



The effect of service quality and promotion to customer satisfaction and implication of customer loyalty in vehicle financing company in Jakarta Indonesia

Rasmansyah

Lecturer at Faculty of Economics Krisnadwipayana University Jakarta, Campus UNKRIS Jatiwaringin. P.O. Box 7774 / Jat CM. Jakarta 13077, Indonesia

Abstract

Business competition in the modern era is getting stronger and it seems not a single business that can avoid competition with other companies. This very high level of competition requires all companies to become a company with distinctive characteristics and excellence in the field of business.

This research is to analyze the influence of service quality and promotion to customer satisfaction and its implication to customer loyalty in motor vehicle financing company in Jakarta, Indonesia. This research is explanatory with the sample of research is PT Adira Dinamika Multi Finance Tbk located in all DKI Jakarta with total respondent 99 customer. Sampling technique using quota sampling technique with analysis technique using path analysis.

The results showed that there is a significant simultaneous influence between service quality and promotion of loyalty through customer satisfaction at PT Adira Dinamika Multi Finance Tbk.

Keywords: quality of service, promotion, customer satisfaction and customer loyalty

Introduction

Every human being has facilities and infrastructure in fulfilling their daily needs, both basic needs and supporting the needs themselves. One of them is the need of private transportation facilities such as cars or motorcycles, or larger transportation media such as buses, trucks and minibuses as supporting economic activities. Indonesia as a developing country with large population and become one of the target market of world investors is a market share that is also very potential in the transportation industry. It is this that opens the credit industry opportunities in helping the wants and needs of today's society.

Looking at the human population, per capita income growth, technological innovation and growing public appetite make Brand Single Sole (APTM) both in the form of two wheeler and four wheeler vehicles continue to compete in issuing the product, it also makes multi finance companies such as PT Adira Dinamika Multi Finance Tbk also get opportunity to do business. The company that owns the parent company of PT Bank Danamon Indonesia Tbk is a finance company concentrating on financing motorcycles and cars, which is different from Adira's other Adira business line and Adira Quantum. At a time when every financing company is competing to offer facilities, convenience and low interest rates to the public, Adira Finance remains the single largest financing company with 645 business networks spread across Indonesia as well as excellent reputation in the eyes of the stakeholders.

In order to strengthen our relationship with our stakeholders, Adira Finance has also adopted a rebranding strategy to align Adira Finance's commitment through the concept of "Sahabat Adira" that has a personality values content so as to strengthen

mutually beneficial relationships with business partners, consumers and all stakeholders. Creating Shared Values "has been well formulated in the implementation of strategies aimed at maintaining Adira Finance's competitiveness in the financing industry, including focusing on portfolio businesses that can provide high margins, maintain asset quality through the implementation of risk management practices, maintain liquidity levels and diversify sources of funding, focus on operational efficiency, implement marketing strategies that focus on improving the quality of relationships with dealers, customers and partners to create a customer for life, invest in information technology, infrastructure and rebranding vision, mission, brand value, and logo of Adira Finance. With solid teamwork and the support of all stakeholders, Adira Finance succeeds through its years well, where the Company is able to maintain its performance to ensure sustainable business growth while creating shared value for all stakeholders.

Business competition in the modern era is getting stronger and it seems not a single business that can avoid competition with other companies. This very high level of competition requires all companies to become a company with distinctive characteristics and excellence in the field of business. This demand is not an easy thing for any company, but it must be done to maintain the existence and reputation of the business. Often with that, Adira Finance's business development is also growing rapidly, it is no doubt demanded the management to observe the situation and conditions that occur so as not to be left behind. For that reason, Adira Finance sees the need for changes to the Company's identity including vision and mission to become better and have distinctive features that distinguish Adira Finance from its competitors.

Adira Finance has aligned its vision and mission with

rebranding to strengthen relationships with all stakeholders and create mutual value. As for some of the causal variables that affect the credit sales level of a financing company include the quality of service, competition and the power of Word Of Mouth (WOM) promotion. Customers who receive services and credit needs that meet or exceed expectations, tend to provide a positive response for the company. It automatically creates a kind of word of mouth to his peers. Word of mouth (WOM) itself is one effective way (besides mutual cooperation with Dealer Agent) to build a positive image for a financing, besides WOM can also increase the number of additional credit quotas and prospective customers. In this stage the customer feels a certain level of satisfaction or dissatisfaction affecting the next behavior. If the customer is satisfied, he will show a great opportunity to make additional credit taking in the same company in the future (Tjiptono, 1997).

Adira Finance has also been awarded the "Word of Mouth Marketing (WOMM) 2015" awarded by SMANETWORK by involving on Bee Consulting. This award is given to companies that have successfully delivered their best service and are able to achieve a high Word of Mouth (WOM) index. Broadly speaking there are three variables that are assessed are the brand's recommendation by the buyer, how big the brand is the subject of discussion and how wide the consumer network is talking about. In this award Adira Finance successfully won WOMM in the category of motorcycle leasing. In this category Adira Finance managed to defeat FIF and PT Wahana Ottomitra Multiartha with the highest WOM Index of 226.8. (www.thegaspol.com).

