THE ANALYSIS OF FACTORS AFFECTING CONSUMER LOYALTY ON SICEPAT EXPRESS USERS IN JAKARTA

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Abstract

This research aims to analyze the impact between service recovery and consumer satisfaction, price fairness and consumer satisfaction, brand image and consumer satisfaction, service recovery and consumer loyalty, price fairness and consumer loyalty, brand image and consumer loyalty, and consumer satisfaction and consumer loyalty of SiCepat Express users. The method of data collection using the survey method. The object of this research is 200 respondents who are SiCepat Express users in Jakarta who have experienced service failures This research used SPSS software version 25 and SEM (Structural Equation Modelling) AMOS version 23 for data analysis. The results of the hypothesis test show that all hypotheses are accepted. The results of this research beneficial for SiCepat Express company to make better strategies to increase customer loyalty.

Keywords: service recovery, price fairness, brand image, consumer satisfaction, consumer loyalty

INTRODUCTION

The company strongly recognizes customer loyalty, regards it as a crucial aspect and a way to long-term business success. Customer loyalty can be interpreted as a customer loyalty attitude towards a brand, supplier or store that influences consistent and repeat purchases (Choerunnisa et al., 2020). It is important for companies to retain existing customers instead of looking for new customers, this phenomenon will reduce the company's costs by five times (Lam & Burton, 2006). An important asset that must be maintained and owned by the company is loyal customers so that the company can compete with other similar companies (Syarofah et al., 2021).

On the other hand, customer satisfaction is another important factor which is considered as a positive emotional reaction from customers towards a company and what customers expect about fulfilling their wants, needs and goals (Bansal & Taylor, 2015). Giving satisfaction to customers is the same as maintaining and improving the business of the company, therefore every company will always try to provide satisfaction to its customers from time to time. Customers who have fulfilled their satisfaction will tend to be loyal, even suggesting others to join in using products or services that have given them satisfaction (Permana, 2013).

According to Central Bureau of Statistics, online sales soared during the pandemic based on data on the impact of Covid-19. E-commerce business platforms require delivery services to deliver products sold to consumers, especially products that must be sent across cities and provinces. Therefore, along with a sharp spike in e-commerce sales, this is followed by a high demand for delivery services. With this great opportunity, there are more and more delivery service company in Indonesia. Currently in Indonesia there are many companies that provide delivery services. These companies compete to be the best by offering various services. Various shipping service companies that currently dominate the delivery service market such as JNE, J&T, SiCepat, Pos Indonesia, TiKi, and others.

SiCepat Express is a delivery service company that was founded in 2014. The company's vision is to become the first modern delivery service provider in Indonesia by prioritizing practical solutions for e-commerce which until now has more than 200 branch offices throughout Indonesia. SiCepat is one of the fastest growing delivery services (SiCepat, 2021).

LITERATURE REVIEW

Consumer Loyalty

Consumer loyalty is the willingness to continue to subscribe to the company so that they always use the product in the long term by repeatedly buying and using goods or services and voluntarily recommending them to other (Wirtz & Lovelock, 2016). To measure consumer loyalty, there are three indicators such as convey positive things about the product, recommend the product to others, and intention to repurchase the product (Abadi et al., 2020).

Consumer Satisfaction

Satisfaction is an expression of someone's pleasure or disappointment which is the result of evaluating the perceived performance of a product or service. Customers are dissatisfied when performance does not match what the customer wants. If it fulfills the desire, the customer will be satisfied. If it exceeds the desire, the customer is very satisfied or happy (Kotler & Keller, 2016). There are three indicators that can measure consumer satisfaction, such as feeling happy, the right choice, and conformity of expectations (Abadi et al., 2020).

Service Recovery

Service recovery is a company's structured effort after a service failure to deal with a problem and maintain consumer trust (Wirtz & Lovelock, 2016). The theory of justice in service recovery is a fair and rational response to service failures. In general, the theory of justice is divided into 3 dimensions, such as procedural justice, interactional justice, and distributive justice (Hoffman & Bateson, 2010).

