

Research Article

Effect of Trust and Service Quality on Customer Loyalty through Customer Satisfaction Imare Training Center for Seafarers

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Abstract: This study aims to analyze the influence of customer trust on customer satisfaction; analyze the influence of service quality on customer satisfaction; analyze the influence of customer trust on customer loyalty; analyze the influence of service quality on customer loyalty and analyze the influence of customer satisfaction on customer loyalty IMARE Training Center For Seafarers. The result of the research shows that customers trust positively and positively Affect the customer satisfaction of IMARE Training Center for Seafarers; Significantly, service quality and customer satisfaction impact positively on IMARE Training Center for Seafarers; Significantly customer confidence and positively impacts customer loyalty IMARE Training Center for Seafarers through customer satisfaction as an intervening variable; Significantly service quality and customer loyalty positively influence on IMARE Training Center for Seafarers through customer satisfaction as an intervening variable and Customer Satisfaction and Significantly positively influence customer loyalty to IMARE Training Center for Seafarers.

Keywords: customer trust, service quality, customer satisfaction, customer loyalty.

INTRODUCTION

On condition tighter competition and the higher the intensity of competition, then one of the things that can be done by the company is to maintain existing customers, or to the make the victims a high loyalty among customers. It can be understood that with high loyalty customers is expected to support the survival and development or growth of the company. Loyal customers, in general, are likely to make a purchase in times to come; otherwise, it is voluntary also generally willing to persuade people to buy the product; and disseminate good information about the product to others. All actions are clearly a loyal customer can make a major contribution to the company's life (Buchari, 2007).

Mayer et al (1995) after conducting a review of the literature and the development of a comprehensive, theory on finding a formula that trust is built on walk-in dimensions items, namely the ability, benevolence, and integrity. This three-dimensional be an important basis for building trust someone to be able to trust the media, transaction and or specific commitment.

The consumer's decision to voluntarily continue to subscribe to a particular company in the long term is a form of customer loyalty. The willingness of consumers to continue to subscribe to a company in the long term, with the purchase and use of goods and services again and again and even better exclusively, and will recommend the company's products to his colleagues, in general, is a translation of customer loyalty in business.

Customer satisfaction or customer will create a harmonious relationship with reviews their customers so that it will directly create customer loyalty and provide profit company. Sustainability and success of the company depend on the system, the service quality of service and product quality in accordance with the corporate environment, and the ability of workers to provide services and explains the products on offer to meet the needs and expectations of customers. Customers will feel satisfied with the quality service system so that it will retain and create customer loyalty.

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Further, in discussing customer loyalty Griffin (2009) argued that the concept of customer satisfaction is more dominated by the behavior compared with an attitude. So loyalty is buying behavior. A loyal customer has a specific prejudice about what to buy and from whom products or services are obtained. In addition, loyalty shows the condition of a specific duration of time requires that the act of purchase occurs no less than twice. From this explanation can be drawn a conclusion that customer loyalty can be torments if the customer satisfaction has been achieved with the maximum or perfect.

Research Mosahab (2010) shows that the service quality standards have been used to evaluate the quality of service, Grant and Brown (1996) models with several revisions that are used to evaluate loyalty, and instruments offered by Bitner and Hubbert (1994) used for the evaluation of customer satisfaction. The results of this study indicate that in all aspects, customer expectations, higher than reviews their perceptions of the bank's operations, and in fact the low quality of services offered. In addition, reviews these results show that customer satisfaction plays a mediator role in the effects of service quality on service loyalty.

College of Commerce (2011) in his research found the impact of customer satisfaction on customer loyalty and customer's intention to switch to other products or services. Research conducted shows that customer satisfaction is positively correlated with customer loyalty and negatively correlated with the customer's intention to switch.

The results of the above study, when juxtaposed carried out by the institution's management IMARE training center for seafarers as one of the professional education institutions in supporting the success of the field of shipping and maritime Indonesia. In realizing professional educational institutions as well as to anticipate and win the market competition that is needed active role and synchronization of the entire staff and management, where this is done in an effort to realize maximum service and reduce complaints from of participants and companies that use the services IMARE training center for seafarers.

Provision of quality of services provided IMARE training center for seafarers there are still many shortcomings where it can be seen from the lack of good administrative registration time is still done manually so the impact on the timeliness of service. Then the increase of customer satisfaction should be improved items, namely to increase of communication both on trainees as well as for stakeholders in an effort to reduce complaints and errors arising from the services provided. On the other hand, IMARE training center for seafarers is expected to maintain customer loyalty because it will provide many positive benefits for the institution in achieving its vision and mission.

