The Service Quality Effect on Corporate Reputation, Customers Satisfaction, and Loyalty

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The superiority of a service is depends on the uniqueness and quality service. The service must be specifically meet customer needs and desires because the service is felt and enjoyed directly by the customer will immediately get an assessment according to the expectations. This study discusses a quality of forklift rental services. Here, a service quality variables as forming company reputation, customer satisfaction, and customer loyalty. Using causality and quantitative analysis models. All the data collected through the distribution of questionnaires to 250 forklift customers rental companies over (PT. Kianis Pratama, Indonesia) uses SEM analysis. The purpose in this study to determine service quality effect over corporate reputation, customer satisfaction, and loyalty, respectively. The results show that a good service quality would increase the corporate reputation and customer satisfaction, a good corporate reputation would increase customer loyalty and high customer satisfaction would increase customer loyalty. It means that the better of corporate reputation has, higher of customer satisfaction and loyalty will be increase customer satisfaction in the PT. Kianis Pratama.

Keywords: Service Quality, Corporate Reputation, Customer Satisfaction, Customer Loyalty

1. INTRODUCTION
By looking at the various characteristics of services and manufactured goods, the different approach to the definition of quality arises when dealing with quality in the service sector [1]. Talking about the quality of services, that to be able to develop and survive as a service provider organization must be able to provide quality services and have high value for customers, to meet customer needs and be able to provide better services than competitors [2]. This is important in an effort to provide customer satisfaction, because customer satisfaction primarily for service businesses is a must for the company to remain successful, both at the operational, managerial and strategic levels. In the face of competition, the company's ability to meet customer needs is very important, because product quality also has a significant influence on purchasing decisions [3]. But the company's reputation is also have one of the main factors for customers to use forklift rental services. The reputation (image) is often defined as a perception of quality coupled with the name of the company. Meanwhile, Brand reputation also plays an important role in a comp-

any, because brand reputation can be defined as a perception of quality related to the company's name [4]. A consumer satisfaction of a product or service will encourage the creation of a positive attitude towards the service, resulting in a release purchase, and if the satisfaction continues, customer loyalty will be formed to the rental service. The satisfied, argue that satisfied consumers are more difficult to change the choice of switching from a brand [5]. Referring to the background and existing problems, the purpose of this study is to analyze the effect of service quality on company reputation and its effect on customer satisfaction and loyalty.

2. METHODOLOGY
2.1 B2B Service Quality
The dimensions of service quality have five elements to determine a quality of services, namely: "tangible, responsiveness, reliability, assurance, and empathy" and service quality has been recognized as important as a factor of company competitiveness [6]. The satisfying service quality or customer expectations will certainly affect the customer's assessment of the company.

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Researchers in various industries have investigated the relationship between service quality and customer satisfaction [7, 8]. Many researchers have developed their own construction and measures for B2B service quality, with PDSQ, PSQ or AUDITQUAL dimension [9, 10, 11]. The despite popularity in SERVQUAL widespread over several studies have failed to imitate the original five-factor structure [12]. The recognizes that the original SERVQUAL (with five dimensions and 22 items) only represents the "core" evaluation criteria and basic service "quality basic" frameworks, and that "SERVQUAL is a useful starting point, not a final answer, to assess and improve service quality". Because of this, researchers have is adapted SERVQUAL to evaluate the quality B2B services using a wide variety of scales [13]. Most of B2B professional services are essential over smooth operation in the company's client business, and many of these are even regulatory requirements. The unique parameters, from minimum level of customer expectations that can be received from professional service quality [14].

2.2 Corporate Reputation
The company's reputation is one of the most valuable assets in achieving competitiveness. Reputation is the construction of perceptions that are in the head of the company's stakeholders. A company's reputation is like tangible assets such as cash, land, equipment and buildings. Other intangible assets such as trademarks, patents, and copyrights that can be achieved through trade, a company's reputation can be achieved through differentiation (fame and self-esteem) in the market. Here, company's reputation cannot be perfectly copied by other competitors [15]. The reputation dimension does not correlate with each other, the dimension is correlated naturally and positively, indicating that knowing one's overall reputation has value for management. A company's reputation is an overall perception of outsiders of the characteristics of a company [16]. Thus, a company has an overall corporate reputation consisting of several dimensions, as well as a reputation for certain dimensions [17]. The way employees and customers view the company's reputation will influence their behavior and relationships with the organization. This is especially true for service businesses, where employees and customers interact very closely in the delivery of high-quality services [19]. The company's image and reputation plays an important role in establishing relationships with customers.

