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Determinants of Customers Commitment and its Implication Loyalty of Calibration Customers (Empirical Study on Calibration Services of Jabodetabek Government Institution)

Sewaka¹, Kasmad², Ugeng Budi Haryoko³, Dadang Kurnia⁴ and Hamdy Hady⁵

^{1,2,3&4} Lecturer of Universitas Pamulang, Banten, Indonesia.

⁵ Professor of Universitas Persada Indonesia Y.A.I. Jakarta, Indonesia

E-mail: amarta.nandan@gmail.com

Abstract: The aims of this research were to find and to analyze the influence of the Promotion Mix, Customer Relationship Management, and Service Quality, partially or simultaneously on Customers Commitment, This research were also to find and to analyze the influence of Promotion Mix, Customer Relationship Management, Service Quality and Customer Commitment, partially or simultaneously on Customer Loyalty. The population of the research were all the customers of eight government institutions of calibration services in Jabodetabek with 1390 total number of customers, and 220 persons as the sample of the research. The research method used in this research was the descriptive and explanatory survey, and the method of data analysis used was SEM (Structural Equation Modeling). The research result showed that Promotion Mix, Customer Relationship Management, and Service Quality variables either partially or simultaneously have positive and significant influences towards Customer Commitment with determinant coefficient of $R^2 = 0.57$ or the total contribution influence of 57%. The most dominant partially is shown by Customer Relationship Management variable. Whereas, Promotion Mix, Customer Relationship Management, and Service Quality variables are synergized with Customer Commitment partially or simultaneously influence positively and significantly toward Customer Loyalty with determinant coefficient of $R^2 = 0.86$ or contribution of total influence of 86%. The most dominant influence contribution is Customer Commitment which is able to mediate the other influential variables toward Customer Loyalty.

Keywords: Promotion Mix, Customer Relationship Management, Service Quality, Customer Commitment, Customer Loyalty.

INTRODUCTION

One of the importance factors for a nation development is the growth of its economy. International trade is needed in developing economy growth. However the big obstacle for increasing the trades among countries

is the Technical Barrier To Trade (TBT). Besides, the competitions among countries which are increasing in this free trade era, always ask the quality of products marketed. This means the quality accepted by markets are the product qualities that meet the regulations and international standard.

Various blocks of the world economy, industrial countries and multinational companies always ask for the quality of the product sold, produced based on the standard validity. The technology advance and various tools instruments used in industrial world and society services need to use the tools or instruments used which can work accurately, quickly, and multifunction. Products produced by accurate tools or instruments can increase the products selling points, besides the trade transactions are usually done in large volumes and with the large values too, and are done with the right measurements. The presence of the 3rd party that provides the calibration services is a kind of needs that can not be avoided to answer those challenges. All the measurements used in production process, society services and in other industrial in the worlds which influence the last quality products need calibration.

Without calibrating the measurement can mean “dead”, this is really a bit extreme, however the causes of this, for example, the measurement of the medicine dose for releasing product which is in the form of parts the mass measurement. Incorect analysis of the dose can cause the medicine not efficacious, or vise versa, the concentrate which is more than the composition, the medicine can become poison that can couse the users of the medicine dead. Threfore, it is a must for having calibration of measurement for sustainable industry currently–moreover, it is connected to ASEAN Economy Society, calibration measurement is not only for completing the administrative activities to implement regualtion, not only as regulation to use a measurement tool, but the calibration to be as a need.

In order the product of natinonal industry can compete in the free market era, therefore, as it is believed that industrial sector have to strengthen its field by implementing the product standardization that can be done through the implementation of the right measurement that is supported by competent human resources . This research was done only on 8th Government Institutionin Jabodetabek which have Calibration Services, and the research was done only with certain related government institutions that have the same measurement unit namely, temparature and pressure.

From the data above, it can be seen that the calibration services of the users for two units of measurement in the government isntitution went down. This matter was the approsite of the real fact that in every manufacturer industry there is always the unit of temperature and pressure.

