
THE EFFECT OF SERVICE QUALITY AND PRICE ON CUSTOMER SATISFACTION AND ITS IMPACT ON THE LOYALTY OF SIANTAR EXPRESS TRAIN CUSTOMERS

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ABSTRACT

The Siantar explicit ducate is one of the transportations utilized by the humans of Medan town to travel to Pematang Siantar. The objective of this observe ist check and examine the impact of carrier fine, price on patron pleasure and its effect onclient loyalty. The sampling technique use disaccidental Sampling that sampling based totally on who are the contribut or soft he populace who coincidentally meet researcher who can provide the necessary data. The statistics analysis technique is carried out by using statistics evaluation route evaluation. Carrier excellent has fine and substantial effect on purchaser pride, charge has a effective and big impact on customer delight, carrier quality has effective and impact on part on loyalty, price has positive and sizable impact on purchaser loyalty, patron pride has a fantastic and size able impact on customer loyalty, carrier exceptional has a tremendousand significant effect on purchaser loyalty via pleasure customers, fees have a nice and massive impact on customer loyalty via customer delight of the Siantar specific train. Siantar explicit train clients might be loyal while using the Siantar express educate provider, thatis because the client is of the same opinion toreuse the train service and shows to others.

Keywords : Service quality; Price; Customer Satisfaction; Customer Loyalty

ABSTRAK

Siantar Ekspres merupakan jenis transportasi kereta api yang digunakan oleh warga kota Medan ke Pematang Siantar dan sebaliknya. Tujuan penelitian untuk menganalisis pengaruh kualitas pelayanan, harga terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan. Teknik pengambilan sampel yang dipergunakan ialah Accidental Sampling. Metode analisis data dengan Path Analysis. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan, harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan Siantar Ekspres. Pelanggan Siantar Express yang loyal apabila memakai jasa kereta api Siantar Ekspres kembali, serta menyarakannya.

Kata kunci : Kualitas Pelayanan; Harga; KepuasanPelanggan; Loyalitas Pelanggan

INTRODUCTION

Siantar Ekspres is a form of rail transportation utilized by citizens of the metropolis of Medan to Pematang Siantar and vice versa. The Siantar express train is a series of economic system class passenger trains that connect Medan with Pematang Siantar which is set 127 km via Lubuk Pakam and Tebing Tinggi belonging to the local department I of North Sumatra and Aceh. statistics of the quantity of passengers use the Siantar express educate service at the Medan - Pematang Siantar course and the Pematang Siantar - Medan path from 2010 to 2015. The range of passengers on the Siantar explicit train at the Medan - Pematang Siantar direction fluctuates each yr, normal Siantar express educate clients have decreased.

The provider high-quality has a incredible influence on client pleasure, so the Siantar explicit teach ought to further improve the carrier excellent in wearing out its duties and obligations in imparting and improving the level of carrier to the community. If the Siantar explicit educate consumer is happy with the service furnished, it will boom purchaser loyalty for the teach transportation service. carrier customers who sense satisfied will commonly tell their delight to other capability customers, in order that the employer will benefit from that circumstance, specifically getting dependable customers, however if provider users feel upset, then provider users will inform their disappointing experiences to others, as a way to get worse the picture and existence of the agency.

Purchaser loyalty is a behavioral impulse to make repeated purchases to construct client loyalty to a service or product produced by way of the enterprise entity, which takes a long time through a buy method that happens time and again (Mushanto, 2004). meanwhile, according to Hasan (2008) customer loyalty is described as the individual that buys, specifically individuals who purchase often and time and again. A purchaser is someone who constantly and repeatedly involves the identical place to meet his goals through proudly owning a product or getting a carrier and procuring a services or products. while Palilati (2004) says that loyalty to a company's products or services is described as an mindset in the direction of a logo, which is represented in regular purchases of that brand all of the time. it is able to be concluded that purchaser loyalty is an mind-set that encourages behavior to buy services from a business enterprise frequently and time and again with constant purchases. service exceptional is a measure of ways top the extent of carrier is supplied, that is capable of match patron

expectancies (Tjiptono, 2008). If the perceived provider is according with the predicted provider, then the carrier satisfactory is ready as the perfect great. on the other hand, if the perceived provider is worse than anticipated service, the provider fine is perceived as bad. To serve clients in a top manner, the Siantar express teach is needed to provide a provider this is simply reliable, rapid and whole with additional empathy and appealing appearance of provider high-quality in a simple manner, that is a measure of how excellent the extent of provider provided is capable of fit consumer expectations (Jusuf fit Almasdi, 2012).

