

The Analysis of Price and Service Quality to Loyalty and Satisfaction of Hazardous Waste Transportation Service Customers of Pt. Arah Environmental Indonesia on Jabodetabek Branch

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Abstract- Penelitian ini bertujuan untuk mengetahui dan menganalisis 1) harga berpengaruh terhadap kepuasan pelanggan Jasa Pengangkutan Limbah B3 2) kualitas layanan berpengaruh terhadap kepuasan pelanggan Jasa Pengangkutan Limbah B3 3) harga dan kualitas layanan secara bersama berpengaruh terhadap kepuasan pelanggan Jasa Pengangkutan Limbah B3 4) harga berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3 5) kualitas pelayanan berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3 6) harga dan kualitas pelayanan secara bersama berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3 7) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3. Jenis penelitian yang digunakan dalam penelitian ini adalah jenis data kuantitatif. Jenis data kuantitatif dalam penelitian ini merupakan jenis data kuantitatif yang diperoleh melalui kuisioner yang dibagikan kepada pelanggan PT. Arah Environmental Indonesia Cabang Jabodetabek sebagai instrument penelitian. populasi yang digunakan adalah pelanggan yang telah bekerjasama PT. Arah Environmental Indonesia cabang Jabodetabek dalam pengangkutan Limbah B3 sejak tahun 2017 sampai 2018 dengan menggunakan metode *Accidental Purposive Sampling* maka jumlah sampel ditetapkan sebanyak 100 responden. Metode analisis data yang digunakan dalam penelitian ini adalah analisis jalur (*path analysis*). Berdasarkan hasil penelitian dan pembahasan yang telah dilakukan maka dapat ditarik kesimpulan bahwa 1) Harga berpengaruh terhadap kepuasan pelanggan Jasa Pengangkutan Limbah B3. 2) Kualitas layanan berpengaruh terhadap kepuasan pelanggan Jasa Pengangkutan Limbah B3 3) Harga dan kualitas layanan secara bersama berpengaruh terhadap kepuasan pelanggan Jasa Pengangkutan Limbah B3 4) Harga berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3 5) Kualitas pelayanan berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3 6) Harga dan kualitas pelayanan secara bersama berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3 dan 7) Kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan Jasa Pengangkutan Limbah B3.

Index Terms- Harga, Kualitas Layanan, Kepuasan dan Loyalitas Pelanggan

Abstract- This research aims to analyze and investigate 1) price effects customer satisfaction of hazardous waste transportation service 2) service quality affects customer satisfaction of hazardous waste transportation service 3) price and service quality simultaneously effect customer satisfaction of hazardous waste transportation service 4) price effects customer loyalty of hazardous waste transportation service 5) service quality effects customer loyalty of hazardous waste transportation service 6) price and service quality simultaneously effect customer loyalty of hazardous waste transportation service 7) customer satisfaction effects customer loyalty of hazardous waste transportation service. Method of study used in this research is quantitative research. The data of this quantitative research obtained questionnaire which was distributed to the customer of PT. Arah Environmental Indonesia on Jabodetabek Branch as the object of research. Populations used in this research are the customers who have collaborated about hazardous waste transportation service with PT. Arah Environmental Indonesia on Jabodetabek branch between 2017 and 2018 with Accidental Purposive Sampling, so the sample is set to 100 respondents. Analysis data technique used in this research is Path Analysis. Based on the result and discussion which have been researched, so it can be inferred that 1) price effects customer satisfaction of hazardous waste transportation service 2) service quality effects customer satisfaction of hazardous waste transportation service 3) price and service quality simultaneously effect customer satisfaction of hazardous waste transportation service 4) price effects customer loyalty of hazardous waste transportation service 5) service quality effects customer loyalty of hazardous waste transportation service 6) price and service quality simultaneously effect customer loyalty of hazardous waste transportation service 7) customer satisfaction effects customer loyalty of hazardous waste transportation service

