**DIJDBM**
**DINASTI INTERNATIONAL JOURNAL**
**OF DIGITAL BUSINESS MANAGEMENT**

https://dinastipub.org/DIJDBM
editor@dinastipub.org
0811 7401 455

# THE EFFECT OF SERVICE QUALITY AND CORPORATE IMAGE ON CUSTOMER SATISFACTION AND LOYALTY OF THE CARGO TERMINAL AT SAMS SEPINGGAN AIRPORT BALIKPAPAN DURING THE COVID-19 PANDEMIC

**Muhammad Thamrin[1), Yuli Harwani[2)**
[1)Universitas Mercu Buana, Indonesia, Jakarta, thamrin.manajemen@gmail.com
[2)Universitas Mercu Buana, Indonesia, Jakarta, yuliharwani@yahoo.com

**Corresponding Author: Muhammad Thamrin[1**

**Abstract:** This study aims to analyze the effect of service quality and corporate image on customer satisfaction and loyalty at the cargo terminal at SAMS Airport, Balikpapan. This study uses a quantitative positivism paradigm which is used to determine the relationship between variables. Data were taken using a questionnaire method given to 120 respondents with a purposive sampling technique. The data analysis method used is Structural Equation Modeling (SEM)-Partial Least Square (PLS). The results of research with 6 careful hypotheses include service quality has a positive and significant effect on customer satisfaction, corporate image has a positive and significant influence on customer satisfaction, service quality has a positive and significant influence on corporate image, service quality has no positive and significant effect on customer loyalty, corporate image has no positive and significant effect on customer loyalty, and customer satisfaction has a positive and significant effect on customer loyalty.

**Keywords:** Service Quality, Corporate Image, Customer Satisfaction, Customer Loyalty

## INTRODUCTION

Based on the 2020 Indonesian Ministry of Transportation Report, it is known that Indonesia's cargo production always increased every year before the covid-19 pandemic, however, in 2019 it began to decline by-10%, and in 2020 cargo production in Indonesia decreased by -42%. However, cargo production at Balikpapan's Sultan Aji Muhammad Sulaiman Sepinggan Airport during the 2020 pandemic increased by an average of +6% compared to the previous year (Angkasa Pura I, 2020). This phenomenon is an interesting thing, where airport managers must continue to innovate in terms of service quality and competitive prices to create customer satisfaction and loyalty during the pandemic.

Based on research conducted by Tsegaye (2017) and Chando and Djati (2018), both of which discuss customer satisfaction with cargo services, it is known that there is still a gap

between the two studies. A study conducted by Tsegaye (2017) only used service quality variables consisting of the dimensions of responsiveness, reliability, assurance, tangibility, and empathy for satisfaction. Meanwhile, in further research conducted by Chando and Djati (2018), using service quality variables consisting of dimensions of responsiveness, reliability, assurance, tangibility, and empathy and price on customer satisfaction which has an impact on customer loyalty. Although there are some similarities in the variables, Chando and Djati's research (2018) does not discuss how the influence of corporate image on customer satisfaction and loyalty. Likewise with Tsegaye's research (2017) does not discuss how the influence of price and corporate image on customer satisfaction and loyalty. In fact, with quality services, appropriate prices, and supported by a good corporate image, consumers will feel satisfied and that satisfaction will bring consumers loyal to the corporate any and make repeat purchases (Meli, 2018).

In addition, based on the background, it is also known that there is still a gap between statements and data regarding the decline in the business of the transportation and distribution sector of goods with the realization of increased cargo production at Sultan Aji Muhammad Sulaiman Sepinggan Airport, Balikpapan. This increase in production proves that customer interest in cargo services during the COVID-19 pandemic is also increasing. Therefore, the authors want to research the effect of service quality and corporate image on customer satisfaction and loyalty in the cargo terminal business activities managed by PT. Angkasa Pura Logistics Sultan Aji Muhammad Sulaiman Sepinggan Airport Branch Office Balikpapan.

## LITERATURE REVIEW
### Business to Business (B2B) Concepts
Business to Business is a business model for selling products or services where the actors are between companies, so the transaction process is not intended for customers (Hanafi, 2020). B2B is a technology-enabled interaction between companies in trade transactions such as between a manufacturing corporate and a wholesaler, or between a wholesaler and a retailer (Hasibuan et al, 2020).