Which means the carrier nice is decided by using the capacity of a selected employer or institution to fulfill the needs which are according with what's predicted or preferred based totally on patron needs. in addition to the service exceptional component that should be considered with the aid of the Siantar explicit educate to enhance customer satisfaction, fee is one of the elements that may have an effect on patron pleasure. fee is the quantity of cost that the client exchanges for the advantage of proudly owning or the usage of a carrier whose cost is set by the client and seller via bargaining, set by way of the vendor for the same fee in opposition to all consumers. The fee in large part determines customer pride in the use of offerings, due to the fact the amount of fare set through the Siatar specific educate is related to the extent of earnings owned through passengers. The higher of the fare will cause passengers to have to assume two times approximately the use of transportation offerings, and vice versa, if the fare is decrease, passengers tend to take gain of transportation centers without extra consideration. first-class is a dynamic condition related to services, people, procedure, environments that meet and exceed expectations. best is the overall characteristic and nature of a service that affects its ability to fulfill stated or implied desires (Kotler, 2012).

LITERATURE REVIEW

Provider is an interest of sports which might be invisible hat arise because of interactions among customers and personnel supplied by means of the provider company corporation, with a purpose to clear up problems skilled by way of customers. Provider is the technique of assembly desires thru the direct interest of others (Moenir 2005).

Tjiptono (2008), states that carrier excellent is a degree of ways desirable the extent of provider is supplied, that is capable of in shape purchaser expectancies. If the perceived carrier is according with the predicted service, then the carrier best is prepared as the perfect first-rate. alternatively, if the perceived carrier is worse than predicted provider, the provider best is perceived as negative. according to Kotler & Keller (2012), "charge is one of the advertising mixes that generates sales, another element generates expenses. charge is the most critical detail in a employer, in which with the fee; the corporation gets earnings for the sustainability of the employer. An employer ought to be able to set expenses in accordance with the values provided and understood with the aid of clients. If the fee is better than the acquired cost, the corporation is probable to lose to make a profit, if the rate is lower than the price obtained, then the organisation will not succeed in creating a earnings. consistent with Suharno and Sutarso (2010) in pricing based on (1) method based totally on value, (2). On request, (3). primarily based on competition and (four). primarily based on consumer needs. the steps of the system for putting costs put forward via Abdullah and Tantri (2013) are as follows (1).

Choosing a rate aim (2). Specify the request (three). Estimating fees (four). examine the gives and fees of competitors (5). pick a pricing method (6). pick the final charge. purchaser delight is the aim and way of the business enterprise. The increasing wide variety of competition calls for present businesses to have a special method in competing, surviving and growing. consistent with Sunyoto (2013), consumer delight is the extent of a person's feelings after evaluating (performance or outcomes) felt compared to his expectancies. client satisfaction is used to measure the organisation's overall performance in both internally to compensate human resources, observe performance and set price range as well as for external purchaser satisfaction as a source of information for all stakeholders (Khan, 2012). Akbar and Parves (2009) country that pride is the purchaser assessment of provider, in which the company has met the desires and expectancies of the purchaser. Consumer pleasure or dissatisfaction is the purchaser's response to the evolution of perceived incompatibility among previous expectations and the real performance of services felt after their use (Tjiptono, 2008). Customer

satisfaction is the level of feeling happy or disappointed after comparing the services/products received and expected (Zulkarnaen, W., Amin, N. N., 2018)

There are six center principles in measuring patron delight, specifically (1) standard customer pride, (2) Dimensions of customer Loyalty is a mental situation associated with attitudes in the direction of products, customers will form ideals, establish likes and dislikes, and determine whether they want to shop for merchandise (Hasan, 2014). Loyalty as a situation in which the customer has a superb mindset in the direction of a logo. according to Partua Pramana (2014) customer loyalty is the result of an preliminary test of a product this is bolstered thru satisfaction for you to result in repurchase. client delight will offer many blessings for the corporation, specifically permitting the fulfillment of purchaser loyalty (Lovelock et al 2005) pleasure (3) confirmation of expectation, (4) Repurchase reason (5) Willingness to advocate, (6) customers dissatisfaction.

Loyalty is a mental circumstance associated with attitudes toward the product, clients will form ideals, set up likes and dislikes, and determine whether or not they need to buy the product (Hasan, 2014).