2.3 Customer Satisfaction
Customer satisfaction is a feeling that buyers feel from company performance that meets their expectations. However, from the perspective of consumer behavior, customer satisfaction becomes something complex. Behavior after purchase will lead to a satisfied or dissatisfied attitude to consumers, then customer satisfaction is a function of buyer expectations for products or services with perceived [20]. In short, customer satisfaction is meeting customer expectations after the product or service has been used depends on the level of fulfillment of the expected product or service benefit, as well as the level of consistency of expectations and actual results. Customer satisfaction is the antecedent of customer loyalty while a satisfaction is measured by how well the customer expectations are fulfilled, while loyalty is a measure of how much the customer wants to make a repeat purchase. A customer satisfaction is felt to be positively related to customer loyalty it was define as difference between expectations and performance.

2.4 Customer Loyalty
Maintaining customer loyalty means the company spends less. Loyalty is a behaviour that is shown by routine purchases, based on the decision-making unit [21]. There are four attributes of loyalty, namely: first, making repeated purchases within a certain period. Second, buying all lines of products and services, loyal customers not only buy one type of product but buy other product lines and services at the same business entity. Third, recommend the experience of products and services to colleagues or other customers so as not to buy products and services from other business entities. Fourth, reject other products because they think the product they choose is the best. Brand reputation has a significant effect on brand loyalty, service companies can gain customer loyalty to maintain their competitive advantage by building long-term relationships with customers and offering high quality services to their customers [22]. Consumer loyalty is the time of the first interaction of consumers with the company, the length of time from the first interaction of consumers with the company to the last interaction of consumers with the company, the time to participate in activities and time of comment to the company [23].

2.5 Hypotheses
Based on the detailed description of the literature review above, the current study proposes several hypotheses as follows:

2.5.1 The Effect of Service Quality on Corporate Reputation
The company's reputation is the public perception of the company which depends on what the company does as an entity, the researchers support the idea that the company's reputation is a consequence of service quality. According to several studies stated that there is a significant influence on perceived service quality on customer perceptions about the role of companies that are able to provide high quality products and social contribution so that the company has a good brand reputation [24, 25]. A service quality is a determinant of company reputation. Based on these arguments, the second hypothesis of this study is:

H1: Service quality affects the corporate reputation
2.5.2 The Effect of Service Quality on Customer Satisfaction

Customers after using the products or services they buy will feel satisfied or dissatisfied depending on the quality of service received from the company which the customer will evaluate after using the product or service. The importance is given to service quality especially because greater service quality leads to higher customer satisfaction and sustainable business through customer loyalty [26]. This will ensure higher readiness to recommend others, reduce objections and complaints. The improvement in service quality is related to patient satisfaction so that if there is an increase in service received by the patient and patient satisfaction increases this will have an impact on patient loyalty [27].

A customer satisfaction is a vital factor of pre-purchase anticipation and post-purchase evaluation, which is based on repeated customer purchases and their consumer behavior. Service quality is the key factor in increasing customer satisfaction and customer loyalty [29]. Service quality has a significant effect on customer satisfaction. From the explanation of the theory above, the second hypothesis is made between service quality and customer satisfaction proposed:

H2: Service quality affects customer satisfaction

2.5.3 The Corporate Reputation Effect on Customer Satisfaction

The company's reputation is one of the most important elements in the business world. Here, a good and bad in a company's reputation is an important indicator of the company's success. Even in other business icons with statements it takes 20 years to build a company's reputation and only takes five minutes to ruin it [30]. The company's reputation is one of the most valuable assets in achieving competitiveness [30]. Reputation is a perception of quality coupled with name (brand name) or is a trust in the good name of the service provider by consumers. A good reputation has an influence on customer satisfaction. Decreased loyalty has more impact in the case of reputation, which means that, when a crisis occurs, loyalty decreases relatively better for companies that have a good reputation than for companies that have a bad reputation [31]. A corporate reputation effects on customer satisfaction significantly [32]. Based on these phenomena so hypothesis for this study is:

H3: Corporate reputation affects customers satisfaction

2.5.4 The Corporate Reputation Effect on Customer Loyalty

Reputation is a goal as well as an achievement to be achieved for company. The company's reputation is recognized as one of the main determinants of consumer loyalty [32]. Therefore, service provider companies use the company's reputation as a tool to shape consumer behavior for repeat purchases from the company. Brand reputation had a significant positive effect on brand loyalty [32, 33]. The brand has a significant effect on brand loyalty [33]. The company's reputation and customer loyalty is built on the company's image both functional and emotional. A higher company reputation also leads to a higher level of customer loyalty.

H4: The corporate reputation affects customer loyalty.

2.5.5 The Customer Satisfaction Effect on Customer Loyalty

Customer satisfaction is a feeling that buyers feel from company performance that meets their expectations. Customer satisfaction is determined by the services provided both tangible and intangible. An important concept that must be considered in developing customer loyalty is customer satisfaction. Customer satisfaction is the antecedent of customer loyalty. Satisfaction is measured by how well the customer expectations are fulfilled, while loyalty is a measure of how much the customer wants to make a repeat purchase. So that customer satisfaction is felt positively related to customer loyalty. A positive influence between customer satisfaction with customer loyalty. Here, customer satisfaction will have an impact on customer loyalty by repatronage intentions or coming back to the place of service to consume products. Customer satisfaction is the main variable in predicting the level of customer loyalty. From the explanation of the theory above, a hypothesis was made between customer satisfaction and customer loyalty proposed:

H5: Customer satisfaction affects customer loyalty.

Based four hypotheses, we design topology frame work in this study (see Figure 1).

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Figure 1. Conceptual Study Model Framework

3. RESULT AND DISCUSSION

The design of this study is explanatory research that will prove the causal relationship between independent variables (id dependent variables), namely service quality, intervening variables, namely the company's reputation.
and customer satisfaction and the dependent variable, namely customer loyalty. And correlational research, namely research that seeks to see whether the two or more variables have a relationship or not, and how big the relationship is and how the direction of the relationship. The study uses the Structural Equation Model (SEM) analysis method. With this method it can be seen the influence and relationship between exogenous variables and endogenous variables related to the problem under study. The location of this research is at the forklift rental of PT. Kianis Pratama in the Bizpark Warehouse Area Block A2 No1 Jalan Raya Bekasi Km 21.5 Pulogadung East Jakarta, PT. Kianis Pratama is a company engaged in the provision of rental or rental forklifts established since 2006 until now has more than 900 operating units rental units. PT Kianis Pratama is currently in a position to maintain the company's reputation compared to the growing new individual forklift rental companies, but compared to the rental companies which had already stood with more units great reputation of PT. Kianis Pratama needs to be improved again. Testing in this study was carried out with the help of software used for structural analysis is Lisrel 8.80 and for descriptive analysis using Statistical Package for Social Science (SPSS) ver 20.00. Data collection is done by distributing questionnaires to consumers PT. Kianis Pratama with data obtained 250 and sufficient basis for the minimum number of questionnaires. Measurement of these variables was adapted from research instruments used using five Likert scales. In this study conducted a pretest in two ways, namely: the validity test and the reliability test. Validity test uses product moment correlation analysis, to speed up the calculation done with the help of the SPSS program with a significance level of 5%. This test is carried out using a small sample or data trayout of 30 respondents. Significance test is done by comparing the value of r arithmetic with r table for degree of freedom (df = n-2) and the significance level of Alpha (α) 5%, or r arithmetic> r table. Guided by the total sample of 30 respondents can be seen the value of r table of 0.361. Based on the calculation of the correlation coefficient (rxy) all have r arithmetic greater than r table (0.361) and probability <0.05. Thus it can be concluded that all items are declared valid. Reliability testing using Cronbach’s Alpha. Cronbach’s Alpha value> 0.6, then the instrument can be declared reliable. The reliability test results can be shown in Table I:

<table>
<thead>
<tr>
<th>No</th>
<th>Variable / Keastrak</th>
<th>Alpha Cronbach’s</th>
<th>Critical Point</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Corporate Reputation</td>
<td>0.947</td>
<td>0.6</td>
<td>Relabled</td>
</tr>
<tr>
<td>2</td>
<td>Service Quality</td>
<td>0.921</td>
<td>0.6</td>
<td>Relabled</td>
</tr>
<tr>
<td>3</td>
<td>Customer Satisfaction</td>
<td>0.921</td>
<td>0.6</td>
<td>Relabled</td>
</tr>
<tr>
<td>4</td>
<td>Customer Loyalty</td>
<td>0.771</td>
<td>0.6</td>
<td>Relabled</td>
</tr>
</tbody>
</table>

The results of this study use instruments that have been tested in validity and reliability so that the results of good of fit, where Chi Square / Degree of Freedom = 162.58 / 108 = 1.5 <3 (good fit), RMSEA = 0.045 <0.05 (close fit). ECVI = 0.89; 1.17 is around the ECVI Model = 1.23 (close fit). AIC Model (252.58) compared with AIC saturated (306.00) and AIC independence (2850.80). The AIC model is smaller than the AIC saturated and the difference is much greater than the AIC independence, so the smaller value indicates a good fit. CAIC model (456.05) is far from saturated CAIC (997.76) and also further from CAIC independence (2927.66), so the smaller value indicates good fit. Normed fit index (NFI) = 0.94 (> 0.90) indicates good fit. Critical N (CN) = 215.23 (> 200) then the model represents the sample size of the data showing good fit. Goodness Of Fit Index (GFI) = 0.93, ideal value> 0.90, it indicates good fit. Furthermore, this research produces a T-value diagram as shown in Figure 2. The results of the study show the effect of brand communication on brand image, the effect of brand communication and brand image on brand trust, and to show the effect of brand trust on brand loyalty of the consumers of PT. Sanko Material Indonesia.

Figure 2. The result of SEM model analysis

From the analysis above, close fit is the result of a match that is almost perfect because it is close to the specified value, good fit is the result of a match that matches the required value, while marginal fit is the result of a match below the specified value. Based on the results of group one to group seven, several tests showed adequate compatibility including Chi Square, ECVI, AIC and CAIC, Critical N and Goodness Of Fit Index (GFI). In this study, there are five hypotheses tested and based on the results of the test, it is concluded that the five hypotheses are supported by data (see table II).

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Hypothesis Description</th>
<th>T-Value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Service quality affects the corporate reputation</td>
<td>2.08</td>
<td>Data Supports Hypotheses</td>
</tr>
<tr>
<td>H2</td>
<td>Service quality affects customer satisfaction</td>
<td>2.81</td>
<td>Data Supports Hypotheses</td>
</tr>
<tr>
<td>H3</td>
<td>Corporate reputation affects customers satisfaction</td>
<td>2.83</td>
<td>Data Supports Hypotheses</td>
</tr>
<tr>
<td>H4</td>
<td>The corporate reputation affects customer loyalty</td>
<td>3.51</td>
<td>Data Supports Hypotheses</td>
</tr>
<tr>
<td>H5</td>
<td>Customer satisfaction affects customer loyalty</td>
<td>2.60</td>
<td>Data Supports Hypotheses</td>
</tr>
</tbody>
</table>
In the results of testing the first hypothesis (H1), it was found that the influence between service quality 2.68 on company reputation. This shows that the company's reputation is influenced by the quality of services provided. The better and higher the quality of services provided, the better the reputation of the company.