### Service Quality
According to Lewis and Booms in Tjiptono and Chandra (2016), service quality is how well the level of service provided is by customer expectations. In addition, service quality can be used as a measurement of the performance of an organization or corporate. There are several dimensions of service quality as described by Kotler and Keller (2016), including:

    a. Responsiveness: is the willingness of service providers to help customers and provide fast service.

    b. Reliability: is the ability to provide promised, reliable, and accurate services.

    c. Assurance: is the knowledge and respect of employees, as well as the ability to convey trust in providing services.

    d. Tangibility: are objects that can be seen physically, can be touched, and are tangible evidence of service.

e. Empathy: is an attitude of caring and concern for employees to consumers individually to listen to and resolve their complaints

**Corporate Image**

Corporate image can be explained as a consumer's understanding or assessment of the corporate as a whole, which includes consumer beliefs and views of the corporate (Lesmana and Yustriani, 2017).

**Customer Satisfaction**

According to Tjiptono and Chandra (2016), customer satisfaction is an emotional response to experiences related to certain products or services purchased. Customer satisfaction is a customer's feeling resulting from comparing the perceived performance of a product or service. If the performance does not meet expectations, the result is that the customer is not satisfied, and vice versa (Kotler and Keller, 2016).

**Customer Loyalty**

Customer loyalty is the behavior of consumers in purchasing goods or services repeatedly even though there is a possibility that these consumers switch to other brands (Natasha and Lily, 2018).

**Relationship of Service Quality to Customer Satisfaction**

According to Sri Wahyuni (2018), service quality is an important factor to be managed properly, because service quality has a close relationship with consumer satisfaction. Service quality is one of the factors that influence customer satisfaction because satisfaction with service quality is usually difficult to imitate and is a control that has many dimensions Kotler dan Keller (2016).

**Relationship of Corporate Image to Customer Satisfaction**

Corporate image is the overall impression that appears in people's minds about a company. Corporate image is considered as one of the main factors that influence quality assessment, evaluation of customer satisfaction, and customer loyalty (Rokhmat and Ahmad, 2019).

**Relationship of Service Quality to Corporate Image**

Service quality can be defined as a competitive advantage for a company to differentiate it from other companies. This is very important to determine the company's profits because good service quality can shape and maintain the company's image, as well as potential customers (Darmawan, et al, 2017).

**Relationship of Service Quality to Customer Loyalty**

Service quality can directly affect customer loyalty (Zeithaml, 2017). Customer loyalty will increase if a company can provide good service, understand what customers need, create personal relationships with customers, and be able to solve customer problems (Kotler and Keller, 2016).

**Relationship of Corporate Image to Customer Loyalty**

The corporate image plays an important role in increasing customer loyalty. If an image of a company is well established and is known and liked by many people, then consumers will be loyal and will continue to repurchase in the future (Kotler and Keller, 2016).

**Relationship of Customer Satisfaction with Customer Loyalty**

Customer satisfaction is the key to creating customer loyalty. When the customer is satisfied with the product or service received and intends to continue to establish a relationship with the company, that is where customer loyalty is created (Selnes in Suwandi et al, 2015).

## RESEARCH METHODS

**Variables**

This study uses a quantitative positivism paradigm which is used to determine the relationship between variables. Data were taken using a questionnaire method given to respondents with a purposive sampling technique. The data analysis method used is Structural Equation Modeling (SEM) - Partial Least Square (PLS). The research variables used in this study include:

### Table 1. research variables

| No | Variables | Dimension | Indicator |
|----|-----------|-----------|-----------|
| 1 | Service quality (Latent Exogenous) | Reliability (X1) | (1) Reliability in handling problems (Quality-1) |
| | | | (2) Providing good service (Quality-2) |
| | | | (3) Clarity in providing information (Quality-3) |
| | | Responsiveness (X2) | (1) Willingness to help consumers (Quality-4) |
| | | | (2) Communication and time coordination skills (Quality-5) |
| | | | (3) On-time delivery capability (Quality-6) |
| | | Assurance (X3) | (1) Indemnity guarantee (Quality-7) |
| | | | (2) Timely service guarantee (Quality-8) |
| | | Emphaty (X4) | (1) employee friendliness (Quality-9) |
| | | | (2) Attentive treatment to customers (Quality-10) |
| | | | (3) Non-discriminatory customer service (Quality-11) |
| | | Tangible (X5) | (1) Employee appearance (Quality-12) |
| | | | (2) Service area condition (Quality-13) |
| | | | (3) Condition of equipment used (Quality-14) |
| 2 | Corporate Image (Latent Exogenous) | Known (X6) | (1) Known corporate name (Image-1) |
| | | | (2) Known corporate services (Image-2) |
| | | Reputation (X7) | (1) The corporate has a good reputation in the eyes of customers (Image-3) |
| | | | (2) corporate experience can increase customer trust (Image-4) |
| | | Remember (X8) | (1) Easy to remember corporate name (Image-5) |
| | | | (2) corporate location that is remembered by the community (Image-6) |
| 3 | Customer satisfaction (Latent | Satisfied with the service (Y1) | Satisfied with the service (Satisfaction-1) |
| | | Satisfied with the | Satisfied with the corporate image (Satisfaction-2) |

