INFLUENCE ON SERVICE QUALITY, PRODUCT QUALITY, PRODUCT DESIGN, PRICE AND TRUST TO XL AXIATA CUSTOMER LOYALTY ON STUDENTS OF PGRI KARANG SARI BELITANG III OKU TIMUR VOCATIONAL HIGH SCHOOL

Muhammad Nawawi
STIE Trisna Negara, Belitang, OKU Timur
Email : nawawi.tn@gmail.com

Abstract : Motivation by business rivalry condition of the telecommunications industry from time to time are getting tight, so the company must create a new marketing strategy to maintain and gain market share higher. As for the problem with this study is "Are service quality, product quality, product design, pricing and trust affect customer loyalty XL Axiata products at the SMK PGRI Karang Sari Belitang III OKU Timur". This study tried to determine the factors that influence consumers make loyalty to the XL Axiata products, especially on students who use the XL Axiata products at the SMK PGRI Karang Sari Belitang III OKU Timur. The purpose of this study to analyze the effect of each - each variable, the quality of product (X_1), quality of service (X_2), product design (X_3), and the price (X) and trust (X_5) to customer loyalty (Y). In this study, data were collected through questionnaires to 100 respondents XL Axiata product users in the SMK PGRI Karang Sari Belitang III OKU Timur using purposive sampling method to determine the response of respondents to each variable. Then analyze the data obtained in the form of quantitative analysis and qualitative analysis. Quantitative analysis include validity and reliability test, the classic assumption test, hypothesis testing via the F test and t test and analysis test, the coefficient of determination (R^2). Data analysis techniques used were linear regression analysis that serves to prove the research hypothesis. The data that have met the test validity, test reliability, and classical assumption processed so as to produce the following regression equation: **$Y = 0{,}274 X_1 + 0{,}218 X_2 + 0{,}270 X_3 + 0{,}238 X_4 + 0{,}207 X_5$** Results of the analysis found that five factors, product quality , service quality, product design, pricing and the trust has a positive and significant influence on customer loyalty. Hypothesis testing using t test showed that five independent variables found to significantly affect customer loyalty as dependent variables. Then through the F test showed that the variable service quality, product quality, product design, pricing, and the trust has a significant jointly in customer loyalty. Figures adjusted R square of 0.532 indicates that 53.2 percent of the variations of customer loyalty can be explained by five independent variables used in the regression equation. While the rest of 46.8 percent is explained by another variable outside kelimat variables used within this research.

Keywords : quality product, service quality, product design, pricing, trust, customer loyalty

1. Introduction

In the world of communication technology, currently the cellular operator business is a prospective business field because the need for communication technology is a basic requirement for the community. The cellular operator business has experienced a significant increase in line with the times. In addition, it is also supported by the emergence of cheap cellular phones that can be reached by various levels of society so that the business of cellular operators is increasingly mushrooming in Indonesia. The movement of the cellular telephone market has now penetrated the lower class of society. This can be easily found because vegetable traders and farm workers have used cell phones. The cellular business market in Indonesia is indeed quite lucrative. No wonder these cellular business actors are so aggressive in fighting over the market.

PT. XL Axiata Indonesia Tbk is one of the several companies in the field of cellular operators. The target that XL Axiata wants to achieve is fast access. In addition, through various activities carried out by XL Axiata, it also seeks to create emotional bonds between its customers. Therefore XL Axiata must be adaptive to changes. The services offered must be able to answer the needs of its customers. Therefore, the focus of XL Axiata is fast access. Starting from the super cheap rates to the "waaaaaow" features. However, there is a saying "there is money there is goods" also seems to apply to XL Axiata. Sophisticated services and low tariffs do not make XL Axiata fully capable of satisfying the hearts of its customers. With customer complaints, XL Axiata sometimes becomes a dilemma, because of the motto made by XL Axiata, namely "Quick Access". This can reduce the level of customer trust in XL Axiata products. Understanding the specific behavior of customers will provide a clearer understanding of their loyalty. Disloyal customers don't always seem to exhibit the same behavior. Some of them may voice their disloyalty by filing a complaint, but not a few of them choose to remain silent. Loyal customers mean that they have no complaints about the performance of service providers. It is almost certain that this group of customers will return to the same service provider. This condition reflects the formation of customer loyalty (Harsoyo, 2009).

