

ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION AND THEIR IMPACT ON CUSTOMER LOYALTY FOR NEW ATLAS TAXI CONSUMERS IN SEMARANG INDONESIA

by Sri Rahayu Tri Astuti

Submission date: 24-Mar-2021 03:16PM (UTC+0700)

Submission ID: 1541018358

File name: Aridara_N,_Sri_R_T_A-icfmb2019.doc (170.5K)

Word count: 5015

Character count: 27982

ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION AND THEIR IMPACT ON CUSTOMER LOYALTY FOR NEW ATLAS TAXI CONSUMERS IN SEMARANG INDONESIA

Aridara Nastiti, Sri Rahayu Tri Astuti ¹

Email: sr.triastuti73@gmail.com or srirahayutriastuti@lecturer.undip.ac.id

Management Department Faculty of Economics and Business Diponegoro University
Jl. Prof. Soedharto SH Tembalang, Semarang 50275, Phone: +622476486851

ABSTRACT

This study aims to Analysis Of Factors Affecting Customer Satisfaction And Their Impact On Customer Loyalty For New Atlas Taxi Consumers In Semarang Indonesia The population were New Atlas Taxi consumers in Semarang Indonesia. The sample is 100 respondents, determined by using purposive sampling with the criteria: adults whom ≥ 17 years old and had already used the New Atlas Taxi service. Data analysis method included descriptive statistics, instruments test, models test and hypothesis test. Instruments test conducted by validity and reliability test. The model test used is the F (Goodness of Fit) Test and the Adjusted R^2 test (coefficient of determination). Furthermore, the hypothesis testing in this study uses regression analysis by t test with standard beta coefficient and significance level <0.05 .

Conclusion of this study is all independent variables have a positive and significant effect on customer satisfaction. Independent variables in this study are price perception, service quality and brand image, while customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: price perception, service quality, brand image, customer satisfaction, customer loyalty

BACKGROUND OF THE STUDY

The use of transportation will increase the number of daily activities and mobility. Community has a special interest in using transportation both private and public. According to people mobility and current situation, now public transportation is more favored compared to the use of private transportation, the main reason is the less amount of costs spent for that. This idea is supported by a research (Sabeen, 2012) which proves that there are several countries / cities in the world which provide well-equipped and well-performing public transportation systems that help increase economic prosperity. Especially, nowadays there is business opportunity for some entrepreneurs to develop online-based transportation.

There is an association with the presence of online-based taxi companies (applications), especially in Semarang, which probably give impact to conventional taxi companies. One of them is the New Atlas Taxi, which is the first conventional taxi company in Semarang. Based on the latest three years data, the number of orders taken and the driver's activeness number is decreasing and the number of customers is fluctuating. Therefore, New Atlas Taxi Company suffer the decrease of income, which indicates the lack of interest from customer.

The setting of price margin will be associated to the number of customers using New Atlas Taxi services. Each customer have different perception about price, but the cheaper price allow higher interest which can lead to customer satisfaction. Prices is such a sensitive thing for some

¹ Corresponding author

customers. According to the research results by Asma et.al (2018), Hermawan et.al (2017), Gema and Suwitho (2017), Razak et.al (2016), Sandy dkk (2016), Wahyu (2015), Harjati and Yurike (2015) that price perceptions has significant positive effects on customer satisfaction. However, another research conducted by Rizan et al (2015) convey that prices do not affect customer satisfaction.

Company have to improve the service quality since customer complaints emerging up, because this is the most crucial role. A superfine services will lead to high level of customer satisfaction and loyalty. Some study which conducted by Asma et.al (2018), Ayu et.al (2017), Gema and Suwitho (2017), Hermawan et.al (2017) Sandy et.al (2016), Vu Minh and Nguyen (2016), and Harjati and Yurike (2015), Rizan et.al (2015), and Wahyu (2015) said that the quality of services give positive and significant effect to customer satisfaction. In the other side, a study by Bakhtiar et.al (2010) found a gap between the dimension of quality services toward customer satisfaction.

A long-lasting company have to stick up their brand image, since it gives special impression for customer's perception and affect the number of service usage. Based on this condition, automatically a great brand image will trigger positive perception that tend to high satisfaction. Research by Ayu et.al (2017), Neupane (2015), Rizan et.al (2015), Dwi et.al (2015), Kambiz and Naimi (2014) proved that brand image has the positive association and significantly affects customer satisfaction. Meanwhile, a research by Thomas (2012) shows different idea that there is no association between brand image and customer satisfaction.