2015 is a challenging year for the finance industry and PT Adira Dinamika Multi Finance Tbk, where there is an increase in cost of funds due to higher interest rates and pressure on the Rupiah currency, as well as increasingly tight competition in the financing industry. In the midst of challenging economic and industrial conditions, Adira Finance faces it with strategic improvement measures in three key areas: efficiency, effectiveness and optimization.

Adira Finance financing that fluctuates and tends to increase every year makes researchers want to examine further whether there are variables that affect customer loyalty to ADMF, either as a supporting factor, intermediary or even as a booster that affect customer loyalty intensely.

Literature Review

Service Quality

Quality of service becomes a must that must be done company to be able to survive and still get customer trust. consumption and lifestyle of customers requires the company able to provide quality services. According to Kotler (2002: 83) the definition of service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Quality of service is an effort to meet the needs and desires of consumers setra accuracy of delivery in order to balance consumer expectations (Tjiptono, 2007). The other understanding of the quality of service is the level of excellence expected and control over the level of excellence to meet customer desires (Tjiptono, 2004: 59). Meanwhile, according to Supranto (2006: 226) understanding of service quality is a word for

service providers is something that must be done well.

The term quality itself contains a variety of interpretations, simply the quality can be interpreted as a defect-free product. But this manufacturing-based definition is less relevant to the service sector. Therefore, the understanding of quality is then extended to 'fitness for use and conformance to requirements'. "Quality reflects all dimensions of product offerings that result in benefits to customers. The term value is often used to refer to the relative quality of a product associated with the price of the product concerned.

According to the American Society for Quality Control (Lupioyadi, 2001) ^[14] quality is the overall characteristics and characteristics of a product or service in terms of ability to meet predetermined or latent needs.

According to Rangkuti (2006: 25) ^[17] the word quality contains many definitions and meanings because each person will be different in interpreting them, such as conformity with requirements or demands, suitability for the use of continuous improvement, free from damage or defects. Fulfill customer needs, do all the happiness. In the perspective of TQM (Total Quality Management) the quality is viewed more broadly, that is not only aspects, the results are emphasized, but also includes the process, environment and human.

Quality of service centered on efforts to meet the needs and desires of customers and the accuracy of delivery to compensate for customer expectations. In a company the quality of service is an important component of consumer perception. In the case of pure service, service quality is the dominant element in consumer evaluation.

There are two main factors that affect the quality of the company's service is customer expectations (expectation) and perceived company performance (performance). The quality of the company's service is considered good and satisfactory if the company's service received exceeds the consumer's expectation, if the company's service received is lower than expected then the service quality of the company is perceived poorly. Generally high-end services will result in high satisfaction and more frequent re-purchases. The word quality contains many definitions and meanings, each of which will mean it differently but from some definitions we can encounter some similarities although only the way of delivery is usually present in the following elements:

- a. Quality includes efforts to meet or exceed customer expectations.
- b. Quality includes products, services, people, processes and the environment.
- c. Quality is an ever-changing condition.

There are five indicators to evaluate the quality of service according to Parasuraman (2006: 182), namely:

- a. Tangibles / Direct evidence, is a tangible proof of the concern and care provided by service providers to consumers.
- b. Reliability, is the company's ability to perform services in accordance with what has been promised in a timely manner.
- c. Responsiveness / Responsiveness is a company's ability made by direct employees to provide services quickly and responsive.
- d. Assurance is the knowledge and behavior of the employee

to build trust and confidence in the consumer in consuming the services offered.

- e. Empathy, is a company's ability made directly by employees to give attention to consumers individually.

The quality of services / services has been widely used as a strategy to compete various organizations. In principle, consistency and superiority of service quality has the potential to create customer satisfaction which in turn will provide a number of benefits such as:

- a. Established long-term mutually beneficial relationships between the company and its customers;
- b. Opening business growth opportunities through repeat purchase, cross-selling, and up-selling;
- c. Customer loyalty can take shape;
- d. The occurrence of positive post tax communications that potentially attract new customers;
- e. Public and customer perceptions of corporate reputation are increasingly positive;
- f. Profit earned may increase.

Promotion

According to Dharmesta and Irawan (2001: 345-349), promotion is essentially a form of marketing communication aimed at stimulating demand, which means marketing communication is a marketing activity that seeks to disseminate information, influence and remind the target market of the company and its product willing to accept, buy and loyal to the products or services offered by the company concerned.

Promotion is an attempt to notify or offer a product or service with the intention of attracting potential consumers to buy or incur it with the promotion of producers or distributors expect the increase in the number of sales, where promotion is one of the important marketing activities for the company in an effort to maintain continuity and improve the quality of sales.

To improve marketing activities in terms of marketing goods and or services of a company, it is not enough to only develop products, use fixed channels of distribution and price channels, but also be supported by promotional activities. According to Purnama (2001: 69) promotion is communication from marketers who inform, persuade, and remind potential buyers of a product in order to influence their opinions or obtain a response. Meanwhile, according to Kotler and Armstrong (2001: 62), promotion is a function of notification, persuasion, and consumer decision making.

