Customer Loyalty in Insfluence Photograph Malang: Assessment of Service Quality and Customer Satisfaction

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Abstract

The purpose of this study was to determine the role of service quality and customer satisfaction in increasing consumer loyalty in influence photography. The method approach used is quantitative multiple linear regression analysis. The sample used was 100 people who used Insfluence Photography services in the city of Malang. The results of this study indicate that service quality plays an important role in increasing consumer loyalty. Consumer satisfaction also plays an important role in increasing consumer loyalty. An important implication of the results of this research is that efforts can be made to increase consumer loyalty in business in the field of photography services, namely by continuing to provide the best service to consumers and supported by continuing to evaluate consumer satisfaction to see negative aspects that make consumers feel dissatisfied.

Keywords: Customer Loyalty, Customer Satisfaction, Service Quality

Introduction

With the development of the business world that is experiencing growth (growth) it becomes a bigger business. In this regard, the activities in the business also increased, as did the volume of activities carried out (Lukiana & Sulistyan, 2021; Sulistyan et al., 2022). If in a small business the types of activities carried out are limited so that it will be easy to plan and supervise, after the business starts to grow and gets bigger, the volume of activities increases and becomes increasingly difficult (Klein & Todesco, 2021; Yatminiwati et al., 2021). Technological advances are so rapid, this has given many changes to human life patterns. Changes occur in daily life and business activities (Muttaqien & Sulistyan, 2022; Zahra, 2021). Along with the times, human needs are also increasingly varied. One of them is in the type of photography services.

The photography business is a business that is growing in various forms according to technological developments. Even though everyone has a gadget that can be used to take pictures, they are still looking for professional people to capture precious moments. In the photography business, consumer loyalty is an aspect that must be considered in terms of providing services in an effort to retain consumers. In addition to the service quality factor, consumer satisfaction is also a factor that can influence consumer loyalty. Satisfaction is a condition where desires, expectations are fulfilled. Every service provided is considered satisfactory if the service can fulfill someone's wishes. Measuring satisfaction is an important element in providing better, more efficient and more effective services. When someone feels dissatisfied with a service provided, then the service can be concluded as ineffective and inefficient. Increasing satisfaction is an important factor in developing a service system for the services provided.

In connection with the description above, the object of research is the Insfluence Photography business in Malang, Insfluence Photography is a business engaged in the service sector that serves photography, photo editing, and video editing which is required to provide loyalty to the company through artistic results. photography as an art without boundaries. Photographic activities are not only limited to taking pictures with a camera, but continue to develop along with the development of increasingly advanced digital technology, which will give a sense of customer satisfaction and the quality of service that will be provided to consumers.

The formulation of the problem in this study is that there are indications that consumers are starting to become disloyal to Influence Photography services in Malang City. This is possible because the quality of service is not optimal and consumer satisfaction has begun to decline. It is important to do research on Influence Photography in Malang City because it is to maintain and increase consumer loyalty. If research is not carried out, there will be negative impacts, such as loss of consumer confidence, decreased income, consumers will switch to other services, and many other factors. The purpose of this research is to overcome the problem of consumer loyalty with the role approach of service quality and customer satisfaction. Specifically testing and analyzing the role of service quality in increasing consumer loyalty, and testing the role of satisfaction in increasing consumer loyalty.

Consumer loyalty is customer attachment to a brand, store, manufacturer, purchase of services, or other entities based on favorable attitudes and good responses such as repurchasing (Mustika et al., 2022). Customer loyalty strongly held by a commitment to repurchase or subscribe return a preferred product or service consistently in the future, despite situational influences and marketing efforts that have the potential to cause switching behavior. The point here is consumer loyalty is the customer's commitment to stay in depth to re-purchase products or services consistently in the future even though the influence of the marketing business situation has the potential to change behavior (Darmayasa & Yasa, 2021).

The definition of service quality or service quality is centered on efforts to fulfill customer needs and desires and the accuracy of their delivery to offset customer expectations (Yusup, 2019). There are 5 dimensions that determine service quality from a customer perspective (Parasuraman et al., 1988): 1) Reliability: the ability to provide services promptly and satisfactorily, 2) Responsiveness: the ability to provide services responsively, 3) Assurance: ability, courtesy and trustworthiness possessed by staff, free from danger, risk of doubt, 4) Empathy: ease of communication and understanding customer needs, 5) Tangibles: physical facilities, equipment, employees and communication suggestions. Consumer loyalty can be measured by 3 indicators: repeat namely if the customer requires goods or services provided by the service provider concerned, retention namely he is not affected by the services offered by other parties, referrals if the service received is satisfactory, the customer will notify the other party, and vice versa, if there is dissatisfaction with the service received, he will not talk to the other party, but will instead notify the unsatisfactory service to the funding provider.