Good customer satisfaction indirectly will affects customer loyalty in using Nes Atlas Taxi services. The research conducted by Asma et.al (2018), Dwi et.al (2015), Wahyu (2015) Neupane (2015), Kambiz and Naimi (2014) and Bayuningrat (2013), shows that consumer satisfaction has significant positive effects customer loyalty. Besides, the study by Palilati (2007) shows different result that satisfaction do not affect loyalty.

**Table 1. New Atlas Taxi Revenue Data
2015 to 2017**

Month	Revenue Data		
	2015	2016	2017
Januari	474.602.000	322.959.500	309.693.000
Februari	431.502.000	321.642.540	248.408.300
Maret	437.159.000	325.756.000	276.708.500
April	417.920.000	328.443.300	269.843.000
Mei	432.643.000	370.917.600	247.732.000
Juni	390.432.500	332.492.500	237.723.750
Juli	459.546.000	388.865.000	206.612.000
Agustus	389.821.380	337.990.200	199.942.900
September	341.924.000	293.240.000	213.663.000
Oktober	351.384.500	333.501.500	202.410.300
November	332.595.000	310.005.000	194.375.000
Desember	354.733.000	352.392.000	181.673.000
Total	4.814.262.380	4.018.205.140	2.788.784.750

Source : New Atlas Taxi, 2018

Table 2. Customer Complaint Data 2015 to 2017

Year 2015													
Type of Complaint	Jan	Feb	Mar	Apr	Mei	Juni	Juli	Agst	Sep	Okt	Nov	Des	Jml
Disrespect	5	7	10	9	9	6	8	4	5	6	5	5	79
Guests are not picked up	7	5	12	9	7	7	9	8	6	6	7	5	88
Long waiting time	8	5	10	6	11	12	8	10	12	12	8	5	107
Total	20	17	32	24	27	25	25	22	23	24	20	15	274
Year 2016													
Type of Complaint	Jan	Feb	Mar	Apr	Mei	Juni	Juli	Agst	Sep	Okt	Nov	Des	Jml
Disrespect	4	6	7	9	8	10	9	8	7	6	4	8	86
Guests are not picked up	6	8	8	10	11	11	9	9	4	7	8	6	97
Long waiting time	10	10	11	9	12	14	9	11	6	9	8	12	121
Total	20	24	26	28	31	35	27	28	17	22	20	26	304
Year 2017													
Type of Complaint	Jan	Feb	Mar	Apr	Mei	Juni	Juli	Agst	Sep	Okt	Nov	Des	Jml
Disrespect	6	4	8	8	6	5	7	5	9	5	5	9	77
Guests are not picked up	3	6	8	9	9	10	7	7	9	7	5	6	86
Long waiting time	12	10	12	10	13	10	9	14	9	9	10	12	130
Total	21	20	28	27	28	25	23	26	27	21	20	27	293

Source : New Atlas Taxi, 2018

LITERATUR REVIEW AND HYPOTHESIS

Price perception is identically related with the perception of quality and the amount of cost will be spent to gain a product (Owusu Alfred, 2013). According to Peter and Olson (2010), price perception defined as how the price information could be understand easily and matter by customer. In conclusion, price perception is a personal assumption of consumer in current range or amount of spending cost to buy or using products and services. In the other side, price perception according to Owusu Alfred (2013) is able to measured by quality and cost. Quality means a condition when price suitability meet the quality of the products and price affordability, meanwhile cost means a condition when price affect customer's decision and purchasing power.

Service quality definition by Kotler and Amstrong (2012) is an activity that enable to offer from one side to another which basically has no shape and do not affect any ownership. Parasuraman (2008) said that service quality is level of differences between customer's reality and expectation for the services given. According to such opinions, in conclusion, service quality is a level of evaluation received by customer compared with customer's expenditure to gain some products or services. Based on the study conducted by Sandy et.al (2016), service quality is able to measure by several term, the first is reliability, with the indicators those are on time service and honesty in problem solving; second is responsiveness, with the indicators such as fast service and always ready to help customer; third is guaranty, with the indicators that is driver's politeness, knowledge, trust, and sense of security; the next is empathy, with the indicators those are communicative and customer oriented; and the last is physical evidence, with the indicators that is driver's appearance, physical facility and ambience of the taxi.

Brand image by Kotler, Keller (2008) is customer's perception and preference for a brand that measure by various association of memorized brand. Pursuant to Ferranadewi (2008), brand

3
image is a concept created by customers based on subjective reasons and personal emotions. Basically, a brand presents characteristics or differences among products. Brand also give assumptions to customer about usage of the products. Therefore, the importance of possitive branding from a product is able to give possitive impression for buyers. In conclusion, brand image can be explained for customer's perception to assess a product build upon the brand used. The indicators of brand image in accorandce with Ayu et.al (2007) is such as known easily, unique, and has good impression.