| No | Variables | Dimension | Indicator |
|----|-----------|-----------|-----------|
| | Endogenous) | company image (Y2) | |
| 4 | Customer loyalty (Latent Endogenous) | Repeat purchase (Y3) | The customer will make a repeat purchase (Loyalty-1) |
| | | Recommendation (Y4) | Customers will recommend to relatives (Loyalty-2) |

Source: Data of Research, 2021

## Population & Sample

The population in this study are all customers or partners who use cargo terminal services at Sultan Aji Muhammad Sulaiman Sepinggan Airport Balikpapan, consisting of 11 (eleven) logistics companies that have collaborated with Sultan Aji Muhammad Sulaiman Sepinggan Airport Balikpapan, including: PT. Angkasa Pura Logistik, PT. Anugerah Tangkas Transportindo, PT. Citra Dunia Angkasa, PT. Dharma Bandar Mandala, PT. Kalimantan Arum Cargo, PT. MSA Cargo, PT. Pandu Siwi Sentosa, PT. Power Express Indonesia, PT. Primanusa Mitra Indonesia, PT. Purindo Express Nusantara, and PT. Suryagita Nusaraya. So, the sample must be able to represent the population (Sugiyono, 2017). Determination of the number of samples to be used in the study is determined by using the Hair theory formula :

$$\text{Sample} = \text{number of indicators} \times 5$$
$$= 24 \times 5$$
$$= 120 \text{ respondents}$$

Based on these calculations, the number of respondents in this study was 120 people.

## RESEARCH METHODS

### Convergent Validity Test

A correlation can be said to meet convergent validity if it has a loading value of greater than 0.5. Apart from being seen from the loading factor value, the convergent validity test can also be seen from the average variance extracted (AVE) value. If the AVE value is also above 0.5, the convergent validity of the study has been met (Anggraeni, 2016).

### Discriminant Validity Test

Discriminant validity aims to determine whether an indicator is a good measure of the variable (Ghozali and Latan, 2015). In SmartPLS, the discriminant validity test uses cross-loading, Fornell-Larcker Criterion, and Heterotrait-Monotrait (HTMT) values.

### Reliability Test

The reliability test on the MPLS model is used as one of the evaluations for the measurement model (outer model). The latent variable can be said to have good reliability if the composite reliability value is above 0.6 - 0.7 (Anggraeni, 2016). Composite reliability can be determined using the following formula:

$$\rho c = \frac{(\Sigma \lambda i)^2}{(\Sigma \lambda i)^2 + \Sigma i var \varepsilon(i)}$$

The reliability test can also be seen from the Cronbach alpha value. Cronbach Alpha is the level of consistency of respondents' answers in one latent variable. Generally, the Cronbach Alpha value is above 0.6-0.7 (Anggraeni, 2016).

**R-Squared Test**

The value of R-squared ($R^2$) is used to measure how much influence certain independent latent variables have on the dependent latent variable. The $R^2$ result of 0.67 indicates that the model is categorized as good. The result of $R^2$ between 0.33 and 0.67 indicates that the model is categorized as moderate. While the results of $R^2$ of 0.33 indicate that the model is categorized as weak.

**PLS Predictive Relevance Test**

$Q^2$ predictive relevance is used to present the synthesis of the validation and fitting functions with predictions of manifest variables and estimates of construct parameters. $Q^2$ Predictive Relevance values of 0.002, 0.15, and 0.35 indicate that the model is weak, moderate, and strong. The value of $Q^2 > 0$ indicates that the model has predictive relevance, while $Q^2 < 0$ indicates that the model lacks predictive relevance (Ghozali and Latan, 2015).

