

**EFFECT OF CUSTOMER SATISFACTION,
SWITCHING COSTS, AND PERCEIVED SERVICE
QUALITY ON CUSTOMER LOYALTY AT THE
CONTAINER SHIPPING INDUSTRY IN PT LINTAS
INDONESIA TIMUR LINES**



BY
ERIC SOEJATNO
3303015032

**INTERNATIONAL BUSINESS MANAGEMENT
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2019**

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TIMUR LINES**

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ERIC SOEJATNO
3303015032

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APPROVAL PAGE

THESIS

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ERIC SOEJATNO

3303015032

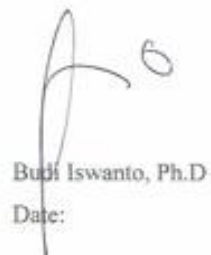
Approval and Accepted
to be Submitted to the Panel Team

Advisor I,

Advisor II,



Lena Elmitan, Ph.D.
Date:



Budi Iswanto, Ph.D.
Date:

VALIDATION PAGE

Final Assignment that is written by: Eric Soejatno NRP 3303015032. Has been examined on Monday, 27 May 2019 and declared to have PASSED by the Examiner Team.

Examiner Team Leader



Dr. Dra. Ec. Lydia Ari Widyarini, MM.

NIK: 311.92.0.0183

CONFIRMED BY:

Dean,



Dr. Lodovicus Lasdi, M.M., Ak.,
CA., CPAI.
NIK: 321.99.0370

Head Of Program,



Robertus Sigit Haribowo Lukito,
S.E., M.Sc.
NIK: 311.11.0678

**AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND
PUBLICATION APPROVAL OF SCIENTIFIC PAPER**

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

I, the undersigned below:

Name : Eric Soejatno

NRP : 3303015032

Title : Effect of Customer Satisfaction, Perceived Service Quality,
and Switching Costs on Customer Loyalty at the Container
Shipping Industry in PT Lintas Indonesia Timur Lines

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FOREWORDS

Give thanks to the God for His blessing and guidance bestowed upon the author so that the author managed to complete the thesis well. This thesis titled “Effects of Customer Satisfaction, Switching Cost, and Perceived Service Quality on Customer Loyalty at the Container Shipping Industry in PT Lintas Indonesia Timur Lines” is formed as one of the requirements to complete Bachelor program in Business Faculty, Widya Mandala Catholic University Surabaya. During the process of the thesis, the author obtained many help from various sources. Therefore, the author would like to express gratitude to:

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TABLE OF CONTENTS

TITLE PAGE.....	i
APPROVAL PAGE.....	ii
RATIFICATION PAGE.....	iii
STATEMENT LETTER.....	iv
FOREWORDS.....	v
TABLE OF CONTENTS.....	viii
LIST OF TABLE.....	xii
LIST OF FIGURE.....	xiii
LIST OF APPENDIX.....	xiv
ABSTRACT.....	xv
ABSTRAK.....	xvi
CHAPTER 1: INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Question.....	7
1.3 Objective of the Study.....	8
1.4 Significance of the Research.....	8
1.5 Writing Systematic.....	9
CHAPTER 2: LITERATURE REVIEW	
2.1 Previous Research.....	10
2.2 Theoretical Foundation.....	12
2.2.1 Perceived Service Quality.....	12
2.2.2 Switching Cost.....	13
2.2.3 Customer Loyalty.....	14
2.2.4 Customer Satisfaction.....	15
2.3 Relationship among Variable.....	16
2.3.1 Effect on Perceived Service Quality on Switching Costs.....	16