Index Terms- Price, Service Quality, Customer Satisfaction, and Customer Loyalty

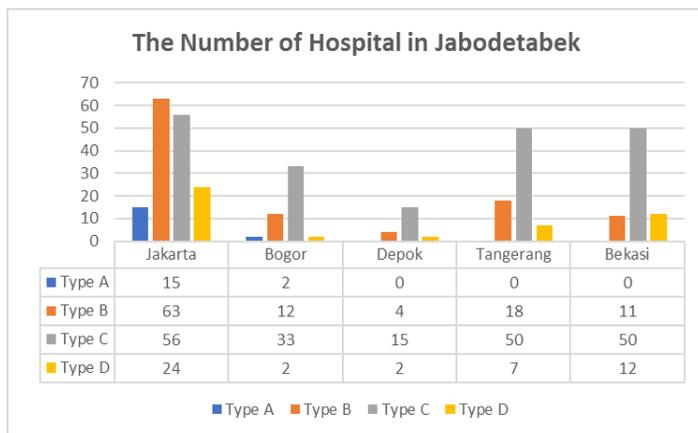
I. INTRODUCTION

A healthcare facility is a healthcare provider which implement the health services, in fact, it has a positive and negative impact on the surrounded environment.

A healthcare facility in order to run services of outpatient, inpatient, emergency, medical services, and non-medical services produce hazardous waste which commonly called medical waste. Healthcare facility involves hospital, public health center, clinic, and private clinic are the customer of hazardous waste transportation service or medical waste.

The number of hospitals located in Jabodetabek area is 376 hospital which classified into several types A, B, C, and D. According to the data of Indonesia Ministry of Health in 2018, the hospitals belong to Jabodetabek area are as follow:

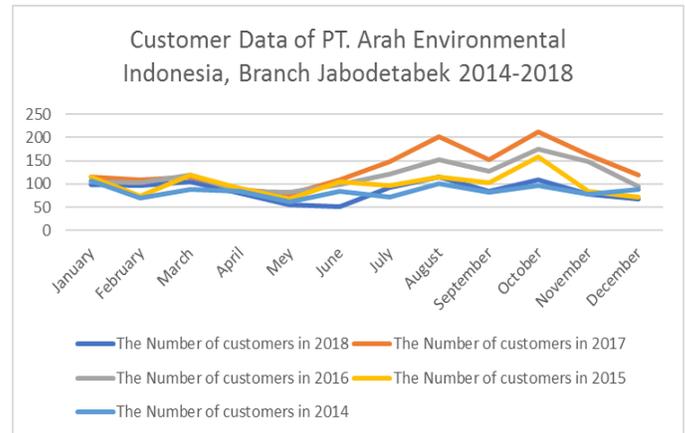
Image 1. The Number of Hospital in Jabodetabek



Hazardous waste produced by the hospital must be managed by the corporation who have authorization from Ministry of Environment and Forestry, by cooperating with medical waste transportation service the waste safely transported to waste treatment company. A cooperated medical waste transportation service must hold a license of waste transportation from the Ministry of Environmental and Forestry and also a license of waste transportation from the Ministry of Transportation. If a company holds those waste transportation licenses, so the hospital has complied with the regulation of Indonesia about hazardous waste treatment.

Customer loyalty has a decisive role in a company, maintaining them means improving financial performance and preserving the company existence. The advantage of customer loyalty is the less-influenced invasion from competitors of the same-categorized company, not only a competition regarding products but also competition about perception. Moreover, loyal customer can escalate a company growth by inputting ideas and pieces of advice to improve product quality (Lovelock & Wirtz, 2011: 338). Service quality is also the primary factor which affects customer loyalty because the customer is satisfied personally and have positive-mood with the service will own great loyalty with the company. Below is image 2 shows the fluctuating number of customers of PT. Arah Environmental Indonesia between 2017 and 2018 as follow:

Image 2. The Number of PT. Arah Environmental Indonesia 2014 -2018 Customers



The above chart shows that sales of medical waste transportation service PT. Arah Environmental Indonesia in 2018 experiences reduction from 2017. For that reason, PT. Arah Environmental Indonesia obliged to intensify quality service or increasing customer satisfaction level. Customer indirectly determines the size of profit obtained. By increasing customer satisfaction to gain customer loyalty, PT. Arah Environmental Indonesia should analyze the customers' complaints about things trigger the decreasing number of total customers as per 2018. The company is necessary to interpret customers needs as well as the factors which influence customer satisfaction and loyalty.