Loyalty is a strongly held commitment to buy again or subscribe to certain products or services in the future despite the situation and marketing efforts that have the potential to cause behavioral shifts (Oliver in Kotler and Keller, 2006). In line with what Rowleys and Dawes (1999) stated, loyalty is an attitude and recommends positively so that it affects actual (actual) consumers and potential consumers. The key to generating high customer loyalty is delivering high customer value. In the long term, customer loyalty is an important basis for the development of sustainable competitive advantage, namely advantages that can be realized through marketing efforts (Swastha, 1994).

Customer loyalty is a measure of consumer attachment to a brand. This measure is able to provide an idea of whether or not a customer might switch to another product. Many factors affect customer loyalty, such as service quality, product quality, product design, price, and trust. In terms of service quality, consumer ratings of overall service reliability and superiority. Consumers will make comparisons between what they provide and what they get (Bloemer et al in Karsono, 2007). XL Axiata strives to provide the best service quality for its customers. Through various activities, XL Axiata also tries to create an emotional bond between its customers.

In terms of product quality, quality reflects the product's ability to carry out its duties which include durability, reliability, progress, strength, ease of packaging, and product repairs and other characteristics (Kotler and Armstrong, 1997). In terms of product design, product design is a design problem of a product that has become one of the factors that need serious attention from management, especially the new product development team, because many targeted consumers are starting to question the design problem of a product that is able to meet needs and consumer desires. (Angipora, 2002). In terms of product price, price is the amount of value that consumers exchange for the benefit of owning or using a product or service whose value is determined by the buyer or seller (through bargaining) or set by the seller for the same price for all buyers (Stanton, 1994). For prices, XL Axiata's products are able to compete compared to products of other cellular operators. XL Axiata price rates are made according to the pockets of young people and the general public who do not have their own income.

The results of research on customer loyalty have been done a lot. Through this research, it will be analyzed about the factors that affect XL Axiata customer loyalty Customer behavior to stay loyal to use XL Axiata because the features offered by XL Axiata are very attractive to customers both in its segment, namely young people and the general public as well as workers or even executives.

2. Theoretical Review

Product quality is all that can be offered in the market to get attention, demand, use or consumption that can meet consumer wants or needs (Sumarni and J. Supranto in Tjiptono, 2006). Service quality according to ISO 9000 is a "degree to which a set of inherent characteristics fullfils requirements" (degree achieved by the inherent characteristics in meeting the requirements). The requirement in this case is "need or expectation that is stated, generally implied or obligatory" (that is, a stated need or hope, usually implied or obligatory). So, quality as interpreted by ISO 9000 is a combination of properties and characteristics that determine the extent to which the output can meet the requirements of customer needs (Tjiptono, Chandra and Adriana: 2008).

Meanwhile, according to Goetsh and Davis in Tjiptono (2002), quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. Service quality is the consumer's assessment of the reliability and superiority of the service as a whole. In the large Indonesian dictionary product design consists of two words, namely design and product. Design means a form or design framework while a product is a product or service that is made and added to its use or value and then the production process becomes the final result of the production process. So the definition of product design is the activity of designing an object that will be processed and produced into objects that are more valuable and useful.