Definition of customer satisfaction according to Kotler and Keller (2016) is a sense of pleasant or disappointed which come up after comparing the product result between reality and expectation. In the other hand, Taylor and Baker (1994) defined customer satisfaction as a customer respond which can be either pleasant or disappointed feeling for the comparation between real received and expected product as the general evaluation or assessment to the procurement and experiences when using certain product or service. These ideas can be infer that customer satisfaction is the positive neither negative sense which perceived by customers compared with their expenditure. The indicators of customers satisfaction is stated in Sandy et.al (2016) and had developed by researcher, spesifically are the intention to share experience, no complaints, also use with pleasure and pride.

Oliver (2010) said that customer loyalty is customer commitment that would deeply stand to repurchase consistently for selected product or service in the future. Hurriyati (2005) said that customer loyalty is consument trust in using a product or service and have willingness to repurchase. In conclusion, customer loyalty is a continuity feedback done by the customers to the company for certain service that has been received before. Adopted from Deng, Lu, Wei, and Zhang (2010), the indicators of customer loyalty is continous use, recommend product to others, and prefer using certain products from one brand than another.

The effect of price perception toward customer satisfaction

Each customer has different price perception depend on their needs. Prices that considered cheap certainly give benefits for consuments in spending cost. Therefore, the expenditure will give satisfaction if it is meet the needs. Corresponding to the result of studies conducted by Asma et.al (2018), Hermawan et.al (2017), Gema and Suwitho (2017), Razak et.al (2016), Sandy dkk (2016), Wahyu (2015), Harjati and Yurike (2015), price perception has significant positive effects to customer satisfaction.

Therefore, hypothesis 1 (H1) stands for : Price perception has positive effects to customer satisfaction.

The effect of service quality toward customer satisfaction

Services products can not be separated from the service given, which has been being the main-after sales. This is satisfy consument as the service given convenient with desire. The satisfied consument will continually use the services. This condition is suitable with some studies conducted by Asma et.al (2018), Hermawan et.al (2017), Ayu et.al (2017), Gema and Suwitho (2017), Vu Minh and Nguyen (2016), Sandy et.al (2016), Harjati and Yurike (2015), Rizan et.al (2015), Wahyu (2015), which shows that service quality has significant positive positively and significantly affect customer satisfaction.

Therefore, hypothesis 2 (H2) stands for : Quality service has positive effects to customer satisfaction.

The effect of brand image toward customer satisfaction

An image of a product neither goods and services is able to give special perception among customer. In a product, brand is a sign to distinguish one product to another. A positive brand image indicates good characteristics and worthiness of a product. This positive brand image leads to fine assumption of the products or services, so that can affect satisfaction of the user. The studies

conducted by Ayu et.al (2017), Neupane (2015), Rizan et.al (2015), Dwi et.al (2015), Kambiz and Naimi (2014), presents that brand image has significant positive effects to customer satisfaction. Therefore, hypothesis 3 (H3) stands for : Brand image has positive effects to customer satisfaction.

The effect of customer satisfaction toward customer loyalty

The level of customer satisfaction illustrates the product quality. The satisfied consument will continously use the product that leads to customer loyalty. This idea properly matched with the studies conducted by Asma et.al (2018), Bayuningrat (2013), Dwi et.al (2015), Wahyu (2015), Neupane (2015), Kambiz and Naimi (2014) that customer satisfaction has significant positive effects to customer loyalty.

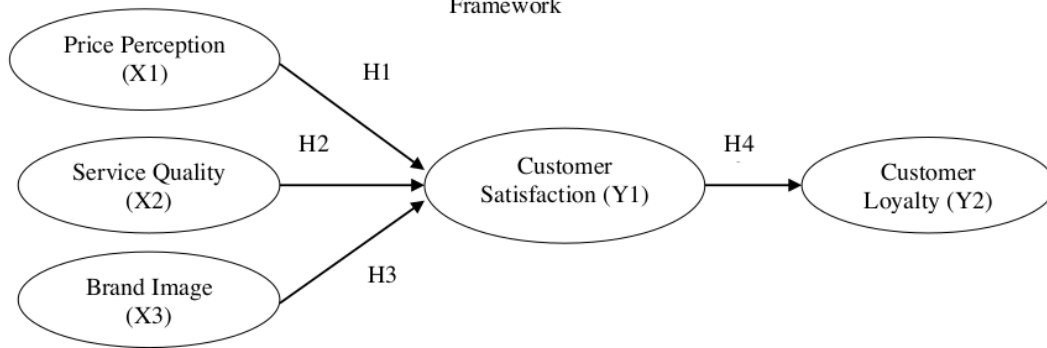
Therefore, hypothesis 4 (H4) stands for : Customer satisfaction has significant positive effects to customer loyalty.