Price Fairness

Price fairness is an evaluation of an outcome and a process to achieve a fair and acceptable result (Consuegra et al., 2007). The price fairness has several indicators such as price according to performance, prices in line with expectations, prices are in accordance with the benefits when compared to competitors (Liao et al., 2020).

Brand Image

Brand image is impression of a brand that appears in the minds of consumers which is formed through messages and consumer experiences, thus creating an image in the minds of consumers (Kotler & Keller, 2016). There are four indicators to measure brand image, such as the company has a reliable brand image, the company has an attractive brand image, the company has a pleasant brand image, the company has a brand image that has a good reputation (Dam & Dam, 2021).

Relationship between Service Recovery and Consumer Satisfaction

Service recovery can affect consumer satisfaction. This satisfaction can be achieved if when a service failure occurs, the company quickly finds out, fixes, and prevents the failure from happening again. Research conducted by Choerunnisa et al. (2020), Alzoubi et al. (2020), and Putra (2019) found that service recovery has an influence on consumer satisfaction. Therefore, we propose the following hypothesis:

H_1: Service recovery has a positive and significant impact on consumer satisfaction

Relationship between Price Fairness and Consumer Satisfaction

Price Fairness can affect consumer satisfaction. If the price offered is in accordance with the benefits received, consumers will consider the price a reasonable price and consumers will get satisfaction. Research conducted by Setiawan et al. (2020), Ansah (2020), and Bestari & Nurdasila (2017) found that price fairness has an influence on consumer satisfaction. Therefore, we propose the following hypothesis:

H_2: Price fairness has a positive and significant impact on consumer satisfaction

Relationship between Brand Image and Consumer Satisfaction

Brand image can affect consumer satisfaction. A good brand shows that the product or service offered is high quality, so that consumers will feel satisfied if they get a superior quality of product or service. Research conducted by Cuong & Khoi (2019), Ansah (2020), Dam & Dam (2021)

found that brand image has an influence on consumer satisfaction. Therefore, we propose the following hypothesis:

H_3: Brand image has a positive and significant impact on consumer satisfaction

Relationship between Service Recovery and Consumer Loyalty

Service recovery can create consumer loyalty. A successful service recovery will make consumers satisfied with the company because consumers believe that the company can handle service failures well so that consumers want to make repeat purchases. Research conducted by Sofiana & Prihandono (2019), Putra (2019), and Choerunnisa et al. (2020) found that service recovery has an influence on consumer loyalty. Therefore, we propose the following hypothesis:

H_4: Service recovery has a positive and significant impact on consumer loyalty

Relationship between Price Fairness and Consumer Loyalty

Price fairness can create consumer loyalty. When the price offered to consumers is felt to be reasonable, in accordance with the quality, and competitive with competitors, the consumer will feel satisfied, thus creating the desire to make repeat purchases. Research conducted by Ansah (2020), Bestari & Nurdasila (2017), and Hutama & Ekawati (2020) found that price fairness has an influence on consumer loyalty. Therefore, we propose the following hypothesis:

H_5: Price fairness has a positive and significant impact on consumer loyalty

### *Relationship between Brand Image and Consumer Loyalty*

Brand image can create consumer loyalty. A good image gives a positive impression to consumers, so that it can create a desire to make repeat purchases and affect consumer loyalty. Research conducted by Dam & Dam (2021), Ashraf & Niazi (2018), and Cuong & Khoi (2019) found that brand image has an influence on consumer loyalty. Therefore, we propose the following hypothesis:

H_6: Brand image has a positive and significant impact on consumer loyalty

Relationship between Consumer Satisfaction and Consumer Loyalty

Consumer satisfaction can create consumer loyalty. Consumers will be satisfied if the company's products and services meet or exceed expectations. Satisfied consumers can create loyalty and repeat purchases to the company. Research conducted by Dimyati & Subagio (2016), Yaqub et al. (2019), and Karmeita et al. (2020) found that consumer satisfaction has an influence on consumer loyalty. Therefore, we propose the following hypothesis:

H_7: Consumer satisfaction has a positive and significant impact on consumer loyalty
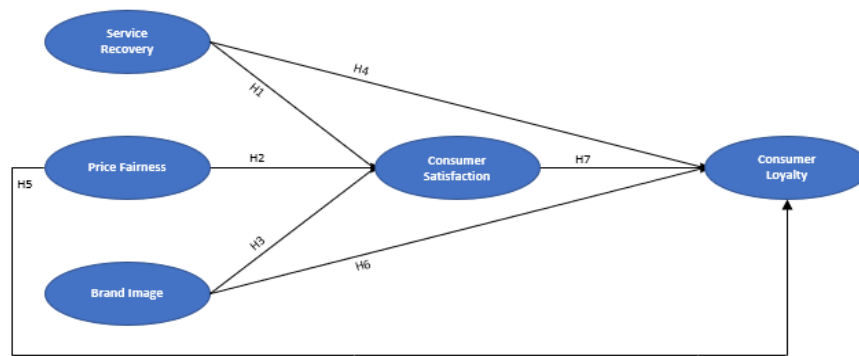
Figure 1

Research Model

RESEARCH METHOD

Research Design

The research approach used in this study is a quantitative approach. According to Sugiyono (2013: 8) quantitative research methods are research methods based on a positivist philosophy, by examining certain populations or samples, collecting data using research tools, analyzing quantitative/statistical data and testing hypotheses.

Population and Sample

The population in this study refers to the users of the SiCepat Express service in Jakarta. The sampling method used in this research is purposive sampling. The criteria are SiCepat Express service users who lived in Jakarta and have experienced service failures when using the SiCepat Express delivery service. The number of samples studied in this research were 200 respondents.

Data Collection Technique

The method used for data collection in this study is a survey method. The data collection procedure is that researchers distribute electronic questionnaires through the google form application and the questionnaires are distributed through various social media. The questionnaire contains statements regarding aspects of service recovery, price fairness, and the brand image of SiCepat Express which will ultimately lead to consumer satisfaction and loyalty to the service.

Survey Instruments

The variables used in this study are divided into three; independent variables, intervening variables and dependent variables. The variables used as independent variables are service recovery (X_1), price fairness (X_2), and brand image (X_3). Consumer satisfaction (Y) as the intervening variable and consumer loyalty (Z) as the dependent variable. The adaptation indicators used in the study can be seen in the following table.

Table 1

Variable Instruments

Variables	Indicators	Sources
Service Recovery	I feel that SiCepat Express handled the problem properly I feel that SiCepat Express has good policies and practices to deal with problems When a problem occurs, SiCepat Express is able to respond to the problem well SiCepat Express is proven to be flexible in dealing with problems SiCepat Express tries to deal with the problem quickly	(Wang et al., 2011)
	SiCepat Express employees have good manners in dealing with problems SiCepat Express employees provide good explanations in dealing with problems SiCepat Express employees have respect when communicating in dealing with problems SiCepat Express employees have empathy when communicating in dealing with problems The overall results given by SiCepat Express in handling problems are quite fair The compensation provided by SiCepat Express in handling problems is quite fair I feel that SiCepat Express gives me what I deserve in dealing with problems SiCepat Express provides offers that match expectations in handling problems	(Zaid et al., 2021)
Price Fairness	The price of SiCepat Express is in accordance with its performance The price of SiCepat Express is in line with my expectations The price of SiCepat Express is in accordance with its benefits when compared to other delivery services	(Liao et al., 2020)
	The price of SiCepat Express is in accordance with its benefits when compared to other delivery services SiCepat Express provides a reasonable price when compared to other delivery services SiCepat Express provides an acceptable price when compared to other delivery services	(Zhang, 2020)
Brand Image	SiCepat Express is a reliable brand SiCepat Express is an attractive brand SiCepat Express is a pleasant brand SiCepat Express is a brand that has a good reputation	(Dam & Dam, 2021)
Consumer Satisfaction	I feel happy after using the SiCepat Express service I feel that SiCepat Express is the right choice Overall, I am satisfied using the SiCepat Express service I had a pleasant experience after using the SiCepat Express service	(Abadi et al., 2020)
Consumer Loyalty	I will give a positive comment on SiCepat Express I will tell the advantages of SiCepat Express service to others I will invite others to use the SiCepat Express service I will convey good information about SiCepat Express to others I will use the SiCepat Express service again	(Abadi et al., 2020)

This study uses a Likert-type scale. The Likert-type scale used in this study is a scale of one to six (1=strongly disagree, 2=disagree, 3=slightly disagree, 4=slightly agree, 5=agree, 6=strongly agree).

