THE EFFECT ANALYSIS OF QUALITY SERVICE FACTORS ON CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION IN CABLE TV SERVICE A CASE STUDY PT. SUBANG VISION

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Abstract. *This study aims to determine: (1) the effect of service quality on customer loyalty in cable TV services of PT. Subang Vision, (2) the effect of service quality on customer satisfaction and customer loyalty in cable tv services PT. Subang Vision. This research is quantitative research with a survey method. The population in this study are customers who subscribe to cable TV services at PT. Subang Vision. The sampling technique using purposive sampling with 99 people as a sample. Data collection techniques using questionnaires that have been tested for its validity and reliability. The data analysis technique used in this research to answer the hypotheses is path analysis. The results of this study indicate that: (1) reliability has an indirect effect on customer loyalty. This is showed on the value of direct effect (12.6%), which is smaller than the value mediated by customer satisfaction or indirect effect (23.3%). (2) responsiveness has an indirect effect on customer loyalty. This is showed on the value of direct effect (0.11%), which is smaller than the value mediated by customer satisfaction as an indirect effect (12.2%). (3) assurance has an indirect effect on customer loyalty. This is showed on the value of direct effect (0.77%), which is smaller than the value mediated by customer satisfaction as an indirect effect (11.7%). (4) empathy has an indirect effect on customer loyalty. This is showed on the value of direct effect (7.9%), which is smaller than the value mediated by customer satisfaction as an indirect effect (23.3%). (5) tangibility has an indirect effect on customer loyalty. This is showed on the value of direct effect (9.9%), which is smaller than the value mediated by customer satisfaction as an indirect effect (35.2%).*

Keywords: *Write the keywords which used in the paper maximum of 5 words*

1. INTRODUCTION

In this age of ever-increasing technological development, entertainment is sought after by people every day. This is because entertainment is one of the needs that cannot be separated from human life due to the increasing mindset and lifestyle of the people. In buying a product or service, a consumer might detect a deficiency. Consumers do not want products or services that do not meet quality standards. Consumer satisfaction is a function of how close the expectations of consumers to a product or service with perceived quality. Consumers will feel dissatisfied if a product or service is not as expected. To get higher satisfaction when consumers purchase a product or service, then this is usually related to service factors that affect customer satisfaction after purchasing a product or service.

On this occasion, it was utilized by a company engaged in entertainment services, namely PT. Subang Vision which provides services to consumers, such as leading channels in the Subang city area. The company is very aware of the importance of customer satisfaction. And according to the management of PT.

Subang Vision, consumer satisfaction can be seen from ups and downs or unstable customers with a sizable percentage increase in the number of consumers who subscribe to

cable TV at PT. SUBANG VISION.

A large decrease in percentage can be caused by services that are not optimal so that it affects the level of customer satisfaction. Therefore, the management of PT. Subang Vision needs to evaluate service factors that affect the level of customer satisfaction so that the management of PT. Subang Vision can improve the level of service to customers so that customers feel satisfied. With the formation of customer satisfaction is expected to create customer loyalty to the product.

2. LITERATURE REVIEW

2.1 Definition of service

Kotler (1998) defines services as "every action that can be offered by one party to another party which is basically intangible and does not result in ownership of something".

Service characteristics according to Kotler (1998) have four main characteristics as follows: a. Intangible: Services do not have a physical form that can be touched, felt, seen, heard or smelled before being purchased. b. Inseparable: In general, services are produced and used together because services do not have a form that can not be stored. c. Vary:Because it depends on who provides the set when and where the service is performed, the service varies greatly. d. Easily Vanish: Service cannot be saved.