Literature Review

1. Customer Trust

A complete understanding of reviews their loyalty cannot be obtained without an explanation of the confidence in the brand and how it relates to brand loyalty. In industrial marketing, researchers have found that confidence in sales and suppliers is a source of loyalty (Lau and Lee, 1999). In the context of confidence in the brand, the entity believed not a person, but a symbol. Confidence in the brand as the customer's willingness or willingness to face risks related to the purchased brands, as customers expect that the brand is purchased would give a positive result or benefit.

The basic concept of trust is a key variable for the development of consumer desires, in this case, the consumer relationship with the brand of a particular company's products are durable in maintaining long-term relationships. In the process of consumer exchange aimed at gaining the trust of consumers in a product, companies need to experience for themselves so as to form a sense of trust towards the brand in the consumer's mind, is defined as involvement that creates an experience that became the initial formation of trust. Create consumer confidence in product safety guarantees are given, as well as the benefits of the product concerned can also be created with honesty manufacturers in delivering the composition or materials that are used in a certain product.

The trust has an important role for the product as a willingness to rely on the other party who has been appointed or trust is the willingness of consumers to rely on a product or service from a particular company can meet that he believes reviews their needs. A consideration of excessive levels of customer satisfaction in developing the consumer's commitment to the product when the brand trust is not controlled (Isaac and Rogan, 2011).

According to Kotler (2007), the dimensions of the trust consist of:

- Transparent and truthful information;
- The fulfillment of the hope of the best products and services;
- Employees trust and fulfill themselves because of the incentives that are aligned;
- Customers who helped design the products individually or through a community.
- Comparisons of a competitor's product in an honest and comprehensive community;
- Trust that is built for all supply chain partners are united;
- Terbangung confidence Because all the functions work.

Factors trust/confidence is the success factors of relationship marketing is on the parties involved in the relationship. When someone believes others in interpersonal relationships, will rely on another party which raises its intention to maintain relationships represented in the form of loyalty buy (Dharmmesta and Indahwati, 2005). Research Kurniasari (2012) obtained results that trust is an essential part for the formation of committees, and commitment have a tendency to fight preferences become a key pioneer for loyalty.

2. Service Quality

Service Quality and meet the level of interest consumers do to make the company one step ahead of its competitors. Services are provided as an act of a person or organization to give satisfaction to the customer or the customer is done directly serve customers or placing something where the customer/client already knows where he or services over the phone. To meet customers' desires to be something of products or services they need require acts of service of employees of the company either act directly or indirectly.

The concept of quality of service as the ratio between service expectations with perceptions of actual performance. Research in the field of service quality assessment instrument Servqual predominantly based on the models of the gap. Also, it is Agreed that the quality of service is a multidimensional concept.

Comparison perceptions of consumers for services manifestly they received or acquired by the actual service they expect or want to attribute the service of a company is one way to determine the quality of service. At companies that sell services need to identify the expectations and satisfaction of customers, so the company should be able to maintain excellent service quality. One of application the use of a measurement scale SERQUAL (Service Quality) is to determine the relative importance of the five dimensions that influence customer perception.

Five dimensions SERQUAL as follows (Parasuraman, et al., 1998):

- Tangibles
- Tangibles are concrete evidence of a company's ability to showcase the best for the customers both in terms of the physical appearance of the building, facilities, equipment assistive technologies to employee performance.
- Reliability
- Reliability is the ability of companies to provide services in accordance with customer expectations related to speed, punctuality, no errors, sympathetic attitude, and so forth.
- Responsiveness

- Responsiveness is responsive provide fast or responsive as well as accompanied by the delivery of a clear and easy to understand.
- Assurance
- Assurance is a guarantee and assurance gained from employee politeness, good communication, and knowledge, so as to foster a sense of trust of customers.
- Empathy
- Empathy is to provide a genuine concern and personal to the customer, this is done to Determine accurately the consumer desires and specifications.