Data Analysis Technique

The researcher used SPSS software for windows version 25 and SEM (Structural Equation Model) from the AMOS statistical package version 23 to process and analyze the research data. SPSS is used to test the validity and reliability, meanwhile AMOS is used to test the confirmatory factor analysis and hypothesis.

RESULT AND DISCUSSION

After collecting 200 respondents to answer the questionnaire given by the researcher, it can be concluded that 53.5% of women filled out the questionnaire, while 46.5% of men filled out the questionnaire. Based on age, those who filled out the questionnaire the most were 20-25 years as much as 42.5%, while 21.5% were <20 years, 18% were 26-30 years, 12% were 31-35 years, and 6% were > 35 years. Based on domicile, those who filled out the questionnaire the most were domiciled in East Jakarta as much as 36%, while 19% lived in South Jakarta, 16.5% lived in North Jakarta, 15% lived in West Jakarta, and 13.5% lived in Central Jakarta. Based on occupation, 49% of students filled out questionnaires the most, while 17% were entrepreneurs, 16% were private employees, 13% were civil servants, and 5% were housewives.

Validity and Reliability Test

Validity test was measured using factor analysis. Processing factor analysis using SPSS version 25. Calculated by dimension reduction-factor. In rotation using direct oblimin and maximum iterations for convergence of 40. And in option using sorted by size, suppress small coefficients and absolute value below of 0,4. The data can be considered valid if the loading factor is above 0,4. The results of the validity test state that all indicators in this study are valid.

Table 2

Validity Test Result

Variables	Items	Factor Loading	Description
Service Recovery	PL10	0.895	Valid
	PL6	0.884	Valid
	PL4	0.877	Valid
	PL1	0.861	Valid
	PL13	0.853	Valid
	PL2	0.813	Valid
	PL7	0.749	Valid
	PL11	0.729	Valid
	PL12	0.700	Valid
	PL9	0.678	Valid
	PL8	0.652	Valid
	PL3	0.648	Valid
	PL5	0.612	Valid
Price Fairness	KH5	0.847	Valid
	KH2	0.834	Valid
	KH4	0.830	Valid
	KH3	0.827	Valid
	KH1	0.815	Valid
	KH6	0.767	Valid
Brand Image	CM2	0.857	Valid
	CM1	0.817	Valid
	CM4	0.810	Valid
	CM3	0.730	Valid
Consumer Satisfaction	KK4	0.820	Valid
	KK3	0.804	Valid
	KK2	0.769	Valid
	KK1	0.661	Valid
Consumer Loyalty	LK2	0.833	Valid
	LK1	0.819	Valid
	LK3	0.813	Valid
	LK5	0.771	Valid
	LK4	0.732	Valid

Furthermore, the researcher conducted a reliability test which was carried out after the validity test to ensure if the research instrument used was reliable and the extent to which the value of the instrument was free from measurement errors of each variable. If the reliability is less than 0,6 it can be said to be less good, if 0,7 is acceptable, if 0,8 can be said to be good, and 0,9 is very good. In the reliability test table, it is shown that the results of each variable meet the reliable requirements because all variables have a good Cronbach's Alpha value.

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Table 3

Reliability Test Result

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Variables	Cronbach's Alpha	Description
Service Recovery	0.941	Reliable
Price Fairness	0.901	Reliable
Brand Image	0.815	Reliable
Consumer Satisfaction	0.758	Reliable
Consumer Loyalty	0.851	Reliable

Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is an analysis that aims to identify the relationship between variables by conducting a correlation test or to confirm whether the measurement model built is in accordance with the hypothesis. In this study, the researcher used the first order construct.