According to Kotler (1997), price is the amount of money billed for a product or service, the amount of value that is exchanged by consumers for the benefits of owning or using the product or service. Price has two main roles in the buyer's decision-making process, namely; First, the allocation role of price, namely the price function in helping buyers decide how to obtain the highest expected benefits based on their purchasing power. Thus, the price can help buyers decide how to allocate their purchasing power to various types of goods or services. The buyer compares the prices of the various alternatives available, then decides on the desired allocation of funds. Second. The role of information from price, namely the price function in

"educating" consumers about product factors, such as quality. This is especially useful in situations where the buyer has difficulty assessing factors of production or benefits objectively.

Customer loyalty is a measure of consumer attachment to a brand. This measure is able to provide an idea of whether or not a customer might switch to another product brand, if the brand is known to have changes in terms of service quality and price as well as other attributes (Durianto, Sugiarto and Tony: 2001). According to Jacoby and Kryner in Dharmmesta (1999), customer loyalty is a behavioral response (i.e. purchase) that is biased (nonrandom) which is continuously revealed by the decision-making unit by paying attention to one or several alternative brands from a number of similar brands and is a function of the psychological process. (Decision making, evaluative). According to Oliver in Uncle, Rowling and Hammond (2003) provide a definition that consumer loyalty is a deep commitment to repurchase or subscribe to a product or service consistently in the future, thereby resulting in repeated purchases of the same brand even though it is influenced by situations and efforts. marketing that has the potential to cause action to shift to another party.

Hypothesis is a provisional conjecture whose truth remains to be tested. This hypothesis is intended to provide direction for research analysis (Marzuki, 2005).

H1   *The better the product quality (X), the higher the level customer loyalty to a product (Y).*

H2   *The better the quality of service offered (X), the higher the level of customer loyalty (Y)*

H3   *The better the design of a product (X), the higher the level customer loyalty to a product (Y).*

H4   *The more reasonable the price of a product (X), the higher the level customer loyalty to a product (Y)*

H5   *The higher the level of customer trust in a product (X), the higher the level of customer loyalty to a product (Y).*

3. Research Method

The research variable is an attribute or nature or value of people, objects or activities that have certain variations that are determined to be studied and conclusions drawn (Sugiyono, 2004). The variables used in the study can be classified into two, namely; independent variables (free), namely variables that explain and influence other variables, and dependent variables (dependent), namely variables that are explained and influenced by independent variables. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then draw conclusions. The sample is part of the total characteristics of the population (Sugiyono, 2004).

The population is a collection of individuals or research objects that have predetermined qualities and characteristics. This study used all students in class X, XI and XII. The research population was 273 students (according to data from the student section of PGRI Karang Sari Belitang III OKU Timur Vocational High School). According to Ferdinand (quoted in Anggraini, 2009) sampling using the Tabachinik and Fidel technique is the number of independent variables multiplied by 10-25. The number of independent variables in the study is 5, so the number of samples needed is in the range of 50-125. In order for the number of samples to be more proportional, the number of samples taken is 100 samples.

The method used in sampling is non-probability sampling, which is a sampling method that does not provide equal opportunities or opportunities for each element or member of the

population to be selected as samples for certain considerations. The conditions for consideration in the non-probability sampling in this study are students of PGRI Karang Sari Belitang III OKU Timur Vocational High School who use the cellular operator product XL Axiata. While, the sampling technique in this study was purposive sampling.

The data analysis method with quantitative analysis. Quantitative Analysis includes:

a. Reliability Test

Reliability is a tool for measuring a questionnaire which is a construct or variable measurement tool. A questionnaire is said to be reliable or reliable if a person's answer to the question is consistent or stable over time (Ghozali, 2001). Reliability test is the level of stability of a measuring device in measuring a symptom / event. The higher the reliability of a measuring device, the more stable the measuring device is. In performing Alpha calculations, a computer program tool is used, namely SPSS for Windows 17 using the Alpha model. Meanwhile, in making reliability decisions, an instrument is said to be reliable if the Cronbach Alpha value is greater than 0.6 (Ghozali, 2001).

b. Validity Test

Valid means that the instrument used can measure what you want to measure (Ferdinand, 2006). The validity used in this study (content validity) describes the suitability of a data meter with what is to be measured (Ferdinand, 2006). Usually used by calculating the correlation between each instrument item score and the total score (Sugiyono, 2004). In testing the validity, a measuring tool in the form of a computer program, SPSS for Windows 17, is used, and if a measuring instrument has a significant correlation between the item score and the total score, it is said that the score tool is valid (Ghozali, 2001).