**Effect Size Test**

Effect size is used to assess whether or not there is a significant relationship between variables with the F-Square value. The F-Square value is categorized into 0.02 which means the relationship between variables is small, 0.15 which means the relationship between variables is moderate, and 0.35 which means the relationship between large variables (Sarstedt, 2017).

**Significance Test**

The significance test aims to determine the effect of the independent variable on the dependent variable. The independent variable is the exogenous latent variable, while the dependent variable is the endogenous latent variable. The formulation of the hypothesis on the significance test is as follows:

H0 = The independent variable has no significant effect on the dependent variable

H1 = The independent variable has a significant effect on the dependent variable

If the t statistic is greater than the critical value of z at 2-tailed 1.96 (at a significance level of 5%), it can be concluded that the path coefficient is significant.

**FINDINGS AND DISCUSSION**

**Convergent Validity Test**

A correlation can be said to meet convergent validity if it has a loading value of greater than 0.5.

**Table 2. Result of Convergent Validity Test**

| Variables | Indicator | Loading |
|---|---|---|
| Service quality | Reliability in handling problems (Quality-1) | 0.746 |
| | Providing good service (Quality-2) | 0.763 |
| | Clarity in providing information (Quality-3) | 0.829 |
| | Willingness to help consumers (Quality-4) | 0.851 |
| | Communication and time coordination skills (Quality-5) | 0.758 |
| | On-time delivery capability (Quality-6) | 0.717 |

| Variables | Indicator | Loading |
|---|---|---|
| | Indemnity guarantee (Quality-7) | 0.443 |
| | Timely service guarantee (Quality-8) | 0.715 |
| | employee friendliness (Quality-9) | 0.735 |
| | Attentive treatment to customers (Quality-10) | 0.755 |
| | Non-discriminatory customer service (Quality-11) | 0.715 |
| | Employee appearance (Quality-12) | 0.722 |
| | Service area condition (Quality-13) | 0.552 |
| | Condition of equipment used (Quality-14) | 0.602 |
| Corporate Image | Known corporate name (Image-1) | 0.478 |
| | Known corporate services (Image-2) | 0.758 |
| | The corporate has a good reputation in the eyes of customers (Image-3) | 0.771 |
| | corporate experience can increase customer trust (Image-4) | 0.708 |
| | Easy to remember corporate name (Image-5) | 0.449 |
| | corporate location that is remembered by the community (Image-6) | 0.597 |
| Customer satisfaction | Satisfied with the service (Satisfaction-1) | 0.879 |
| | Satisfied with the corporate image (Satisfaction-2) | 0.893 |
| Customer loyalty | The customer will make a repeat purchase (Loyalty-1) | 0.888 |
| | Customers will recommend to relatives (Loyalty-2) | 0.881 |

Source: Data of Research, 2021

Based on table 2 above, it is known that almost all indicators have a correlation and can explain the latent exogenous variables. However, some indicators do not correlate and can explain the latent exogenous variables, because they have a loading value below 0.5. For this reason, retesting will be carried out by eliminating the three indicators for the next analysis process. After retesting by eliminating the three indicators that have a loading value below 0.5 as above, the following results are obtained:

**Table 3. Result of Convergent Validity Test (2)**

| Variables | Indicator | Loading |
|---|---|---|
| Service quality | Reliability in handling problems (Quality-1) | 0.744 |
| | Providing good service (Quality-2) | 0.756 |
| | Clarity in providing information (Quality-3) | 0.824 |
| | Willingness to help consumers (Quality-4) | 0.854 |
| | Communication and time coordination skills (Quality-5) | 0.755 |
| | On-time delivery capability (Quality-6) | 0.727 |
| | Timely service guarantee (Quality-8) | 0.700 |
| | employee friendliness (Quality-9) | 0.738 |
| | Attentive treatment to customers (Quality-10) | 0.763 |
| | Non-discriminatory customer service (Quality-11) | 0.739 |
| | Employee appearance (Quality-12) | 0.729 |
| | Service area condition (Quality-13) | 0.557 |

| | Condition of equipment used (Quality-14) | 0.595 |
|---|---|---|
| Corporate Image | Known corporate services (Image-2) | 0.780 |
| | The corporate has a good reputation in the eyes of customers (Image-3) | 0.812 |
| | corporate experience can increase customer trust (Image-4) | 0.740 |
| | corporate location that is remembered by the community (Image-6) | 0.532 |
| Customer satisfaction | Satisfied with the service (Satisfaction-1) | 0.877 |
| | Satisfied with the corporate image (Satisfaction-2) | 0.894 |
| Customer loyalty | The customer will make a repeat purchase (Loyalty-1) | 0.889 |
| | Customers will recommend to relatives (Loyalty-2) | 0.880 |

