Analysis of Effect of Physical Evidence and Service Assurance on Customer Satisfaction and Customer Loyalty in using Car Rental Service (PT Pusaka Prima Transport Cases)

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Abstract. Business competition becomes more intense, this condition forces any kind of business to compete on a competitive basis. In conducting its business, car rental services are trying to give attention to physical evidence and assurance services, to create customer satisfaction and customer loyalty. As the observation unit, namely PT Pusaka Prima Transport, in this experiment, four (4) pieces of physical evidence variables, service assurance, and customer satisfaction as independent variables. Meanwhile, as the dependent variable is customer satisfaction and customer loyalty. The method used in this research is descriptive analysis method, using multiple regression, and tools questionnaire given to 107 consumers PT Pusaka Prima Transport. To see how much influence as well as the relationship between the physical evidence, service assurance, customer satisfaction and customer loyalty in PT Pusaka Prima Transport by using multiple regression. The results showed that the four variables have a significant influence in the amount of 42.99% for physical evidence to customer satisfaction, 18.40% for the guarantee of service to customer satisfaction, and 64.8% for customer satisfaction to customer loyalty.

1. Introduction
In the modern era, this transport four-wheel or a car has become a fundamental requirement for the community the upper middle class, it is proof that their business opportunities wide open for car rental services. The quality of service that the main point in car rental services, if services are provided by a maximum of course, will affect a consumer loyalty. Quality is the best assurance on customer loyalty, the strongest defense companies in the face of competition, and the only way to sustain growth and income [1].

It is not easy to be the best, in addition to providing the best quality is also a factor pattern of consumer behavior is not predictable, especially in Indonesia, which consists of many different cultures, so having a variety of different patterns of behavior. It is appropriate Lupiyoadi statement that one of the main factors to be considered by the company to improve customer satisfaction is the quality of service. Regarding the important aspects in retaining and acquiring customers as optimum as possible, services marketing develop a new paradigm that goes beyond the traditional paradigm. The way of thinking of the marketing mix, which is known in the real product needs to be converted to the service mix by adding the components of physical evidence, people, and process [2]. They saw that the three additional components...
that constitute the object of evaluation by consumers when consumers consume services. Additionally, the existence of paradigm, the marketing mix which he considers has no theoretical roots [3].

The researchers saw that the three additional components that have a significant effect on the outputs important in the marketing of customer satisfaction. Theoretically, all three of these components has an influence on customer satisfaction [2].

Customer satisfaction is also an aspect that must be considered if the customer is satisfied with the service given course will cause a psychological impact on the positive, which may have an impact on loyalty to the company that provides such satisfaction. If the customer already has a sense of satisfaction will be the service provided, it is certain that the customer will become a loyal customer and will not turn on other services. The significance of customer loyalty is strongly associated with the continuity of the company and the company's strong growth in the future. PT Pusaka Prima Transport is a service company in the market the company's services more customer satisfaction and customer loyalty over these services. With good service quality and pricing of interest is expected to increase customer loyalty over these services.

Based on the data obtained from this company in the past five years, the unknown number of user customers’ car rental services as follows:

| Table 1. Table of data the number of car rental          |
|--------------------------------------------------------|
| PT PUSAKA PRIMA TRANSPORT                               |
| Number of rental car customers in the year 2008-2013    |
| No. | year | Number of subscribers (people) |                |
|-----|------|--------------------------------|----------------|
| 1   | 2008 | 1500                           |                |
| 2   | 2009 | 1350                           |                |
| 3   | 2010 | 1000                           |                |
| 4   | 2011 | 1250                           |                |
| 5   | 2012 | 1750                           |                |
| 6   | 2013 | 2300                           |                |

Source: data processing (2014)

Based on the above data can be concluded that, show that the average number of customers car rental service users per the year 2008-2010 tended to decrease. This is due to the competitive level of service qualities higher where competitors offer increasingly competitive service quality and reasonable price by the public. However, in 2010-2013 the average number of customers per year tend to increase. This happens due to the potential customers that it was not solely influenced by the low price but very influenced by convenience.