The role of promotion is very important as one element of a marketing mix that can be used by companies to increase sales of a product that ultimately generate profits for the company. Kotler (2005) also explains that promotional activities are marketing efforts that provide short-term intensive efforts to encourage the desire to try or buy a product or service. All promotional activities aim to influence purchasing behavior, but the main promotional objectives are to inform, persuade and remind consumers of a product or service.

There are four main types of promotions: advertising (advertising), sales promotion, personal selling and publicity which together become part of a promotional mix that wants to be managed strategically by marketers to achieve organizational goals. As for the development of the current

era, this type of promotion is increasing one is Internet Marketing.

Companies should be able to choose the right promotional indicators in promoting the product. According to Kotler and Keller (2007: 272) promotional indicators include:

1. The frequency of promotion is the number of sales promotions made in a time through sales promotion media.
2. The quality of promotion is a benchmark how well the sales promotion is done.
3. The quantity of promotion is the value or amount of promotion given to the consumer.
4. Promotion time is the length of promotion conducted by the company.
5. The accuracy or suitability of promotional goals is a necessary factor to achieve the desired target company.

According to Dharmesta and Irawan (2001: 353-355) that the main purpose of promotion is the modification of consumer behavior, inform, influence and persuade and remind target consumers about the company and products or services it sells. In detail can be described as follows:

- a. Inform, that promotional activities intended to notify the intended market about the offer from the company.
- b. Persuade targeted customers, ie promotions that are persuasive generally less liked by the community, but this campaign is directed to encourage purchases.
- c. Reminds, that is a reminder campaign is done primarily to maintain the product brand in the product maturity period.
- d. Modification of consumer behavior, ie promotions directed to change the habits of consumer purchases.

While Rossiter and Percy (1993) classify promotional purposes as the effect of communication as follows:

- a. Cultivate customer perception of a need.
- b. Introducing and providing an understanding of a product.
- c. Encourage the selection of a product.
- d. Persuade customers to buy a product.
- e. Offset the weakness of other marketing mix elements.

Promotion Mix

According to Dharmesta and Irawan (2001: 349) that Promotion Mix is the best combination of advertising variables, personal selling, and other promotional tools, all of which are planned to achieve the sales program objectives. In the promotion mix there are five components, in detail described as follows:

- a. Advertising (Advertising), a form of impersonal communication used by the Company to build awareness of the existence of services offered, increase the consumer knowledge of services offered and differentiate the company with its competitors. There are some advertising goals, including:
- b. Ads that provide information
- c. Ads persuade
- d. Reminder ads
- e. A stabilization ad

The advantages of advertising are varied media (newspapers, magazines, TV, radio and so on) the ability to control each ad appearance (control of exposure), the attractiveness of

advertising messages can be adjusted when communication goals change. The loss of advertising is that there is no direct interaction with the buyer and may not succeed in getting the viewer's attention.

1. Personal Selling is a form of direct interaction with one or more prospective buyers to percentage, answer questions, and receive messages from both buyers and prospective buyers. Personal sales have an important role in the marketing of services, because it has a unique power that entrepreneurs can collect knowledge about consumers and get feedback from consumers. But sales personnel cost more than advertising, possibly twice as large as their advertising is almost identical to advertising that includes awareness-raising, delivering information and persuading people to make purchases.
2. Sales Promotion by Dharmesta and Irawan (2001: 353) sales promotion is promotional activity in addition to advertising, individual and publicity sales, which are short-term and not repeated and non-routine, aimed at boosting sales, as well as further accelerating the target market response. According to Peter and Olson (1999: 182) that sales promotion is a direct stimulus shown to consumers to make a purchase.
3. Publicity and Public Relations, publicity and public relations are non personal stimulation of the demand for goods, services, ideas and so on with meaningful commercial news in mass media and unpaid to promote and protect the image of the company or product individual. Publicity and public relations benefits lie in cost efficiency because the Company does not pay for mass media as a means of promotion. But publicity that is negative can cause adverse effects for the company. Information by word of mouth (word of mouth), in terms of service promotion, the role of people is very important. The customer is close to delivering the message. In other words, customers will talk to other potential customers about their experience in receiving such services.

