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**THE EFFECT OF SERVICE QUALITY AND PRICE ON USER
LOYALTY CONTRACTOR SERVICES PT. HADI JAYA BORE
LAND SURABAYA**

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ABSTRACT:

The research conduct to determine the simultaneous, partial, and dominant influence between service quality and price variables on contractor service users' loyalty at PT. Hadi Jaya Bore Land Surabaya. This type of research is quantitative. The population in this study are contractor service users at PT. Hadi Jaya Bore Land Surabaya. Took a total of 50 service users and 45 respondents taken randomly. The method of data analysis in this study uses a validity test, a reliability test, a classic assumption test, multiple regression analysis, a hypothesis test, and a coefficient of determination. The results showed that the quality and price of service simultaneously or partially influenced customer loyalty, and the most influential (dominant) variable on customer loyalty was service quality.

INTRODUCTION:

The tighter business competition in several industries requires companies to implement better management. What must also be reduced is the marketing. Marketing is the only main activity carried out by entrepreneurs to survive, develop and earn a profit. Marketing can be said to be one of the ways a company uses to maintain its

survival, in terms of developing its business and making a profit. Along with the development of the economy in this country, many new industries and companies have sprung up, among them the construction industry. Understanding consumer behavior is an important task for marketers. Marketers try to understand consumer buying behavior so that they can offer greater satisfaction to consumers. Some marketers still have not implemented the marketing concept so that they are not consumer-oriented and do not see customer satisfaction as the main goal, even though customer satisfaction will lead to consumer loyalty to the company. Furthermore, marketers may not be able to determine what exactly satisfies consumers accurately.

This economic growth will affect the development of infrastructure, which will also grow simultaneously. In other words, economic growth will automatically be accompanied by infrastructure growth. The development of infrastructure cannot be separated from the role of the construction sector so that the opportunities for Indonesian construction development will also increase along with the increasing economic growth in Indonesia. The condition of the national economy is largely determined by the size of the construction sector's contribution to the growth of other business sectors. In almost every country, both developing and advanced, the development of the construction sector will support the creation of better social and economic infrastructure to spur growth in other economic sectors. This activity will ultimately affect the demand for construction services in Indonesia. According to Ervianto (2007), a contractor company is a person or business entity that accepts work and carries out work in the form of services according to the plans, regulations, and conditions stipulated; the contractor can be an individual company that is a legal entity or a legal entity that is moving. In the field of work implementation.

During the tight conditions of competition in the construction service business for this event, construction service business actors in Indonesia, in this case, construction service contractors, strive to maintain the survival of their companies. The reality shows that there is an understanding gap between the user (general audience) and the construction consulting services corporation. The general public has very little understanding of the value that can be added to the products offered by construction consulting services. It creates limited market opportunities for consulting services in private projects (Yuliana & Kartadipura, 2017). As a company whose service orientation is to service users/clients, construction consulting services require the right marketing strategy to be accepted by a wider market segment, not limited to certain groups who understand the benefits and roles of consulting services in the construction sector.

Consumer dissatisfaction remains to some extent. Companies that want to grow must pay attention to customer loyalty because it is related to the survival of the company and the company's growth in the future. A study of several pieces of the literature shows that customer satisfaction is a requirement to build loyalty. Research by Kartika Sukmawati (2011) shows that service quality effects either directly or indirectly on customer loyalty. The same thing was shown by Otrowsky et al. (1993), Parasuraman et al. (1996), Bloemer et al. (1998). Theoretically, it is stated that service quality is the creation of superior value for customers to improve the company's

business/marketing performance. According to Zeithmal and Bitner (2000), service quality is the total experience that customers can only evaluate. Cronin et al. (2000), Albert Caruana (2002), Abadi (2007) stated that service quality has an effect on customer satisfaction. In addition to service quality, price is estimated to determine customer satisfaction; following Lupiyoadi's (2001) statement that price is a factor that affects customer satisfaction. Pricing according to the quality offered is one strategy to increase customer satisfaction (Utari, 2004), and the price paid by customers has a positive effect on customer loyalty (Utari 2004, Hannessey et al., 2007).