Source: Data of Research, 2021

After retesting by eliminating the three previous indicators that have a loading value below 0.5, it is known that all of the tested indicators have a correlation and can explain the exogenous latent variable because it has a value above 0.5 as shown in table 3 above.

In addition, discriminant validity can also be seen from the Average Variance Extracted (AVE) value, as shown in the following table:

**Table 4. Average Variance Extracted (AVE)**

| Variables | AVE |
|---|---|
| Service quality | 0,538 |
| Corporate Image | 0,525 |
| Customer satisfaction | 0,785 |
| Customer loyalty | 0,782 |

Source: Data of Research, 2021

Based on table 4, it is known that the AVE value for each variable is also above 0.5. So it can be concluded that the convergent validity in this study is fulfilled.

**Discriminant Validity Test**
**Fornell-Larker Criterion**

Fornell-Larcker Criterion Fornell-Larcker Criterion is a method that compares the square root of the AVE value with the correlation of the latent variables. If the value is greater than the correlation value between constructs and other constructs, then the model can be said to have a good discriminant validity value. The following is the result of the Fornell-Larcker Criterion value in the research :

**Table 5. Result of Fornell-Larcker Criterion**

| | Corporate Image | Customer Satisfaction | Service Quality | Customer Loyalty |
|---|---|---|---|---|
| Corporate Image | 0,724 | | | |
| Customer Satisfaction | 0,726 | 0,886 | | |
| Service Quality | 0,680 | 0,704 | 0,733 | |

| Customer Loyalty | 0,574 | 0,625 | 0,506 | 0,884 |

Source: Data of Research, 2021

Based on table 5 above, it is known that each variable has a Fornell-Larcker Criterion value (AVE root) which is greater than the AVE value as in table 4, and this value is greater than the correlation values of other constructs. This means that the discriminant validity conditions have been met. Except for the corporate image variable, where the root value of AVE is smaller than the correlation value with the customer satisfaction variable (0.724 < 0.726), which means that the discriminant validity for the corporate image variable has not been met.

**Cross Loading**

In this study, the value used is above 0.5. The following is the cross loading value for each indicator and research variable :

**Table 6. Cross-Loading**

|  | **Image** | **Satisfaction** | **Quality** | **Loyalty** |
|---|---|---|---|---|
| Image-2 | 0.780 | 0.524 | 0.483 | 0.499 |
| Image-3 | 0.812 | 0.679 | 0.566 | 0.471 |
| Image-4 | 0.740 | 0.506 | 0.602 | 0.401 |
| Image-6 | 0.532 | 0.333 | 0.238 | 0.246 |
| Satisfaction-1 | 0.635 | 0.877 | 0.634 | 0.503 |
| Satisfaction-2 | 0.651 | 0.894 | 0.614 | 0.601 |
| Quality-1 | 0.488 | 0.510 | 0.744 | 0.342 |
| Quality-2 | 0.425 | 0.450 | 0.756 | 0.322 |
| Quality-3 | 0.528 | 0.603 | 0.824 | 0.383 |
| Quality-4 | 0.589 | 0.613 | 0.854 | 0.397 |
| Quality-5 | 0.496 | 0.512 | 0.755 | 0.290 |
| Quality-6 | 0.466 | 0.530 | 0.727 | 0.457 |
| Quality-8 | 0.448 | 0.487 | 0.700 | 0.177 |
| Quality-9 | 0.482 | 0.487 | 0.738 | 0.453 |
| Quality-10 | 0.500 | 0.522 | 0.763 | 0.382 |
| Quality-11 | 0.503 | 0.508 | 0.739 | 0.373 |
| Quality-12 | 0.466 | 0.471 | 0.729 | 0.445 |
| Quality-13 | 0.404 | 0.315 | 0.557 | 0.282 |
| Quality-14 | 0.608 | 0.592 | 0.595 | 0.428 |
| Loyalty-1 | 0.471 | 0.593 | 0.410 | 0.889 |
| Loyalty-2 | 0.546 | 0.511 | 0.486 | 0.880 |

Source: Data of Research, 2021

Based on table 6 above, it is known that all tested indicators have cross-loading values above 0.5. This means that the discriminant validity of each indicator on the exogenous latent variable has been met and the model is said to be good.