Loyalty as a situation wherein the customer has a high-quality mind-set toward a logo, has a commitment to the logo and intends to preserve his purchase in the future. in step with Partua Pramana (2014) customer loyalty is the result of an preliminary experiment of a product this is strengthened thru pride so as to result in repurchase. Customer satisfaction will provide many blessings for the enterprise, namely permitting the fulfillment of client loyalty (Lovelock et al 2005). Purchaser satisfaction is a purchaser emotional evaluation after purchasers use merchandise in which the expectations and desires of purchasers who use them are met (Daryanto, 2019).

Consumer loyalty is a behavioral impulse to make repeated purchases and to build purchaser loyalty to a provider this is produced takes a long term via a repeated purchase process. according to Griffin (2005), there are four kinds of purchaser loyalty, specifically (1) No loyalty, (2) vulnerable loyalty, (three)Hidden loyalty, (4) premium loyalty. unswerving customers are an crucial asset for the enterprise, this will be seen from the traits it has, unswerving

customers have the subsequent traits (Hurriyati, 2010). Customer loyalty is individuals who purchase frequently and repeatedly, they constantly and repeatedly come to the equal location to fulfill their goals by having a product or getting a provider and buying the product (Hasan, 2014)

RESEARCH METHOD

The form of research is descriptive quantitative. Quantitative descriptive research is a studies approach used to have a look at sure popoulations or samples, statistics series the usage of research contraptions, quantitative information evaluation (Sugiyono, 2012).

The population in this take a look at, based totally at the number of passengers on the Siantar explicit educate path Medan to Pematang Siantar and vice versa in 2015 is 166.250 passengers, with the sample on this examine was 100 people. To acquire the statistics needed to guide this studies, the records collection technique used became to conduct interviews and distribute questionnaires to one hundred individuals who have been respondents.

To make it less complicated to check the facts, each question inside the questionnaire is given a score. each respondent's answer choice become assigned a grade or weight score organized in a tiered manner primarily based at the Likert Scale. The statistics evaluation technique used is Inferential Statistical analysis, (seek according to experts). Checking out of an evaluation that is normally performed on tables consisting of table t for test-t and table f for check -f. Inferential statistical evaluation explains the relationship and influence that happens among impartial variables on dependent variables. The inferential statistical analysis used within the have a look at is course evaluation. facts checking out by the use of the direction evaluation method that have to meet classical assumptions in order that the research consequences can be generalized and do no longer cause bias inside the which means of the outcomes.

RESULTS

Testing Classical Assumptions Sub Model I

Normality Test

The data normality take a look at used in this examine turned into performed with a normality plot take a look at with the aid of looking on the P-Plot graph.

The end result of the normality check executed that the facts is calmly dispensed alongside diagonal traces. This proves that the statistics used in this observation comply with the normality assumption

Multicollinearity Test

Multicollinearity is a circumstance wherein there may be a tremendous correlation among its loose variables. If there are symptoms of enormously perfect multicollinearity, then the interpretation thru the smallest rectangular will become indefinite and the variance and widespread deviation become undefined. independent whose correlation fee between independent variables is identical to zero. Primarily based on the effects of the multicollinearity check performed the VIF price is 1.327 and the tolerance price is 0.742, the provider best and is smaller than 10 ($VIF \leq 10$), whilst the tolerance cost is near 1. as a result the equation of sub model I of route analysis is free from the assumption of multicollinearity.

Heteroskedasticity Test

The heteroskedasticity test aims to test whether or not inside the path analysis version there's inequality for the variance of residuality of one commentary to each different. With spss processing, the result became obtained that maximum of the factors unfold across the 0 factor of the Y axis. consequently, the equation of sub version I of course analysis is loose from the assumption of heteroskedasticity of the data.

Model Path Analysis Sub Model I

The hypothesis states that the Service quality (X1), Price (X2), has a positive and significant effect on Customer Satisfaction (Z) on the Siantar Express train. the subsequent is desk 4.10 of the effects **Compute the directional** analysis coefficient test **for each** variable, based on the table above, it is able to be seen that the equation of direction evaluation analysis sub model I in this observe is (1) provider nice, particularly $3,770 > 1,66$ and a great value for service fine of $0,000 < 0,05$. so that the service quality variable has a positive and significant effect on customer satisfaction, thus the hypothesis is accepted. (2) the price variable is $2,154 > 1,66$ and a great fee for the rate of $0,034 < 0,05$, so that the fee variable is frequent.