Sales Promotion

According to Kotler and Armstrong (2008: 204), sales promotion is a short-term incentive to encourage the purchase or sale of a product or service. Dharmesta and Irawan (2001: 353) sales promotion is a promotional activity in addition to advertising, personal selling and publicity.

a) The purpose of Sales Promotion

Kotler and Armstrong (2008: 2015) that the purpose of sales promotion is very diverse. Sales can use customer promotions to encourage short-term customer purchases or improve long-term customer relationships. Sales promotions are usually used with advertising, sales personnel, or other promotional mix tools. Consumer promotions typically have to be advertised and can add passion and provide the power of attraction to the ad. In general, rather than simply creating short-term sales or temporary brand sales, sales promotion should strengthen the position of the product or service and build long-term customer relationships. If properly designed, all sales promotion tools have the potential to build short-term passion as well as long-term customer relationships.

b) Dimensions of Primary Sales Promotion

Kotler and Armstrong (2008: 206-207) ^[10] that the main consumer promotional tools include product samples, coupons, cash refunds, special rates, premiums, advertising specials, awards, displays and demonstrations at points of purchase and contests, sweepstakes and games, in detail translated as follows:

1. Sample is bid to try product. Sampling is an effective but most expensive way of introducing new products or creating new excitement for existing products.
2. Coupons are certifications that provide savings to buyers when they buy certain products. Most consumers love coupons. Coupons may promote brand new experiments or encourage the sale of existing brands.
3. Cash returns are similar to coupons except that price reductions occur after purchase and not when buying at retail outlets. The consumer sends proof of purchase to the producer, who then returns in cash some of the purchase price by mail.
4. Special rates offer savings from the official price of the product to the consumer. Manufacturers mark a price reduction directly on the label or packaging. Ordinary special price of single packs are sold at a low price or two related products are packaged into one. Special prices are very effective even better than coupons in driving short-term sales.
5. Premiums are goods offered for free or at low prices as an incentive to buy products.
6. Advertising specials called promotional products are useful merchandise printed with names, emblems or advertiser messages given as gifts to consumers.
7. Support awards are cash awards or other rewards given to regular users of certain products or services of a company.
8. Promotion point of purchase includes display and demonstration at point of sale.
9. Contests, sweepstakes and games provide an opportunity for consumers to win something, such as cash, travel or goods through luck or a business.

Customer Satisfaction

Understanding Satisfaction is the level of a person's feelings after comparing the performance or perceived results compared with expectations (Susanto, 2010) ^[21]. Definition Satisfaction is a value of one's feelings whether satisfying or disappointing produced by a process comparing the presence or appearance of a product desirable to the expected values. Kotler and Armstrong (1999) stated that customer satisfaction is a level where the estimation of product / service performance in accordance with buyer expectations.

Furthermore, according to Gerson (2001) states that customer satisfaction is the feelings owned by the customer if the needs are real or only the assumption is met or exceed expectations. "Customer satisfaction is when a product or service meets or exceeds consumer expectations, usually customers feel satisfied".

Kotler (2000) states that whether the buyer is satisfied after buying depends on the appearance of the service compared to or connected to the expectations that the buyer originally possessed.

The marketing concept of social marketing emphasizes the importance of customer satisfaction in supporting the success of the organization to realize its objectives. Simply put, a customer's satisfaction with a particular product is the result of a comparison made by the customer over the perceived level of benefits before the purchase. If the perception is equal to or greater than expectation, then the customer will be satisfied. Conversely, if expectations are not met then what happens is dissatisfaction. The experience of repeated satisfaction will increase the overall level of satisfaction and make it easier for customers to set clear expectations in the future. Broadly speaking, customer satisfaction provides two main benefits for the Company, namely in the form of customer loyalty and positive word get (word of mouth).

Factors affecting customer / customer satisfaction (Lupioyadi, 2001) include:

- a. Product quality, i.e. customers will feel satisfied when their results show that the products they use quality.
- b. Quality of service or service, that is customer will feel satisfied if they get good service or as expected.
- c. Emotions, the customer will feel proud and gain confidence that others will be amazed by him when using products with a particular brand that tends to have a higher level of satisfaction. Satisfaction obtained not because of the quality of the product but social or self-esteem that makes customers feel satisfied with a particular brand.
- d. Price, i.e. products that have the same quality but set a relatively cheap price will provide a higher value to customers.
- e. Costs, i.e. customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

According Irawan (2004: 37) [7], the factors that drive customer satisfaction are as follows:

- a. Product quality, customer satisfied if after buying and using the product turns out the product quality is good.
- b. Price, for sensitive customers, usually a cheap price is an important source of satisfaction because customers will get high value for money.
- c. Service Quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL.
- d. Emotional Factor, customers will feel satisfied (proud) because of the emotional value provided by the brand of the product.
- e. Cost and convenience, customers will be more satisfied if relatively easy, convenient and efficient in getting the product or service.

Factors influencing customer perception and expectation according to Gaspersz (Nasution, 2005: 50) are as follows:

- a. Needs and desires associated with things that customers feel when they are trying to make transactions with producers or suppliers of products (companies). If at that time the needs and desires are large, expectations or expectations of customers will be high, and vice versa.
- b. Past experience when consuming products from companies and competitors.

- c. Experience from friends, where they will tell the quality of the product to be purchased by the customer. This clearly affects customers' perceptions especially on products that are perceived to be at high risk.

Customer Loyalty

As it is known that the purpose of a business is to create customers to be satisfied. The creation of satisfaction can provide several benefits, such as the relationship between the company and its customers become harmonious so as to provide a good basis for repeat purchase and the creation of loyalty to the brand and make a word of mouth favorable to the Company (Tjiptono 2000: 105) [25].