Framework

Based on the hypothesis, the conceptual framework can be described as this following flow chart:

Picture 1

Framework



Source: Asma et.al (2018), Hermawan et.al (2017), Neupane (2015), Kambiz and Naimi (2014)

METHODOLOGY

Variables

Owusu Alfred (2013) explained that price perception related to the perception of quality and expenditure to gain a product. The indicators used according to Owusu Alfred (2013) are price compatibility with product quality and price affordability. In accordance with Parasuraman (2008), service quality is a level of differences between reality and customer expectation for the service gained. According to Sandy et.al (2016), the indicators used for this study are fast service, always ready to help customer, driver's politeness and knowledge, trust, sense of security, communicative, customer oriented, driver's appearance, physical facility and ambience of the taxi. Pursuant to Ferranadewi (2008), brand image is a concept created by customers based on subjective reasons and personal emotions. The indicators of brand image in pursuance of Ayu et.al (2007) are known easily, unique, and has good impression.

Taylor and Baker (1994) defined customer satisfaction as a customer respond which can be either pleasant or disappointed feeling for the comparison between received and expected product as the general evaluation or assessment to the procurement and experiences when using certain

product or service. Indicators of customers satisfaction is stated in the research conducted by Sandy et.al (2016) and had developed by researcher, spesifically are the intention to share experience, no complaints, use with pleasure and pride. Hurriyati (2005) said that customer loyalty is consument trust in using a product or service and have willingness to repurchase. Adopted from Deng, Lu, Wei, and Zhang (2010), the indicators of customer loyalty is continous use, recommend product to others, and prefer using certain products from one brand than another.

Sampling Method

Population of this study is New Atlas Taxi Semarang customer. The number of sample in this study determine by the following formula from Djarwanto and Subagyo (2000).

Formula :

$$n = \frac{1}{4} (Z / E)^2$$

with

n = sample

α = 0.10

z = 1.96

E = error tollerance 10%

Therefore,

$$n = 0.25 (Z/E)^2 = 96.04, \text{ fulfilled to } 100$$

The number of respondents is 100, it is considered representative enough because already occupied the minimum sample. The criteria used for sampling technique : adult consument whom \geq 17 years old and consument who ever used New Atlas Taxi Semarang.

Analytical Method

Data analysis for this study include descriptive statistics, instruments test, model test and hypothesis test. Instruments test were conducted by validity and reliability tests. The model test used is the F (Goodness of Fit) Test with <0.05 significancy value and the Adjusted R^2 test (coefficient of determination). Furthermore, the hypothesis testing in this study use regression analysis by T test with standard beta coefficient and significancy level <0.05 (Ghozali, 2016).

RESULTS

The Descrption of Research Sample

From 100 respondents can be infer that :

Table 3. Respondent Description

Identity	Majority	Amounts
Sex	Female	65
Age	31 - 35 years old	31
Occupation	Private Employee	40
Daily expenditure	Rp.100.000-Rp.150.000	47

Source : primary data, analyze on 2019

Based on Table 3, known that the majority group which use New Atlas Taxi Semarang is female with approximate age 31-35 years old and work as private employee with daily expenditure in the range of Rp.100.000-Rp.150.000.

Validity and Reliability Test Result

According to the result of validity test, the indicators of price perception (X_1), service quality (X_2), brand image (X_3), customer satisfation (Y_1), and customer loyalty (Y_2) shows that all

of them have the value as $r_{\text{counted}} > r_{\text{table}}$ and $\text{sig} < 0.05$, it can be consider as valid indicators which feasible to use as the research instruments. In the other side, the reliability test shows the value α *Cronbach* > 0.7 . Therefore the indicators can be stated as a reliable independent and dependent variables.