3. Customer Satisfaction

According to Kotler (2007), customer satisfaction is the level of one's feelings after compare perceived performance or results to reviews those expected. Meanwhile, according to Tjiptono (2008), customer satisfaction is the evaluation of the after-purchase where the alternative is purchased at least give results (come out) that equals or exceeds customer expectations. If in fact this product when received in accordance with the wishes, needs, and expectations, reviews these customers will be satisfied. On the contrary, if in fact the product is currently not accepted in accordance with the wishes, needs, and expectations, then the customer will be dissatisfied. The farther the deviation between the wants, needs, and expectations of customers/clients with the reality that it receives, then the customer is dissatisfied.

From the various opinions above, the customer satisfaction is the correspondence between the wants, needs, and expectations of customers' acceptance of a product (or service) to the reality of the product is just accepted by him.

Customer satisfaction occurs when there is no gap or deviation between reality when products are received by the customer (in this case is the service quality/level of service) with expectations, needs, and desires of customers (customer's need, wants and expectation) on the product itself. Usually in describing a product in the form of goods or services by using the statement several dimensions or characteristics. For it to be recognizable characteristics/attributes of the goods or services that represent the dimensions of the customer is used as the basis for reviews their opinion about the type of goods or services, the so-called customer needs or dimensions of quality, roommates recognition/identification it is done in the first step in the model of questionnaire development as described above. Quality dimensions applicable to the various types of a services-producing organization by Kennedy and Young in 1998 was the presence, responsiveness, comfort, professionalism and timely. It is expected that if the quality of the product is maintained, the proceeds of such products can be improved even more with the direction of profit maximization.

From the description above, it is known that the measurement of customer satisfaction is required to keep customers who have achieved in order to Werner faithful, reach potential customers and prevent/reduce the loss of customers/clients.

4. Customer Loyalty

According to Schanaars (In Tjiptono 2008) basically, the purpose of business is to create customers who are satisfied. The function of customer satisfaction aims to establish loyalty. In keeping with the company and its customer relationships are harmonious, provide a good foundation for the purchase and creation of customer loyalty, and form a recommendation of mouth is created, because customers have been satisfied. The commitment was given by the customer to the store, brand or supplier based on a positive attitude that is reflected in the consistently repeat purchases is a basic concept of loyalty (Tjiptono, 2008).

The enthusiasm of loyal customers in introducing certain products to anyone they know that loyal customers will Broaden Reviews their loyalty to other products made in the same manufacturer are very satisfied customers. In the end, they are customers loyal to a particular manufacturer for all (Nuraini, 2009).

Griffin(2002) says that a loyal customer is one who:

- Purchases made repeated regularly;
- Purchase inter-line products and services;
- Giving reference to others;
- Show immunity to pull out of the competition.

According to Schnaars (in Tjiptono, 2008) basically, the purpose of a business is to create satisfied customers. The relationship between the company and customers Become harmonious, providing a good basis for the purchase and creation of customer loyalty and will make a recommendation by word of mouth that benefit the company created for customer satisfaction.

The company has a greater opportunity to shape the prospective buyer into a loyal customer to the company this is Because The person Becomes loyal to a company's product turns through Several stages the which lasts long enough, with the emphasis and attention to specific and different for each stage, for each stage have different needs with attention to each stage and meet the needs in each of Reviews These phases.

Owned by consumer loyalty to a brand will provide an important meaning for the company include (Aaker, 2007):

- Reduce marketing costs for new potential customers typically lack the motivation to switch from a brand they already use.
- Increase trade in order to introduce a new measure, a new type, and brand extension.

- Attracting new customers by providing an image that the brand is a product that is Widely accepted, managed, market, and Able to seek support services and Increased product quality.
- Giving time to respond to the threats of competition, a loyal follower will give time to the company to renew its products by adapting.

Experience of dealing and happy attitude the transaction and have a major impact on business continuity or long-term relationship arises because of customer satisfaction with a company that has provided the best service satisfaction or causing overall satisfaction on the company Because It Gives a positive reaction from customers (Oliver, 2008).

RESEARCH METHODS

1. Research Design

This research uses descriptive analysis and explanatory approach analysis, which aims to determine the effect of independent and dependent variables. Furthermore, the present invention will be described, by observation and research and describe the nature of the events being held at the time of the study and examine the causes of specific symptoms (Travers: 1978). This study examines the influence of variables of service quality and customer satisfaction simultaneously and partially on customer loyalty.

2. Population and Samples

A population is a group of people or objects that have in common one or more of them which form the subject matter of an issue in the study in a population. The population used is the sum of all customers IMARE Training Center for Seafarers,

Samples will be taken in this study is a part of the population that has been chosen as the research object. The samples used were 58 respondents.