Customers are increasingly tau Events prima about car rental, the customer is expecting the rental car has an exterior that is neat and clean because it will greatly affect the appearance itself and the customer also wants the interior of the car rented fragrant and comfortable in it. Because if its customers do not feel disappointed or are no longer loyal to the PT Pusaka Prima Transport, it is not likely that customers will move to other competitors. Because all the above issues researchers are keen to take this title, the problem is the basis of this study is there a decline the number of subscribers PT Pusaka Prima Transport in its initial three-year period in the year 2008-2010. This is as a result of the emergence of competitors that are now mushrooming in the city of Bandung with various advantages and that price vary. For minimal reduction in the number of subscribers needed to be taken the steps necessary so that customers will be satisfied with the service and support given party rental services. Customer satisfaction, in the long run, can create customer loyalty by using a car rental service PT Pusaka Prima Transport.

Based on the description in the above background, it can be formulated the following research questions:
How is the customer’s perception of the physical evidence and assurance services in use car rental services PT Pusaka Prima Transport, as well as how high the level of customer satisfaction to customer loyalty?

Is physical evidence and assurance services provided by the company influence on customer satisfaction in using car rental services PT Pusaka Prima Transport?

How customer satisfaction to customer loyalty in using car rental services PT Pusaka Prima Transport?

2. Literature review

2.1. Tangibles

Contextually, there are several opinions about the definition of physical tangibles: evidence, namely Physical evidence tangibles is the ability of a company to demonstrate its existence to external parties [4]. Appearance and abilities of physical infrastructure companies and the state of the surrounding environment are tangible proof of the services provided by the company service provider. The physical evidence includes physical appearance, equipment, employees, mechanics, media communication and technology used in providing services. Physical evidence of service providers can affect confidence and customer perception. Customer expectations can be increased by looking at the physical evidence of the service providers. Tangibles dimension in a rental car can be measured by the physical appearance of vehicles, employees are neat and clean, as well as the completeness of the equipment.

- The physical evidence tangibles is with respect to the attractiveness of facilities, equipment, and materials used by the company, as well as employee performance [5].

- Physical evidence tangibles are covering physical facilities, equipment, employees, and means of communication. This bias means that the appearance of physical facilities, such as the building and the room front office, availability of parking, success, neatness and comfort rooms, completeness communications equipment, and employee performance [6].

2.2. Service assurance

A group of powerful benefits that explicitly nor implicitly on the ease of obtaining goods and services. And a broad definition of quality of service according to Kotler cited by Alm (2007: 284) reveal there are five dominant factors or determinants of service quality, the five dominant factors among them are:

2.2.1. Tangible, namely in the form of physical appearance, equipment, and various communication materials both with regard to the physical appearance of the service facilities, tools, equipment, human resources and corporate communications materials.

2.2.2. Empathy, namely the willingness of employees to be more concerned about giving personal attention to customers. For example, employees should try to place itself as a customer. If a customer complains it must find a solution soon, so that always maintained a harmonious relationship, by showing a genuine sense of caring. With how the attention is given employees in serving and responding to complaints from consumers.

2.2.3. Responsiveness, namely the willingness of employees to assist customers and provide services quickly and to hear and resolve consumer complaints. By way of the wishes of the employees in helping and providing care, responsiveness, ability to provide services quickly and correctly, the alertness of the employees for a friendly on each consumer, the alertness of the employees to work with customers.
2.2.4. **Reliability**, i.e. the ability to provide services in accordance with the promised, reliable and accurate, and consistent. Examples in this regard, among others, the ability of employees to provide the best service, the ability of employees to handle customer needs quickly and correctly, the company’s ability to provide good services in accordance with customer expectations.

2.2.5. **Assurance**, in the form of employee's ability to generate confidence and trust in the promises that have raised to the consumer. Examples in this regard, among others, the knowledge and skills of employees in performing their duties, employees are reliable, employees can give confidence to consumers, employees have the technical expertise that is good.

In addition to these five factors some are able quality determinant, namely:

- **Value**, i.e. evaluation overall view of the usefulness of a product which is based on consumer perceptions of a number of benefits that will be received in comparison to the sacrifices made or generally think consumers value known as "value for money", "Best value", and "you get what you pay for" [7].
- **Prestige**, according to the Encarta dictionary, the definition of the word prestige high-ranking positions, especially in a community, employment, or organization. Human attitude is borne in comparing something against other people and always wanted flattered.