According to Tjiptono (2000: 10) [25] customer loyalty is the customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases. From this understanding can be interpreted that loyalty to the brand is obtained because of a combination of satisfaction and complaints. While the customer satisfaction comes from how big the Company's performance to cause such satisfaction by minimizing complaints so that obtained long-term purchases made by consumers.

Customer loyalty is very important for the Company to maintain its business continuity and continuity of business activities, loyal customers are those who are very satisfied with certain products or services, so have the enthusiasm to introduce to anyone they know. Later in the next stage loyal customers will expand their "loyalty" to other products made by the same manufacturer. And in the end they are consumers who are loyal to a particular manufacturer or company forever. Kotler (2001) [10] states that high loyalty is a customer who makes purchases with increasing percentage in certain companies than other companies.

In an effort to retain customers must get a greater priority than to get new customers. Therefore, customer loyalty based on pure and continuous satisfaction is one of the greatest assets that may be obtained by the Company.

Research Methods

Research Design

Design Research is the framework used to carry out marketing research (Malhotra, 2007). The research design provides a procedure for obtaining the information necessary to construct or resolve problems in the study. Can also be mentioned as guidelines or procedures and techniques in research planning that is useful as a guide to build a strategy that produces a mode or blue print research.

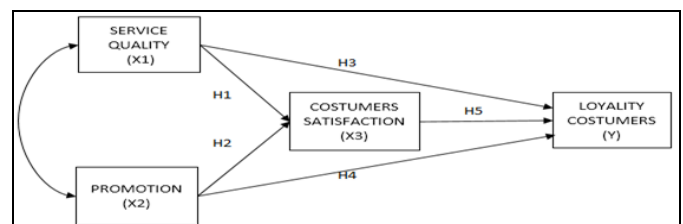


Fig 1: Conceptual Model Research

Population and Sample

Population is an object or subject that has a certain quantity and characteristics studied by researchers, and then drawn

conclusions. As for determining the number of respondents, this study uses the technique of Quota Sampling where the way of sampling the number of respondents to be researched is determined first, then who will be selected to be a member of the sample is up to the willingness of the researcher. Based on data from each branch (car) Adira Finance located in DKI Jakarta Branch of West Jakarta, South Jakarta, East Jakarta and Central Jakarta as many as 16,226 customers. For research sample is determined by applying Quota Sampling as a method of determining the sample, from the number of customer population of 16,226 people, can be withdrawn data as much as 12,981 customers who are customers smoothly pay / never delinquent installments (current). The sample of research is 99 customers by using Slovin formula with alpha 10%.

Types and Data Sources

In a study, the data plays an important role as a means of proving the hypothesis and achievement of research objectives. Research should know what kind of data is needed and how to identify, collect, and process data. The data used in this study is the primary data. Primary data is data that can be obtained from first-party source either from individual or individual. Respondent data is needed to know the responses of respondents regarding the quality of service to customers, the benefits of promotion whether it is delivered well to customers or prospective customers, desires and expectations of customers when Adira Finance compared with other financing companies. In this study, the primary data are data obtained directly from the source, observed, and recorded for the first time through interviews or the results of questionnaires to respondents.

Data Collection Technique

Methods of data collection in this study using questionnaires. The questionnaire is a way of collecting data by giving a list of questions to the respondent in the hope of responding to the question. In this study the questionnaire uses closed and open questions. Variable measurements were performed with Likert scale. The Likert scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in research in the form of surveys, while respondents will determine their level of approval of a question by choosing one of the available options using the scoring method:

SS Answer Scale indicates that respondents strongly agree and have a score of 5, S indicates that the respondent agrees and has a score of 4, RG indicates that the respondent is hesitant and has the value 3, the TS indicates that the respondent did not agree and had the score 2, while STS shows that respondents strongly disagree and have a value of 1.

Test Instrument Research

To determine whether or not the instrument is feasible and the accuracy of the question in the questionnaire then performed the test as follows:

a. Validity test

Validity is the precision of the measuring instrument (instrument) in measuring the instrument or question in the questionnaire determined by correlating between the scores

obtained by each item with the total score. The test used in the research is the critical factor / R (Sugiyono, 2012) ^[21] where Pearson Correlation > of critical R is 0.3, if Pearson Correlation <0.3 then the instrument point is invalid and is considered void / unused.

b. Test Reliability

A test that shows the consistency of measurement results if the measuring device is used by a different person at the same time or used by the same person at different times, which implicitly contains objectivity. According to Arikunto (1998), the use of Cronbach Alpha technique will show that an instrument can be said to be reliable if it has a reliability coefficient or alpha of 0.6 or more.

