Antecedents Of Consumer Loyalty In PT. Rentokil Initial Medan Indonesia

Anteseden Loyalitas Konsumen Pada PT. Rentokil Initial Medan Indonesia

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ABSTRACT
The purpose of this study was to determine and analyze the effect of product quality and service quality on consumer loyalty at PT. Rentokil Initial Indonesia Medan. The method used in this research is a survey approach, this type of research is quantitative descriptive and the nature of this research is explanatory descriptive, data collection is done by questionnaire and documentation study, and data is analyzed using multiple linear regression. The results show that product quality and service quality simultaneously have a positive and significant effect on consumer loyalty, good product quality and service quality will be able to have a real impact on increasing consumer loyalty, and partially each product quality and service quality have a positive and significant effect. to consumer loyalty. The dominant product quality has an effect on consumer loyalty at PT. Rentokil Initial.
Keywords: Product Quality, Service Quality, Consumer Loyalty

ABSTRAK
Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh kualitas produk dan kualitas pelayanan terhadap loyalitas konsumen pada PT. Rentokil Initial Indonesia Medan. Metode yang digunakan dalam penelitian ini adalah pendekatan survei, jenis penelitian ini adalah deskriptif kuantitatif dan sifat penelitian ini adalah deskriptif eksplanatori, pengumpulan data dilakukan dengan kuesioner dan studi dokumentasi, dan data dianalisis dengan menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk dan kualitas layanan secara simultan berpengaruh positif dan signifikan terhadap loyalitas konsumen, kualitas produk dan kualitas layanan yang baik akan dapat memberikan dampak yang nyata terhadap peningkatan loyalitas konsumen, dan secara parsial masing-masing kualitas produk dan kualitas layanan berpengaruh positif. dan efek signifikan. terhadap loyalitas konsumen. Kualitas produk yang dominan berpengaruh terhadap loyalitas konsumen pada PT. Rentokil Initial.
Kata Kunci : Kualitas Produk, Kualitas Layanan, Loyalitas Konsumen

1. Introduction

The goal of this study is to identify and evaluate how product and service quality affect LD. Companies nowadays must be able to compete in the marketplace. With changes in technology, the law, or dynamic government regulations, businesses must respond swiftly to implement strategies that will allow them to satisfy customer demands and wishes. the rase button Consumers whose needs and desires are met will make consumers loyal. Consumer loyalty is the behavioral urge to make repeat purchases and to develop a long-term commitment to a company's product or service through a consistent purchasing procedure (Peter, Olson, 2016).

When a corporation produces a high-quality product, loyalty will result. According to Kotler and Armstrong (2017), a product's quality is determined by its capacity to carry out its intended functions. This capacity encompasses a product's general durability, dependability, accuracy, ease of use, and ability to be repaired, among other product features. Companies that want to maintain their competitive advantage in the market must understand some of the aspects used by consumers in differentiating the products sold by the company from

competing products (Mullins, et.al, 2003). Tjiptono (2017), the dimensions of product quality consist of performance, durability, conformance to specifications, features, reliability, aesthetics, and impression of quality.

Every business that prioritizes customer satisfaction will reap numerous major advantages (Chiou 2004; Palaci et al., 2019), including a better reputation among customers and the general public, which may foster consumer loyalty,it is possible for the company, increase profits, then the harmonious relationship between the company and consumers, and encourage everyone in the company to work. with a better purpose (Tjiptono, 2015).

Cleanliness and comfort standards are very important for building owners/managers to provide the best for their guests. By meeting this standard. PT. Rentokil Initial Indonesia pays full attention to the quality of services provided to ensure the comfort and satisfaction of building users. Because of PT. Rentokil Initial Indonesia offers Hygienic service packages. All products used in the service are equipped with MSDS (Material Safety Data Sheets) and have received marketing authorization from the Ministry of Health in Indonesia. PT. Rentokil Initial Indonesia is the only Hygiene Service company in Indonesia that has a Liability Insurance certificate from ZURICH Insurance International, thus providing health and comfort insurance for its users.

A total of 20 consumers use the services of PT. Rentokil Initial Indonesia that in PT. Rentokil Initial Indonesia has many complaints from consumers related to dissatisfaction with the low quality of service, including (1) Physical facilities (2) Accuracy of service (3) Limitations of employees in handling consumers (Ali et al., 2018; Amoroso et al., 2018). PT. In general, Rentokil Initial Indonesia still receives a lot of complaints and problems related to product quality and consumers are not satisfied with the services provided so the quality of service at the company is still low. Based on the background that has been described previously, the researchers are interested in conducting research with the aim of analyzing the influence of product quality and service quality on consumer loyalty at PT. Rentokil Initial Indonesia Medan".