Contextually, there are several opinions about the definition of assurance that:

- Assurance, namely knowledge, skills, courtesy and trustworthiness owned by employees [4].
- Assurance, that the behavior of the employees are able to grow the customers' confidence in the company, and the company can create a sense of security for customers. Assurance also means that employees are always polite and mastered the knowledge and skills required to deal with any questions or concerns customers [5].

Model SERVPERF is a measurement model based on the quality of service performance after purchase or after consumption. In this model is believed, that the measurement of physical evidence and the quality of these services can be determined through service performance. That is why this model is called SERVPERF, on SERVPERF researchers do not need to compare expectations with its performance, but enough to measure the attitude of attitude buyers after consuming the service in question. Using the model SERVPERF, then the measurement process simpler and use items or fewer of the questions [8].

2.3. **Customer Satisfaction**

Customer satisfaction occurs after consuming a product or service that customer buying generally evaluate the experience of the use of a product to decide whether they will use return products or services. Satisfaction comes from the Latin "says" (means good enough, adequate) and "fact" (meaning do or make). Simply put, the satisfaction can be interpreted as an effort to fulfill something or make something adequate [9].

Customer satisfaction as feeling happy or disappointed someone to a product after he compared the results / achievements of the product is considered to product performance or results are expected [10]. If performance meets expectations, then it means the customer is satisfied. But if the performance exceeds the expectations of customers, then this means that customers are satisfied or very satisfied. Customer satisfaction is the result of the experience of the product [11]. It is a customer's feelings after comparing the expectations expectation pre-purchase with the actual performance of actual performance.

Based on the above definition can be concluded that satisfaction is a function of the impression of performance and expectations. If the performance was below expectations, then the customer is not satisfied. If performance in line with expectations, then the customer is satisfied. This definition can be formulated as follows:

Customer Satisfaction = f (expectations, performance)
In order to develop a mechanism for the provision of satisfactory service to customers, the company will need to know the following things:

- Knowing what customers think about the company, services provided by the company and competitors.
- Measure and improve company performance.
- Using the advantages of the company in the selection of the market.
- Utilizing the weaknesses of the company in the development opportunities before competitors start.
- Build a communication vehicle in internal so any personnel knows what is they are working on.
- Shows the company's commitment to quality and its customers.

2.4. Customer Loyalty

Loyalty is: "loyalty is defined as non-random purchase Expressed by some decision-making unit" [12]. Meanwhile, according to Lovelock in Service Marketing(2;352), loyalty is: "loyalty is describing a customer's willingness and to continue patronizing a firm over the long term, purchasing and using its goods and services on a repeated and preferably exclusive basis, and recommending the ire's product to friends and associates"is, That loyalty describe consumer desire for continue to subscribe in the time period long enough to make the purchase and use of goods and services on a recurring basis, and recommend the company's products to friends or colleagues.

By understanding and research framework, so to determine the operationalization authors establish the hypothesis. The hypothesis is a temporary answer is still unsubstantiated [13].

Under the terms of the above hypothesis, then the hypothesis in this study are:

- hypothesis I, namely Tangible in influencing customer satisfaction in using car rental services
- hypothesis II is Assurance in influencing customer satisfaction the use of car rental services
- hypothesis III is a significant correlation between the influence of customer satisfaction on customer loyalty in using car rental services

3. Methodology

Research to be carried out was designed to test the hypothesis and describing data, facts or trends that are interconnected, which is done in the car rental business, so as to provide an overview and recommendations for improvement in the future. This study, therefore, categorized as descriptive research and verification.
The unit of analysis used in the study was the level of the group because that becomes the object of analysis are several car rental customers PT. Pusaka Prima Transport of the total of registered customers in PT. Pusaka Prima Transport. Determining the unit of analysis is based on objective considerations, because the focus of this study is the physical evidence, quality of service and customer satisfaction to customer loyalty in using a car rental service.