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Table 4

Service Recovery First Order Construct

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| Index	Cut off Value	Result	Description
P	≥ 0.05	0.421	Fitted
CMIN/DF	≤ 2.00	1.025	Fitted
GFI	$\geq 0,90$	0.951	Fitted
AGFI	$\geq 0,90$	0.931	Fitted
RMSEA	≤ 0.08	0.011	Fitted
TLI	≥ 0.95	0.999	Fitted
CFI	≥ 0.95	0.999	Fitted

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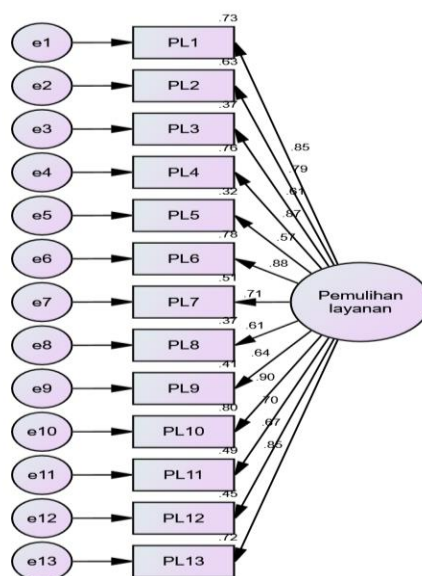
Figure 2

Service Recovery First Order Construct Model

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In the service recovery variable test, there are 13 measurable indicators with the code "PL1-PL13". Then after testing the model, there are no indicators that need to be discarded because they have

met the conformity requirements. The results of the model state that the service recovery model has been fitted.

Table 5

Price Fairness First Order Construct

Index	Cut off Value	Result	Description
P	≥ 0.05	0.533	Fitted
CMIN/DF	≤ 2.00	0.890	Fitted
GFI	$\geq 0,90$	0.987	Fitted
AGFI	$\geq 0,90$	0.971	Fitted
RMSEA	≤ 0.08	0.000	Fitted
TLI	≥ 0.95	1.003	Fitted
CFI	≥ 0.95	1.000	Fitted
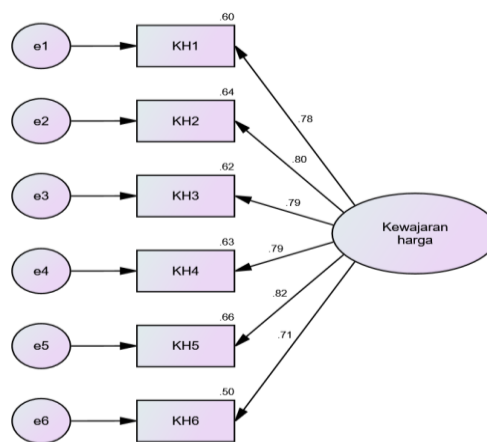
Figure 3

Price Fairness First Order Construct Model

In the price fairness variable test, there are 6 measurable indicators with the code "KH1-KH6". Then after testing the model, there are no indicators that need to be discarded because they have met the conformity requirements. The results of the model state that the price fairness model has been fitted.

Table 6

Brand Image First Order Construct

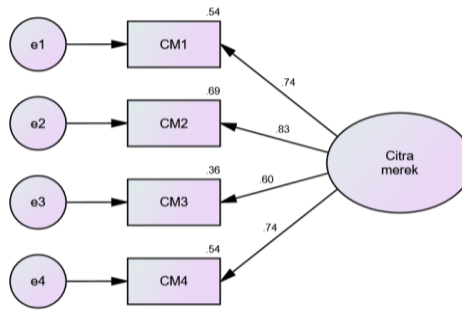| Index	Cut off Value	Result	Description
P	≥ 0.05	0.587	Fitted
CMIN/DF	≤ 2.00	0.532	Fitted
GFI	$\geq 0,90$	0.997	Fitted
AGFI	$\geq 0,90$	0.986	Fitted
RMSEA	≤ 0.08	0.000	Fitted
TLI	≥ 0.95	1.010	Fitted
CFI	≥ 0.95	1.000	Fitted

Figure 4

Brand Image First Order Construct Model

In the brand image variable test, there are 4 measurable indicators with the code "CM1-CM4". Then after testing the model, there are no indicators that need to be discarded because they have met the conformity requirements. The results of the model state that the brand image model has been fitted.