Based on the explanation above, therefore a research on the analysis of promotion mix influence, customer relationship management, service quality toward customer commitment and its implication toward customer loyalty had to be done, or another title used was Customer Commitment Determinan and its Implication Toward Customer Loyalty (Empirical Study on Calibration Services of Government Institution Se-Jabodetabek). Based on the problem can be prepared a number of research purposes, namely to know and analyze:

1. The influence of promotion mix with customer commitment.
2. The influence of customer relationship management with customer commitment.
3. The influence of service quality with customer commitment.
4. The influence of promotion mix, customer relationship management, service quality simultaneously toward customer commitment.

5. The influence of promotion mix with customer loyalty.
6. The influence of customer relationship management with customer loyalty.
7. The influence of service quality with customer loyalty.
8. The influence of customer commitment with customer loyalty.
9. The influence of promotion mix, customer relationship management, service quality and customer commitment simultaneously toward customer loyalty.

LITERATURE REVIEW

Teory of Promotion Mix

According Sistaningrum (2002), promotion is an effort or a company activity in influencing “actual customer” or “potencial customer” to buy a product or a service offered, at this time or in the future. Belch and Belch (2009) states that promotion is a kindof coordination of all efforts that come from selling for opening information line and for persuading to be able to sell product/services. Grewal and Levy (2008) points out that promotion is a commucation tool done by a market to inform, to persuade, and to remind the petencial buyers for product or services to influence buyers opinion and to get a respond from the buyers. Whereas, Kotler (2006) states that promotion is various activities done among companies to communicate the advantages of their products and to convince the consuments tergetted to buy. To make the plan becomes true, Kotler and Amstrong (2010), point out that promotion mix /market communication mix is in the specific mix from the promotion tool that is used by a company to make sure the communication values happen and to develop communication with customers. According to Basu Swastha dan Irawan (2008), promotional mixis a combination strategywhich is the best from advertisement variables, personal selling, and other promotion tools, that are planned for the goals of selling program. According to Stanton (2002), promotion mix is a combination of personal selling, advertisement, selling promotion, publication and society relation. Whereas, Tjiptono (2002) states that the promotion mix definition is as the following : promotion mix has relationship with an effort to direct someone in order to know the company product, then to undestand it, change the attitude, and to like it. Finally,they will buy it and always remember that product. According Mookher (2012), the promotion mix tool consits of 4 variables namely: advertising, personal selling, publication, and selling promotion.

Theory of Customers Relationship Management (CRM)

CRM phylosophy is customer character with their own ways, the product on the program is matched with the continuous changes by using all information got before, to make products/servoces more suitable with what customers want and need. Gordon (2002) states, “CRM is a service of strategies and process that create new and mutual values for individual customers, build preference for their organizations and improves business result over a lifetime of association with their Customers”. Lucas dan Robert (2005) state, CRM is an activity that involves all human resources to prevent tha existing customer, is a strategy to process and to take care the relationship with customers and as an effort to find out the want and the needs of customers. Sheith, Kumar, Reinartz, dan Werner J (2006) point out that in CRM, good relationship in a long term and between customers and companies have to be done continously that customers have to be prevented in

order not to move to other product brands with the right strategy. The effort to understand, to increase the service quality and to know deeply the customers aspiratin development is part of CRM job. According to Kotler dan Keller (2009), CRM is a process to manage detail information of every customer and to carefully ensy on all “touching points” of customers for the sake to optimize the customer loyalty or loyal. Kotler and Amstrong (2009) state, point out that by implementing CRM very well, companies can prevent and give superior services to their customers and finally will make the customers bounding to cmpanies.

Theory of Service Quality

Service quality becomes one measurement for the succes in giving insurance for satisfaction if consument, through service quality of a consument could give values objectively in the effort to create consument satisfaction. Service quality can be used as one of the tools to get the best competition and to decide the succes and company quality. According to Nasution (2004) “the service quality is the best level to be hoped and to prevent those best levels to meet the consument needs”. Tjiptono (2005) also says that service quality is the whole criterion and the characteristics of all products or services in the context to meet the needs that have been decided, that is stressed on the orientation of customer hopes to get suitable for use (fitness for user). According to Payne (2005), service quality has connection with the ability of an organization to meet more hope of the customers, in which performance indicator is the perspective service quality. According to Wyckof (2006), service quality or services is the best level which is hoped and the prevention to meet the customer needs. Service quality dimension that has to be stressed on tangibles, reliability, resvonsiveness, assurance, and emphaty (Tjiptono, 2005).