This study used an operational definition which gives an overview of how these variables can be measured. Variables that will be composed of four variables, namely three independent variables (X\_\(1,2\)) and one (Y), while the dependent variable is (Z) with the type of relationship is multivariate, which is a dependent variable with multiple variables free. Through operational definitions to be performed, determined implementation and sizes illustrate the concept of a variable to be measured. In detail, the operationalization of variables can be seen in Table 2 as follows:
| No. | Variable | Operationalization Variable Definition | Indicator/Manifest Variable | Question Item                                                                 | No Item |
|-----|----------|----------------------------------------|-----------------------------|-------------------------------------------------------------------------------|--------|
| 1.  | physical evidence (X1) | Picture of customer perception of the physical appearance of vehicles, employees, and equipment rental vehicles for airport service vehicles | 1.1 The physical condition of the exterior of the vehicle | 1.1 I see the state of the physical appearance of the outside (exterior) excellent vehicle Bluebird | 1     |
|     |          |                                        | 1.2 The appeal physical appearance | 1.2 I am very interested in the physical appearance (exterior & interior) for vehicles | 2     |
|     |          |                                        | 1.3 The physical condition of the interior of the state of | 1.3 I see the state of the physical appearance of the (interior) Bluebird excellent vehicle | 3     |
|     |          |                                        | 1.4 Appearance neat and professional employees | 1.4 When I saw the neat appearance of an employee in a company, I feel sure that an employee is a professional person | 4     |
|     |          |                                        | 1.5 Employees using uniforms and insignia clearly the name, position and responsibility | 1.5 I have more confidence when they see an employee uniforms and using identification | 5     |
|     |          |                                        | 1.6 Tools, equipment, and facilities are modern | 1.6 I can easily use tools and equipment for vehicles supported by modern facilities | 6     |
| 2.  | physical evidence (X2) | Picture of customer perception of the service guarantee to serve vehicle rental services | 2.1 Customers feel comfortable in a vehicle | 2.1 I felt very comfortable being in the vehicle Bluebird | 7     |
|     |          |                                        | 2.2 Customers feel secure in the vehicle | 2.2 I felt very safe in vehicles Bluebird | 8     |
|     |          |                                        | 2.3 Employees are able to instill confidence in customers | 2.3 I believe in taking care of my vehicle Bluebird employees | 9     |
|     |          |                                        | 2.4 Employees have good product knowledge | 2.4 I can obtain the information needed on my vehicle from employees Bluebird | 10    |
|     |          |                                        | 2.5 Vehicles in accordance with the standards expected of customers | 2.5 I believe the Bluebird that vehicle that I use is in conformity with the standards expected | 11    |
| 3.  | Customer Satisfaction | Picture of customer perception of customer | 3.1 Provide vehicle rental services are satisfactory as expected | 3.1 I was very satisfied with the services provided by Bluebird because it is in accordance with what I expected | 12    |
| 3.2 | Determination of the rental price competitive vehicles |
|-----|-----------------------------------------------------|
| 3.3 | Having a network is quite extensive and affordable |
| 3.4 | Respond to complaints quickly and accurately |
| 3.5 | Has a positive image and good service |

| 4.1 | Customers are willing to extend the leased vehicle |
|-----|-----------------------------------------------------|
| 4.2 | The customer plans to increase the rental vehicle |
| 4.3 | The customer is not going to turn on the competitor |
| 4.4 | Customer shall notify the other |
| 4.5 | Customer advising |
| 4.6 | Customer will notify the family or relatives |

| (Y) | satisfaction for airport vehicle rental services |
|-----|-------------------------------------------------|
| 3.2 | If I compare it with another vehicle rental services, a price set by the Bluebird was appropriate |
| 3.3 | I can easily obtain service when the vehicle was having problems outside the city because the very extensive branch network Bluebird |
| 3.4 | I was very satisfied when a complaint about a vehicle that I use quickly responded by Bluebird |
| 3.5 | Positive image owned by Bluebird, makes me remember continue |

| 4. | Customer Loyalty |
|-----|------------------|
| (Z) | Picture of customer perception of loyalty to serve the vehicle rental services |
| 4.1 | I am willing to extend the lease of vehicles at Bluebird |
| 4.2 | I started thinking to add a rental vehicle for office operations at Bluebird |
| 4.3 | I will not use another vehicle rental services, besides Bluebird |
| 4.4 | I am writing to inform the others about services provided by Bluebird |
| 4.5 | I really want to give advice to Bluebird to make it better in his ministry |
| 4.6 | I am writing to inform on family and closest relatives about services provided by Bluebird |
Sources of data in this study are primary data obtained through questionnaires and collected directly by the respondents. While the secondary data is the data supporting this research, obtained through interviews and literature data obtained from the study of literature as well as from internet research. Sources of data I use in this paper comes from the research object, namely car rental companies PT. Pusaka Prima Transport at 194 Canal Street Buahbatu Bandung.