Consumer satisfaction is the level of consumer feelings after making a comparison between what he received and what he expected (Melović et al., 2021). Assessing consumer satisfaction and increasing consumer expectations, so that they can become loyal customers. When what is obtained by consumers is in accordance with their expectations, of course consumers will feel satisfied. Providing satisfaction to consumers is the desire of every company. Fulfilling customer satisfaction is an important factor for the company's survival, which can increase its advantage over the competition. Indicators of customer satisfaction are as follows (Astuti & Dewi, 2022): 1) Conformity of expectations, is the level of conformity between product performance expected by the customer and what is felt by the customer, including products obtained match or exceed expectations, services provided by employees meet or exceed expectations; and Supporting facilities obtained are in accordance with or exceeding expectations. 2) Interest to revisit, is the willingness of customers to revisit or repurchase related products, including interested in visiting again because the service provided by employees is satisfactory, interested in visiting again because of the value and benefits obtained after consuming the product, and interested in visiting again because the supporting facilities provided are adequate. 3) Willingness to recommend, is the willingness of customers to recommend products they have experienced to friends or family, including a) advise friends or relatives to buy the products offered because of satisfactory service, advise friends or relatives to buy the products offered because the supporting facilities provided are adequate, and suggesting friends or relatives to buy the products offered because of the value or benefits gained after consuming a service product.

Methods

The scope of this research is related to the effect of service quality and customer satisfaction on customer loyalty. The object of this research is consumers who have used influence photography services. This research was conducted on objects that are domiciled in Malang and its surroundings. The type of data used in this study is quantitative data, namely data that is the result of observations in a certain period. In this case, the population used in this study are all consumers who have used influence photography services. The population in this study is a population whose number is not known with certainty. In this study the sampling technique used was non-probability sampling, namely a technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sample size in this study uses the Lemeshow formula, this is because the population size is unknown. The results obtained for the minimum number of samples required in this study were 96 respondents which the researcher rounded up to 100 respondents. Data collection techniques in the form of primary and secondary data. Data analysis techniques include classical assumption tests, multiple linear regression analysis, and hypothesis testing.

Results and Discussion

Testing the classical assumptions in this study is in the form of data normality, multicollinearity, and heteroscedasticity. The test results can be seen in table 1.

Table 1. Data Analysis Results

Model	b	t	Sig.	Tolerance	VIF	Sig. (K-S)
Constant	-0,516	-0,557	0,579			0,131
Service Quality-> Customer Loyalty	0,099	3,615	0,000	0,206	4,861	
Customer Satisfaction->Customer Loyalty	0,288	5,496	0,000	0,206	4,861	

Source: Data Processed (2022)

Based on the results of the multicollinearity test in table 1, it shows that there are no multicollinearity symptoms for all explanatory variables, the regression model used is service quality and customer satisfaction because the VIF value is less than 10. The significant value for each variable of service quality and customer satisfaction is less than 0.05, meaning that the regression model used is free from symptoms of heteroscedasticity. The results of the Kolmogorov Semirnov one sample normality test, the significance value obtained for each variable is greater than > 0.05, this means that all data for each variable is normally distributed.

The results of testing the first hypothesis show that the significance value is 0.000, which means that the value is less than 0.05. This concludes that service quality has a significant effect on consumer loyalty. Service quality plays an important role in increasing consumer loyalty to Insfluence Photography Malang. If Insfluence Photography Malang always provides the best service to consumers, then they will be loyal to the company. They will choose to become regular customers to use the services of Insfluence Photograph Malang.

The results of testing the second hypothesis show that the significance value is 0.000, which means that the value is less than 0.05. This concludes that customer satisfaction has a significant effect on consumer loyalty. Consumer satisfaction plays an important role in increasing consumer loyalty at Insfluence Photography Malang. If Insfluence Photography Malang always pays attention to and maintains customer satisfaction, then consumers will be loyal to the company. They will choose to become regular customers to use the services of Insfluence Photograph Malang.

Discussion
The Role of Service Quality in Increasing Consumer Loyalty

Quality of service plays an important role in increasing consumer loyalty Insfluence Photograph Malang. Service quality is measured using five dimensions developed by Parasuraman et al. (1988) in the form of reliability, responsiveness, assurance, empathy, and tangibles. By using these five indicators it is possible to measure the level of loyal consumer loyalty to Insfluence Photography Malang. All these indicators have been shown from the findings in the field. The results of this study there are those who support and those who reject. The research results support the results of research

conducted by Suhartono and Rahayu (2021), Zhou et al. (2021), and Su et al. (2019) which shows that service quality plays an important role in increasing consumer loyalty.