Furthermore, the Classical Assumption Test which includes:

a. Multicollinearity Test

Multicollinearity test aims to test the regression model found a correlation between the independent variables (Ghozali, 2001). A good regression model should not have a correlation between the independent variables. If the independent variables are correlated, this variable is not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables is equal to zero. In this study, the technique for detecting the presence or absence of multicollinearity in the regression model is to look at the Variance Inflation Factor (VIF) value, and the tolerance value. If the tolerance value approaches 1, and the VIF value is around number 1 and is not more than 10, it can be concluded that there is no multicollinearity between the independent variables in the regression model (Santoso, 2000).

b. Normality Test

The normality test aims to test whether the regression model, the dependent variable, the independent variable or both have a normal distribution or not. A good regression model is to have a normal data distribution or the distribution of statistical data on the diagonal axis of the normal distribution graph (Ghozali, 2001). Normality testing in this study is used by looking at the normal probability plot that compares the cumulative distribution of the real data with the cumulative distribution of normal data. While the basis for decision making for data normality tests is (Ghozali, 2001):

1) If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution, then the regression model fulfills the assumption of normality.

2) If the data spreads far from the diagonal and/or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution, the regression model does not meet the normality assumption.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variants from one observation to another (Ghozali, 2001). The way to detect it is by looking at the presence or absence of a certain pattern on the Scatterplot graph between SRESID and ZPRED, where the Y axis is the predicted Y, and the x-axis is the residual (Y-predicted Y-actually) that has been standardized (Ghozali, 2001). While the basis for decision making for the heteroscedasticity test is:

1) If there is a certain pattern, such as the existing dots forming a certain regular pattern (wavy, melting, then narrowing), it indicates that heteroscedasticity has occurred.

2) If there is no clear pattern, and the dots spread above and below the 0 on the Y axis, then there is no heteroscedasticity.

Furthermore, Multiple Linear Regression Analysis. In an effort to answer the problems in this study, multiple linear regression analysis was used (Multiple Regression). Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (explanatory / independent variables), with the aim of estimating and / or predicting the population average or the values of the dependent variable based on the known value of the independent variable. (Ghozali, 2005). For regressions where the independent variables consist of two or more, the regression is also called multiple regression. The regression equation in this study is to determine how much influence the independent or independent variables have, namely product quality (X1), service quality (X2), product design (X3), price (X4), trust (X5), and customer loyalty (Y). . The mathematical formula of multiple regression used in this study are:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e$$

Information:
Y = Customer Loyalty
a   = Constanta
b1 = The regression coefficient between product quality and customer loyalty
b2 = The regression coefficient between service quality and customer loyalty
b3 = The regression coefficient between product design and customer loyalty
b4 = The regression coefficient between price and customer loyalty
b5 = The regression coefficient between trust and customer loyalty
X1 = Variable product quality
X2 = Service quality variable
X3 = Product design variable
X4 = Price variable
X5 = Trust variable
e   = error disturbances

F test is used to test the null hypothesis that the coefficient of determination of multiple populations, R^2, is equal to zero. The significance test includes testing the significance of the regression equation as a whole as well as the specific partial regression coefficient. The overall test can be performed using the F statistic. This test statistic follows the F distribution with k and (nk-1) degrees of freedom (Malhotra, 2006). If the whole null hypothesis is rejected, one or more population multiple regression coefficients have a value not equal to 0. The partial F test includes breaking down the total sum of the SS_{reg} regression squares into components associated with each independent variable. In the standard approach, this is done by assuming that each independent variable has been added to the regression equation after all other independent variables have been included. The increase in the sum of squares explained, which is due to the addition of an independent variable X_i, is a component of the variation caused by this variable and is symbolized by SS_{xi}. The significance of the partial regression coefficients for the variables was tested using an incremental F statistic (Malhotra, 2006).

