 3. Test Heteroscedasticity

In Figure 2, it can be seen that the points spread randomly and are scattered both above and below the lower 0 on y axis, as well as no there is pattern certain, Thing this conclude that no occur heteroscedasticity.

5.5. Test Regression linear multiple

Results analysis regression linear multiple on research this could viewed on Table 5.

Table 5. Test Linear Regression multiple

Model	Unstandardized Coefficients
	B
(Constant)	8,846
Quality Service	.319
Promotion	.197

Based on results analysis on table 8, so get the equation regression linear as following :

$$Y = 8,846 + 0,319X_1 + 0,197X_2 + e$$

5.6. Coefficient Determination R²

The coefficient of determination test aims to determine how much the model's ability to explain variation variable dependent. Results test 2 - on study this could seen on table 6.

Table 6. Coefficient Test Determination R²

R	R Square	Adjusted R Square
.412	.398	.352

The results of the coefficient of determination (R²) show that the Adjusted R Square value is 0.352 or 35.2%. This means that the level of Loyalty Customers who are able to be explained by the independent variable (Quality Service and Promotion) of 35.2%, while the remaining 64.8% is influenced by other variables not examined.

5.7. Test F (simultaneous)

Simultaneous hypothesis testing aims to determine the effect of the independent variable Quality Service and Promotion simultaneously (together) on the dependent variable, namely Quality Service . The test was carried out using a significance level of α 0.05 (5%). The results of the f test in this study can be seen in the following table:

Table 7. F Uji test

F	Sig.	Information
9.510	.000	Significant

F test results show that F_{hitung} (9.510) and sig. (0.000), when compared with sig. < 0.05 , so it can be concluded that the model is significant. Based on this analysis, it can be obtained results stating Quality Service and Promotion by together significant effect on Loyalty Customer accepted.

5.8. Testt (Partial)

Partial hypothesis testing aims to determine the effect of the independent variable Quality Service and Promotion partially (on their own) to the dependent variable, namely Loyalty Customer . The test was carried out using a significance level of $\alpha 0.05$ (5%). The results of the t-test in this study can be seen in the following table:

Table 8. t test

Model	B	t	Sig.	Information
(Constant)	8.846	8.757	.000	
Quality Service	.319	4.129	.000	Significant
Promotion	.197	2,641	.010	Significant

T-test results on the variable Quality Service (X1), the regression coefficient is 0.319 (positive), with t_{hitung} (4.129) and sig (0.000), when compared with sig. $< \alpha$ (0.05), assuming other variables are considered constant, so that the conclusion is Quality Service has a significant effect on Loyalty Customer . Based on this analysis, it can be obtained that the first hypothesis which states Quality Service has a significant effect on Loyalty Customer accepted .

Promotion variable (X2), the regression coefficient of 0.197 (positive), with t_{hitung} (2,641) and sig (0.000), when compared with sig. $< \alpha$ (0.05), assuming other variables are considered constant, so that it can be concluded that Promotion has a significant effect on Loyalty Customer . Based on this analysis, it can be concluded that the second hypothesis which states that promotion has a significant effect on loyalty Customer accepted .

6. Conclusion

Based on the description that has been presented to the research data that has been analyzed, the conclusions that can be drawn in this thesis are as follows:

1. Influence E-Service Quality towards Customer Loyalty have score significance $0.000 < 0.05$, so that the conclusion is Quality Service has a significant effect on Loyalty Customers on users Application GoPay .
2. Influence Promotion to Customer Loyalty have score significance of $0.010 < 0.05$ so that it can be concluded that Promotion has a significant effect on Loyalty Customers on users Application GoPay
3. E-Service Quality and Promotion have score significance $0.000 < 0.05$ so that the conclusion is obtained E-Service Quality and Promotion by together significant effect on Customer Loyalty accepted.

7. Suggestion

Based on the description that has been presented to the research data that has been analyzed, the researchers could provide the following suggestions :

1. It is hoped that future researchers can use this research as a reference in completing research related to management marketing , and complement the shortcomings of this research in terms of the research sample and research variables used.
2. Expected for party company , services and promotions carried out Hypermart has walk with good and have get good response _ from its customers . Should company must maintain Thing it so that it can maintain existing customers _ exists and also for interesting customer new

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