2.2 Service quality

a. Definition of Service Quality
   According to Supranto (2006), service quality is a word that for service providers is something that must be done well. While the service quality according to Gronroos (in Ratminto, 2005) is an activity or a series of invisible activities that occur as a result of interactions between consumers and employees or other things provided by the service provider companies that are intended to solve consumer problems.
b. Service Objectives and Functions
   The service quality provided to consumers must function to better provide maximum satisfaction. Therefore, to provide services must be carried out under the service function. The service quality provided by every company certainly has a purpose. Generally, the purpose of service is for consumers to feel satisfaction and the company will get maximum profits.
c. Service Quality Dimension
   Service quality dimension (SERVQUAL) by Parasuraman (in Lupiyoadi, 2001:148) is divided into five dimensions of SERVQUAL including:
   1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles

2.3 Customer Satisfaction

a. Definition of Customer Satisfaction
   Very tight competition with the increasing number of producers involved in meeting the needs and desires of consumers causes every company must be able to place orientation on customer satisfaction as the main goal. Because the main key to win the competition is to provide value and customer satisfaction through the delivery of quality products at competitive prices. Consumer satisfaction can be shown through consumer attitudes on purchases.
b. Factors that affect Customer Satisfaction
   Factors that influence customer satisfaction are: 1). Price is the most fundamental decision among other marketing programs because every product or service has a price. Price is also the amount of money charged for a product, or the amount of value that consumers exchange for the benefits of owning or using a product. 2). Service quality is an ability to meet the internal and external needs of customers consistently according to procedures. In this case, the service provider is required to try to understand what the customer wants, so they have the hope to get good quality service. 3). Product quality is the ability of a product to carry out its functions, including durability, ease of use and repair, as well as other intuitive attributes. 3).Benefits of customer satisfaction: According to Tjiptono (2001), customer satisfaction is very important now because of the persuasive power of customers' Word of Mouth (Gethok

Tular) is a strategy to attract new customers. Reducing Price Sensitivity Customers who feel satisfied and loyal to a company tend to pay less attention to prices for each purchase individually.

c. Measuring Customer SatisfactionAfter making a purchase, the customer will experience the after-purchase stage. In this stage, the consumer feels a certain level of satisfaction or dissatisfaction that will affect the next consumer behavior. If consumers are satisfied it will show the next behavior by making a repeat purchase.

According to Kotler (2005), there are four tools to track and measure customer satisfaction, as follows: 1.) Complaints and suggestions system 2). Customer satisfaction survey 3).Stealth shopping 4). Analysis of lost customers

a. **Customer Loyalty**

1. Definition of Customer Loyalty

According to Engel (1995: 144), loyalty is defined as a deep commitment to repurchase or repeat a pattern of product or service preference in the future, which causes repeated purchases of the same brand or a set of the same brand, despite the involvement of situational factors and marketing efforts that have the potential to cause brand switching behavior.

2. Benefits of Customer Loyalty

Building and maintaining customer loyalty as part of a company's long-term relationship program has proven benefits for customers and organizations. One of them, loyalty increases customer purchases, showing that customers tend to shop more every year from a provider that has a special relationship with them. When customers perceive the value of a company's products and services at a high level, they tend to buy back from the same service provider to ward off possible risks if they move to another supplier or service provider (Tjiptono, 2004: 127).

3. Loyalty Measurement

According to Griffin (2005: 31), customer loyalty seems to be a more reliable measure for predicting sales and financial growth. Different from satisfaction, which is an attitude, loyalty can be defined based on buying behavior. Loyal customers are people who:

1) Make regular repurchases. 2). Buying between product lines or services. 3).Refer to other people 4). Showing immunity against competitors

3. METHODS

A. Data Collection

1. Types of Data

a. Primary data is data that is directly taken from the object of research by researchers both individually and organizationally.

b. Secondary data is data obtained indirectly from the research object. Researchers get ready data collected by other parties in various ways or methods both commercially and non-commercially. Example: in research that uses statistical data from research results from newspapers.

Data collection technique: There are several data collection techniques, which are questionnaires, interviews, observation, documentation study, and other techniques.

1. Various Data Scale Measurement: In statistics, the types of data are divided into four types of measurement scales, namely nominal, ordinal, interval and ratio.
2. Research Population and Samples: The population is a whole picture of what we will examine, not only humans but also objects and other natural objects. The population is not only the number of the object/subject being studied but includes all the characteristics possessed by the subject or object. The sample is part of the population that has characteristics of that population. If the population is large and researchers may not study everything in the population due to limited funds, manpower and time, then samples taken

from the population can be used. For this reason, samples taken from the population must be truly representative of the population.