The growth of various developments is currently encouraging construction services to be one of the business fields in great demand by community members at various levels, as seen from the increasing number of companies engaged in the construction service business. The rapid development of construction services has implications for competition between companies. This increase in the number of companies has not been followed by an increase in their performance, which is reflected in the fact that the quality of the product, the timeliness of implementation, and the efficiency of the use of human resources, the marketing system, and technology in the implementation of construction services have not been as expected; therefore every construction service must be smart and competing to win the hearts of consumers both through the Quality of Service itself as well as issues related to price. A service company must be really smart in maintaining the quality of the services offered by being above competitors and being superior to what consumers imagine. If consumers' quality of service is better or at least the same as what they imagine, they will tend to use it again and even recommend it to other potential customers. Service quality here is defined as a kind of capability level for service with all its attributes which are presented in real terms according to consumer expectations (Alma, 2018).

Meanwhile, price is an element of the marketing mix that provides income for an organization or business. Price is an exchange rate that can be equated with money or other goods for benefits obtained from a good or service for a person or group at a certain time and in a certain place (Sudaryono, 2016). Prices that are too expensive can increase short-term profits, but on the other hand, it will be difficult for consumers to reach and difficult to compete with competitors. Pricing must be strictly following market conditions and company objectives in order to be accessible to consumers and able to compete with competitors; prices in accordance with consumer expectations will create consumer loyalty. Loyal consumers, namely those who are very satisfied with a product, both certain goods or services, so that they will have the enthusiasm to introduce it to people they know. Customer loyalty can be defined as loyalty, which is one's loyalty to an object "(Haris, 2016). Having loyal customers is the ultimate goal of all companies. Most companies do not know that customer loyalty can be formed through several stages, starting from potential customers who will bring benefits to the company.

Several previous studies were conducted by (Gong & Yi, 2018; Shankar & Jebarajakirthy, 2018; Darwaman et al., 2017; Winata & Fiqri, 2017; Kheng et al., 2010) found that Service Quality affects Customer Loyalty. The results of the meeting are contrary to the research conducted by Lemy et al. 2019, Service quality does not affect

Customer Loyalty. Previous research that has proven the effect of price on consumers has been carried out by (Cardia et al. 2019; Sudari et al., 2019; Winata & Fiqri, 2017; Bulan, 2016; and Mahmud et al. 2013). Based on some of the inconsistent research results, the researcher is motivated again to review other research objects. Therefore, researchers are interested in researching the Effect of Service Quality and Price on the Loyalty of PT. Hadi Jaya Bore Land Surabaya to find out how much influence the quality of services and prices are available.

LITERATURE REVIEW:

Assael (2010) states that consumers who are loyal to a product or service have the first several characteristics; loyal consumers tend to be more confident in their choices. Both loyal consumers prefer to reduce risk by making repeated purchases of the same brand. Third, loyal consumers are more likely to be loyal to a brand. Fourth, Minor consumer groups tend to be more loyal. In building and increasing customer loyalty, companies must pay attention to the factors that influence it. Loyal literally means loyal, while loyalty can be defined as loyalty. This loyalty arises without coercion, but arises from one's own awareness due to past experiences. Customer loyalty is a customer commitment to a brand, store, or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. Service quality (service quality) is one of the factors that affect the level of customer loyalty to a product or service. Companies need to improve service quality to develop customer loyalty, because low-quality products or services will make customers unfaithful (Bulan, 2016). It can be concluded that if the quality is considered, customer loyalty will be easier to obtain. Importance Performance Analysis is a calculation regarding the ratethe suitability between the level of importance andimplementation level. Importance PerformanceThe analysis is the result of a comparison between service quality performance which is incorporate performance and an average score of expectationwhich is in the interests of service users (user). This Importance Performance Analysis which will determine the order of priority handling of indicators for improving the quality of service (service quality) expected (Supranto, 2006).