Theory of Customer Commitment

According to Mowen dan Minor (2002), the customer commitment is as the whole character that is shown by the customers for services/products after they get and use them. Ramadania (2002) says that, in the commitment services marketing is formulated as the form of commitment written or unwritten to continue the relationship between two or more parties. According to Fullerton (2005), customer commitment is in the central idea to develop and to take care marketing relationship because it is the main psychiological power that connects consument for selling organization. Morgan dan Hunt point out that on the other sides the commitment is as the result of other variables or as variable to decide in various relational marketing guidance has been approved and cannot be ignored for the success of marketing services. Ellena (2011) state that commitment is a high value relationships that has to be continously taken care in which every party agrees to maintain those relationship. Customer commitment can mean as customers want for long terms that has advantages with companies.

Theory of Customer Loyalty

According to Kotler (2000), customer loyalty is “the long term success of the particular brand is not based on the customer who purchase it only once, but on the number become repeat purchasers”. Delgado-Bakkester and Manuera, Aleman (2001), customer loyalty is the important bases for the development of sustainable competitive advantage in the long term. By adopting the strategic build in control, companies will get advantages related toentry barrier that is substantial for competitors, to increase the company abilities

to respond to the competitors threat, to increase sales and income, as well as to make the customer sensitive for the effort done by competitors. According to Griffin (2002), "loyalty is defined as non random purchase expressed over time by some decision making unit". According to Tom Breue (2003), if customer loyalty has led to emotional from transactional, then customer loyalty will enter the customer spiritual era. Ben McConnel and Jakie Huba (2006) state, that customer loyalty does not have to be measured from the plan to rebuy products/services, however it is more to the level of anthusiasm in spreading good news, giving referencies and recomending to use the product to others. Furthermore, Bove, Liliana L and Lester W. Johnson (2006) states, that customer loyalty is behaviour encouragement to buy products repeatedly and develop the customer loyalty on products or services which are produced by those companies and in a long term. According to Hasannudin (2010), customers loyalty elements are transaction relationship, partnership, and ownership.

METHODOLOGY

The method used in this study is explorative and descriptive survey using Structural Equation Model (SEM), conducting by using LISREL 8.80 program. There were 220 respondents who are the heads of production, quality control, senior technicians, quality assurance of each industrial calibration service users. The population of the research were all the customers of eight government institutions of calibration services in Jabodetabek with 1390 total number of customers, and 220 persons as the sample of the research.

RESULT AND DISCUSSION

Goodness of Fit Test

Goodness of fit test was conducted to identify whether the model obtained is appropriate to describe the relationship among the variables or not. Therefore it can be catagorised into a good model.

<i>Indikator GOF</i>	<i>Ukuran yang Diharapkan</i>	<i>Hasil Estimasi</i>	<i>Kesimpulan</i>
<i>Ukuran Absolute Fit</i>			
GFI	GFI > 0,90	0,79	Marginal Fit
RMSEA	RMSEA < 0,08	0,094	Matginal Fit
<i>Ukuran Incremental Fit</i>			
NNFI	NNFI > 0,90	0,97	Good Fit
NFI	NFI > 0,90	0,96	Good Fit
AGFI	AGFI > 0,90	0,74	Marginal Fit
RFI	RFI > 0,90	0,96	Good Fit
IFI	IFI > 0,90	0,98	Good Fit
CFI	CFI > 0,90	0,97	Good Fit

Note: Marginal Fit is measurement fit model in absolute fit criteria or incremental fit, but can be further analysed because it is close to good fit criteria (Hair *et. al.*, 2006 : 623).