Determination of the sample used by the random sampling method. Random sampling is the selection of a group of subjects was based on certain characteristics, populations of drawing this research that Prima Transport PT. Pusaka customers who have been using her car rental services more than twice and customer PT. Pusaka Prima Transport domiciled in Bandung.

Once all the data and the results of the analysis has been completed, then the next from the questionnaire distributed to customers PT. Pusaka Prima Transport will get an overview of the variables of physical evidence and assurance services that affect customer satisfaction and customer loyalty.

The results of the questionnaire will then be processed using regression analysis, the next of the data that has been processed the results can be obtained in the form of figures that if it is found that there is a strong influence between physical evidence and assurance services that affect customer satisfaction and customer loyalty, then the results if only it will be able to answer the identification of issues that have been raised before, and can contribute suggestions to help the company PT. Pusaka Prima Transport for better progress in the future.

Data analysis method used in this research is quantitative descriptive analysis, while the brief explanation of the analysis technique used is multiple regression. Multiple regression analysis is used to predict how the situation (rise and fall) the dependent variable (criteria) when two or more independent variables as predictors factors manipulated (The ride down the value) [13]. So multiple regression analysis will be performed when the number of at least two independent variables.

The regression equation is:

\[ Y = a + b_1X_1 + b_2X_2 + \ldotsb + b_nX_n \]

Where:

- \( Y \) = the value measured or calculated on the dependent variable
- \( a \) = \( Y \) shortcut (the value of \( Y \) when \( X = 0 \))
- \( b \) = the slope of the regression line (increase or decrease \( Y \) to every changes in unit \( X \)) or regression coefficient, which measures the magnitude of the effect of \( X \) to \( Y \) if \( X \) rises 1 unit
- \( X \) = a specific value of the independent variable

4. Data analysis and results

4.1. The effect of tangibles of customer satisfaction

Based on the proposed conceptual hypotheses, there is a relationship between each variable research is that physical evidence of customer satisfaction. Testing the hypothesis of this study are as follows:

![Figure 2](image)

To calculate the effect of the physical evidence of customer satisfaction using simple linear regression with SPSS 17.0 for Windows.

Based on the calculation results SPSS 17.0 for Windows known the value of the correlation coefficient 0.762, which means showing positive relationship between physical evidence of customer
satisfaction. That is between 0.600 to 0.799. Here is presented interpretation of the correlation coefficient:

| Interval Coefficient | Level Relationships |
|----------------------|---------------------|
| 0.00 - 0.199         | Very low            |
| 0.20 - 0.399         | Low                 |
| 0.40 - 0.599         | Middle              |
| 0.60 - 0.799         | Strong              |
| 0.80 - 1.000         | Very strong         |

Source: Sugiyono, 2002:183

Based on data processing simple linear regression using SPSS 17.0 for windows, then obtained a simple linear regression equation between the physical evidence of customer satisfaction with a constant of 3.847 states that if there is no physical evidence (X = 0) then the satisfaction 3.847 customers. The regression coefficient 0.650 means that whenever there is additional physical evidence will improve customer satisfaction by 0.650.

To determine the effect of variable physical evidence to customer satisfaction, then used the formula coefficient of determination as follows:

\[ KD = r^2 \times 100\% \]
\[ = 0.62^2 \times 100\% \]
\[ = 58.0\% \]

The result of the above calculation shows that the coefficient of determination was 58.0%, which means a change in customer satisfaction by 58.0% influenced by physical evidence. While the remaining 42.0% is influenced by other factors in the measurement of such indicators TERRA Model empathy, responsiveness, reliability and assurance that can affect customer satisfaction.

The hypothesis tested was the effect of the physical evidence of customer satisfaction in using a car rental service. To find the first hypothesis is accepted or rejected by comparing the tcount with ttable. Based on the data processing simple linear regression using SPSS 17.0 for Windows, obtained t = 12.051 because tcount > ttable, i.e. 12.051 > 1.983, it can be concluded that the H0 is rejected, meaning that physical evidence has an influence on customer satisfaction in using a car rental service. Hai can be seen from the value of sig = 0.000 which is smaller than the significance level of 5%.