2. Literature Review

(Griffin, 2001), expressed his opinion about consumer loyalty, among others: "The concept of loyalty is more directed to behavior (behavior) than attitude (attitude) and a loyal consumer will show buying behavior which is defined as a regular buyer and is shown all the time. by several decision-making units. Building loyalty requires a lot of continuous effort. Usually, advertising media build consumer awareness of the brand and is used to build a brand image in the hope that if the brand image owned by a product or service is strong, it will be able to build consumer loyalty (Wells et al., 2003; Bianchi et al., 2014).

(McCarty and Perreault, 2003) state that the product is the result of production that will be given to consumers to be distributed and utilized by consumers to meet their needs. (Kotler and Armstrong, 2001) define product quality as the ability of a product to perform its functions, including reliability, durability, accuracy, ease of operation, and product improvement, as well as other valuable attributes of the product as a whole.

(Singh and Arora, 2003) stated that "Service quality is providing something intangible to consumers in a way that satisfies them and gives them value." Meanwhile, according to (Elhaitammy in Mauldin, 2000) states that "Service quality is an attitude or way of employees in serving consumers satisfactorily."

3. Methods

This type of research is descriptive quantitative research that measures the strength of the relationship between two or more variables. (Kuncoro , 2003:) states that "Quantitative

descriptive research includes collecting data to test hypotheses or answer about the latest status of the research subject". The nature of this research is descriptive explanatory research. This is in accordance with the phenomenon that occurs in the object of research regarding the Effect of Product Quality and Service Quality on Consumer Loyalty at PT. Rentokil Initial Indonesia Medan.

In this study, the population in question is consumers who use PT. Rentokil Initial Indonesia Medan, totaling 480 consumers. The sampling technique was carried out through Simple Random Sampling, which is a sampling technique that provides equal opportunities to the population to be sampled so that the sample in this study was 83 consumers. The questionnaire was measured using a Likert scale of 5 and then analyzed using SPSS software.

4. Results and Discussion

Regression analysis is used to test the hypothesis about the partial effect of product quality and service quality on consumer loyalty.

Tabel 1. Hasil Uji Regresi Linier Berganda

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.948	.884		3.334	.001
	KualitasProduk	.602	.071	.694	8.481	.000
	KualitasPelayanan	.089	.032	.225	2.745	.007

a. Dependent Variable: LoyalitasKonsumen

Tabel 2. Hasil Uji Hipotesis Secara Persial/Uji t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.948	.884		3.334	.001
	KualitasProduk	.602	.071	.694	8.481	.000

a. Dependent Variable: LoyalitasKonsumen

Tabel 3. Hasil Pengujian Hipotesis Secara Serempak/Uji F

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260.081	2	130.040	132.164	.000[a]
	Residual	78.714	80	.984		
	Total	338.795	82			

a. Predictors: (Constant), KualitasPelayanan, KualitasProduk

b. Dependent Variable: LoyalitasKonsumen

The results of research that have been carried out, simultaneously product quality and service quality have a positive and significant effect on consumer loyalty PT. Rentokil Initial

Indonesia Medan. This shows that product quality and service quality have a significant effect on increasing consumer loyalty.

The results obtained that product quality has a positive and significant effect on consumer loyalty PT. Rentokil Initial Indonesia Medan. Product quality is the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of operation, and product improvement, as well as other valuable attributes that belong to the product as a whole.

The results of this study are also supported by previous research by (Hutomo, 2010) who conducted a study entitled "The influence of product quality and consumer satisfaction levels on consumer loyalty to food products Tela Krezz Bekasi Branch".

The results showed that the quality of service has a positive and significant effect on the Consumer Loyalty of PT. Rentokil Initial Indonesia Medan. Quality of service as a service provided to consumers in accordance with service standards that have been standardized as a guide in service delivery.

(Singh and Arora, 2003) state that "Service quality is providing something intangible to consumers in a way that satisfies it and gives it a value". The results of this study are supported by previous research by (Suwitho, 2010) who conducted a study entitled "The Effect of Relational Marketing and Service Quality on Customer Satisfaction and Loyalty at Traditional Retailers in East Java".

5. Conclusion

Based on the results of research and discussion in the previous chapter, it can be concluded as follows: (1) Product quality and service quality have a positive and significant effect on consumer loyalty at PT. Rentokil Initial Indonesia Medan, with good product quality and service quality will be able to have a real impact on increasing consumer loyalty. (2) Product quality has a positive and significant effect on consumer loyalty at PT. Rentokil Initial Indonesia Medan. (3) Service quality has a positive and significant effect on consumer loyalty at PT. Rentokil Initial Indonesia Medan. (4) The coefficient of determination shows that the product quality and service quality under study are able to explain the effect on consumer loyalty by 76.8% and the remaining 23.2% is explained by other independent variables that have not been studied.

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