Hypothesis Research Test

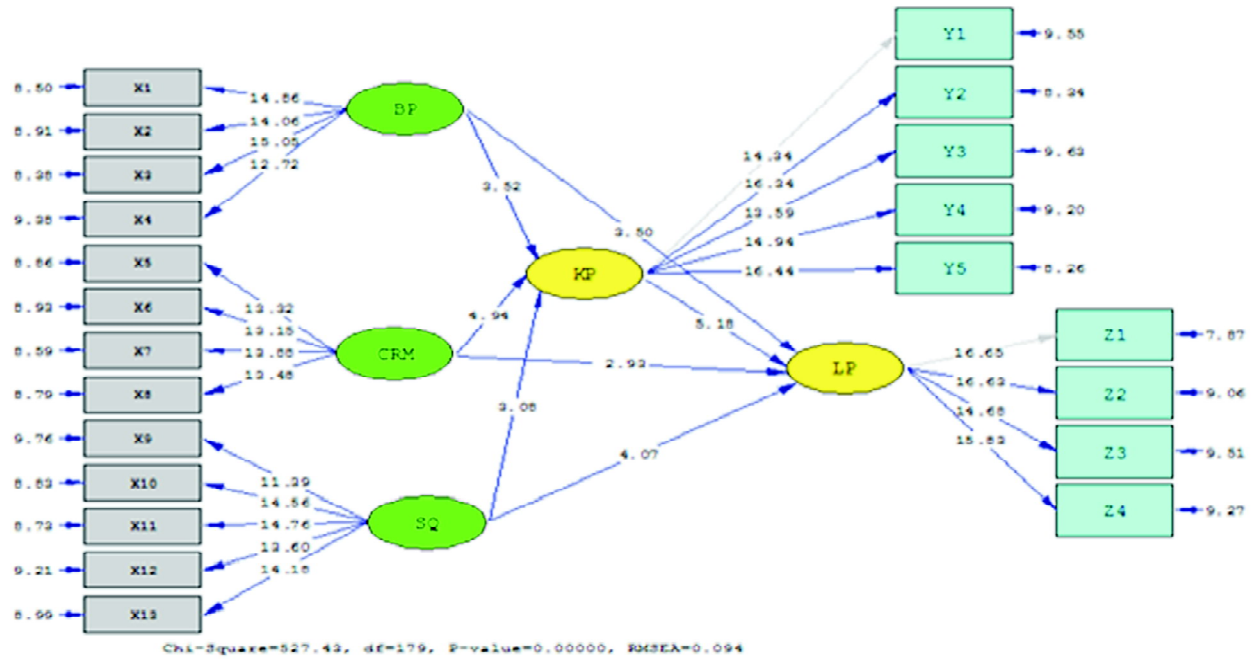


Figure 1: Hybrid Model

Table 1
Hypothesis 1 (H_1)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_1 \rightarrow Y$	0,28	3,53	1,96	Signifikan H_1 diterima H_0 ditolak

Based on the table, t value of the influence of promotion mix on customer commitment is $3,52 \geq 1,96$ therefore it is significant. Promotion mix significantly affects the customer commitment, so Hypothesis 1 is accepted.

Table 2
Hypothesis 2 (H_2)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_2 \rightarrow Y$	0,37	4,94	1,96	Signifikan H_2 diterima H_0 ditolak

Based on the table, t value of the influence of customer relationship management on customer commitment is $4,94 \geq 1,96$ therefore it is significant. Customer relationship. Management significantly affects the customer commitment, so Hypothesis 2 is accepted.

Table 3
Hypothesis 3 (H₃)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_3 \rightarrow Y$	0,24	3,08	1,96	Signifikan H ₃ diterima H ₀ ditolak

Based on the table, t value of the influence of service quality on customer commitment is $3,08 \geq 1,96$ therefore it is significant. Service quality significantly affects the customer commitment, so Hypothesis 3 is accepted.

Table 4
Hipotesis 4 (H₄)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_1, X_2, X_3 \rightarrow Y$	0,57	96,52	3,84	Signifikan H ₄ diterima H ₀ ditolak

Based on the table, F value of the influence of promotion mix, customer relationship management, service quality simultaneously on customer commitment is $96,52 \geq 3,84$ so it is significant. Simultaneously promotion mix, CRM, service quality has positive and significant effect on customer commitment. Therefore Hypothesis 4 is accepted.

Table 5
Hipotesis 5 (H₅)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_1 \rightarrow Z$	0,27	3,50	1,96	Signifikan H ₅ diterima H ₀ ditolak

Based on the table, t value of the influence of promotion mix on customer loyalty is $3,50 \geq 1,96$ therefore it is significant. Promotion mix significantly affects the customer loyalty, so Hypothesis 5 is accepted.