It has a tremendous and vast impact on client pleasure, for this reason the hypothesis is widespread. moreover, the outcomes of the F speculation check (synchronously) **About minor version** path analysis in desk four.11 under based at the desk above, it's miles acquired that the calculated F price of 18.253 with a vast degree of 0,000 is smaller than the alpha of 0,05 (5%). The ensuing calculation of 18,253 is more than the Ftabel of 2,70. The provisions of desk F are received from The variety of samples is reduced via the number of variables (Riduan and Akdon, 2010). hence, simultaneously the fee and service fine have a tremendous and huge impact on customer pleasure on the Siantar Express train.

Testing of Classical Assumptions Sub Model II

Normality Test

The results of the normality take a look at acquired that the facts are evenly distributed alongside diagonal traces, this proves that the statistics used in this study correspond to the belief in normality.

Multicolonierity Test

From the results of hypothesis evaluation, the tolerance fee and Variance Inflation component (VIF) have been acquired that the VIF cost for the unfastened variable along with fee and provider fine and patron pride was smaller than 10 ($VIF < 10$), even as the tolerance value changed into near 1, particularly the value of X1 turned into 0,647, X2 was zero.708 and X3 was zero.727. The VIF price for X1 is 1.545, X2 is 1.412 and X3 is 1,376. For this reason, the directional analysis equations of submodel II are freed from the multicollinearity assumption.

Heteroskedasticity Test

The heteroskedasticity check targets to check whether or not in the course analysis version there's a variance inequality from the residual of one commentary to any other. If the variance from the residual of 1 statement to any other is constant, then it's far called homoskedasticity, otherwise if it's far exceptional it's miles known as heteroskedasticity. With the processing of SPSS, it changed into acquired that most of the points spread across the zero point of the Y axis. because of this the equation of sub version II of path analysis is

loose from the idea of heteroskedasticity and the facts used in the observe are normally disbursed data.

Model Path Analysis Sub Model II

The speculation states that The provider pleasant (X1), rate (X2) and patron delight (Z), have a wonderful and large effect on consumer Loyalty (Y) at the Siantar explicit train. the following is table 4.15 of the consequences of the direction analysis coefficient test of every variable, primarily based on the desk above, the route evaluation equation of sub version II in this examine is

1. the provider nice variable is $3,491 > 1,66$ and the substantial fee for service high-quality is $0,001 < 0,05$. So that the service quality variable has a positive and significant effect on customer loyalty, thus the hypothesis is accepted.
2. the price variable is $6,453 > 1,66$ and the tremendous value for the price is $0,000 < 0,05$. so the charge variable has a fantastic and giant impact on client loyalty, thus the hypothesis is frequent.
3. the patron pleasure variable is $3.702 < 1,66$, and the large value for consumer delight is $0,000 < 0,05$, in order that the client delight variable has a fantastic and considerable impact on client loyalty, thus the speculation is usual.

Furthermore the consequences of the F speculation test in the route analysis of sub version I may be seen in desk 4.16 beneath,

based on the desk above, the calculated F value is 21.837 with a enormous stage of zero.000 less than the alpha of 0,05 (5%). The resulting calculation of 21,837 is more than the Ftabel of 2.70. The provisions of desk F are obtained from the wide variety of samples reduced with the aid of the wide variety of variables (Riduan and Akdon, 2010) as a result synchronously the rate and carrier best have a wonderful and sizeable impact on patron pleasure at the Siantar explicit fire place teach.

Path Analysis

Direct Effect

If the direct effect of the investigated variable is known and calculated, it can be expressed as :

- a. Effect of Service Quality (X1) on Customer Satisfaction (Z)
X1 on Z = 0,148
- b. Effect of Price (X2) on Customer Satisfaction (Z)
X2 on Z = 0,320
- c. Effect of Service Quality (X1) on Customer Loyalty (Y)
X1 on Y = 0,083
- d. Effect of Price (X2) on Customer Loyalty (Y)
X2 on Y = 0,182
- e. Effect of Customer Satisfaction (Z) on Customer Loyalty (Y)
Z on Y = 0,153

Indirect Effect

Knowing and calculating the indirect influence of the variable under study, it can be displayed as follows:

- a. Effect of Service Quality (X1) on Customer Loyalty (Y) through Customer Satisfaction (Z).
X1 on Z through Y = $0,148 \times 0,153 = 0,022644$
- b. Effect of Price (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z).
X2 on Z through Y = $0,320 \times 0,153 = 0,04896$

Total Effect

To calculate the total influence used formula as follows:

- a. Total effect of Service Quality (X1) on Customer Loyalty (Y) through Customer Satisfaction (Z).
X1 on Z through Y = $0,148 + 0,022644 = 0,170644$
- b. Total effect of Price (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z).
X2 on Z through Y = $0,320 + 0,04896 = 0,36896$

Based on that explanation, the path analysis can be described in Figure 4.8 as follows:

Sub Model I can be displayed as follows:

$$Z = 0,148 b_1 X_1 + 0,320 b_2 X_2 + \epsilon_1$$

Sub Model II can be displayed as follows:

$$Y = 0,083 b_1 X_1 + 0,182 b_2 X_2 + 0,153 b_3 Z + \epsilon_2$$

DISCUSSION

Service Quality Has a Positive and Significant Effect on Customer Satisfaction

The results of the study said that the variables of provider exceptional have a tremendous and vast impact on client pride. The importance of the direct have an impact on of the provider excellent variable on customer pleasure is 0.148 and the huge price generated by means of the provider first-rate variable is $0,000 < 0,05$ (5%), then the hypothesis is widely wide-spread, specifically the provider satisfactory has a high quality and good sized effect on consumer pleasure. according to Amalia (2009), that carrier satisfactory variable has a tremendous and substantial effect on consumer delight. that is demonstrated by using the extent of service best supplied will boom client pleasure. customers can be happy if carrier customers revel in services that at the least suit their expectancies or perceptions of the servicet.

If this condition isn't always executed, clients will sense dissatisfaction with the use of services, in this situation the extent of carrier excellent of the Siantar express teach has a fine impact and substantially affects the level of purchaser pride, the higher the extent of first-class of teach service, the better the client pride might be and vice versa, if the carrier first-class supplied isn't always according with what is provided to customers, the extent of customer delight will lower. therefore, the carrier exceptional significantly influences the low consumer satisfaction. it may be concluded that the level of service quality is able to offer excellent effects and might growth consumer satisfaction of the Siantar express educate

Price Has a Positive and Significant Effect on Customer Satisfaction

The results of the have a look at said that the price variable had a high quality and great effect on patron satisfaction. The importance of the direct influence of the rate variable on patron pleasure is 0.320 and the great value generated through the price variable is $0.034 < \alpha \text{ zero}.05$ (five%), then the hypothesis is time-honored, namely the price has a tremendous and vast effect on patron delight. for this reason, it may be concluded that with the implementation of excessive and low costs on the Siantar express teach, it's

going to have an effect on the excessive and low purchaser pride to the most, the charge of Siantar explicit teach tickets substantially impacts the extent of purchaser pleasure, the better the charge level of Siantar specific train tickets, the more client pride will decrease although it is not comprehensive.

Service Quality Has a Positive and Significant Effect on Customer Loyalty

Hypothesis states that service exceptional variables have a positive and considerable impact on customer loyalty. The value of the direct impact of the provider satisfactory variable on customer loyalty is 0.083 and the extensive cost generated with the aid of the provider nice variable is $0.001 < \alpha 0.05$ (5%), then the hypothesis is normal, specifically the service nice has a advantageous and big effect on purchaser loyalty. consumer loyalty can be generated in line with predetermined objectives and inspired, certainly one of which is the provider high-quality. This announcement is supported by means of preceding researchers, according to Sukmawati (2012) explaining that the have a look at targets to investigate variables of provider pleasant, rate, and patron pleasure and their effect on customer loyalty. thru this have a look at, the author can discover the value of the have an impact on that takes place on client loyalty. The results showed that provider firstclass has an instantaneous or indirect effect on client loyalty and the carrier excellent Variable has the strongest direct have an effect on on loyalty.

Price Has a Positive and Significant Effect on Customer Loyalty.