Perceived service quality to customer perceptions about the role of companies that are able to provide high quality products and social contributions so the company has a good brand reputation. This means that the higher the perception of service quality in PT Kianis Pratama's forklift rental services, the perceived reputation of the company for the rental service will be higher. On the results of the second hypothesis testing (H2), found the effect between service quality 2.81 on customer satisfaction. This means that the better the quality of service felt by PT Kianis Pratama's forklift rental service customers, the customer satisfaction is increasing. The higher the quality of service, the more customer satisfaction PT. Kianis Pratama. The results of this study confirm previous research that there is a positive influence between service quality and customer satisfaction. If the relationship between satisfaction and loyalty is positive, high customer satisfaction will increase customer loyalty. Consumer satisfaction with service companies is defined as a condition where consumers' expectations of a service are in accordance with the reality received about the services provided to consumers. If PT Kianis Pratama's forklift rental services are far below consumer expectations, consumers will be disappointed. On the results of testing the third hypothesis (H3), found the influence between the company's reputation of 2.83 on customer satisfaction. This means that the better the reputation of the forklift rental service company PT Kianis Pratama, the customer satisfaction is increasing. The company's reputation is believed to create an effect on customer satisfaction. When customers are satisfied with PT Kianis Pratama's forklift rental services, their attitude towards the service will increase. These results confirm previous research which consistently found that company reputation had a significant effect on customer satisfaction. To avoid big risks, customers prefer to use products that have a good image or reputation. In the results of the third hypothesis testing (H4), it was found that the influence between company reputation 3.51 on customer loyalty, this means that the better the company's reputation, the loyalty of consumers to use the services of PT Kianis Pratama forklift rental will increase. A good or positive reputation will have an impact or a good influence on the assessment of services and products provided by consumers, namely loyalty to use the product, and vice versa a bad or negative reputation will have a bad influence on the product. Thus it is clear that a company's reputation, both positive and negative, will affect customer loyalty. These results confirm previous research brand reputation related to the assessment of others on a brand, about the good or bad of products and services. Brand reputation had a significant positive effect on brand loyalty. Customers will not buy products and services at lower prices, because of the year that the product is not quality, but they will have a more reputable product, even though they have to make higher payments. Therefore, the company's reputation is a variable that affects customer loyalty.

In the results of testing the third hypothesis (H5), it was found that the influence between customer satisfaction 2.80 on customer loyalty, this means that the higher the satisfaction felt by consumers in using the services of PT Kianis Pratama forklift rental, the consumer loyalty is increasing. Satisfied customers will buy back and tell others about the good experience with the product. The key is to meet customer expectations with company achievements. Customer satisfaction is the antecedent of customer loyalty. Satisfaction is measured by how well the customer expectations are fulfilled, while loyalty is a measure of how much the customer wants to make a repeat purchase. So that customer satisfaction is felt positively related to customer loyalty. The results support customer satisfaction is the main variable in predict the level of customer loyalty. Customer satisfaction has a positive influence on consumer memories therefore implies that customer satisfaction has a positive effect on customer loyalty.

4. CONCLUSIONS
The conclusions of the current study based on the results analysis are described as follows:

a) There is a positive and significant influence on the service quality variable on the reputation of PT Kianis Pratama's forklift rental services. This means that the higher the perception of service quality in PT Kianis Pratama's forklift rental services, the company's reputation for the rental service will be higher.

b) There is a positive and significant effect on service quality variables on customer satisfaction on PT Kianis Pratama's forklift rental services. This means that the better the perceived service quality perceived by PT Kianis Pratama's forklift rental service customers, the customer satisfaction is increasing.

c) There is a positive and significant influence on the company's reputation variable on customer satisfaction on the forklift rental service of PT Kianis Pratama. This means that the better the reputation of the forklift rental service company PT Kianis Pratama, the customer satisfaction is increasing.

d) There is a positive and significant influence on the company's reputation variable on customer loyalty in the PT Kianis Pratama forklift rental service. This means that the better the company's reputation, the loyalty of consumers to use PT Kianis Pratama's forklift rental services will increase.
There is a positive and significant influence of satisfaction variable on loyalty on the forklift rental service of PT Kianis Pratama. This means that the higher the satisfaction felt by consumers in using PT Kianis Pratama's forklift rental services, the customer loyalty will increase. Based on elicited conclusions in the current study, some suggestions are offered to the marketers of PT. Kianis Pratama:

a) Based on data analysis has implications for PT Kianis Pratama's forklift rental services, to always improve the quality of existing services guided by the concept of physical services (tangible), reliability services, responsive services, services with high attention to consumers and services with guaranteed good services and products. If seen from the lowest consumer rating shows that giving attention to customers is still perceived as the lowest. For that the company must prioritize a more empathetic service, overall both customers from small, medium or large companies, so as not to discriminate against each customer.

b) Judging from the items feeling very satisfied in using the forklift as the lowest perceived indicator, they the company must always try to fulfill what is expected by customers at this time. Through surveys, or complaint services, will be more familiar with what is the problem for customers, so that the products and services provided can really be exactly what is needed now.

References


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