**Heterotrait-Monotrait Ration (HTMT)**

Heterotrait-Monotrait Ratio (HTMT) is an alternative method to determine the value of the discriminant validity test. This HTMT method uses a multitrait-multimethod matrix, if the HTMT value is less than 0.9, it can be said that the model has good discriminant validity. However, if the HTMT value is more than 0.9, it indicates a lack of discriminant validity (Henseler, 2015). The following are the results of the Heterotrait-Monotrait Ratio (HTMT) in the research :

**Table 7. Heterotrait-Monotrait Ration (HTMT)**

| | Corporate Image | Customer Satisfaction | Service Quality | Customer Loyalty |
|---|---|---|---|---|
| Corporate Image | | | | |
| Customer Satisfaction | 0,991 | | | |
| Service Quality | 0,807 | 0,849 | | |
| Customer Loyalty | 0,788 | 0,860 | 0,611 | |

Source: Data of Research, 2021

Based on table 7, it is known that, there is a correlation that has a value of more than 0.9, namely customer satisfaction with customer image, which means discriminant validity for the correlation between customer satisfaction and company image has not been met.

**Reliability Test**

The latent variable can be said to have good reliability if the composite reliability value is above 0.6-0.7 (Anggraeni, 2016). The following is the result of the composite reliability value :

**Table 8. Composite Reliability**

| Variable | Composite Reliability |
|---|---|
| Service quality | 0,937 |
| Corporate Image | 0,812 |
| Customer satisfaction | 0,879 |
| Customer loyalty | 0,878 |

Source: Data of Research, 2021

Cronbach Alpha is the level of consistency of respondents' answers in one latent variable. Generally, the Cronbach Alpha value is above 0.6-0.7 (Anggraeni, 2016). The following is the result of the Cronbach alpha value :

**Table 9. Cronbach Alpha**

| Variable | Cronbach Alpha |
|---|---|
| Service quality | 0,927 |
| Corporate Image | 0,697 |
| Customer satisfaction | 0,726 |
| Customer loyalty | 0,721 |

Source: Data of Research, 2021

Based on table 8 and table 9 above, it is known that the composite reliability and Cronbach alpha values for all variables are above 0.6-0.7, so it can be said that the reliability of the exogenous latent variable has been met and the indicators that measure the variables are precise and accurate.

## R-Squared Test

The following is the R-Squared value in this research is :

**Table 10. R-Squared ($R^2$)**

| Variabel | R-Squared |
|---|---|
| Kepuasan Pelanggan | 0,609 |
| Loyalitas Pelanggan | 0,423 |

Source: Data of Research, 2021

Based on table 10 above, it is known that the R-Squared value of the customer satisfaction and customer loyalty variables is in the range of 0.33-0.67, which means the test model is categorized as moderate or medium. In addition, the customer satisfaction variable can be explained by the service quality and company image variables by 60.9%, while the rest is influenced by other variables not found in this study. Likewise, the customer loyalty variable which can be explained by the service quality variable and company image is 42.3%, while the rest is influenced by other variables not found in this study.

## PLS Predictive Relevance ($Q^2$) Test

With the previously known $R^2$ value as in table 10, the $Q^2$ value can be obtained from the following formula:

$$Q^2 = 1 - (1 - R_1{}^2)(1 - R_2{}^2)$$
$$= 1 - (1 - 0,609)(1 - 0,423)$$
$$= 0,774$$

Based on the results, it can be seen that the value of $Q^2$ is greater than 0, so it shows that the model has predictive relevance.

## Effect Size Test

The result of the effect size value or F test in the research is :

**Table 11. Effect Size Test**

| | Corporate Image | Customer Satisfaction | Service Quality | Customer Loyalty |
|---|---|---|---|---|
| Corporate Image | | 0,291 | | 0,040 |
| Customer Satisfaction | | | | 0,118 |
| Service Quality | 0,862 | 0,210 | | 0,002 |
| Customer Loyalty | | | | |

Source: Data of Research, 2021

Based on table 11, it is known that there is a relationship between variables that are categorized as having a large relationship based on the effect size test or F-Square value, namely the relationship between service quality and company image, variables that have a medium category relationship, namely the relationship between company image and customer satisfaction and quality. service with customer satisfaction. While the variables that have a small category relationship are the relationship between company image and customer loyalty, customer satisfaction and customer loyalty, and service quality with customer loyalty.