3. Data Collection Technique

The technique that be used to collect the data and the data of primary necessary materials through questionnaire is a technique of the data collection is done by giving a set of questions or a written statement to the respondent to answer. Questionnaires were given to customers IMARE Training Center for Seafarers selected as the study sample.

4. Data Processing Techniques

Data processing is a process in obtaining the summaries or summaries of data or figures certain formulas ways aimed at transforming the raw of data from the measurement results that the data become more refined gives direction for further study (Sudjana, 2001: 128). Data processing method of this study using a computational program spss (statistical product and service solution) due to the ability of statistical analysis

is quite high and the data management system in a graphical environment using the menus descriptive and dialog boxes is simple, making it easy to understand how to operate (Sugiyono, 2007: 1).

Research Result and Discussion

1. Analysis of Validity and Reliability

a. Validity Test

The test used to test the validity of each study variable, where overall variable research contains 27-point declaration was answered by 58 respondents. Based on the analysis that has been done, then the validity of the test results is shown in Table 1 below.

Table 1. Results of the Study Variables Validity Test Instrument

Variables	Statement	R-count	R-table	Information
Customer Trust (X1)	Statement 1	0,563	0,266	valid
	Statement 2	0,720	0,266	valid
	Statement 3	0,754	0,266	valid
	Statement 4	0,439	0,266	valid
Quality of Service (X2)	Statement 5	0,624	0,266	valid
	Statement 6	0,807	0,266	valid
	Statement 7	0,819	0,266	valid
	Statement 8	0,814	0,266	valid
	Statement 9	0,788	0,266	valid
Customer Satisfaction (Z)	Statement 10	0,354	0,266	valid
	Statement 11	0,979	0,266	valid
	Statement 12	0,586	0,266	valid
	Statement 13	0,979	0,266	valid
	Statement 14	0,979	0,266	valid
	Statement 15	0,586	0,266	valid
	Statement 16	0,979	0,266	valid
	Statement 17	0,979	0,266	valid
	Statement 18	0,979	0,266	valid
	Statement 19	0,972	0,266	valid
Customer Loyalty (Y)	Statement 20	0,388	0,266	valid
	Statement 21	0,672	0,266	valid
	Statement 22	0,388	0,266	valid
	Statement 23	0,672	0,266	valid
	Statement 24	0,407	0,266	valid
	Statement 25	0,343	0,266	valid
	Statement 26	0,506	0,266	valid
	Statement 27	0,513	0,266	valid

Source: Survey of data, processed in 2017

Based on Table 1 shows that of 27 items question the variables used (variable customer trust, service quality, customer satisfaction, and customer loyalty) the result is valid. The criteria used in this study is to use the 95 percent confidence level = (probability or $\alpha = 5\%$), degrees of freedom (df) = n - 2 ie 58-2 = 56, Obtained r-table = 0.266. If r-count is greater than r-table and r-value, then the statement is said to be a valid item.

b. Test Reliability

Reliability testing to determine the extent to the which the measurement result is reliable and consistent. In the following table the test results were known that all variables have alpha above 0.6, which means that all variables in this study can be relied upon.

Table 2. Variable Test Instrument Reliability Research

Research Variable	Cronbach Alpha	Information
Customer Trust (X1)	0,737	Reliable
Quality of Service (X2)	0,794	Reliable
Customer Satisfaction (Z)	0,788	Reliable
Customer Loyalty (Y)	0,696	Reliable

Sources: Primary data processed in 2017

Based on Table 2, cronbach alpha reliability of the above it can be seen that all statements contained establish a reliable measure is of the variable quality of service, customer satisfaction, customer loyalty and establish a reliable measure of each dimension.

b. Regression Analysis

Table 3, presents the results of the path analysis variables influence customer trust (X1) and quality of service (X2) to customer satisfaction (Z) IMARE Training Center for Seafarers.