2.3.2 Effect on Customer Satisfaction on Switching Costs.....	17
2.3.3 Effect on Perceived Service Quality on Customer Loyalty.....	17
2.3.4 Effect on Customer Satisfaction on Switching Costs.....	18
2.3.5 Effect on Switching Costs on Customer Loyalty.....	18
2.4 Research Framework.....	19
CHAPTER 3 RESEARCH METHOD	
3.1 Research Design.....	21
3.2 Variable Identification, Operational Definition of Variables, Measurement of Variable.....	21
3.2.1 Variable Identification.....	21
3.2.2 Operational Definition of Variables.....	21
3.2.2.1 Perceived Service Quality.....	22
3.2.2.2 Customer Satisfaction.....	22
3.2.2.3 Switching Cost.....	23
3.2.2.4 Customer Loyalty.....	23
3.2.3 Variable Measurement.....	23
3.3 Data Type and Data Sources.....	24
3.4 Data Collection Tools and Method.....	24
3.5 Population, Sample, and Sampling Technique.....	24
3.5.1 Population.....	24
3.5.2 Sample.....	25
3.5.3 Sampling Technique.....	25
3.6 Analysis Data Technique.....	25
3.6.1 Data Normality Test.....	26
3.6.2 Validity Test.....	26
3.6.3 Reliability Test.....	26
3.6.4 Overall Model Fit Test.....	27
3.6.5 Structural Similarity Model Test.....	28

3.6.6 Hypothesis Test.....	28
CHAPTER 4 ANALYSIS AND DISCUSSION	
4.1 Research Sample.....	29
4.2 Characteristic of Respondents.....	29
4.2.1 Gender.....	29
4.2.2 Age.....	29
4.2.3 Current Profession.....	30
4.2.4 Income per Month.....	31
4.2.5 Have used the Service of PT Lintas Indonesia Timur Line.....	31
4.2.6 Domiciled in Surabaya.....	31
4.3 Descriptive Statistic of Research Variable.....	32
4.3.1 Descriptive Statistic Variable Customer Loyalty.....	32
4.3.2 Descriptive Statistic Variable Customer Satisfaction.....	33
4.3.3 Descriptive Statistic Variable Switching Cost.....	34
4.3.4 Descriptive Statistic Variable Perceived Service Quality.....	35
4.4 Structural Equation of Modelling.....	36
4.4.1 Testing the Assumption of Normality.....	36
4.4.2 Validity Test.....	38
4.4.3 Reliability Test.....	38
4.4.4 Evaluation of Structural Equation Model Compatibility.....	42
4.4.5 Model Match Test.....	43
4.4.6 Hypothesis Test.....	44
4.5 Discussion.....	45
4.5.1 Relationships between Customer Satisfaction and Switching Cost in PT Lintas Indonesia Timur Lines.....	45
4.5.2 Relationships between Perceived Service Quality and Switching Costs in PT Lintas Indonesia Timur Lines.....	46
4.5.3 Relationships between Customer Satisfaction and Customer Loyalty in PT Lintas Indonesia Timur Lines.....	46

4.5.4 Relationships between Perceived Service Quality and Customer Loyalty in PT Lintas Indonesia Timur Lines.....	47
4.5.5 Relationships between Switching Costs and Customer Loyalty in PT Lintas Indonesia Timur Lines.....	48
CHAPTER 5 CONCLUSION AND RECCOMENDATION	
5.1 Conclusion.....	49
5.2 Suggestion.....	50
5.2.1 Academic Suggestion.....	50
5.2.2 Practical Suggestion.....	50
REFERENCES	
APPENDIX	

LIST OF TABLE

Table 1.1 Comparison of Liner Shipping in Indonesia.....	6
Table 2.1 Comparison of Previous and Current Research.....	8
Table 2.2 Relation between Customer Satisfaction and Customer Loyalty.....	17
Table 4.1 Gender of Respondents.....	28
Table 4.2 Age of Respondents.....	29
Table 4.3 Current Profession of Respondents.....	30
Table 4.4 Income per Month.....	30
Table 4.5 Interval Score.....	31
Table 4.6 Descriptive Statistic of Customer Loyalty.....	32
Table 4.7 Descriptive Statistic of Customer Satisfaction.....	33
Table 4.8 Descriptive Statistic of Switching Costs.....	34
Table 4.9 Descriptive Statistic of Perceived Service Quality.....	35
Table 4.10 Univariate Normality Test Result.....	36
Table 4.11 Multivariate Normality Test Result.....	36
Table 4.12 Validity Test Result.....	37
Table 4.13 Reliability Test.....	38
Table 4.14 Calculation Results Test Construct Reliability CL.....	38
Table 4.15 Calculation Results Test Construct Reliability SC.....	39
Table 4.16 Calculation Results Test Construct Reliability CS.....	39
Table 4.17 Calculation Results Test Construct Reliability PSQ.....	40
Table 4.18 Overall Model Test Result.....	42
Table 4.19 Hypothesis Test Result.....	43