The hypothesis states that price variables have a fantastic and extensive impact on consumer loyalty. The significance of the direct have an effect on of the fee variable on consumer loyalty is 0.182 and the enormous fee generated with the aid of the charge variable is $0.037 < \alpha 0.05$ (5%), then the speculation is commonplace, that is, the fee has a tremendous and sizable effect on purchaser loyalty. hence it could be concluded that the fee has an impact on the extent of customer loyalty produced with the aid of the Siantar specific train. in addition to customer delight, price has a big have an impact on on purchaser loyalty. in keeping with Putra (2012), in his studies that provider fine, fee, and patron pleasure have a fine and tremendous have an effect on on customerloyalty, this studies is directed to analyze the way to increase loyalty

supported by enhancing carrier great, fee, and patron pride. Griffin (2005) stated the benefits that a agency will get if it has unswerving customers, consisting of: (1) reduce advertising prices, (2) lessen transaction charges, (three) reduce client flip over prices, (four) increase move-promoting with a view to increase the organization's market proportion, (five) a greater effective word of mouth assuming that loyal clients additionally mean folks who are happy, (6) reduce the cost of failure. In this situation the charge degree on the Siantar explicit teach can determine the loyalty of its clients. To growth purchaser loyalty, the rate degree ought to be paid greater interest to the Siantar explicit teach

Customer Satisfaction Has a Positive and Significant Effect on Customer Loyalty

Speculation states that customer satisfaction variables have a high quality and big effect on client loyalty. The significance of the have an effect on of the customer pleasure variable on client loyalty is 0.153 and the sizeable cost generated by the client satisfaction variable is zero.009 < alpha 0.05 (5%), then the hypothesis is widespread, particularly consumer satisfaction has a fine and massive impact on consumer loyalty. therefore it may be concluded that customer delight has an effect on the level of loyalty generated by the Siantar specific train. clients are people or businesses who're aware of shopping for a service or product based totally on their choices on concerns of benefits or fees who then have a dating with the organisation (in step with Greenberg 2010). The preliminary key in constructing loyalty on this experience is purchaser pleasure in constructing consumer agree with back, trust is the strength that a services or products has sure attributes (Sangadji et al., 2013).

Service Quality Has a Positive and Significant Effect on Customer Loyalty through Customer Satisfaction

Hypothesis states that service high-quality variables have a advantageous and big effect on purchaser loyalty thru customer pleasure. The significance of the impact of the carrier great variable has a high quality and tremendous effect on consumer loyalty via client pleasure is zero.022 and the resulting enormous cost of 0.011 < alpha is 0.05 (5%), and then the hypothesis is familiar. according to Mardikawati and Farida (2013) that service pleasant is a totally essential factor

in a agency's sports, the purchaser pride variable as an intervening variable that plays a role in mediating carrier fine to patron loyalty. in which if the provider quality is excessive / appropriate, it will immediately have an effect on loyalty thru consumer pleasure at the provider agency. it could be concluded that the carrier great via client pride is a shape that affects purchaser loyalty. The service quality has a fine and good sized effect on patron loyalty through client delight, this means that that the loyalty of Siantar express teach clients might be created if the pleasant of Siantar specific educate carrier is capable of offer what customers need if you want to make customers sense satisfied with the provider that has been obtained. wherein if the carrier excellent is high / exact, it'll directly affect loyalty through consumer pleasure at the carrier company. it may be concluded that the carrier high-quality via consumer pleasure is a form that influences client loyalty. The carrier satisfactory has a fantastic and massive effect on patron loyalty through consumer satisfaction, which means that the loyalty of Siantar express teach clients could be created if the best of Siantar specific train provider is capable of provide what clients want so that you can make clients experience satisfied with the carrier that has been acquired.

Price Has a Positive and Significant Effect on Customer Loyalty through Customer Satisfaction

Hypothesis states that price variables have a superb and great effect on consumer loyalty thru patron pride. The value of the affect of the provider pleasant variable has a tremendous and widespread impact on customer loyalty via customer pride is zero.048 and the resulting significant fee of zero.030 < alpha is zero.05 (five%), then the hypothesis is regular. customer loyalty is formed by means of the presence of costs and is supported by way of high patron pleasure, and that is obtrusive from the wide variety of customers of the Siantar explicit educate. Amanah (2010) explained that the results of his studies that rate variables affect pleasure with the knowledge that consumer pride could be finished if the decrease fee degree given to customers to draw those clients. The loyalty of Siantar explicit train customers will boom if it's miles stimulated by using the charge degree and is also observed by means of purchaser satisfaction. With the excessive and coffee rate tiers on the Siantar specific train,

it'll have an effect on the high and occasional purchaser pride which has a right away impact on purchaser loyalty. The higher the extent of client pleasure will have an effect on the high loyalty of clients to the product.