Regression Analysis Result

Table 4 The Resume of Regression Analysis Model I and Model II

Model	Independent Variable	Adj R ²	Anova		Standardized Coefficients		Annotation
			F	Sig	Beta	Sig	
Model 1: The effect of price perception, service quality, and brand image toward customer satisfaction	Price perception				0,162	0,017	Accepted
	Service quality	0,631	54.417	0,000	0,596	0,000	Accepted
	Brand image				0,204	0,007	Accepted
Model 2: The effect of customer satisfaction toward customer loyalty	Customer satisfaction	0,676	207.221	0,000	0,824	0,000	Accepted

Source: primary data, analyze on 2019

Table 4 presents the coefficient of determination value in model 1 based on Adjusted R² accounts for 0.631 (63.1%), it means that price perception, service quality, and brand image variables contribute proportionally as much as 63.1% toward customer satisfaction. Then the rest of 36.9% proportion affected by other variables which not included in this study. Meanwhile, in model 2 known that the value of Adjusted R² accounts for 0.676 (67.6%), it shows that customer satisfaction variable affect the customer loyalty in the amount of 67.6%. Then the rest of 32.4% proportion affected by other variables which not included in this study.

The next finding in model 1 is F counted = 57.417 and significance value as $0.000 < 0.05$ so that H_0 accepted, all of independents variables those are price perception, service quality, and brand image contribute as a significant explanatory toward the dependents variable which is customer satisfaction. In the other hand, F counted on model 2 is 207.221 and significance value as $0.000 < 0.05$ so that H_0 accepted, customer satisfaction variable is a significant explanatory toward the dependents variable which is customer loyalty. In conclusion, those two analysis model is suitable to use in regression analysis and t test as the hypothesis test.

According to Table 4, the beta coefision value of price perception (X_1) accounted for 0.162 with significance number $0.017 < 0.05$. It shows that price perception has significant positive effect toward customer satisfaction, so that it means H_1 can be accepted. Then, Beta coefision value of service quality (X_2) accounted for 0.596 with significance number $0.000 < 0.05$. It shows that service quality has significant positive effect toward customer satisfaction, so that it means H_2 can be accepted. The next finding is beta coefisient value of brand image (X_3) accounted for 0.204 with significance number $0.000 < 0.05$. It shows that brand image has significant positive effect toward customer satisfaction, so that it means H_3 can be accepted. Other than that, beta coefisient value of customer satisfaction (Y_1) accounted for 0.824 with significance number $0.0000 < 0.05$. It shows that customer satisfaction has significant positive effect toward customer loyalty, so that it means H_4 can be accepted.

RESULTS AND DISCUSSIONS

The effect of price perception toward customer satisfaction

The result from hypothesis 1 testing is corresponding to the researches of Asma et.al (2018), Hermawan et.al (2017), and Sandy et.al (2016) which indicates price perception has significant possitive effects toward customer satisfaction. According to Peter and Olson (2010),

price perception is defined as how the price information could be understood easily and matter by customer. Price perception is identically related with the perception of quality and the amount of cost will be spent to gain a product. Each customer has different price perception depend on their needs. Prices that considered cheap, certainly give benefits for customer in spending cost. Therefore, the expenditure will give satisfaction if it meets the needs. Other than that, the affordable price setting of New Atlas Taxi Semarang will probably give more satisfaction to the customer. In the end, customer will compare this price affordability with others taxi company, moreover this day appears more various taxi provider in Semarang, especially online taxi provider.

28

The effect of service quality toward customer satisfaction

The result from hypothesis 2 testing is corresponding to the researches conducted by Asma et.al (2018), Hermawan et.al (2017), Ayu et.al (2017), Gema and Suwito (2017), Sandy et.al (2016), Vu Minh and Nyuyen (2016), Harjati and Yurike (2015), Rizan et.al (2015), and Wahyu (2015) which indicates service quality has significant positive effects toward customer satisfaction. According to Parasuraman (2008), service quality is a level of differences between reality and customer expectation for the service gained. Services products can not be separated from the service given, which has been being the main-after sales. This is satisfy consumer when the service given convenient with desire. The satisfied consumer will continually use the service products. Better services means that the company give faster response for customer's problem, also sufficient driver's skill and polite services, so that it gives customer sense of convenience and security which leads to their satisfaction when using the services of New Atlas Taxi Semarang.

23

The effect of brand image toward customer satisfaction

The result from hypothesis 3 testing is corresponding to the researches of Ayu et.al (2017), Neupane (2015), Rizan et.al (2015), Dwi et.al (2015), Kambiz and Naimi (2014) which indicates brand image has significant positive effects toward customer satisfaction. Brand image by Kotler, Keller (2008) is customer's perception and preference for a brand that measure by various association of memorized brand. In pursuance of Ferranadewi (2008), brand image is a concept created by customers based on subjective reasons and personal emotions. An image of a product, either goods and services are able to give special perception among customer. In a product, brand is a sign to distinguish one product to another. A positive brand image indicates good characteristics and worthiness of a product. This positive brand image also leads to fine assumption of the products or services so that can affects satisfaction of the user. New Atlas Taxi Semarang is one of the oldest Taxi operator which long known by community, therefore the brand image have well attached. Community has no doubt to use a good brand image by New Atlas Taxi Semarang which has trusted services. In the end, both such benefits will give special satisfaction for customer.