Table 1. Customer Satisfaction Index (CSI) of PT. Arah Environmental Indonesia in 2018

Department	CSI (%)
Marketing	75.10 %
Call Center	78.16 %
Operational	73.70 %
Price	74.09 %

Source: PT. Arah Environmental Indonesia, 2018

Customer satisfaction survey had been executed on July 23 – August 21, 2018, from several branches outspread along Medan, Jabodetabek, Semarang, Yogyakarta, and Surabaya by using questionnaire assessment method. Acquired from that survey, PT. Arah Environmental Indonesia successfully ranked “good” predicate for overall achievement with the average CSI 70%. The IPA on the second quadrant reaches the highest with tagline “high importance & high performance” which reflects that the performance has met the customer expectation and it should be kept up.

II. THE PROBLEMS AND PURPOSE OF RESEARCH

Based on the analysis of the background of the study, the problems are formulated as follow: 1) Does the price effect customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches? 2) Does the service quality effect customer satisfaction of hazardous

waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches? 3) Do the price and service quality simultaneously effect customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches? 4) Does the price effect customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches? 5) Does the service quality effect customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches? 6) Do the price and service quality simultaneously effect customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches? 7) Does the customer satisfaction effect customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches?

This purposes of this research are to analyze 1) price effects customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 2) service quality effects customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 3) price and service quality simultaneously effect customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 4) price effects customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 5) service quality effects customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 6) price and service quality simultaneously effect customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 7) customer satisfaction effects customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches. To analyze the customer satisfaction affects customer loyalty of hazardous transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches.

III. THEORETICAL FRAMEWORK

Price

In accordance with Kotler and Armstrong (2008:345) price is the amount of money spent on product or service or the amount of value that customers exchange for benefits for using product or service. A pricing strategy can be analogous to a three-legged pedestal, where the three factors supporting are cost, competition, and value. Tjiptono (2008:151) exclaims it from the customers' point of view, price is often used as the indicator of value when the price is associated with the perceived benefits of the things or services. Value can be defined as the ratio between perceived benefits and prices. In other words, at a determined pricing level, customers obtain the benefit of the product which has been purchased. Customers will be highly satisfied if the benefits they get are comparable or higher than the money they spent.

Service Quality

According to Supranto (2006), service quality defined as a comprehend word for service providers which must be done well. Whilst, the service quality, in keeping with Gronroos (Ratminto, 2005) is an activity or a series of invisible activities occurred as a

result of interaction between customers and employees or other things provided by service provider intended to solve consumer or customer problems. When the tangible product cannot be easily distinguished, the main key to successfully compete is in adding value to the service and improving the quality of the product. Distinguished service the customer can obtain involved the ease of ordering, shipping, installing, customer training, customer consulting, as well as maintenance and repair (Mahmud Machfoedz, 2005)

Satisfaction

To measure better about customer satisfaction level, it is also necessary to understand the causes of satisfaction. Customer satisfaction is believed to have an important role in product quality (goods and services) and service quality. Conforming to Alma (2003:32) that: "consumer responses which have met their desires both goods and services that provided a certain level of pleasure and customers are really satisfied". In evaluating it, the customer will empower their expectations as a standard or reference in general customer satisfaction context, the expectation is estimation or customer thought about a thing they are going to receive. This understanding is based on the view where the satisfaction is a standard prediction and some people use expectation becomes the ideal standard. Meanwhile, Kotler quoted in Tjiptono (2005:350), he stated that "customer satisfaction is the level of one's feeling after comparing the performance (or result) they sense compared to the expectation". From the above explanation, it can be concluded that customer satisfaction basically includes the distinguish of expectation and expected performance or the result.

Customer Loyalty

Kotler (2005:18) defines that customer loyalty is a repurchase done by a customer because of the service quality on the product or its company. Loyalty is a condition where customers have a positive attitude towards a brand, have quality service to the brand and intend to continue purchasing in the future. Customer loyalty can be categorized into two, they are brand loyalty and store loyalty. Brand loyalty is the attitude of loving or admiring a brand which is represented in a consistent purchase of the brands all times. Store loyalty is also reflected by consistent purchase but the consistency is visiting the store where customers can purchase the desired brand. According to Griffin (2002:16), he stated that loyalty is the result of serious attention process to what makes customer feels convenient and the ability to keep understanding it. Build customer loyalty tends to be difficult. Even though companies have spent a lot of costs to build customer loyalty with customers but they often face failure to build the real customer relationship.