Here's a summary of the results of hypothesis testing can be seen in the following table below:

| Hypothesis                              | tcount  | ttable | Decision     |
|-----------------------------------------|---------|--------|--------------|
| There is physical evidence of the effect | 12.051  | 1.983  | H0 rejected and |
| on customer satisfaction                |         |        | H1 accepted  |

Source: result of data processing (2014)
4.2. The effect of service quality on customer satisfaction

To calculate the value of the collateral effect service to customer satisfaction using simple linear regression with SPSS 17.0 for windows. Based on the calculation results SPSS 17.0 for windows known the value of the correlation coefficient 0.683, which means show a positive relationship between the service guarantee of customer satisfaction. That is between 0.600 to 0.799.

Based on data processing simple linear regression using SPSS 17.0 for windows, then obtained a simple linear regression equation between the service guarantee to customer satisfaction with a constant of 5.094 states that if there is no guarantee of service (X = 0) then the satisfaction 5.094 customers. The regression coefficient 0.650 means that whenever there was an additional guarantee of service would improve customer satisfaction by 0.650.

To determine the effect of variable service guarantee to customer satisfaction, then used the formula coefficient of determination as follows:

\[
KD = r^2 \times 100\% \\
= 0.683^2 \times 100\% \\
= 46.7\%
\]

Above calculation results show that the coefficient of determination was 46.7%, which means a change in the customer satisfaction of 46.7% is affected service guarantee. While the remaining 53.3% is influenced by other factors in the measurement of TERRA Model as indicator, tangible empathy, responsiveness, and reliability that can affect customer satisfaction.

The hypothesis tested was the effect of the service guarantee of customer satisfaction in using a car rental service. To find the second hypothesis is accepted or rejected by comparing the t_count with t_table. Based on the data processing simple linear regression using SPSS 17.0 for Windows, obtained \( t = 9.588 \) due \( t > t_{table} \), namely \( 9.588 > 1.983 \), it can be concluded that the \( H_0 \) is rejected, meaning that the service guarantee has an influence on customer satisfaction in using a car rental service. Hai can be seen from the value of sig = 0.000 which is smaller than the significance level of 5%.

Here's a summary of the results of hypothesis testing can be seen in the following table below:

| Hypothesis                              | t_count | t_table | Decisions              |
|-----------------------------------------|---------|---------|------------------------|
| influences of service assurance to satisfaction customers | 9.588   | 1.983   | \( H_0 \) rejected and \( H_1 \) accepted |

Source: result of data processing (2014)
4.3. The effect of physical evidence and services quality to the customer satisfaction

Figure 4

To calculate the influence of physical evidence and assurance services to customer satisfaction using regression simple linear with SPSS 17.0 for windows. Based on the calculation results SPSS 17.0 for windows known the value of the correlation coefficient 0.784, which means show a positive relationship between physical evidence and assurance services to customer satisfaction. That is between 0.800 to 1.000. Based on data processing in multiple linear regression using SPSS 18.0 for windows, then obtained a multiple linear regression equation between physical evidence and assurance services to customer satisfaction with a constant of 2.619 states that if there is no physical evidence and assurance services (X = 0) then the customer satisfaction 2,619. The regression coefficient 0.482 and 0.256 means any occurrence of additional physical evidence will improve customer satisfaction by 0.482 and each of the addition of the service guarantee will improve customer satisfaction by 0.256.

To determine the effect of variable physical evidence and assurance services to customer satisfaction, then used the formula coefficient of determination as follows:

\[ KD = r^2 \times 100\% \]
\[ = 0.784^2 \times 100\% \]
\[ = 61.4\% \]

The results of the above calculation shows that the coefficient of determination was 61.4%, which means a change in customer satisfaction by 61.4% influenced by physical evidence and service assurance. While the remaining 38.6% is explained by other factors in the measurement of such indicators TERRA Model empathy, responsiveness, and reliability that can affect customer satisfaction.

The hypothesis tested was the effect of the physical evidence and assurance services to customer satisfaction in using a car rental service. To find the third hypothesis is accepted or rejected by means of F test shows that \( F_{\text{count}} > F_{\text{table}} \) (82.743 > 3.083) means that it can be concluded that the H0 is rejected in other words the variables \( X_1 \) and \( X_2 \) simultaneously influence the customer satisfaction in using a car rental service. Hai can be seen from the value of \( \text{sig} = 0.000 \) which is smaller than the significance level of 5%.