Table 6
Hipotesis 6 (H₆)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_2 \rightarrow Z$	0,18	2,93	1,96	Signifikan H ₆ diterima H ₀ ditolak

Based on the table, t value of the influence of customer relationship management on customer loyalty is $2,93 \geq 1,96$ therefore it is significant. CRM significantly affects the customer loyalty, so Hypothesis 6 is accepted.

Table 7
Hipotesis 7 (H₇)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_3 \rightarrow Z$	0,31	4,07	1,96	Signifikan H_7 diterima H_0 ditolak

Based on the table, t value of the influence of service quality on customer loyalty is $3,50 \geq 1,96$ therefore it is significant. Service quality significantly affects the customer loyalty, so Hypothesis 7 is accepted.

Table 8
Hipotesis 8 (H₈)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $Y \rightarrow Z$	0,42	5,18	1,96	Signifikan H_8 diterima H_0 ditolak

Based on the table, t value of the influence of customer commitment on customer loyalty is $5,18 \geq 1,96$ therefore it is significant. Customer commitment significantly affects the customer loyalty, so Hypothesis 8 is accepted.

Table 9
Hipotesis 9 (H₉)

No.	Lintasan struktural	Koef. Jalur	t_{hitung}	$t_{kriteria}$	Hasil Uji
1.	Pengaruh langsung $X_1, X_2, X_3, Y \rightarrow Z$	0,86	314,74	3,84	Signifikan H_9 diterima H_0 ditolak

Based on the table, F value of the influence of promotion mix, customer relationship management, service quality, and customer commitment simultaneously on customer loyalty is $314,74 \geq 3,84$ therefore it is significant. Simultaneously promotion mix, CRM, service quality, and has positive and customer commitment significant affect on customer loyalty. Therefore Hypothesis 9 is accepted.

CONCLUSION

1. Promotion mix which is reflected by publicity dimension has a positive and significant effect on customer commitment which is reflected by customer maintenance dimension of 8 supervisors of government calibration service in Jabodetabek.
2. Customer Relationship Management which is reflected by technology dimension has positive and significant influence on customer commitment which is reflected by customer maintenance dimension of 8 supervisors of government calibration service in Jabodetabek.

3. Service Quality which is reflected by reliability dimension has positive and significant influence on customer commitment which is reflected by customer maintenance dimension of 8 supervisors of government calibration service in Jabodetabek.
4. Promotion mix which is reflected by publicity dimension, Customer Relationship Management which is reflected by technology dimension, and Service Quality which is reflected by reliability dimension simultaneously have positive and significant influence on customer commitment which is reflected by customer maintenance dimension of 8 supervisors of government calibration service in Jabodetabek. The contribution is 57% while the influence of other variables is 43%. Whereas the dominant influence on customer commitment variable is CRM.
5. Promotion mix which is reflected by publicity dimension has a positive and significant effect on customer loyalty which is reflected by Repeat purchase dimension of 8 supervisors of government calibration service in Jabodetabek.
6. Customer Relationship Management which is reflected by technology dimension has positive and significant influence on customer loyalty which is reflected by Repeat purchase dimension of 8 supervisors of government calibration service in Jabodetabek.
7. Service Quality which is reflected by reliability dimension has positive and significant influence on customer loyalty which is reflected by Repeat purchase dimension of 8 supervisors of government calibration service in Jabodetabek.
8. Customer commitment which is reflected by customer maintenance dimension has positive and significant influence on customer loyalty which is reflected by repeat purchase dimension of 8 supervisors of government calibration service in Jabodetabek.
9. Promotion mix which is reflected by publicity dimension, Customer Relationship Management which is reflected by technology dimension, and Service Quality which is reflected by reliability dimension, and Customer commitment which is reflected by customer maintenance dimension simultaneously have positive and significant influence on customer loyalty which is reflected by repeat purchase dimension of 8 supervisors of government calibration service in Jabodetabek. The contribution is 86% while the influence of other variables is 14%. Whereas the dominant influence on customer loyalty variable is customer commitment variable.

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