The general public's assessment of the products offered by construction consulting services is limited to products. Not in a professional work process that involves various kinds of experts in it. This phenomenon is one factor that causes consulting services to find it difficult to determine the feasibility of construction consulting services fees to users. The determination of the standard consulting service fees set by the government is also difficult to apply to private projects where most users are the general public. The reality also shows that there is a phenomenon of offering design services provided by contractors for free to users to increase the competitiveness of contractors in the private sector. So we need a feasibility strategy for the price of construction consulting services using the Analytical Hierarchy Process analysis. Meanwhile, to find out the perception gap between service users and construction consulting services is done using the analysis of Importance Performance Analysis.

According to Robinette (2009), the factors that affect customer loyalty are Caring, where the company must be able to see and overcome all the needs,

expectations, and problems faced by customers. With that attention, customers will become satisfied with the company and do repeat transactions with the company, and in the end, they will become loyal company customers. The more the company shows its concern, the greater the customer loyalty will appear. Furthermore, the element of trust (Trust) Trust arises from a long process until both parties trust each other. If trust has been established between the customer and the company, the effort to cultivate it will be easier; the relationship between the company and the customer is reflected in the customer's level of trust. If the level of customer trust is high, the company's relationship with customers will be strong. One way companies can build relationships with customers is that all types of products produced by the company must have the quality or perfection as they should be or as promised, so that customers do not feel cheated, which can lead customers to switch to competing products. Then there is protection (Length of Patronage). The company must be able to protect its customers, either in the form of product quality, service, complaints, or after-sales service. Thus, customers do not worry about the company which making transactions and dealing with the company, because customers feel the company provides the protection they need.

Coupled with accumulative satisfaction (Overall Satisfaction), accumulative satisfaction is the overall assessment based on total purchases and consumption of goods and services in a certain period. Accumulative satisfaction is determined by various components such as satisfaction with the agent's attitude (service provider) and satisfaction with the company itself. Therefore, the company must be able to provide satisfaction to customers in conducting all transactions with the company. In this case, the company must pay attention to and improve the functions and usability of all facilities and resources so that customers can use them anytime, anywhere. Indicators of customer loyalty, according to Kotler and Armstrong (2014), are (1) Repeat Purchase (loyalty to product purchases, (2) Retention (Resistance to a negative influence on the company), and (3) Referrals (referencing the total essence of the company). For this reason, companies are required to be able to cultivate their respective competitive advantages through creative, innovative, and efficient efforts so that they become the choice of many customers who in turn are expected to become loyal.

Services are all actions or performance that a party can offer to another party which is essentially intangible and does not result in any ownership (Kotler & Keller, 2009). According to Tjiptono (2006), service is any action or action that a party can offer to another party, which is basically intangible and does not result in ownership of something. Another explanation said that services are also not goods, services are a process or activity, and these activities are intangible (Lupiyoadi & Hamdani, 2006). Service characteristics consist of five main characteristics of services for the first buyer, namely: 1. Intangibility: services are different from goods. If goods are an object, tool, or thing, then service is an act, action, experience, process, performance, or effort. It causes services not to be seen, tasted, smelled, heard or touched before they are bought and consumed. 2. Inseparability: goods are usually produced, then sold, then consumed. Meanwhile, services are generally sold first, then produced and consumed at the same time and place. 3. Variability/heterogeneity/inconsistency: services are highly variable because they are non-standardized outputs, meaning that there are many variations in

form, quality, and type, depending on who, when, and where the service is produced. 4. Perishability: is a service that is not durable and can not be stored. 5. Lack of ownership: is the basic difference between services and goods. In purchasing goods, consumers have full rights to the use and benefits of the products they buy. On the other hand, in purchasing services, customers may only have personal access to a service for a limited period (Tjiptono, 2006).

Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing expectations (Tjiptono, 2007). Service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of its delivery in balancing consumer expectations. Meanwhile, another explanation stated that service quality is the degree achieved by the characteristics related to meeting the requirements (Lupiyoadi & Hamdani, 2006). Quality is often considered a relative measure of the goodness of a product or service, consisting of the quality of the design and the quality of conformity. Consumers' perception of service quality is a comprehensive assessment of the excellence of a service. It is admitted that there are many kinds of opinions regarding the dimensions of service quality. Quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed customer expectations (Tjiptono, 2000). According to Tjiptono (2005), there are perceived service quality criteria; namely, customers find that service providers, employees, operational systems, and physical resources have the knowledge and skills needed to solve their problems professionally (outcomes-related criteria). From the customer side, customers feel that the service employees (customer contact personnel) pay great attention to them and try to help solve their problems in a spontaneous and friendly manner. In terms of accessibility and flexibility, customers feel that the availability of services, location, hours of operation, employees, and operational systems are designed and operated so that customers can easily access these services. Apart from that, it is also designed to be able to suit the demands and desires of the customer as a whole. To maintain Reliability and Trustworthiness, customers understand that whatever happens or has been agreed upon, they can rely on service providers and their employees and systems to make promises and do everything in customers' interests.

Furthermore, the customer realizes that if something goes wrong or unexpected and unpredictable, the service provider will immediately take action to control the situation and find the right solution to the problem. Service quality in reputation is demonstrated by evidence that customers believe that the operation of the service provider is trustworthy and provides value or rewards that are commensurate with the costs incurred. The principle of service quality is to keep promises to customers. Service quality has a very close relationship with customer satisfaction, and namely customer satisfaction can create customer loyalty or loyalty to service providers.

H1: Service quality affects Customer Loyalty.

According to Kotler and Armstrong (2008), price is the amount of money charged for a product or the amount of value that consumers exchange for the benefits

of owning or using the product. Meanwhile, according to Dharmesta (2008), price is the amount of money (plus some products if possible) needed to get some combinations of products and services. Three indicators characterize the price where the affordability of the price, namely the price offered by the company, can be reached by the consumer or its target market. Furthermore, according to price with the quality of the product or service, namely the price offered by the company following the quality of the product or service, usually the better the quality of the service or product, the higher the price offered. Then, price competitiveness The company offers prices to consumers or target markets that can compete with competitors' prices (Kotler & Armstrong, 2008). There is a formula that quality is a dynamic condition that meets or exceeds expectations.

The importance of customer satisfaction is that it can provide several benefits, including the relationship between the company and its customers to be harmonious, provide a good basis for repurchasing, can encourage customer loyalty, and the emergence of customers' willingness to pay a fair price for the services it receives. Theoretically, the relationship between price strategy and customer loyalty is indicated by the opinion of Harald (2017), which states that customers will be loyal if the company sets product prices that are proportional to the value of benefits provided to customers. In a study conducted by Pongoh (2013) regarding the influence of service and product quality and price on the customer loyalty, the results show that product quality, service, and price simultaneously have a significant and positive effect on customer loyalty. Similar research was conducted by Prasad, Sharma, and Kaura (2015), whose results show that price positive and significant effect on customer loyalty. Other previous research was conducted by Tomida and Satrio (2016), which stated that price positively affects customer loyalty. The next similar research was put forward by Bulan (2016), which states that price significantly affects customer loyalty. Subsequent research by Dimiyati and Subagio (2016) describes the results that price has a positive and significant effect on customer loyalty. The next similar research was conducted by Asma, Dine, Wafaa, and Redouan (2018), which showed that price had a positive but insignificant effect on customer loyalty.

H2: Price affects Customer Loyalty.

METHOD:

The type of research used in this research is quantitative research with primary data types. This study aims to find a causal (influence) relationship between the independent variable (X) and the dependent variable (Y). In this study, the population is all users who use the services of PT. Hadi Jaya Bore Land, as many as 50 people from the period 2018-2020 (For 2020, it ends on the project recorded on January 31 only). Meanwhile, the number of samples was taken through the simple random sampling technique. The sample used in this study was 45 respondents.