**Significance Test**

The significance test or t-test aims to determine the effect of the independent variable on the dependent variable. The independent variable is the exogenous latent variable, while the dependent variable is the endogenous latent variable. The t-test was also used to test the hypothesis. In this study, the significance level used is 5%, so if the t-statistic value is greater than 1.96 then the hypothesis is accepted. On the other hand, if the t-statistic value is less than 1.96 then the hypothesis is rejected. The results of the significance test or t-test in the research is

**Table 12. Significance Test (Hypothesis Test)**

|  | Hypothesis | T-Calculate | T-Statistic | Results |
|---|---|---|---|---|
| H1 | there is a positive and significant effect of service quality on customer satisfaction |  | 4,585 | Accepted |
| H2 | there is a positive and significant effect of corporate image on customer satisfaction |  | 6,020 | Accepted |
| H3 | there is a positive and significant effect of service quality on corporate image |  | 16,663 | Accepted |
| H4 | there is a positive and significant effect of service quality on customer loyalty | 1,96 | 0,414 | Rejected |
| H5 | there is a positive and significant effect of corporate image on customer loyalty |  | 1,811 | Rejected |
| H6 | here is a positive and significant influence on customer satisfaction on customer loyalty 3.304 Accepted |  | 3,304 | Accepted |

Source: Data of Research, 2021

## CONCLUSION AND RECOMMENDATION

Based on the results of the study, it is known that the results of the outer model test which consists of convergent validity test, discriminant validity test, and reliability test on 21 indicators have quite good results. This can be seen as a whole based on the PLS predictive relevance test, where the Q2 value is greater than 0 or in this study the value is 0.7734, thus indicating that the model has predictive relevance or the model in this study has a relevant predictive value, which can explain the information contained in the research data by 77.34%. In addition, based on the results of the convergent validity test, discriminant validity test, reliability test, R-squared test, and effect size test, it is known that all tests have a fairly good value. Although there are still variables that have low test results, namely the corporate image variable, which still does not meet the discriminant validity value according to the Fornell Larcker and HTMT criteria. In

addition, the effect size test results also obtained several relationships between variables that were categorized as weak or small, namely the relationship between service quality and customer loyalty, company image affecting customer loyalty, and customer satisfaction with customer loyalty.

Based on the six hypotheses that have been established, there are several accepted hypotheses, but the variables of service quality and company image have no positive and significant effect on customer loyalty, respectively.

Referring to the results of the significance test or t-test to find out the results of the research hypothesis test, where it was obtained that there were 2 (two) rejected hypotheses, namely service quality which did not affect customer loyalty and company image which did not affect customer loyalty. If you look back at other tests that have been carried out such as the effect size test, it is known that the relationship between service quality and customer loyalty and the relationship between company image and customer loyalty is categorized as a weak or small relationship. In addition, especially in the corporate image variable, it still does not meet 2 (two) of the criteria for measuring discriminant validity.

Here are some suggestions that companies need to consider in developing their services and corporate image based on the results of research that has been done :

a. In terms of improving the quality of service, the company can consider the dimensions of responsiveness, reliability, assurance, tangibility, and empathy, such as the reliability and alertness of officers, communication and coordination skills, guarantee of compensation for goods damaged/damaged/lost during delivery, speed of delivery. , and others.

b. In terms of creating and improving the company's image, the cargo company partnering with PT. Angkasa Pura I (Persero) Sultan Aji Muhammad Sulaiman Sepinggan Airport Balikpapan can intensify promotions to customers, especially through social media. In addition, so that PT. Angkasa Pura I (Persero) Sultan Aji Muhammad Sulaiman Sepinggan Airport Balikpapan can also support and participate in partner branding to improve the company's image in the eyes of customers.

c. In terms of customer satisfaction, companies can improve service quality and corporate image. Likewise with customer loyalty. In this study, it was found that service quality and company image did not have a positive and significant effect on customer loyalty, but this could happen because there are other variables that may not be included in the scope of this research. Therefore, the company can consider this aspect of customer loyalty in measuring the Customer Satisfaction Index in the future.