3. Sampling Technique

In Sevilla (1993), there are various methods for determining the sample size of a population, including:

a. Slovin's Formula (1960)

This formula is stated by:

$$n = \frac{N}{1 + N.e^2} \text{.....(2.1)}$$

Where,

n = sample size e = critical value / allowance for inaccuracy due to population sampling error. N = population size

4. Questionnaire construction technique a data collection technique that is done by giving a set of questions or written statements to respondents to answer. Quantitative data analysis is based on the results of the questionnaire. Questionnaires are efficient data collection techniques if the researcher knows with certainty the variables to be measured and knows what can be expected from respondents. Now (2000) suggests several principles in writing questionnaires as data collection techniques, namely: the principles of writing, measurement, and physical appearance.

B. Scale of Measurement

Every question or statement in the questionnaire or interview usually represents one variable or one descriptor. Each variable is measured or assessed using a scale to be processed. The Likert scale also called the summated-ratings scale, is the most widely used attitude measurement technique in marketing research (Simamora, 2008). This scale allows respondents to express the intensity of their feelings. The questions given are closed questions. Selections are made in stages starting from the lowest intensity to the highest.

C. Provision of Measurement Tools

a. Validity

The concept of validity is more abstract and more difficult to measure than reliability. In assessing the validity of an instrument, the researcher questions whether the instrument does indeed reflect the variable or concept to be measured (Peter Hagul in Singarimbun, 1989).

Validity shows to which extent an instrument can measure what it wants to measure. A test or instrument can be said to have high validity if the device performs the function of the measuring instrument, or provides a measurement result, which is following the purpose of the measurement. Tests that produce data that are not relevant to the purpose of measurement are said to be tests that have low validity.

The formulas used to determine the correlation are:

$$r = \frac{N\left(\Sigma_{i=1}^{N} X_i Y_i\right) - \left(\Sigma_{i=1}^{N} X_i \Sigma_{i=1}^{N} Y_i\right)}{\sqrt{\left[N \Sigma_{i=1}^{N} X_i^2 - \left(\Sigma_{i=1}^{N} X_i\right)^2\right]\left[N \Sigma_{i=1}^{N} Y_i^2 - \left(\Sigma_{i=1}^{N} Y_i\right)^2\right]}} \qquad r = \frac{N\left(\Sigma_{i=1}^{N} X_i Y_i\right) - \left(\Sigma_{i=1}^{N} X_i \Sigma_{i=1}^{N} Y_i\right)}{\sqrt{\left[N \Sigma_{i=1}^{N} X_i^2 - \left(\Sigma_{i=1}^{N} X_i\right)^2\right]\left[N \Sigma_{i=1}^{N} Y_i^2 - \left(\Sigma_{i=1}^{N} Y_i\right)^2\right]}}$$

….(2.2)

Where:

r : product moment correlation coefficient X : score of each question / item Y : total score

N : number of respondents

b. Reliability

Reliability shows the level of reliance on the results of a measurement. Measurements that have high reliability are measurements that can provide reliable measurement results.

High and low reliability is determined by a number called the reliability coefficient.

This coefficient theoretically ranges from 0 to 1. Reaching coefficient 1 has never existed, and coefficients less than 0 (negative) are meaningless because reliability interpretation always refers to coefficients whose value is 1, coefficients that are close to 1 indicate high reliability.

The method used to test the reliability of measuring instruments in this study is to use the Cronbach (alpha/reliability analysis) method. Sugiyono (2003: 282) suggested that the Cronbach alpha coefficient formula is:

$$ri = \left(\frac{K}{K-1}\right)\left\{\frac{\sum Si^2}{St^2}\right\}$$

……(2.3)

Information:
ri = Cronbach's Alpha reliability coefficient
Si^2= Variation of item scores
St^2= Variance of total number of items
K = Number of items
Where:

$$Si^2 \frac{\sum ki}{n}$$

$$\frac{\sum Ks}{n^2}$$

……(2.4)

$$St^2 \frac{\sum X_t^2}{n}$$

$$\frac{\sum X_t}{n^2}$$ ……(2.5)

Information :
Ki = Number of squares of all item scores
Ks = Number of subjects squared

3.4 Successive Interval Method

Furthermore, it is necessary to convert the questionnaire answers in the form of an ordinal scale into an interval scale, because the ordinal scale makes it impossible to get absolute results from the object under study. Therefore to be processed with the path analysis method, it is necessary to transform the data. Ordinal scale data obtained is transformed into interval scale data using the Successive Interval Method.