RESULT AND DISCUSSION

The validity test is used to measure whether a questionnaire is valid or not. This validity test compares the calculated r value from the output (corrected item-total correlation) with the r table value. If the r count is greater than the r table, then the questions in the

questionnaire can be said to be valid, and vice versa. This validity test used SPSS 25 utilizing correlate-bivariate analysis. With this test, it is found that the results show valid for all question items to be tested where recount < 0.294 (rtabel). A reliability test is used to test the reliability of an instrument from time to time. This testing is done using the Cronbach Alpha analysis technique. Measurement items are said to be reliable if the Cronbach Alpha value is > 0.60 . The reliability testing results for each variable are reliable following the Cronbach Alpha value criteria, none of which is below 0.60.

From the results of the multicollinearity test that has been done, it shows that this regression model is good, and there is no correlation between the independent variables, or it can be said that there is no multicollinearity. The basis for the decision making of this multicollinearity test is that the results obtained are that the tolerance value is > 0.10 , meaning that there is no multicollinearity and the VIF value is < 10.00 , which means that there is no multicollinearity. A good regression model should not correlate; the test method uses the Durbin Watson value. The test results obtained a Durbin Watson value of 1.999, meaning that the value is still between -2 and +2; it can be said that the research model does not have autocorrelation problems. The results of the heteroscedasticity test are seen with a scatterplot, where the distribution of the resulting points is formed randomly, does not form a certain pattern, and the direction of the distribution is above or below the number 0 on the Y-axis. There are two ways to detect whether the residuals are normally distributed. Or not, namely by graph analysis and statistical tests. Graph analysis is done by looking at the histogram graph and the Normal Probability Plot. Meanwhile, statistical tests can be performed using the Kolmogorov-Smirnov (K-S) non-parametric statistical test by looking at the level of significance or probability value above 0.05; it can be said that the sample distribution is normal. (Santoso, 2019). The results of the three tests are: 1.) It can be seen that the histogram bars are similar to a bell-shaped curve (normal curve shape); this proves that the distribution in this study can be said to be normal. 2.) Normal probability plot testing shows that the data is scattered around the line, which indicates that the data follows a normal distribution, or it can be said that the data in this study are normally distributed. From the results of the Kolmogorov Smirnov analysis, the sig value was obtained. 0.200, by looking at the level of significance or the probability value above 0.05, it can be said that the sample distribution is normal.

The results of the regression analysis are: 1.) The constant value (a) of 2.923 states that if there is no Service Quality and Price variable or the β value is zero, then the Customer Loyalty value is 2.923. 2.) Regression coefficient b1 (Service Quality) = 0.485, which states that if there is an increase in the service quality variable, it will affect the level of customer loyalty by 0.485, assuming other independent variables are considered constant. 3.) Regression coefficient b2 (Price) = 0.315, which states that if there is an increase in one unit of the price variable, it will affect the level of Customer Loyalty by 0.315, assuming other independent variables are considered constant. Research shows that the coefficient of determination (R^2) is 0.593; this means that 59.3% of the dependent variable (Customer Loyalty) is influenced by the independent variable, namely Service Quality and Price. While the remaining 40.7% is influenced by other variables not included in this study. The test results show that the Fount value is

30.642, which means it is greater than the F_{table} value of 3.21 with a sig value of $0.000 < 0.05$. The t statistical test shows the results of individual testing of all influential variables with each value. For the Service Quality variable (X1), the tcount value is $6.330 > 2.018$ with a sig value of $0.000 < 0.05$, and for the Price Variable (X2), the tcount value is $4.940 > 2.018$ with a sig value of $0.000 < 0.05$. Based on the results of the partial test above, it can be seen that the dominant influencing variable is Service Quality (X1), this is indicated by the t-count value of the Service Quality variable of 6.330 which is the biggest compared to the t-count value Price variable is 4,940 based on the explanation above, it can be said that:

- a. The independent variable, namely Service Quality (X1) and Price (X2), have a simultaneous effect on the dependent variable, namely customer loyalty (Y), which is indicated by a dotted line as evidenced by the results of the Fcount of 30.642. It shows that the service quality and price set are quite good and positively affect user loyalty so that users of these services can reuse services from PT. Hadi Jaya Bore Land will suggest to others as long as this company maintains or improves even better, especially in terms of Service Quality and Price.
- b. The independent variable, namely Service Quality (X1) and Price (X2), has a partial effect on the dependent variable, namely customer loyalty (Y), is shown in a thin straight line as evidenced by the results of research for Service Quality (X1) t-count of 6.330 and Price (X2). With an at-count of 4,940. With services performed by PT. Hadi Jaya Bore Land is good enough; therefore, it produces the quality of services that its users want, while the price set to compete with competitors will have an impact on its users to reconsider the price issue in terms of reusing its services so that the company must still take into account the existing price issues so that can be more competitive with similar companies.
- c. The independent variable is Service Quality (X1), with the t-count ratio influencing Dominance to the dependent variable, namely Customer loyalty (Y), indicated by a thick straight line from the results of the research, the t-count value is 6.330, which means that the users of this service very much consider service Quality in order to fulfill their desires.

Customer loyalty can be seen based on behavior in repeating services that have been used. When the customer response is positive, they will repeat services that have previously provided service satisfaction. The higher the intensity of customers in using services, this can represent their loyalty to PT. Hadi Jaya Bore Land. Even loyal customers can provide positive information about PT. Hadi Jaya Bore Land to colleagues or relatives. It can be said, measuring customer loyalty can be based on their response in repeating the services provided, and on the other hand, customers will direct parties who experience the same needs to the services they have felt (Sudari et al., 2019).

Based on statistical tests that have been previously described, the researcher found that both quality partially affects customer loyalty. Thus, this study supports previous research conducted by Thaesik & Yi, 2018; Shankar & Jebarajakirthy, 2010;

Darmawan et al., 2019; Winata & Fiqri, 2019). Service quality is a measure of service to be able to say the service is good or not; in other words, service quality is the ability of the service to perform its function. The service quality variable in the results of this study shows that, in general, consumers agree about PT's quality of services. Hadi Jaya Bore Land is good, and service quality affects customer loyalty. It implies that in the future, PT. Hadi Jaya Bore Land will improve the quality of its products to increase the loyalty of its customers, so as not to lose to other competitors. Rich service quality with tangible values, reliability, responsiveness, empathy, and assurance has been proven to increase customer loyalty (Kheng et al., 2010).

Based on the statistical tests that have been described previously, the researcher found that both prices partially affect customer loyalty. These results support previous research conducted by (Sudari et al., 2019; Cardia et al., 2019; Winata & Fiqri 2017; Bulan, 2016; Mahmud et al., 2013). Price can be perceived as a substitute for the value of a product. Price is also the main criterion for consumers in evaluating services. Not only that, prices can help companies as an ingredient in managing business strategies, so that when the price set is following the services offered, this is the price offered to customers must be following the quality of services provided so that consumers do not feel disappointed after making purchases (Winata & Fiqri, 2017). Also, maintaining or lowering the price offered to customers following the quality of services provided, according to the wishes, needs, purchasing power of customers, and competitiveness is an important strategy to gain customer loyalty. It is reinforced by the results of previous studies, which state that price is a marketing mix or collaboration in the Strength-Opportunity strategy in marketing a construction service (Yuliana & Kartadipura, 2017).

CONCLUSION:

Based on the analysis results, it can be concluded that this study is first, individually (partially), between service quality and price, influencing customer loyalty. Second, together (Simultaneously) both (service quality and price) both influence customer loyalty. Third, service quality is more influential (dominant) on the loyalty of service users of PT. Hadi Jaya Bore Land Surabaya. It shows that the quality of service and the price set is good enough and has a positive effect on the loyalty of its users so that users of this service can reuse the services of PT. Hadi Jaya Bore Land will even suggest to others as long as this company maintains or repairs.

This research provides a view to practitioners who focus on service activities to increase customer loyalty to achieve the vision and mission of a service company. The findings of these researchers can open insights so that companies continue to maintain and improve the quality of services that will stimulate customer loyalty. Besides, the researchers also found that determining the appropriate price can also improve customer quality. Price can also be a major strategic tool in attracting customer loyalty. Customers who feel the price set benefits will tend to repeat professional cooperation in the service sector. Based on these reasons, researchers can provide views on increasing customer loyalty by developing a more competitive pricing strategy.

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