Research Results and Discussion

Research Result

a) Validity Testing: Through the help of SPSS Version 20 program it can be seen that all of the instruments of this study are valid so that the questionnaire can be declared eligible for use.

b) Testing Reliability: Researchers use the Reliability Test to see the consistency of measurement results. Should the measuring device be used by a different person at the same time or used by the same person at different times (consistent) or in other words contain objectivity (implicitly). Based on the results of SPSS output shows that all instruments of the four variables have Cronbach Alpha > 0.60 then the instrument is stated Reliable.

c) Influence Analysis

Direct Effect (DE)

To calculate the direct effect or DE, the following formula is used:

- Effect of service quality variable on customer satisfaction: $X1 \rightarrow X3 = 0,359$
- Influence of promotion variable to customer satisfaction: $X2 \rightarrow X3 = 0,065$
- Effect of service quality variable on customer loyalty: $X1 \rightarrow Y1 = 0,049$
- The influence of promotional variables on customer loyalty: $X2 \rightarrow Y1 = 0.389$
- Effect of customer satisfaction variable on customer loyalty: $X3 \rightarrow Y1 = 0.334$

Indirect Effect or IE

To calculate the indirect effect or IE, the following formula is used:

- Effect of service quality variable on customer loyalty through customer's satisfaction: $X1 \rightarrow X3 \rightarrow Y1 = (0.359) \times 0.334 = 0.119906$
- The influence of promotion variables on customer loyalty through customer satisfaction: $X2 \rightarrow X3 \rightarrow Y1 = (0.065) \times 0.334 = 0, 02171$

Total Effect

- Effect of service quality variable on customer's loyalty through customer's satisfaction: $X1 \rightarrow X3 \rightarrow Y1 = (0,359 + 0,334) = 0,693$

- The influence of promotion variables on customer loyalty through customer satisfaction: $X_2 \rightarrow X_3 \rightarrow Y_1 = (0.065 + 0.334) = 0.399$
- Effect of service quality variable on customer loyalty $X_1 \rightarrow Y_1 = 0.049$

- The influence of promotional variables on customer loyalty $X_2 \rightarrow Y_1 = 0.389$
- Effect of customer satisfaction variable on customer loyalty $X_3 \rightarrow Y_1 = 0.334$

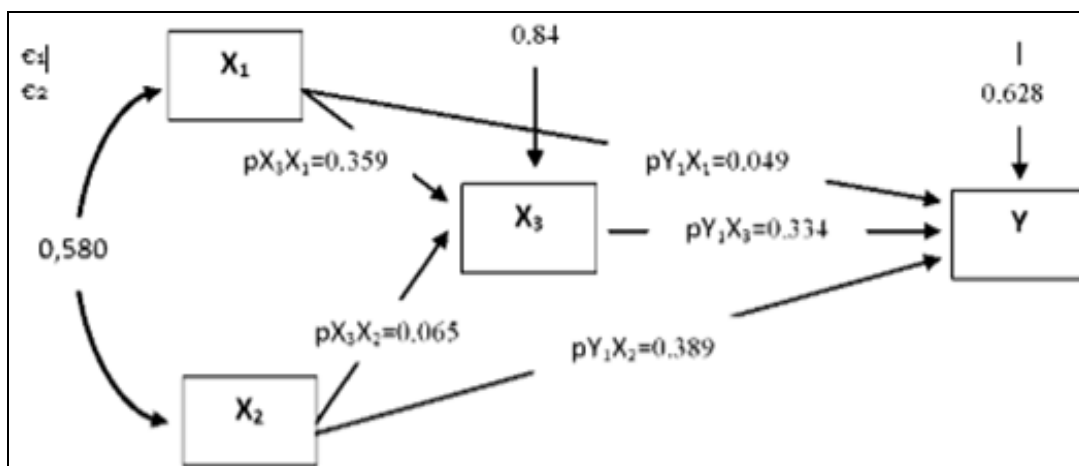


Fig 2: Results of Path Analysis Research

The structural equations for the model are:

Substructure 1: $X_3 = 0.359X_1 + 0.065X_2 + \epsilon_1$
 Substructure 2: $Y_1 = 0.049X_1 + 0.389X_2 + 0.334 X_3 + \epsilon_2$

Table 1: Coefficient of Path Analysis

Model	Path of Coefficient	t	Sig	R ²
Sub structural 1 (X ₁ , X ₂ to X ₃)				
X1 (p X3X1)	0,359	3,130	0,002	0,160
X2 (p X3X2)	0,065	0,568	0,572	
Sub structural 2 (X ₁ , X ₂ , X ₃ to Y)				
X1 (p Y1X1)	0,049	0,471	0,639	0,372
X2 (p Y1X2)	0,389	3,893	0,000	
X3 (p Y1X3)	0,334	3,767	0,000	

Discussion

Based on calculations on coefficient structural 1 and coefficient structural 2, can be described the results of hypothesis testing as follows:

a) Effect of service quality on customer satisfaction

The amount of influence of service quality to customer satisfaction which is equal to 35,9%, with t value > t table (3,130 > 1,660) and its significance value equal to 0,002 where <0,05 mean that there is significant partial correlation between service quality to satisfaction customers. The results of this study are in accordance with what is hypothesized, which means receiving H1. This shows that the higher the quality of service provided, the customer satisfaction will increase. The results of this study correspond to economists Anderson and Lehman (1994), "high-performing service is a service capable of satisfying customer needs, or in other words, exceeding expectations from customers".