Table 3. The path coefficients of trust and quality of service to customer satisfaction

No.	Variables	Path coefficient	T-count	Sig.
1	Customer Trust (X1)	0,192	3,361	0,001
2	Quality of Service (X2)	0,772	13,511	0,000
F-count = 113 592, R2 = 0701				0,000

Based on Table 3 it can be seen that the customer's trust and service quality has a significant impact on customer satisfaction IMARE Training Center for Seafarers. The coefficient of determination obtained in this calculation is equal to 0,701. Thus spake the influence of other variables on customer satisfaction in addition to the variable quality of product and service quality can be calculated as follows:

$$P_{X_e} \in = \sqrt{1 - R^2_{X_1 X_2}}$$

$$P_{X_e} \in = \sqrt{1 - 0,701}$$

$$P_{X_e} \in = 0,546$$

Based on the above calculation, we can know that the contribution of other variables on IMARE customer satisfaction Training Center for Seafarers amounted to 54.60%.

Table 4, the following presents the results of the analysis of the influence of variable customer trust path (X1) and quality of service (X2) on customer loyalty (Y) IMARE Training Center for Seafarers.

Table 4. The path coefficients of trust and service quality on customer loyalty

No.	variables	path coefficient	t-count	Sig.
1	Customer Trust (X1)	0,130	3,380	0,001
2	Quality of Service (X2)	0,891	23,230	0,000
F-count = 310 435, R2 = 0865				0,000

Based on Table4 it can be seen that the customer's trust and service quality has a significant impact on customer loyalty IMARE Training Center for Seafarers. The coefficient of determination obtained in this calculation is equal to 0,865. Thus spake the influence of other variables on customer satisfaction in addition to the variable quality of product and service quality can be calculated as follows:

$$P_{X_e} \in = \sqrt{1 - R^2_{X_1 X_2}}$$

$$P_{X_e} \in = \sqrt{1 - 0,865}$$

$$P_{X_e} \in = 0,367$$

Based on the above calculation, we can know that the contribution of other variables on customer loyalty IMARE Training Center for Seafarers amounted to 36.70%. The results of path analysis influence customer trust (X1), quality of service (X2) and customer satisfaction (Z) of customer loyalty (Y) are presented in Table 5.

Table 5. The path coefficients customer trust, quality of service and satisfaction to customer loyalty

No.	Variables	Path coefficient	T-count	Sig.
1	Customer Trust (X1)	0,079	2,103	0,038
2	Quality of Service (X2)	0,686	11 412	0,000
3	Customer Satisfaction (Z)	0,265	4,213	0,000
F-count = 248 618 R2 = 0.886				0,000

Based on Table 5 it can be seen that the trust of customers, service quality and customer satisfaction has a significant impact on customer loyalty IMARE Training Center for Seafarers. The coefficient of determination obtained in this calculation is equal to 0.886. Thus Spake the influence of other variables on customer loyalty IMARE Training Center for Seafarers in addition to variable customer trust, service quality, and customer satisfaction, can be calculated as follows:

$$P_{X_e} = \sqrt{1 - R^2 X_1 X_2}$$

$$P_{X_e} = \sqrt{1 - 0,886}$$

$$P_{X_e} = 0337$$

Based on the calculations above, we can know that the contribution of other variables on customer loyalty IMARE Training Center for Seafarers amounted to 33.70%.

Next, the percentage of direct and indirect effects of the variables in the research on customer loyalty IMARE Training Center for Seafarers are presented in Table 6.

Table 6. Summary of direct and indirect effects of the variables of trust, quality of service and customer satisfaction to customer loyalty

Exogenous variables	Endogenous variables	The direct effect (beta)	Indirect effect	Effect of total	P-value
Customer Trust (X1)	Customer Satisfaction (Z)	0,192			0,001
Quality of Service (X2)	Customer Satisfaction (Z)	0,772			0,000
Customer Satisfaction (Z)	Customer Loyalty (Y)	0,265			0,000
Customer Trust (X1)	Customer Loyalty (Y)	0,079	0,050	0,129	0,038
Quality of Service (X2)	Customer Loyalty (Y)	0,686	0,204	0,890	0,000

DISCUSSION

1. Effect of customer trust on customer satisfaction IMARE Training Center for Seafarers

The first hypothesis of this study is customer trust customer satisfaction significantly affect IMARE training center for seafarers. The t-value of 3,361 with a significance level of 0.001. When compared with the significance level used for this study ($\alpha = 0:05$) the level significance count less than a significant level set ($0.001 > 0.05$). Thus spake ho rejected and ha accepted, meaning that customers trust significantly affect IMARE customer satisfaction training center for seafarers, so the first hypothesis is accepted.

Based on hypothesis testing known that customer trust has a significant direct influence on customer satisfaction IMARE training center for seafarers. The higher the trust of customers will certainly affect on the rise in customer satisfaction IMARE training center for seafarers.