IV. METHOD OF STUDY

Method of study used by the writer for this research is quantitative data. The quantitative data in this research obtained from questionnaires distributed to customers of PT. Arah Environmental Indonesia in Jabodetabek Branches as the research object. This research involves the population, they are customers who have been cooperated with PT. Arah Environmental Indonesia in Jabodetabek branch in transporting hazardous waste

between 2017 and 2018 with the number of samples are 53 respondents. Data analysis technique of this research is path analysis.

This research applies a product-moment correlation analysis calculated by the SPSS program, which is used to determine the relationship between price and service quality with customer satisfaction and loyalty of hazardous transportation service of PT. Arah Environmental Indonesia in Jabodetabek branch.

V. RESULTS

Based on the theoretical framework, it generates the equation of two substructures, namely the first substructure which observes the effect between price and service quality variables to the satisfaction (path model 1) and the second substructure to see the effect between price and service quality variables to satisfaction and loyalty (path model 2). The path analysis steps are as follow: The test result either separately or individually as well as simultaneously, the independent variable as shown in the table below.

Table 2
t-test and f-test Path Model 1

Type of test	Independent Variable	Value		Remarks
		Coefficient	Significance	
t-test	Price (X ₁)	0,686	0,000	Significant
	Service quality (X ₂)	0,566	0,000	Significant
f-test	Price (X ₁)	29,096	0,000	Significant
	Service quality (X ₂)			

Determination Coefficient Path Model 1

The coefficient determination of the path model 1 can be seen from the result of calculation in the summary model, especially the R square figure presented in table 3 below

Table 3
The Analysis Result of Coefficient Determination of Path Model 1
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,733 ^a	,538	,519	,865

a. Predictors: (Constant), Kualitas Pelayanan, Harga

Source: Data processed (2019)

In the f-test, the simultaneous effect of price and service quality on satisfaction is taken from the coefficient / R square of 0.538 and with the significance 0.000, the alpha value is less than 0.05 which means it has a significant effect on the directional relationship. Moreover, satisfaction variability can be explained using the price and service quality variables is 53.8% and the effect other variables exclude this model supplies 46.2%,

Result of Path Model 2 Analysis Test

In finding out the value of the effect of price and service quality on satisfaction and loyalty partially or separately, it can be tested using the t-test. Whilst, in determining the effects simultaneously of satisfaction and loyalty, it can be tested by using f-test. To find out the value of the effect can be obtained from the coefficient value. Test result either separately and simultaneously o the independent variables can be looked at table 4 below.

Table 4
t-test and f-test of Path Model 2

Type of Test	Independent Variables	Value		Remarks
		Coefficient	Significance	
t-test	Price (X ₁)	0,513	0,001	Significant
	Service quality (X ₂)	0,126	0,022	Significant
	Satisfaction (Y)	0,204	0,040	Significant
f-test	Price (X ₁)	14,553		Significant
	Service quality (X ₂)			
	Satisfaction (Y)			

Found on table 4, the t-test reflects the effect of price and loyalty has a significant value of 0.001. The effect of service quality on loyalty has a significant value of 0.022. Then, the effect of satisfaction and loyalty has a significant value of 0.040. The effect of satisfaction on loyalty is 0.035 with significant value of 0.035 which means satisfaction has a significant effect on customer loyalty.

Determination Coefficient of Path Model 2

The determination coefficient of the path model 2 can be seen from the result of calculation in the summary model, specifically the R square number presented in table 5 below.

Table 5
Result of Determination Coefficient Analysis of Path Model 2
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,686 ^a	,471	,439	,781

a. Predictors: (Constant), Kepuasan pelanggan, Kualitas Pelayanan, Harga

Source: Data processed (2019)

In the f-test the effect of price, service quality and satisfaction on customer loyalty is presented by the R square coefficient value of 0.471 with the significant value of 0.000, it means this has a significant effect. Conversely, the loyalty variable that can be explained using the price, service quality and satisfaction is 47.1% while the effect of 52.9 is caused by other variables excluding this model.

Result of Path Model 1 and Path Model 2 Analysis

The following is the summary of calculation effect on the path model 1 and path model 2 analysis result as presented in the following table 6.