Furthermore, the t test which basically shows how far the influence of one independent variable individually is in explaining the dependent variable (Ghozali, 2001). Hypothesis Test Steps for Regression Coefficient are:

a. Formulation of the null hypothesis (H_0) and the alternative hypothesis (H_1) H_0: $\beta_1 = 0$ There is no significant effect of each independent variable (X_1, X_2, X_3, X_4, X_5) on the dependent variable (Y). H_1: $\beta_0 \neq 0$ There is a significant effect of each of the independent variables (X_1, X_2, X_3, X_4, X_5) on the dependent variable (Y).

b. Determination of the value of t table based on the level of significance and the level of degrees of freedom Significance level = 5% (0.05) Degrees of freedom = (n-1-k)

The coefficient of determination (R_2) in essence measures how far the model's ability to explain the variation in the independent variable. The coefficient of determination is between zero and one. The small value of R_2 means that the ability of the independent variables to explain the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable (Ghozali, 2001).

4. Data Analysis and Discussion

a. Validity Test

The validity test will test each variable used in this study, where all the research variables contain 21 statements that must be answered by the respondent. The criteria used in determining the validity of the statements used in this study are as follows: confidence level = 95 percent (α = 5 percent), degrees of freedom (df) = n -3 = 100 - 3 = 97, obtained r table = 0.198. If r count (for each item can be seen in the Corrected Item-Total Correlation column) is greater than r table and the value of r is positive, then the statement item is said to be valid (Ghozali, 2005). Based on the analysis that has been done, it is found that all indicators used to measure the variables used in this study have a correlation coefficient that is greater than rtable = 0.198 (r table value for n = 100), so all indicators are valid.

b. Reliability Test

Reliability is a tool for measuring a questionnaire which is a construct or variable measurement tool. A questionnaire is said to be reliable or reliable if a person's answer to a question is consistent or stable over time (Ghozali, 2001). Reliability test is the level of stability of a measuring device in measuring a symptom / event. The higher the reliability

of a measuring device, the more stable the measuring device is. According to Nunnaly (1967) in Ghozali (2001), a construct is said to be reliable if it gives a Cronbach Alpha value> 0.6. The test results show that all variables have a large enough Cronbach Alpha, which is above 0.60, so it can be said that all the measuring concepts of each variable from the questionnaire are reliable so that further items in each concept of the variable are suitable for use as a measuring tool.

c. Classical Assumption Test
    1) Normality Test
       Normality testing is done by using the P-P Plot graph test for testing the regression model residuals shown in the following figure:

Uji Normalitas
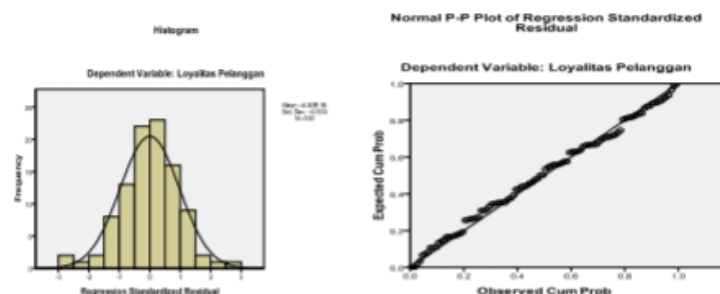
Source: primary data processed in 2019
The normal probability plot graph shows that the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model fulfills the assumption of normality.