The previous research that supports the results of research on this is a study conducted by Fardiani (2013) [15]. Where the results of his research also mentions that partially the quality of service significant effect on customer satisfaction.

b) The influence of promotion on customer satisfaction

The magnitude of influence of 6.5%, with the value of t arithmetic < t table (0,568 < 1,660) and its significance value of 0,572 where > 0,05 means that there is no partial relationship and not significant influence between promotion to customer satisfaction. The results of this study do not match what is hypothesized, which means receiving H0. This indicates that the greater the promotion that is deployed does not make customer satisfaction ever increasing. The two previous studies that support the results of research on this is a study conducted by Fardiani (2013) [15] and research conducted by Gulla, Oroh and Roring (2015) [6, 15]. Where the results of his research also states that the partial promotion does not affect customer satisfaction.

c) Effect of service quality on customer loyalty

The magnitude of the influence of service quality to customer loyalty of 4.9% with a value of t count of 0.471 where <1.661 and its significance value of 0.639 where > 0.05 means that there is no partial relationship between the quality of service to customer loyalty. The results of this study do not match what is hypothesized, which means receiving H0. This shows that the higher quality of service provided does not make the loyalty of customers increasing. The previous research that support the results of this study is a study conducted by Dewi (2014) [3] which also states that the quality of service significantly influence customer loyalty. The results are consistent with quotes that say that the truly delightful customers (loyal ones) will be loyal (Kotler, 2000, p.113; Burns, et al., 2000, p.22; Schneider & Bowen, 1999, p. 79; Bhote, 1996, p.87) [12].

d) The influence of promotion on customer loyalty

The amount of influence of promotion to customer loyalty which equal to 38,9% with t value equal to 3,893 where > 1,661 and its significance value 0.000 where <0,05 have

meaning that there is significant partial correlation between promotion to customer loyalty. The results of this study are in accordance with what is hypothesized, which means receiving H1. This shows that the higher the promotion given will make the customer loyalty is increasing. The previous research that supports the results of this study is Lumintang (2013) ^[13] where the results of his research also states that the partial promotion significantly affect customer loyalty.

e) The influence of customer satisfaction on customer loyalty

The amount of influence customer satisfaction on customer loyalty of 33.4% with a value of t count of 3.767 where > 1.661 and its significance value of 0.000 where < 0.05 means that there is a significant partial relationship between customer satisfaction with customer loyalty. The results of this study are in accordance with what is hypothesized, which means receiving H1. This shows that the higher customer satisfaction will increase customer loyalty. The results are in accordance with economist Bloemer *et al.*, (1999: 1082) who argued that the loyalty of the brand to the consumer caused by the influence of satisfaction / dissatisfaction with the brand is accumulated continuously in addition to the perception of product quality. The previous research that supports the results of this study is a study conducted by Ardiyanto (2013) ^[2] where the results of his research also states that partially customer satisfaction has a significant effect on customer loyalty.

f) Effect of service quality and promotion on customer loyalty through customer satisfaction

The amount of influence the quality of service and promotion of customer loyalty through customer satisfaction with the value of F arithmetic of 18.759 where > 2.70 and its significance value of 0.000b where < 0.05 means that there is a significant simultaneous relationship of 37.2% between quality service and promotion to customer loyalty through customer satisfaction. The results of this study are in accordance with what is hypothesized, which means receiving H1. This shows that if the quality of service, promotion and customer satisfaction are jointly enhanced it will make customer loyalty is increasing. The previous research that support the results of this study is a study conducted by Montolalu, Mananeke, and Oroh (2015) ^[6, 15] which states that together variable service quality, promotion and customer satisfaction have a significant effect on customer loyalty variables.

Conclusion and Suggestion

Conclusion

The results of this research analysis can be summarized as follows:

1. There is a significant simultaneous influence between service quality and promotion variable on customer satisfaction in Adira Finance, where F arithmetic is bigger than F table ($9,170 > 3,09$) with significance 0.000b $< 0,05$.
2. There is significant simultaneous influence between service quality variable and promotion to customer loyalty in Adira Finance, where F count is bigger than F table ($18,502 > 3,09$) with significance 0.000b $< 0,05$.

3. There is a significant partial influence between customer satisfaction variable on customer loyalty in Adira Finance, where t count is greater than t table ($3,767 > 1,661$) with significance 0,000 $< 0,05$.
4. There is a significant simultaneous influence between service quality and promotion on loyalty through customer satisfaction in Adira Finance, where F count is greater than F table ($18,759 > 2,70$) with significance 0.000b $< 0,05$.