Table 7

Consumer Satisfaction First Order Construct

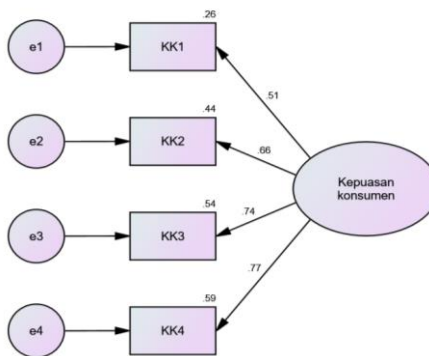| Index	Cut off Value	Result	Description
P	≥ 0.05	0.916	Fitted
CMIN/DF	≤ 2.00	0.088	Fitted
GFI	≥0,90	1.000	Fitted
AGFI	≥0,90	0.998	Fitted
RMSEA	≤ 0.08	0.000	Fitted
TLI	≥ 0.95	1.029	Fitted
CFI	≥ 0.95	1.000	Fitted

Figure 5

Consumer Satisfaction First Order Construct Model

In the consumer satisfaction variable test, there are 4 measurable indicators with the code "KK1-KK4". Then after testing the model, there are no indicators that need to be discarded because they have met the conformity requirements. The results of the model state that the consumer satisfaction model has been fitted.

Table 8

Consumer Loyalty First Order Construct

Index	Cut off Value	Result	Description
P	≥ 0.05	0.513	Fitted
CMIN/DF	≤ 2.00	0.851	Fitted
GFI	≥0,90	0.992	Fitted
AGFI	≥0,90	0.975	Fitted
RMSEA	≤ 0.08	0.000	Fitted
TLI	≥ 0.95	1.004	Fitted
CFI	≥ 0.95	1.000	Fitted
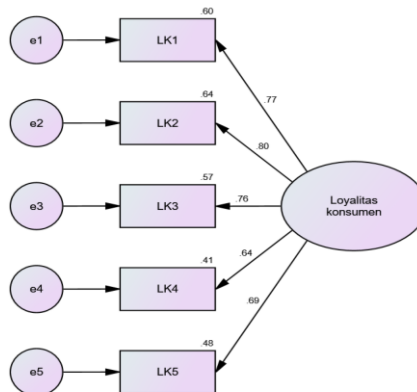
Figure 6

*Consumer Loyalty First Order Construct Model*

In the consumer loyalty variable test, there are 5 measurable indicators with the code "LK1-LK5". Then after testing the model, there are no indicators that need to be discarded because they have met the conformity requirements. The results of the model state that the consumer loyalty model has been fitted.

Hypothesis Test

In testing the hypothesis, if the standardized regression weights value is positive, then there is a positive relationship between the variables and vice versa. In addition, if the t-value is greater than 1.96, then there is a significant impact between the variables and vice versa.

Table 9

Hypothesis Test Result

H	Independent Variable	→	Dependent Variable	C.R. (t-value)	P	Standardized Regression Weights	Results
H_1	Service Recovery	→	Consumer Satisfaction	3.077	.002	.252	Accepted
H_2	Price Fairness	→	Consumer Satisfaction	2.687	.007	.262	Accepted
H_3	Brand Image	→	Consumer Satisfaction	3.477	***	.349	Accepted
H_4	Service Recovery	→	Consumer Loyalty	3.641	***	.223	Accepted
H_5	Price Fairness	→	Consumer Loyalty	4.144	***	.310	Accepted
H_6	Brand Image	→	Consumer Loyalty	4.324	***	.347	Accepted
H_7	Consumer Satisfaction	→	Consumer Loyalty	3.237	.001	.294	Accepted
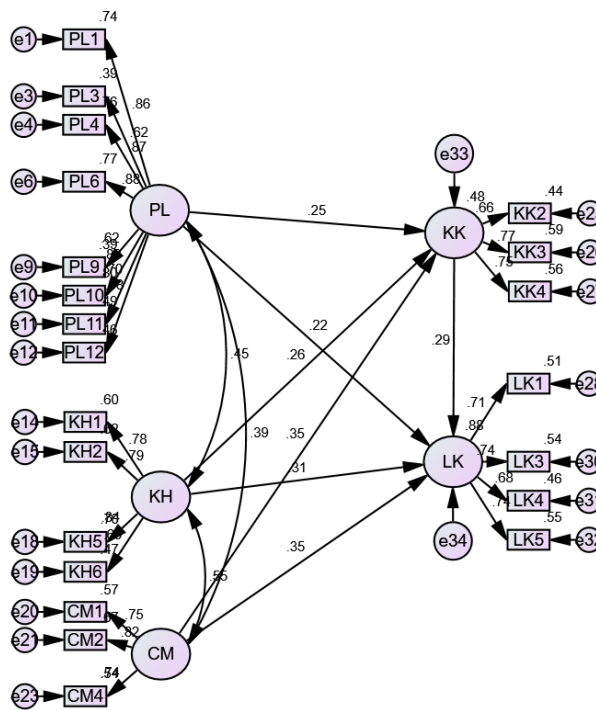
Figure 7