    2) Multicollinearity Test
       Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model should not have a correlation between variables (Ghozali, 2001).
       To be able to determine whether there is multicollinearity in the regression model in this study is to look at the VIF (Variance Inflation Factor) and tolerance values and analyze the correlation matrix of the independent variables. The VIF value can be seen in the following table:

Pengujian Multikolinearitas

Coefficients[a]		
	Collinearity Statistics	
Model	Tolerance	VIF
1 Kualitas Produk	.865	1.157
Kualitas Pelayanan	.890	1.123
Desain Produk	.919	1.088
Harga	.911	1.098
Kepercayaan	.825	1.213

a. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed, 2019

Matrix Korelasi Variabel Independen

Coefficient Correlations[a]

| Model			Kepercayaan	Desain Produk	Harga	Kualitas Pelayanan	Kualitas Produk
1	Correlations	Kepercayaan	1.000	-.106	-.140	-.215	-.225
		Desain Produk	-.106	1.000	-.111	-.138	-.074
		Harga	-.140	-.111	1.000	-.010	-.158
		Kualitas Pelayanan	-.215	-.138	-.010	1.000	-.096
		Kualitas Produk	-.225	-.074	-.158	-.096	1.000
	Covariances	Kepercayaan	.006	.000	.000	.000	-.002
		Desain Produk	.000	.007	.000	.000	.000
		Harga	.000	.000	.008	.000	-.001
		Kualitas Pelayanan	.000	.000	.000	.004	.000
		Kualitas Produk	-.002	.000	-.001	.000	.008

a. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed, 2019

From the picture above, it is known that there is no variable that has a VIF value greater than 10 and a tolerance value smaller than 10%, which means that there is no correlation between the independent variables greater than 95%. Meanwhile, from the independent variable correlation matrix, it can be seen that the independent variable that has the highest correlation is Product Quality (X_1) and Trust (X_5) with a correlation value of 22.5%. The correlation value can still be tolerated because it is below 95%. So, from the things mentioned above, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

3) Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variants from one observation to another (Ghozali, 2001). The way to detect it is by looking at the presence or absence of a certain pattern on the Scatterplot chart between SRESID and ZPRED, where the Y axis is the predicted Y, and the X axis is the residual (Y prediction - real Y) that has been standardized (Ghozali, 2001). The heteroscedasticity test produces a scatterplot pattern graph as shown in the following Figure:

Heteroscedasticity Test

Scatterplot

Dependent Variable: Loyalitas Pelanggan
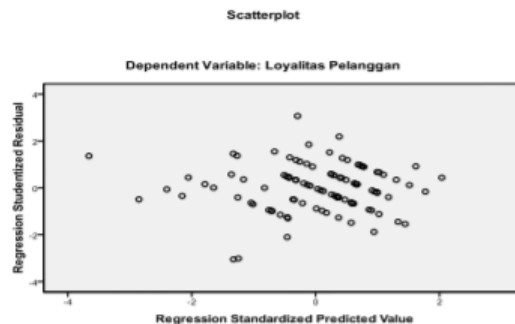
Source: Primary data processed, 2019

The results of the heteroscedasticity test show that the dots do not form a certain pattern or there is no clear pattern and the dots spread above and below the 0 (zero) number on the Y axis, so there is no heteroscedasticity. Thus, the assumptions of normality, multicollinearity and heteroscedasticity in the regression model can be fulfilled from this model.

d. Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study in order to determine whether there is an influence of the independent variable on the dependent variable. Statistical calculations in multiple linear regression analysis used in this study were to use the computer program SPSS for Windows version 17.0. The summary of the results of data processing using the SPSS program is as follows:

Ringkasan hasil regresi

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-5.522	1.725		-3.201	.002		
Kualitas Produk	.325	.090	.274	3.618	.000	.865	1.157
Kualitas Pelayanan	.176	.060	.218	2.917	.004	.890	1.123
Desain Produk	.301	.082	.270	3.669	.000	.919	1.088
Harga	.288	.089	.238	3.223	.002	.911	1.098
Kepercayaan	.201	.075	.207	2.665	.009	.825	1.213

a. Dependent Variable: Loyalitas Pelanggan

Source: Primary data processed, 2019

From these results, if written in standardized form, the regression equation is as follows:

$$Y = 0.274 X_1 + 0.218 X_2 + 0.270 X_3 + 0.238 X_4 + 0.207 X_5$$

Information:

Y = Customer Loyalty

X_1 = Variable product quality

X_2 = Service quality variable

X_3 = Product design variable

X_4 = Price variable

X_5 = Trust variable

Furthermore, the t test is intended to determine how far the influence of one independent variable (product quality, service quality, product design, price and trust) individually in explaining the dependent variable (customer loyalty). The results of the t test in this study can be seen in the table image above.

While the F test The results of the calculation of the regression model parameters are collectively obtained in the following table:

Hasil Analisis Regresi Secara Bersama-sama (Uji F)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.509	5	29.702	21.397	.000^a
	Residual	130.481	94	1.388		
	Total	278.990	99			

a. Predictors: (Constant), Kepercayaan, Desain Produk, Harga, Kualitas Pelayanan, Kualitas Produk

b. Dependent Variable: Loyalitas Pelanggan

Source: primary data processed, 2019

The F test is used to test whether or not the independent variables influence the dependent variable simultaneously. The results of the F test Associated with the hypothesis proposed, testing the effect of the independent variables together on the dependent variable is carried out using the F test. The results of statistical calculations show the value of F count = 21.397 with a significance of 0.000 < 0.05. This means that together product quality, service quality, product design, price, and trust have a significant influence on customer loyalty for XL Axiata products. The coefficient of determination (R^2) in essence measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one (Ghozali, 2001). The coefficient of determination can be seen in the table below:

Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.730^a	.532	.507	1.178	.532	21.397	5	94	.000

a. Predictors: (Constant), Kepercayaan, Desain Produk, Harga, Kualitas Pelayanan, Kualitas Produk

b. Dependent Variable: Loyalitas Pelanggan

Source: primary data processed, 2019

The results of calculations using SPSS version 17 show that the coefficient of determination (adjusted R2) is 0.532. This means that 53.2% of customer loyalty can be explained by the variables of product quality, service quality, product design, price, and trust, while the remaining 46.8% customer loyalty is influenced by other variables not examined in this research.

5. Conclusion

Based on research on the influence of product quality, service quality, product design, price and trust on customer loyalty to XL Axiata products at SMK PGRI Ringin Sari Belitang III OKU Timur, the following conclusions are obtained: From the results of multiple linear regression and t test in the table (summary of regression results) shows that the five regression

coefficients are positive and significant. From the regression model, it can be further explained as follows:

1) Based on the results of the multiple linear regression analysis that has been carried out in this study, the regression equation is obtained as follows:

   $Y = 0.274 X_1 + 0.218 X_2 + 0.270 X_3 + 0.238 X_4 + 0.207 X_5$

2) Product Quality Variable (X_1) has a positive and significant influence on Customer Loyalty (Y) with a regression value of 0.274 and a value of t count = 3.618 with a significance level of 0.000.

3) Service Quality variable (X_2) has a positive and significant effect on Customer Loyalty (Y) with a regression value of 0.218 and a value of t count = 2.917 with a significance level of 0.004.

4) Product Design Variable (X_3) has a positive and significant effect on Customer Loyalty (Y) with a regression value of 0.270 t value = 3.669 with a significance level of 0.000.

5) Price variable (X_4) has a positive and significant effect on Customer Loyalty (Y) with a regression value of 0.238 and t value = 3.223 with a significance level of 0.002.

6) Trust variable (X_5) has a positive and significant effect on customer loyalty (Y) with a regression value of 0.207 and a value of t count = 2.665 with a significance level of 0.009.

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