27

The effect of customer satisfaction toward customer loyalty

The result from hypothesis 3 testing is corresponding to the researches conducted by Asma et.al (2018), Bayuningrat (2013), Dwi et.al (2015), Wahyu (2015) Neupane (2015), Kambiz and Naimi (2014) which indicates customer satisfaction has significant positive effects toward customer loyalty. According to Kotler and Keller (2016) customer satisfaction is such a sense of pleasant or disappointed which come up after comparing the product result between reality and expectation. The existing of customer's response are expected to be an evaluation for quality improvement. Therefore, satisfied customer will always be loyal to New Atlas Taxi Semarang although there are so many new taxi operator coming up.

CONCLUSION

Price perception has significant positive effects to customer satisfaction. Higher price perception leads to higher customer satisfaction. Quality service has significant positive effects to customer satisfaction. Higher quality service leads to higher customer satisfaction. Brand image has significant positive effects to customer satisfaction. Higher brand image leads to higher customer satisfaction. Customer satisfaction has significant positive effects to customer loyalty. Higher customer satisfaction leads to higher customer loyalty. Service quality has the biggest effects to customer satisfaction. Therefore, as long as the company give their best services, the customer satisfaction will be increased.

RECOMMENDATION

The company have to give better convenience, especially for the old vehicle, it needs maintenance improvement. Besides, the drivers also should be able to stand on good attitude and always ready to help customer. The existence of brand image which attached by community is needed. In order to increase the market share, promotion with good impression is needed to maintain the possitive image. The example is by using pamphlet, billboard, or online advertising in social media. New Atlas Taxi Semarang have to give interesting deal in price due to the existence of online taxi provider that offer many kinds of discounts and promotion price. This is such a good thing to imitate, for example : customers will get special discounts for every 10 trip done and special price in feast. Therefore, the price perception in community will be increased. The company have to give extra service due to the intention of experience sharing among customers. For example, the driver can communicate the respond from customer opinion and give arguments related to the strength of New Atlas Taxi compared with others. New Atlas Taxi should have to maintain customer consistency, either by serve the superfine service and rewards such as membership cards which give additional benefits for customer. Other than that, due to the customer's habit that not using New Atlas Taxi everyday, driver's may do innitiative things such as offering the service trip to the pedestrians while waiting orders.

REFERENCES

- Asma, Sedjai et.al. 2018. *The Effect of Perception Quality/Price of Service on Satisfaction and Loyalty Algerians Customers Evidence Study Turkish Airlines*. Int J Econ Manag Sci, an open access journal Volume 7 • Issue 1 • 1000503 ISSN: 2162-6359
- Ayu, I Wayan dan Luh Gedhe. 2017. *Pengaruh Brand Image Dan Kualitas Pelayanan Terhadap Kepuasan Wisatawan Dalam Memilih Taksi Blue Bird Di Bali*. Jurnal IPTA p-ISSN : 2338-8633 Vol. 5 No. 1, 2017 e-ISSN : 2548-7930
- Bakhtiar. Aries dan Fildariani. 2010. *Analisis Kualitas Pelayanan Yang Berpengaruh Terhadap Kepuasan Pelanggan Menggunakan Metode Servqual Dan Model Kano*. J@TI Undip, Vol V, No 2, Mei 2010
- Bayuningrat, Handoyo, Widayanto. 2013. *Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Kepuasan Pelanggan Terhadap Loyalitas Pengguna Jasa Transportasi Taksi New Atlas Kota Semarang*. Diponegoro Journal Of Social And Politic Tahun 2013, Hal. 1-11 <http://ejournals1>
- Deng, Zhaohua, et.al.2010. *Understanding customer satisfaction and loyalty.An empirical study of mobile instan mesages in China*.International journal of Information Management 30 (2010) 289-300.
- Djarwanto, dan Subagyo, Pangestu, 2000, *Statistik Induktif*, Edisi 4, BPFE, Yogyakarta.