Suggestion

Suggestions that can be given related to the results of this study are:

1. At PT Adira Dinamika Multi Finance Tbk (special car financing) should be more focused on improving the quality of service and promotion because together have a significant influence on customer satisfaction.
2. If PT Adira Dinamika Multi Finance Tbk (special car financing) wants a greater loyalty increase then it should focus more on service quality and promotion because it has a significant simultaneous influence.
3. At PT Adira Dinamika Multi Finance Tbk (special car financing) should be more focused on improving customer satisfaction because it directly has a significant effect on customer loyalty.
4. At PT Adira Dinamika Multi Finance Tbk (special car financing) should focus more on improving service quality, promotion and customer satisfaction because these three variables have the highest significant simultaneous influence in increasing customer loyalty.

References

1. Aaker, David. *Managing Brand Equity; Capitalizing on the Value of Brand Name*, New York: Free Press, 1991.
2. Ardiyanto, Roesdian Bayu. *Pengaruh Kepuasan Nasabah Terhadap Loyalitas Nasabah Yang Dimediasi Oleh Kepercayaan Nasabah Pada Bank BNI Syariah Surakarta*. Jurnal Ekonomi Manajemen. Surakarta: Universitas Muhammadiyah Surakarta, 2013.
3. Dewi, Gusti Ayu Putu, Ratih Kusuma. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Nasabah PT BPR HOKI di Kabupaten Tabanan*. Jurnal Ekonomi Manajemen. Denpasar: Universitas Udayana Denpasar, 2014.
4. Doyle, Peter. *Marketing management (4thed.)*. New York: Mc Graw Hill, 1998.
5. Fardiani, Aprillia Nia. *Analisis Pengaruh Kualitas Pelayanan, Harga dan Promosi Terhadap Kepuasan Pelanggan Dyriana Bakery & Cafe Pandanaran Semarang*. Jurnal Ekonomi dan Bisnis. Semarang: Universitas Diponegoro Semarang, 2013.
6. Gulla Rendy, Sem George Oroh, Ferdy Roring. *Analisis Harga, Promosi dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Manado Grace Inn*. Jurnal Ekonomi dan Bisnis. Manad: Universitas Sam Ratulangi Manado, 2015.
7. Juwandi, Hendy Irawan. *Kepuasan Pelayanan dan Jasa*. Jakarta: Erlangga, 2004.
8. Keller, Kevin Lane. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New

- Jersey: Prentice Hall, 1998.
9. Keller L. How to Manage Brand Equity. Jakarta: Gramedia Pustaka, 1993.
 10. Kotler, Phillip dan Gary Amstrong. Prinsip-Prinsip Pemasaran. jilid 2. edisi ke-8. Jakarta: Erlangga, 2001.
 11. Kotler, Philip. *Manajemen Pemasaran di Indonesia: Analisis, Perencanaan, Implementasi dan Pengendalian*. Jakarta: Salemba Empat, 2002.
 12. _____, 2000, 113, Burns *et al.*, 2000, 22, Schneider & Bowen 1999, 79, Bhote 1996, 87.
 13. Lumintang Andrew A. Marketing Mix Pengaruhnya Terhadap Loyalitas Konsumen Sabun Mandi Lifebuoy di Kota Manado. Jurnal Ekonomi dan Bisnis. Manado: Universitas Sam Ratulangi Manado, 2013.
 14. Lupiyoadi, Rambat dan Hamdani A. Manajemen Pemasaran Jasa. Jakarta: Salemba Empat, 2001.
 15. Montolalu Fandi Sam, Lisbeth Mananeke, Sem George Oroh. Pengaruh Kualitas Pelayanan, Promosi dan Kepuasan Nasabah Terhadap Loyaliats Nasabah Pada PT Pegadaian Cabang Manado Timur. Jurnal Ekonomi dan Bisnis. Manado: LPPM Bidang EkoSusBudKum, 2015.
 16. Ouwersloot, Hans, Tudorica Anamaria. Brand Personality Creation through Advertising dalam Maxx Working Paper 2001-01, February 2nd 2001, 2001.
 17. Ranguti, Freddy. Measuring Customer Satisfaction. Jakarta: PT Gramedia Pustaka Utama, 2006.
 18. Sanusi, Anwar. Metodologi Penelitian Bisnis. Jakarta: Salemba Empat, 2011.
 19. Sarwono, Jonathan. Analisis Jalur Untuk Riset Bisnis Dengan SPSS. Yogyakarta: Andi Buku, 2007.
 20. Stanton, William. Fundamental of Marketing. Tokyo: Mc. Graw-Hill Book, 2007.
 21. Sugiyono. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta, 2010.
 22. Swastha, Basu. Manajemen Pemasaran Modern. Yogyakarta: Liberty, 2008.
 23. Swastha, Basu, dan Handoko, Hani. Manajemen Pemasaran Analisis Perilaku Konsumen. Edisi tiga. Yogyakarta: Liberty, 2007.
 24. _____, *Manajemen Pemasaran (Analisa Perilaku Konsumen)*. Edisi Pertama. Yogyakarta: BPFE, 2006.
 25. Tjiptono, Fandy. Prinsip & Dinamika Pemasaran. Edisi Pertama. Yogyakarta: J & J Learning, 2000.
 26. _____, Strategi Pemasaran. Edisi Pertama. Yogyakarta: Andi Of set, 2001.