TABLE OF IMAGE

FIGURE 1.1 Allocated Budget to Build 24 Ports in Indonesia.....	1
FIGURE 1.2 Ranking of ASEAN countries by Logistic Performance Index.....	2
FIGURE 1.3 Satisfaction Survey in Container Support: Customers Rate Service of Quality of Ocean Carriers “Poor to Average”.....	4
FIGURE 2.1 Research Model.....	18

TABLE OF APPENDIX

APPENDIX 1 Questionnaire
APPENDIX 2 Respondent Characteristic
APPENDIX 3.1 Customer Loyalty Questionnaire Results
APPENDIX 3.2 Customer Satisfaction Results
APPENDIX 3.3 Switching Cost Results
APPENDIX 3.4 Perceived Service Quality Results
APPENDIX 4 Respondent Characteristic Frequency
APPENDIX 5 Normality Test
APPENDIX 6 SEM Output
APPENDIX 7.1 SEM Output Path Diagram T-Values
APPENDIX 7.2 SEM Output Path Diagram Standardized
APPENDIX 7.3 SEM Output Path Estimates Table

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ABSTRACT

This study aims to examine the customer satisfaction, switching costs, and perceived service quality on customer loyalty at the container shipping industry in PT Lintas Indonesia Timur Lines. Data for this study were obtained directly from respondents who knew and used the service of PT Lintas Indonesia Timur Lines for at least 3 months. The sample used in this study is 150 respondents with the age of ≥ 17 years. Using purposive sampling and SEM analysis technique with LISREL 8.70 program.

Based on the respondents in this study, customer satisfaction have an influence on switching costs, where if the customer satisfaction is low than customer choose to switch to other service company high and vice versa. As well as perceived service quality have an influence on switching costs, where if the service quality is good than customer will remain loyal to the service company and vice versa. As switching costs have negative and significant impact to customer loyalty, it caused by customer in PT Lintas Indonesia Timur Lines already satisfied and service quality is good so customer choose to remain loyal to the service company.

Keywords: Customer Loyalty, Customer Satisfaction, Switching Costs, and Perceived Service Quality

EFFECT OF CUSTOMER SATISFACTION, SWITCHING COSTS, AND PERCEIVED SERVICE QUALITY ON CUSTOMER LOYALTY AT THE CONTAINER SHIPPING INDUSTRY IN PT LINTAS INDONESIA TIMUR LINES

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Customer Satisfaction*, *Switching Costs*, dan *Perceived Service Quality* terhadap *Customer Loyalty* di PT Lintas Indonesia Timur Lines. Data untuk penelitian ini diperoleh langsung dari pelanggan PT Lintas Indonesia Timur Lines yang mengetahui dan menggunakan jasa selama minimal tiga bulan terakhir. Sampel yang digunakan sebanyak 150 responden dengan usia ≥ 17 tahun. Menggunakan teknik *purposive sampling* dan menggunakan teknik analisis SEM dengan program LISREL 8.70.

Berdasarkan responden dalam penelitian ini, kepuasan pelanggan memiliki pengaruh terhadap peralihan biaya, dimana jika kepuasan pelanggan rendah dari pelanggan memilih untuk beralih ke perusahaan jasa lain yang lebih baik dan sebaliknya. Serta kualitas layanan yang dirasakan memiliki pengaruh pada peralihan biaya, di mana jika kualitas layanan baik maka pelanggan akan tetap loyal kepada perusahaan jasa dan sebaliknya. Karena peralihan biaya memiliki dampak negatif dan signifikan terhadap loyalitas pelanggan, hal itu disebabkan oleh pelanggan di PT Lintas Indonesia Timur Lines yang sudah puas dan kualitas layanan baik sehingga pelanggan memilih untuk tetap loyal kepada perusahaan.

Kata Kunci: *Customer Loyalty, Customer Satisfaction, Switching Cost, and Perceived Service Quality*