Table 5. Summary Test Results Hypothesis III

| Hypothesis                                      | \( F_{\text{count}} \) | \( F_{\text{table}} \) | Decisions          |
|------------------------------------------------|------------------------|------------------------|--------------------|
| influences of physical evidence and assurance services to the consumer buying decision process | 82.743                 | 3083                   | \( H_0 \) rejected and \( H_1 \) received |

Source: result of data processing (2014)

4.4. Result the effect of Customer satisfaction on Customer Loyalty

Figure 5
To calculate the influence of customer satisfaction on customer satisfaction using simple linear regression with SPSS 17.0 for windows. Based on the calculation results SPSS 17.0 for windows known value of the correlation coefficient 0.805, which means show a positive relationship between the service guarantee of customer satisfaction. That is between 0.800 to 1.000. Based on data processing simple linear regression using SPSS 17.0 for windows, then obtained a simple linear regression equation between customer satisfaction to customer loyalty with constant of 4.952 states that if there is no customer satisfaction \((X = 0)\) then loyalty 4,952 customers. The regression coefficient 0.964 means that whenever there is additional customer satisfaction will increase customer loyalty by 0.964.

To determine the effect of variable customer satisfaction to customer loyalty, then used the formula coefficient of determination as follows:

\[
KD = r^2 \times 100% = 0.805^2 \times 100% = 64.8%
\]

Above calculation results show that the coefficient of determination was 64.8%, which means a change in customer loyalty by 64.8% influenced customer satisfaction. While the remaining 53.3% is influenced by other factors.

The hypothesis tested was the effect of customer satisfaction on customer loyalty in using a car rental service. To find the fourth hypothesis is accepted or rejected by comparing the \(t_{count}\) with \(t_{table}\). Based on the data processing simple linear regression using SPSS 17.0 for Windows, obtained \(t = 13.912\) because \(t_{count} > t_{table}\), i.e. \(13.912 > 1.983\), it can be concluded that the \(H_0\) is rejected, meaning that customer satisfaction has influence on customer loyalty in using a car rental service. Hai can be seen from the value of \(\text{sig} = 0.000\) which is smaller than the significance level of 5%.

| Hypothesis | \(t_{count}\) | \(t_{table}\) | Decisions       |
|------------|----------------|----------------|-----------------|
| influences of customer satisfaction to customer loyalty | 13.912         | 1.983          | \(H_0\) is rejected and \(H_1\) accepted |

Source: result of data processing (2014)

5. Conclusion

Based on the research that has been done, the writer tries to pull conclusion as follows.

- The better the physical evidence of the vehicle in service of the company, customer satisfaction will be higher. It is directed by the look of interior and the exterior of vehicles are favored by customers both from a practical form of commercial vehicles, with a capacity of many, and fuel efficient vehicles as well as color Bluebird memorable like the elegant black and color silver which is equal to 42.99%.

- The better the service guarantee given by the company, the higher the customer satisfaction. This means that the trust and confidence of customers to the professionalism of the company in providing insurance all risk on each vehicle and maintenance vehicle by operational employees have the effect of 18.40%.

The results this still contain limitations, therefore it is still need for improvement in the next study. Based on the analysis and conclusions, it was the only variable physical evidence and assurance services that have a positive and significant impact on customer satisfaction and customer loyalty PT Pusaka Prima Transport. Whereas in accordance with the basic theory dimension of trust by Kotler cited by Alma (2007: 284) are the other three variables, namely variables empathy, responsiveness and reliability, are expected to have a positive and significant impact on customer satisfaction and customer loyalty. In addition, variables - variables that have a positive and significant impact on customer satisfaction and loyalty PT Pusaka Prima Transport only variable physical evidence and
guarantee of service, but there are three other variables that influence customer satisfaction and loyalty is *empathy, responsiveness* and *reliability*.

Based on the above results, the following research variables can be added and / or new indicators to make the model used in this study. Thus, the results of subsequent research can be more perfect and the conclusions obtained may differ or remain the same with this. If the proved research results are the same, the model used in this study had a high consistency to be applied in PT. Pusaka Prima Transport.

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