CONCLUSION

Primarily based on inferential statistical evaluation and hypothesis checking out effects, the conclusions obtained are as follows: (1) hypothesis effects country that service pleasant has a nice and big impact on customer delight, (2) hypothesis results state that price has a wonderful and full-size effect on consumer delight. (three) The hypothesis effects nation that carrier first-rate has a fine and extensive effect on customer Loyalty, (4) speculation consequences nation that rate variables have a positive and massive effect on consumer Loyalty, (5) hypothesis checking out consequences state that the provider exceptional variable has a wonderful and massive impact on customer Loyalty thru patron delight, (6) hypothesis consequences nation that rate variables have a fine and tremendous impact on client Loyalty, (6) hypothesis consequences kingdom that the carrier satisfactory variable has a high quality and giant impact on patron Loyalty thru customer satisfaction, (6) hypothesis effects kingdom that rate variables have a nice and good sized impact on patron Loyalty through client satisfaction, (7) the hypothesis results nation that client pleasure variables immediately have a high quality effect on the clients Loyalty.

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TABEL DAN GAMBAR

Table 1. Number of Passengers of Siantar Express Train Medan - Pematang Siantar in 2010-2015

Year	Number of Medan – Pematang Siantar Passanger	Number of Pematang Siantar - Medan Passanger
2010	78.194	91.713
2011	77.756	105.906
2012	69.710	86.408
2013	50.512	70.481
2014	64.955	64.946
2015	82.022	84.228

Source : PT.KAI Kota Medan

Table 2. Path Analysis Coefficient Test Results Sub Model I Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	7.346	2.099		3.500	.001
1 Service Quality	.148	.039	.379	3.770	.000
Price	.320	.148	.216	2.154	.034

Sumber: Research Result, 2017 (Data is processed)

Table 3. Hypothesis Results Test F Sub Model I

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	133.252	2	66.626	18.253	.000 ^b
Residual	354.058	97	3.650		
Total	487.310	99			

Source: Research Result, 2017 (Data is processed)

Table 4. Coefficients Result Test of Path Analysis Sub Model II

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.881	1.264		1.487	0.140
1 Sevice	0.083	0.024	0.341	3.491	0.001
Price	0.182	0.086	0.197	2.110	0.037
Satisfaction	0.153	0.058	0.246	2.660	0.009

Source: Research Result, 2017 (Data is processed)

Table 5. Test Result of Test F Hypothesis Sub Model II

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	77.068	3	25.689	21.837	.000 ^b
Residual	112.932	96	1.176		
Total	190.000	99			

Source: Research Result, 2017 (Data is processed)

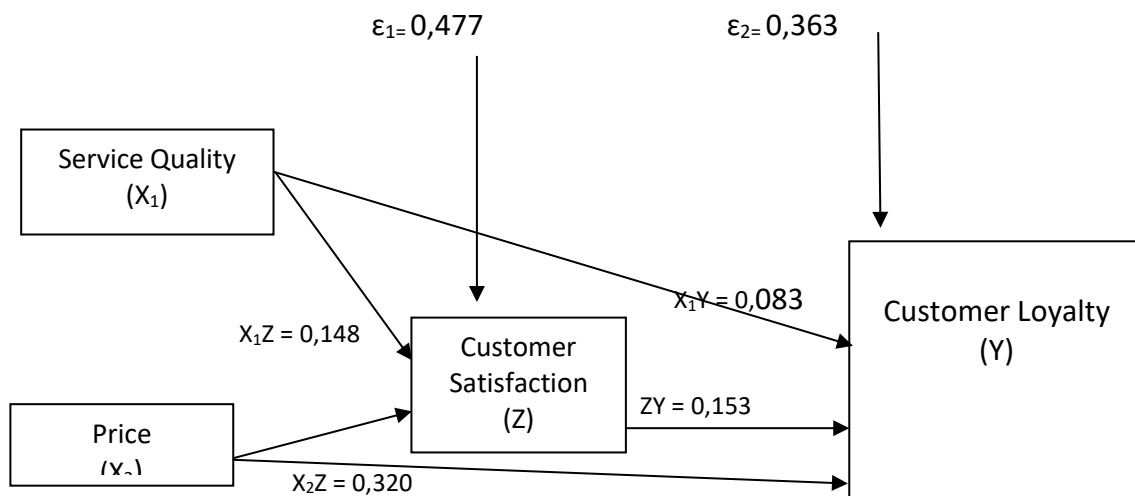


Figure 1 Path Analysis