Reliability is applied to companies in the form of providing fast services and always paying attention to the satisfaction of their customers. Employees do not delay work resulting from consumer orders. The faster the better, but it should still give the best results. The size of this indicator is fast and satisfying, so that there are no complaints from consumers about their work. The number of orders does not reduce the speed in serving consumers. Customers give a good rating of what was done quickly.

Responsiveness applied to Insfluence Photography Malang is in the form of responsiveness in providing services. Response to orders is the highest form of evaluation from consumers. Minimizing the level of consumer disappointment is carried out by responding to problems that occur or additional orders. Employees must understand what consumers want. Facing different consumers is a challenge for employees to always be responsive to what consumers want, without neglecting the quality of their work.

Assurance applied to Insfluence Photograph Malang is in the form of providing security guarantees for the results that consumers want. Trust is always built by employees to consumers so that they are more loyal to the company. Guarantee the results of their services, always pay attention and try to provide maximum results. Insfluence Photograph Malang also provides guarantees if the results they work on are not in accordance with the agreement or request. Guaranteed 100% return on errors is the main attraction for consumers to give their loyalty to Insfluence Photograph Malang.

Empathy in Insfluence Photography Malang is given in the form of a relationship to always maintain good communication with consumers. This is one form that is given so that consumers return to using the services of Insfluence Photograph Malang. Communication is applied in the form of greetings and smiles. The friendliness shown by employees in dealing with consumers will give a good, special, and high-value impression. Giving greetings when consumers come, then consumers will feel happy and give satisfaction.

Tangible in Insfluence Photography Malang is indicated by the facilities, tools and equipment. Facilities are in the form of physical forms such as comfortable seats, quiet rooms, clear instructions, and employees who are always there when needed. Equipment in the form of cameras, shooting, computers, printers, and many others. Equipment in the form of tools that support the production process. With the facilities, equipment and supplies, consumers will see the level of readiness of the company in providing the best service.

The Role of Consumer Satisfaction in Increasing Consumer Loyalty

Consumer satisfaction has an important role in increasing consumer loyalty to Insfluence Photography Malang. The consumer satisfaction studied was measured from the results of the research development conducted by Astuti and Dewi (2022) in the form of conformity of expectations, interest in revisiting, and willingness to make recommendations. Using these three indicators was able to increase consumer loyalty. The results of this study support the results of research conducted by Suhartono and Rahayu (2021), and Su et al. (2019) which shows that satisfaction affects consumer loyalty.

Indicators about the conformity of expectations, from the results of field studies, it is shown that consumers are satisfied with the expectations they want with what they have got. All consumers want the best results from what they expect. Insfluence Photography Malang employees are able to provide the best from what consumers want. Indeed, not all consumer desires can be realized, but with the hard work of the employees, it finally gives good results.

The next indicator is consumer interest in visiting Insfluence Photography Malang again. This situation is a form of real consumer satisfaction. They will not return if they do not get satisfaction from using the services of Insfluence Photography Malang. The interest of consumers to visit again is able to provide a high increase in loyalty. Customer repeat visits must be given more than the first time so that they are more satisfied using the services of Insfluence Photography Malang.

The final indicator is the willingness of consumers to recommend Insfluence Photography Malang to relatives, friends and other colleagues. This willingness is concrete evidence of consumers for the satisfaction they get and that satisfaction can increase their loyalty. The importance of maintaining relationships with consumers is so that they are able to recommend Insfluence Photography Malang services to others. The biggest impact is that consumers who use this service will increase and income will also increase.

Conclusion

It is important to do a research on the role of service quality and customer satisfaction in increasing customer loyalty. There are many negative impacts if consumer loyalty is not properly considered. The results of the study concluded that service quality plays an important role in increasing consumer loyalty to Insfluence Photography Malang. Likewise, customer satisfaction plays an important role in increasing consumer loyalty to Insfluence Photography Malang. An important implication of this research is the efforts that can be made by the company to maintain consumer loyalty so that they do not move to other places.

Suggestions that can be taken from this research are that the company must always provide quality service, because this is welcomed by consumers. Consumer satisfaction must also be considered, lest consumers after using the services of Insfluence Photography Malang feel disappointed or dissatisfied, because it will have a negative impact on consumer loyalty. The results of this study can be used as reference material for further researchers to develop research in the field of marketing management in an effort to increase consumer loyalty. It is necessary to develop several variables in order to find a more complex model in an effort to increase consumer loyalty.

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