Coefficient track customer trust influence significant effect on customer satisfaction (pzx1) is 0192 with a significance value of 0.001. If the significant value compared to the level of used significantly ($\alpha = 0:05$) it is evident that significant value is smaller than the significant level used ($0.001 > 0.05$). This means that the hypothesis is accepted at the 95% confidence level. This it can be said that the trust customers significant effect on customer satisfaction IMARE training center for seafarers. Trust is the willingness someone to hang himself on the other side with a certain risk that occurs when a group believes that the actions of the other group will give a positive outcome to her satisfaction (Lau and Lee, 1999).

2. Impact of service quality to customer satisfaction IMARE Customer Training Center for Seafarers

The second hypothesis of this study is the quality of service customer satisfaction Significantly

Affect IMARE Training Center for Seafarers. The t-value at 13 511 with a significant value of 0.000. When Compared with a significant level used in this study ($\alpha = 0:05$) it is evident that a significant level count is less than a significant level set ($0.000 > 0.05$). Thus spake Ho rejected and Ha accepted, meaning that the service quality customer satisfaction Significantly Affect IMARE Training Center for Seafarers so that the second hypothesis is accepted.

Based on hypothesis testing known that service quality has a significant direct effect on customer satisfaction IMARE Training Center for Seafarers. The better the quality of service will certainly improve customer satisfaction IMARE Training Center for Seafarers. Increasing customer satisfaction will be determined by the good quality of services provided to customers.

The path coefficients influence service quality Significantly influences customer satisfaction (PzX2) is 0772 with a significance value of 0.000. If the significant value compared to the level of used significantly ($\alpha = 0.05$), it is evident that significant value is smaller than the significant level used ($0.000 > 0.05$). This means that the hypothesis is accepted at the 95% confidence level. This it can be said that the quality of service significantly IMARE influence customer satisfaction Training Center for Seafarers.

According to Kotler and Keller (2007), consumer satisfaction is feeling happy or disappointed someone who emerged after comparing the performance (results) products are thought to the expected performance. The customer satisfaction is a level where the needs, wants and expectations of customers can provide the which will result in repeat purchase or continued loyalty (Band, 1991). The most important factors for creating customer satisfaction is the performance of the which is usually defined by the quality of services provided (Mowen, 1995).

3. Effect of customer trust on customer loyalty IMARE Training Center for Seafarers

The third hypothesis of this study is customer trust customer satisfaction Significantly Affect IMARE Training Center for Seafarers. The t-value of 3.380 t-test with a significance level of 0.001. When Compared with the significance level used for this study ($\alpha = 0:05$) the level significance count less than a significant level set ($0.001 > 0.05$). Thus spake rejected H_a and H_o accepted, it means confidence significantly affect customer loyalty IMARE Training Center for Seafarers, so the third hypothesis is accepted.

Based on hypothesis testing known that customer trust has a significant direct influence on customer loyalty IMARE Training Center for Seafarers. The higher the confidence will certainly affect on the rise in customer loyalty IMARE Training Center for Seafarers.

Coefficient track customer trust influence significant effect on customer loyalty (PyX1) is 0.130 with a significance value of 0.001. If the significant value compared to the level of used significantly ($\alpha = 0.05$), it is evident that significant value is smaller than the significant level used ($0.001 > 0.05$). This means that the hypothesis is accepted at the 95% confidence level. This it can be said that confidence significant effect on customer loyalty IMARE Training Center for Seafarers. Loyalty is a feeling that one's level of declared results of the comparison of the performance received the support of the ten determinants of satisfaction that influence consumer behavior.

4. Impact of service quality on customer loyalty IMARE Training Center for Seafarers

The fourth hypothesis of this study is the quality of service Significantly Affect customer loyalty IMARE Training Center for Seafarers. The t-value at 23 230 with a significant value of 0.000. When Compared with a significant level used in this study ($\alpha = 0:05$) it is evident that a significant level count is less than a significant level set ($0.000 > 0.05$). Thus spake H_o rejected and H_a accepted, meaning that the service quality customer loyalty significantly affects IMARE Training Center for Seafarers so that the fourth hypothesis is accepted.

Based on hypothesis testing known that service quality has a significant direct effect on customer loyalty IMARE Training Center for Seafarers. The better the quality of service will certainly increase of customer loyalty IMARE Training Center for Seafarers. Increasing customer loyalty will be determined by the good quality of services provided to customers.