Fitted Model SEM

The service recovery variable on consumer satisfaction has a standardized regression weights of 0,252 and C.R. (Critical Ratio) of 3,07, which means it is above 1,96, then the first hypothesis is accepted. The results of this study are in accordance with the research conducted by Choerunnisa et al. (2020), Alzoubi et al. (2020), and Putra (2019).

The price fairness variable on consumer satisfaction has a standardized regression weights of 0,262 and C.R. (Critical Ratio) of 2,68 which means it is above 1,96, then the second hypothesis is accepted. The results of this study are in accordance with research conducted by Setiawan et al. (2020), Ansah (2020), and Bestari & Nurdasila (2017).

The brand image variable on consumer satisfaction has a standardized regression weights of 0,349 and C.R. (Critical Ratio) of 3,47 which means it is above 1,96, then the third hypothesis is accepted. The results of this study are in accordance with research conducted by Cuong & Khoi (2019), Ansah (2020), Dam & Dam (2021).

The service recovery variable on consumer loyalty has a standardized regression weights of 0,223 and C.R. (Critical Ratio) of 3,64 which means it is above 1,96, then the fourth hypothesis is accepted. The results of this study are in accordance with research conducted by Sofiana & Prihandono (2019), Putra (2019), and Choerunnisa et al. (2020).

The price fairness variable on consumer loyalty has a standardized regression weights of 0,310 and C.R. (Critical Ratio) of 4,14 which means it is above 1,96, then the fifth hypothesis is accepted. The results of this study are in accordance with research conducted by Ansah (2020), Bestari & Nurdasila (2017), and Hutama & Ekawati (2020).

The brand image variable on consumer loyalty has a standardized regression weights of 0,347 and C.R. (Critical Ratio) of 4,32 which means it is above 1,96, then the sixth hypothesis is accepted. The results of this study are in accordance with research conducted by Dam & Dam (2021), Ashraf & Niazi (2018), and Cuong & Khoi (2019).

The variable of consumer satisfaction on consumer loyalty has a standardized regression weights of 0,294 and C.R. (Critical Ratio) of 3,23, which means it is above 1,96, then the seventh hypothesis is accepted. The results of this study are in accordance with research conducted by Dimyati & Subagio (2016), Yaqub et al. (2019), and Karmeita et al. (2020).

CONCLUSION

After analyzing primary data regarding service recovery, price fairness, brand image, and consumer satisfaction on consumer loyalty to SiCepat Express service users in Jakarta, it can be concluded that all hypotheses made by researchers are accepted because all variables studied showed a positive standardized regression weight value and t-value are greater than 1,96.

Researcher suggestions to SiCepat Express are improve training for its employees, improve the performance of its services such as on time delivery and security of the goods, create an event on a national or international scale that can attract the attention of various parties to build a better brand image, heed the feedback given by consumers, and hold a reward program for consumers who make recommendations or provide good information on SiCepat Express to others.

Several suggestions for further research are to use different research objects such as JNE, Tiki, J&T, Pos Indonesia, Ninja Express, Lion Parcel, and Wahana Logistik but with the same variables, adding other variables such as trust, perceived value, relationship marketing, and brand experience Dam & Dam (2021), and the last is to compare delivery services with other competitors.

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