d. To find out the extent of achievement and how big the influence between service quality, company image on customer satisfaction and loyalty, the company conducts customer satisfaction surveys once a month, as evaluation material to improve quality, image, satisfaction, and customer loyalty.

e. For further research, it is better to reconsider how and how much influence the corporate image variable has on customer satisfaction and loyalty, especially at the cargo terminal. Considering that until now there are still very few studies that specifically discuss airport

cargo terminals. In addition to the corporate image variable, it may be possible to consider other variables such as price to determine its effect on customer satisfaction and loyalty at the cargo terminal

## BIBLIOGRAPHY

Anggraeni, Vicensia Yunita. 2016. *Analisis Kepuasan Pengguna Sistem Informasi Blended Learning Poltekba Menggunakan Model End User Computing Satisfaction. Published,* Thesis. Yogyakarta: Faktultas Teknologi Industri Universitas Ahmad Dahlan.

Darmawan, Didit., Rahayu Mardikaningsih., Surjo Hadi. 2017. *"The Effect of Service Quality, Customer Satisfaction and Corporate Image on Customer Loyalty in the banking sector in Indonesia".* IOSR Journal of Business and Management Vol 19, Issue 11, Ver, VI, November 2017, e-ISSN : 2278-487X, p-ISSN : 2319-7668, pp : 46-51.

Hair, J., Hult, G., Ringle, C., and Sarstdet, M. 2017. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM).* Thousand Oaks : SAGE.

Gabrielle, Natasha., Lily Harjati. 2018. *"Pengaruh Citra Merek dan Kualitas Layanan Terhadap Loyalitas Pelanggan Maskapai Garuda Indonesia".* Jurnal Manajemen Pemasaran, Volume 8 Nomor 1, ISSN: 2089-3477, e-ISSN: 2477-4774, pp : 55 – 70.

Ghozali, Imam., Hengky Latan. 2015. *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris.* Semarang: BP Undip.

Hanafi, Ahmad. 2020. *Analisis Model Bisnis E-Commerce C2C DI Tokopedia Salam Dalam Perspektif Ekonomi Syariah. Published*, Thesis. Palangka Raya: Tesis Prodi Ekonomi Syariah Institut Agama Islam Negeri Palangka Raya.

Kotler, Philip., Kevin Lane Keller. 2016. *Marketing Management.* Upper Saddle River, NJ: Pearson Education.

Lesmana, Rosa., Yustriani. 2017. *"Pengaruh Citra Perusahaan Terhadap Keputusan Pembelian Konsumen PT. Garuda Indonesia Tbk. (Persero)".* Jurnal Ilmiah Manajemen Forkamma, Vol. 1, No, 1, November 2017, ISSN (print) : 2598-9545 & ISSN (online) : 2599-171X, pp : 134-147.

Martua, Chando., S. Pantja Djati. 2018. *"Pengaruh Kualitas Layanan dan Harga Terhadap Kepuasan Pelanggan Yang Berdampak Pada Loyalitas Pelanggan Jasa Pengiriman AB Cargo".* Jurnal Ilmiah Bisnis, Pasar Modal, dan UMKM, Volume. 1, No.1, Juni 2018, pp : 10 – 18.

Satriani, Meli. 2018. *Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dalam Penggunaan Jasa Pengiriman Barang Jalur Nugraha Ekakurir (JNE) Cabang Jambi. Published,* Skripsi. Jambi: Program Studi Ekonomi Syariah Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi.

Subagiyo, Rokhmat., M. Aqim Adlan. 2017. *"Pengaruh Service Quality, Marketing Mix dan Kepuasan".* Jurnal Ekonomi Modernisasi, 13 (1) 2017, ISSN 0216-373X, e-ISSN 2502-4578, pp : 1 -15.

Tjiptono, F. d. 2016. *Service, Quality & Satisfaction.* Yogyakarta: CV. Andi Offset.

Tsegaye, Million. 2017. *The Effect Of Service Quality on Customer Satisfaction, The Case Of Ethiopian Airlines Cargo Import. Published,* Thesis. Ehtiopia: Addis Ababa University School of Commerce.

Zeithaml, Valerie., Dwayne D. Gremler., Mary Jo Bitner. 2017. *Services Marketing: Integrating Customer Focus Across the Firm.* New York: McGraw-Hill Education.