The path coefficients significant effect impact of service quality on customer loyalty (PyX2) is 0891 with a significance value of 0.000. If the significant value compared to the level of used significantly ($\alpha =$

0.05), it is evident that significant value is smaller than the significant level used ($0.000 > 0.05$). This means that the hypothesis is accepted at the 95% confidence level. This it can be said that the quality of service significantly influences customer loyalty IMARE Training Center for Seafarers.

According to Tjiptono (2008), quality of service has a close relationship with customer loyalty. Quality of service provides an impetus to customers to establish strong ties with the company. In the long term bonds Reviews, These allow companies to understand thoroughly the expectations and needs of customers.

5. Effect of customer trust on customer loyalty IMARE Training Center for Seafarers through customer satisfaction

The fifth hypothesis is the quality of the products have a significant effect on customer loyalty IMARE Training Center for Seafarers. Based on t-test as to the which notes that t-count amounted to 2,103 with a significance value of 0.038. When compared with the significant level set out in this study ($\alpha = 0:05$) it is evident that the significance level count is less than a significant level set ($0.038 > 0.05$). Rejected Thus Spake H_o H_a accepted, meaning that customers trust significantly affect customer loyalty IMARE Training Center for Seafarers, so the fifth hypothesis is accepted.

Based on hypothesis testing in mind that customer trust has a significant influence on IMARE Customer Training Center for Seafarers. The higher the trust of customers will certainly give the effect of increasing loyalty.

The path coefficients influence customer trust to have a significant effect on customer loyalty (PYX1) through customer satisfaction is 0.098 with a significance value of 0.038. If the significant value Compared to the level of used Significantly ($\alpha = 0.05$), it is evident that significant value is smaller than the significant level used ($0.000 > 0.05$). This means that the hypothesis is accepted at the 95% confidence level. This it can be said that the trust customers have a significant effect on customer loyalty IMARE Training Center for Seafarers through customer satisfaction.

The results of calculations influence customer trust on loyalty IMARE Customer Training Center for Seafarers amounted to 9.80% comprising direct influence on customer loyalty customer confidence by 7.9% and the indirect influence customer trust on customer loyalty through customer satisfaction amounted to 1.90%. The findings of this research prove that customers trust affect customer loyalty. This is in accordance with the trust-commitment theory, the which states that trust is one of the key variables to maintain a long-term relationship, Including on a brand. A long-term relationship will increase of consumer confidence in the hope that will be received from the

company, so it will reduce the anxiety of consumers with the services received.

2.Impact of service quality on customer loyalty IMARE Training Center for Seafarers through customer satisfaction

The sixth hypothesis of this study is the significant effect of service quality on customer loyalty IMARE Training Center for Seafarers. The t-value at 11 412 with a significance value of 0.000. When compared with the significant level set out in this study ($\alpha = 0.05$), it is evident that level count less than significant significance level set ($0.000 > 0.05$). Rejected thus spake H_0 H_a accepted, meaning that the service quality customer loyalty significantly affect IMARE Training Center for Seafarers, so the sixth hypothesis is accepted.

The coefficient of a track the impact of service quality significantly influence customer loyalty is through customer satisfaction (PyX2) is 0867 with a significance value of 0.000. If the significant value compared to the level of used significantly ($\alpha = 0.05$), it is evident that significant value is smaller than the significant level used ($0.000 > 0.05$). This means that the hypothesis is accepted at the 95% confidence level. This it can be said that the quality of service significantly influences customer loyalty IMARE Training Center for Seafarers through customer satisfaction.

The result of the calculation of the effect of service quality on loyalty IMARE Customer Training Center for Seafarers amounted to 86.70% comprising direct influence of service quality on customer loyalty amounted to 68.60% and the indirect effect of service quality on customer loyalty through customer satisfaction by 18:10%. The findings of this study demonstrate that the level of service quality affects customer loyalty. Thus spake the better the quality of services provided will certainly increase customer loyalty.

According to Wijaya (2011), the which defines the quality of service is addressing the needs of the consumer coupled with the desire and the precise manner of delivery in order to meet the customer's expectations and satisfaction. This is supported by the opinion other (2007), quality of service is a performance that can be offered by one person to another. This performance may be an act that is intangible and does not result in the ownership of any goods and against anyone. The key point is the service is an action taken by a seller to a buyer/consumer to meet the needs and desires of consumers. Such behavior is Aimed at Achieving customer satisfaction itself. A service can be done when consumers select products and after the transaction to purchase the product. Good quality service would provide a good impact for the company anyway because It will be a loyal customer and provide benefits for the company.