- Dwi, Suharyono dan Yusril. 2015. *Pengaruh Citra Merek Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan (Survei Pada Konsumen Produk Busana Muslim Dian Pelangi Di Malaysia)* Jurnal Administrasi Bisnis (JAB) Vol. 21 No. 1 April 2015
- Ferrinadewi, E. 2008. *Merek dan Psikologi Konsumen, Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.
- Gema dan Suwito. 2017. *Pengaruh Kualitas Pelayanan, Kualitas Produk Dan Harga Terhadap Kepuasan Pelanggan*. Jurnal Ilmu dan Riset Manajemen Volume 6, Nomor 4, April 2017 ISSN : 2461-0593
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Harjati Lily dan Yurike Venesia. (2015). *Pengaruh Kualitas Layanan Dan Persepsi Harga Terhadap Kepuasan Pelanggan Pada Maskapai Penerbangan Tiger Air Mandala*. e-Journal Widya Ekonomika. vol 1. Kwik Kian Gie School Of Bussines.
- Hermawan, Salim, Asdar, Annas. 2017. *Effect of Service Quality and Price Perception on Corporate Image, Customer Satisfaction and Customer Loyalty among Mobile Telecommunication Services Provider IRA*-International Journal of Management & Social Sciences ISSN 2455-2267; Vol.08, Issue 01 (July 2017) Pg. no. 62-73
- Hurriyati, Ratih, 2005, *"Bauran Pemasaran dan Loyalitas Konsumen"*, Bandung: Penerbit Alfabet.
- Kambiz dan Naimi. 2014. *The Impact of Brand Image on Customer Satisfaction and Loyalty Intention (Case Study: Consumer of Hygiene Products)* International Journal of Engineering Innovation & Research Volume 3, Issue 1, ISSN: 2277 – 5668
- Kotler, P., dan Garry Armstrong. 2012. *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip and Kevin Lane Keller, 2016: *Marketing Management*, 15th Edition New Jersey: Pearson Prentice Hall, Inc.
- Neupane. 2015. *The Effects Of Brand Image On Customer Satisfaction And Loyalty Intention In Retail Super Market Chain UK* R. Int. J. Soc. Sci. Manage. Vol-2, issue-1: 9-26 DOI: 10.3126/ijssm.v2i1.11814
- Oliver. R. 2010. *Whence Customer Loyalty*. Journal of Marketing. Vol 63
- Owusu Alfred, 2013 . *Influences of Price And Quality On Consumer Purchase Of Mobile Phone In The Kumasi Metropolis In Ghana A Comparative Study*, European Journal of Business and Management , Vol.5, No.1.
- Palilati. Alida. 2007. *Pengaruh Nilai Pelanggan, Kepuasan Terhadap Loyalitas Nasabah Tabungan Perbankan Di Sulawesi Selatan*. Jurusan Ekonomi Manajemen, Fakultas Ekonomi – Universitas Kristen Petra
- Parasuraman. 2008. *Delivering Quality Services Balancing Customer Perceptions and Expectations*. New York: The Free Press.
- Peter, Paul J., Jerry C. Olson. 2010. *Consumer Behavior & Marketing Strategy*. 9th Edition. McGraw Hill.
- Razak. Nazief. Boge. 2016 *The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value*. Journal of Marketing and Consumer Research. www.iiste.org ISSN 2422-8451 An International Peer-reviewed Journal Vol.30, 2016
- Rizan, Dahliana, Rahmi. 2015. *The Influence Of Price And Service Quality Of Brand Image And Its Impact On Customer Satisfaction Gojek*. Jurnal Riset Manajemen Sains Indonesia (JRMSI) Vol 6, No. 2, 2015
- Sabeen, Ali Husein Hasan. 2012. *Sustainable Public Transportation In Malaysia*. International Journal of Engineering and Advanced Technology (IJEAT) ISSN: 2249 – 8958, Volume-1, Issue-5, June 2012
- Sandy, Lily, Muhammad. 2016. *Pengaruh Kualitas Layanan Dan Persepsi Harga Terhadap Kepuasan Pelanggan Taksi Blue Bird*. ISSN: 0854 - 8153 Volume 23 No. 2 September 2016
- Thomas S Kaihatu. 2012. *Kepuasan Konsumen yang Dipengaruhi oleh Kualitas Layanan dengan Brand Image Sebagai Variabel Perantara Studi Kasus pada Konsumen Rumah Sakit*