Table 6
Direct Effect, Indirect Effect, and Total Effect

Path Model	Hypothesis	Effecting Variable	The Effect		Remaining	Total
			Directly	Indirectly via Y		
1	H ₁	X ₁ □ Y	0,686			0,686
	H ₂	X ₂ □ Y	0,566			0,566
	H ₃	X ₁ , X ₂ □ Y	0,538		0,462	1,000
2	H ₄	X ₁ □ Z	0,666	1,057		1,723
	H ₅	X ₂ □ Z	0,447	0,815		1,262
	H ₆	X ₁ , X ₂ , Y □ Z	0,462		0,538	1,000
	H ₇	Y □ Z	0,557			0,557

Source: Data Research (2019)

Referring to table 6, it can be analyzed that the effect of price and quality of service partially and directly to the satisfaction is positive and significance value is 0.686 and 0.566. The variable price has a greater value compared to the quality of service. Then, the variable of price and service quality simultaneously effect satisfaction with the value of 0.538. The price and quality service effect positively and significantly to customer loyalty with a total value of 0.666 and 0.081. Based on the research result, it can be inferred that the relationship between price and service quality

indirectly effect loyalty through satisfaction which has a big value of 0.666 and 0.447. Later, the variable of price, service quality and satisfaction simultaneously have a positive and significant effect on customer loyalty with the value of 0.462

Correlation Matrix Result

The results of the correlation matrix analysis for each variable can be described as follow:

Table 7
Priority Scale

Variables	Loyalty	
	Desire to renew cooperation (Z _{1.1})	Reference to others (Z _{1.2})
Affordable price (X _{1.1})	0,946 (Priority 4)	0,814
Price competitiveness (X _{1.2})	0,218	0,254
Suitability of price and benefit (X _{1.3})	0,377	0,427
Suitability of price and service quality (X _{1.4})	0,468	0,841
Reliability (X _{2.1})	-0,014	-0,065
Responsiveness (X _{2.2})	0,239	0,343
Assurance (X _{2.3})	0,986 (Priority 2)	0,870
Empathy (X _{2.4})	0,965 (Priority 3)	0,838
Tangible (X _{2.5})	-0,012	-0,134
Loyalty (Y _{1.1})	0,965(Priority 3)	0,841
Trust the company's excellence (Y _{1.2})	0,987 (Priority 1)	0,866

Source: Primary data processed, 2019

Refer to table 8, it can be analyzed that the priority scale which must be applied by the company in order to effect customer loyalty is regarding service quality, in this case, it is about trusting the company's excellence. After testing the hypothesis, the upcoming steps is calculating the path coefficient. The path

coefficient testing is executed directly to find out "how much the effect of independent variables to dependent variables: The result of the path coefficient calculation test can be presented in the following chart:

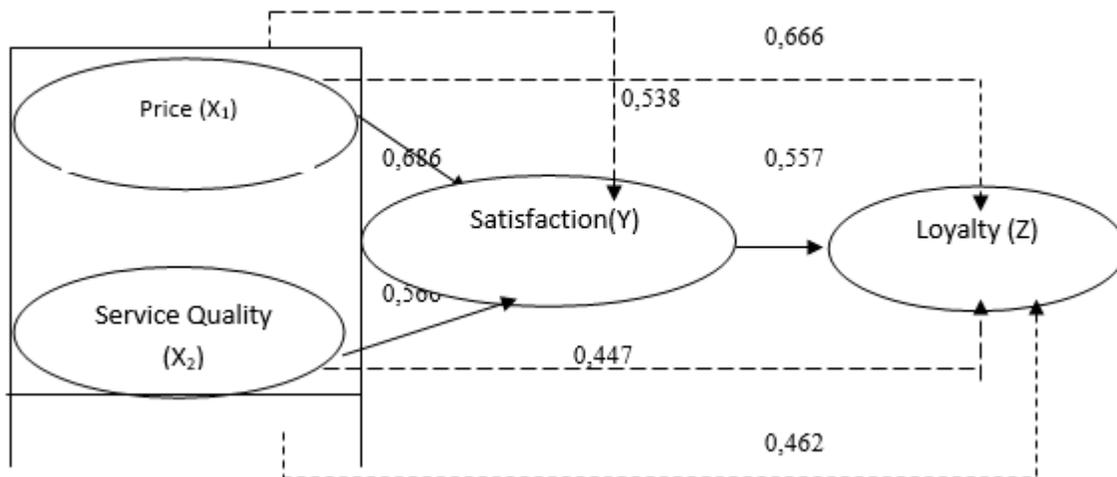


Image 4 Result of Inter-path Analysis

VI. DISCUSSION

The result shows there is a significant effect between price and customer satisfaction where this can be interpreted that pricing accuracy will increase the possibility of customer satisfaction. Price is the total cost paid for benefits offered to use the product (Kotler and Armstrong, 2001). In line with that theory, the price has an important role in making decision process of customers. In addition, the price also plays a role in helping customers to obtain the highest expected benefits or utilities based on purchasing power. Thus, the price can help customers to decide allocating