2.The influence of customer satisfaction on customer loyalty IMARE Training Center for Seafarers

The seventh hypothesis is customer satisfaction influences customer loyalty significantly IMARE Training Center for Seafarers. Based on t-test as to the which notes that t-count amounted to 4,213 with a significance value of 0.000. When compared with the significant level set out in this study ($\alpha = 0.05$) it is evident that the significance level count is less than a significant level set ($0.000 > 0.05$). Thus spake rejected H_a and H_0 accepted, it means customer satisfaction customer loyalty significantly affect IMARE Training Center for Seafarers.

The path coefficients significant influence customer satisfaction effect on loyalty (Pyz) is 0265 with a significance value of 0.000. If the significant value compared to the level of used significantly ($\alpha = 0.05$), it is evident that significant value is smaller than the significant level used ($0.000 > 0.05$). This means that the hypothesis is accepted at the 95% confidence level. Thus it can be said that customer satisfaction influences customer loyalty significantly IMARE Training Center for Seafarers. Results of the calculations directly influence customer satisfaction to customer loyalty IMARE Training Center for Seafarers amounted to 26.50%. The findings of this study PROVE that the level of perceived customer satisfaction affects the level of customer loyalty IMARE Training Center for Seafarers,

Tjiptono (2008) defines that satisfaction is the level of one's feelings after comparing the performance (or results) are perceived Compared to his expectations. So the level of satisfaction is a function of the difference between the perceived performance with expectations. Fully customer satisfaction can be distinguished at three levels items, namely:

- To meet the basic needs of customers as the first stage;
- To meet customer expectations in a way that can make them will be back again as the second stage;
- To do more than what customers expect as the third level.

Quality must be perceived by the customer starts with customer needs and ends with customer perception that every company must be able to work with our customers to create a good quality of service in the eyes of the customer. The expected quality of services provided by the customer will generate interest in the purchase of the customer's own self. Also disclosed by Kotler (2007) that the service is any activity that is offered for sale by a party that is Essentially intangible and does not result in ownership of anything. From reviews these definitions it can be concluded that intangible services, but can be felt when we have to buy the product.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION

Based on the results of the discussion of research on the effect of customer trust and quality of service to customer satisfaction in establishing customer loyalty IMARE Training Center for Seafarers can be concluded as follows:

- Customer trust IMARE Seafarers Training Center for a positive and significant impact on customer satisfaction IMARE Training Center for Seafarers.
- Quality of services provided by IMARE Seafarers Training Center for a positive and significant impact on customer satisfaction IMARE Training Center for Seafarers.
- Customer trust IMARE Seafarers Training Center for a positive and significant impact on customer loyalty IMARE Training Center for Seafarers.
- Quality of services provided by IMARE Seafarers Training Center for a positive and significant impact on customer loyalty IMARE Training Center for Seafarers.
- Customer trust IMARE Seafarers Training Center for a positive and significant impact on customer loyalty IMARE Training Center for Seafarers through customer satisfaction.
- Quality of services provided by IMARE Seafarers Training Center for a positive and significant impact on customer loyalty IMARE Training Center for Seafarers through customer satisfaction.
- Customer satisfaction and significant positive effect on loyalty IMARE Customer Training Center for Seafarers.

Recommendations

The management IMARE Training Center for Seafarers need to improve the quality of services offered in an effort to improve customer satisfaction increasingly that will create customer loyalty.

- Customer satisfaction should be maintained and continually improved implementation to express the effectiveness of communication. The effectiveness of communication today is done is done via phone and website or of participants as potential customers come directly to the office of IMARE Training Center for Seafarers. to maximize the effectiveness of communication carried out especially at the time of registration can be enhanced through the online registration the which is included with the administrative requirements for online registration. By facilitating the registration and administrative requirements for the online registration of participants and can help potential can Accelerate the services provided.

- Then the authors recognize that research is still far from perfection, for it is expected for other studies that want to raise the same variable with this study further refine particularly subject related to measurement and indicators used. So as to enrich and enhance as well as the study of literature in the field of marketing management particularly subject in relation to variable customer trust, service quality, customer satisfaction associated with customer loyalty.

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