- Swasta di Kota Surabaya*. Jurnal Mitra Ekonomi dan Manajemen Bisnis, Vol.3, No. 2, Oktober 2012, 200-210
- Taylor, S. A. and T. L. Baker. 1994. *An Assessment of the Relationship Between Service Quality and Customer Satisfaction in the Formation of Consumer Purchase Intention*. Journal of Retailing 70:163-178
- Vu Minh Ngo, Nguyen Huan Huu.2016. *The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector*. Vol. 8, Issue 2, pp. 103 - 116, June 2016 ISSN 1804-171X (Print), ISSN 1804-1728 (Online), DOI: 10.7441/joc.2016.02.08
- Wahyu Ika dan Wahyono. 2015.*Pengaruh Kualitas Pelayanan, Persepsi Harga Dan Nilai Pelanggan Terhadap Loyalitas Konsumen Melalui Kepuasan Pelanggan Sebagai Variabel Intervening*. Management Analysis Journal 4 (1) (2015)

ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION AND THEIR IMPACT ON CUSTOMER LOYALTY FOR NEW ATLAS TAXI CONSUMERS IN SEMARANG INDONESIA

ORIGINALITY REPORT

9%

SIMILARITY INDEX

7%

INTERNET SOURCES

5%

PUBLICATIONS

3%

STUDENT PAPERS

PRIMARY SOURCES

1

www.scribd.com

Internet Source

1%

2

www.researchgate.net

Internet Source

1%

3

Zuraidah Ida, Ida Nur Hidayati. "Brand Image and Product Quality Against Purchase Decision: Sariayu hijab shampoo competitive environment", IOP Conference Series: Earth and Environmental Science, 2020

Publication

1%

4

ijssm.org

Internet Source

1%

5

Submitted to Universitas Diponegoro

Student Paper

<1%

6

www.ijsrp.org

Internet Source

<1%

7	www.granthaalayahpublication.org Internet Source	<1 %
8	myassignmenthelp.com Internet Source	<1 %
9	www.tandfonline.com Internet Source	<1 %
10	Submitted to PSB Academy (ACP eSolutions) Student Paper	<1 %
11	Simon Morgan, Krishna Govender, Len Tiu Wright. "Exploring customer loyalty in the South African mobile telecommunications sector", Cogent Business & Management, 2017 Publication	<1 %
12	Mohamad Dimyati, N. Ari Subagio. "Impact of Service Quality, Price, and Brand on Loyalty with the mediation of Customer Satisfaction on Pos Ekspres in East Java", Mediterranean Journal of Social Sciences, 2016 Publication	<1 %
13	Neupane, Ramesh. "The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK", International Journal of Social Sciences and Management, 2015. Publication	<1 %

14

Submitted to essex

Student Paper

<1 %

15

Submitted to President University

Student Paper

<1 %

16

Luc Honore Petnji Yaya, Frederic Marimon, Marti Casadesus. "The Mechanisms through Which Certain Variables Influence Customer Loyalty: The Mediating Roles of Perceived Value and Satisfaction", Human Factors and Ergonomics in Manufacturing & Service Industries, 2015

Publication

<1 %

17

Submitted to Napier University

Student Paper

<1 %

18

repository.uinjkt.ac.id

Internet Source

<1 %

19

sloap.org

Internet Source

<1 %

20

"Affordable and Clean Energy", Springer Science and Business Media LLC, 2021

Publication

<1 %

21

Md. Uzir Hossain Uzir, Ishraq Jerin, Hussam Al Halbusi, Abu Bakar Abdul Hamid, Ahmad Shaharudin Abdul Latiff. "Does quality stimulate customer satisfaction where perceived value

<1 %

mediates and the usage of social media
moderates?", Heliyon, 2020

Publication

22	eprints.undip.ac.id Internet Source	<1 %
23	issuu.com Internet Source	<1 %
24	madebayu.blogspot.com Internet Source	<1 %
25	I Nyoman Sudiarta, I Gusti Ayu Eka Suwintari. "PENGARUH PELAYANAN DAN FASILITAS HOMESTAY CANGGU TERHADAP KEPUASAN BACKPACKER", Jurnal Ilmiah Hospitality Management, 2020 Publication	<1 %
26	es.scribd.com Internet Source	<1 %
27	jurnal.umsu.ac.id Internet Source	<1 %
28	repository.ub.ac.id Internet Source	<1 %
29	worldwidescience.org Internet Source	<1 %

Exclude quotes On

Exclude matches Off

Exclude bibliography On

ANALYSIS OF FACTORS AFFECTING CUSTOMER SATISFACTION AND THEIR IMPACT ON CUSTOMER LOYALTY FOR NEW ATLAS TAXI CONSUMERS IN SEMARANG INDONESIA

GRADEMARK REPORT

FINAL GRADE

/0

GENERAL COMMENTS

Instructor

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11