purchase power to certain goods or services. The results of this research support previous research conducted by Burhanudin (2018) and Franklin John Selvaraj (2018) who conclude that there are effects between price and customer satisfaction.

The results show the significant effect between service quality and customer satisfaction, this can be interpreted that the better-quality service of the company, the better customer satisfaction will be. Customer satisfaction is a decisive factor in marketing, in contrast, customer disappointment because of quality service, it can be a horrible thing in the future. In order to maintain the customers, the optimal service must be done, which one of them is improving service quality. The results of this

research also support the previous researches done by Adi Wahyu Nugroho (2013), Oktaviana Ramenusa (2013) and Lidya Nurlita Sabatini, I Made Ardiana and Oce Prasetya (2016). Their research represents the service quality has a significant effect on customer satisfaction.

In accordance with the result of the analysis, it shows that there is a significant effect between price and service quality on customer satisfaction. This can be inferred that the better price determined precisely and the better service quality, the better customer satisfaction will be.

Service quality is very closely related to customer satisfaction, the quality service provided by the company will become a supporting tool to achieve satisfaction. This happens because by giving better quality service, the customer will feel a very special treatment. In other words, the customer will be satisfied with what has been provided by the company (Tjipto, 2010)

The analysis shows there is a significant effect between price and customer loyalty, this means the pricing accuracy will impact to the increasing value of customer loyalty. A certain product or service that has a positive image will be able to help customers to make a decision in purchasing easier. From this positive image, customers can make a purchasing decision and recommend the products to others. Customer loyalty is obviously effected by satisfying product or service user experience, a positive brand image, an appropriate price and quality whose advantages can be compared to another brand. The results of this research support previous research conducted by Burhanudin (2018) and Franklin John Selvaraj (2018) who identify the correlation between price and customer loyalty.

The results show a significant effect between service quality and customer loyalty, this can be inferred that the better service quality, the better customer loyalty will be. According to Tjipto (2007), service quality means the effort to meet the necessities and desires of customers and accuracy in conveying to balance customers' expectation. Meanwhile, Lupiyoadi and Hamdani (2006) define service quality is the degree achieved by characteristic related to meeting the requirements.

Quality is often considered as a relative measure of goodness of product or service consisting of quality of design and quality of conformity. Based on the result of the analysis, it shows that there is a significant effect between price and service quality on customer loyalty. It can be interpreted that the better and more precisely price determination as well as the better service quality, customer loyalty will gradually improve. According to Kotler and Armstrong (2008), price is the amount of money charged for products or the amount of value that customer exchange for benefit of owning or using the products. The results of this research actually support the previous research conducted by Ruben Chumpitaz Ceceres, Nicholas G. Paparoidamis (2007) and Franklin John Selvaraj (2018) who concluded there is an effect between price and service quality on customer loyalty.

The result appears to be a significant effect between customers satisfaction and customer loyalty, this means the increasing customer satisfaction will improve customer loyalty in line. Peter Olson (2006) defines customer loyalty is an expression of loyalty showed by the customer in purchasing good or service by doing repurchase continuously. This habit is auto-motivated

and it tends to be difficult to switch purchase the same good or service due to a sense of satisfying the customer retrieved.

According to Oliver (2007), long-term satisfaction will effect on the form of customer loyalty. When customers are satisfied with the product or service provided by a company, the customer will tend to re-purchase the product or visit the service, which is one indicator of customer loyalty.

VII. CONCLUSIONS

Based on the result and discussion which have been researched, it can be concluded that: 1) price effects customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 2) service quality effects customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 3) price and service quality simultaneously effect customer satisfaction of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 4) price effects customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 5) service quality effects customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 6) price and service quality simultaneously effect customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches 7) customer satisfaction effects customer loyalty of hazardous waste transportation service of PT. Arah Environmental Indonesia on Jabodetabek branches

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