4.4 Path Analysis

a. Definition of path analysis

Path analysis is part of the Regression model that can be used to analyze the causal relationship between one variable with another variable. The causal relationship system involves two types of variables, namely the independent variable or better known as an exogenous variable which is usually symbolized by the letters $X1$, $X2$, ..., Xm and the dependent variable or variable that is affected, known as the endogenous variable which is commonly symbolized with the letters $Y1$, $Y2$, ..., Yn.

b. The benefits of path analysis: The benefits of the path analysis model are to: 1).Explanation of the phenomenon being studied or the problem under study, 2). Predict the value of the dependent variable (Y) based on the value of the independent variable (X), and the prediction with this path analysis is qualitative, 3).The determinant factor, specifically the determination of the independent variable (X) which has the dominant effect on the dependent variable (Y), can also be used to explore the mechanism (pathways) of the effect of the independent

variable (X) on the dependent variable (Y), and 4.)Model testing, using theory trimming, both to test the reliability of existing concepts or the development of new concepts.

c. Path Diagram

To illustrate the causality relationships between variables to be studied, researchers use a diagram model commonly called the research paradigm. This is used to make it easier to see the causality relationships. In path analysis, the diagram model used is usually called a path diagram.

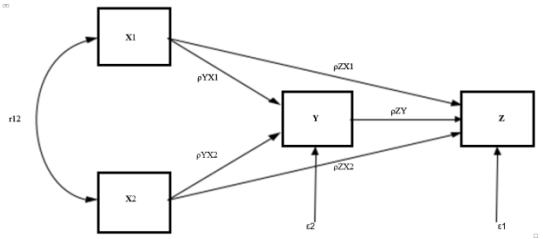

Figure 1. Effect Pathway X1, X2, and Y to Z

d. Path coefficient

The path coefficient indicates the amount of direct effect of a variable on the variable affected or from an exogenous variable on an endogenous variable. The conventional symbol or notation to symbolize the path coefficient is ρij (Dillon & Goldstein; Juanim, 2004: 20), which reflects the effect (dependent variable) and *j* reflects the cause (independent variable).

If the model is recursive (one-way model), path coefficients can be expressed using simple correlations or multiple regression. The path coefficients are usually included in the path diagram exactly on each line of the path expressed in numerical values.

As explained above that to estimate the path coefficient, if only one exogenous variable X directly affects the endogenous variable Y, then ρyx is estimated by a simple correlation between X and Y, so $\rho yx = rxy$, see Figure 3.2 a) . If the endogenous variable Y is effectedd by two exogenous variables X1 and X2, the path coefficients for X1 against Y and X2 against Y are the weights or beta coefficients in the regression, so each path coefficient is masing1 = $byx1$ and $\rho yx2 = byx2$, see Figure 2.2 b) .

a. Single causal antecedent

b. Two causal antecedent

Figure 2. Simple Causal System a and b

e. Simultaneous and Partial Testing

Simultaneous testing is intended to see the effect of exogenous variables ($x1,2, ..., xk$) together on endogenous variables y. The steps required in simultaneous testing are as follows:

1) Statistical hypothesis form

H0 : $\rho yx1=\rho yx2=\cdots=\rho yxk=0$ Together, all exogenous variables have no effect on endogenous variables.

H1 : $\rho yx1=\rho yx2=\cdots=\rho yxk\neq 0$ Exogenous variables affect endogenous variables.

2) The statistical test used

$r_{hitung} = \frac{}{k(1-R^2)}$ ……(2.6) with n is the number of samples, k is the number of exogenous variables, and 2 is the coefficient of determination.

3) Testing criteria

Hypothesis $H0$ is rejected if | $Fhitung$ |> | $t\alpha 2, -k-1$ | or if p-value (sig)> α, which means that exogenous variables jointly affect endogenous variables.

4) Partial coefficient testing

Partially the statistical test used is the t test which is calculated by the following formula (Schumacker & Lomax, 1996: 44. Kusnendi, 2005: 12).

t_k se_{ok} ; (dk = n – k – 1)……(2.7)

PROBLEM SOLVING FRAMEWORK

Flowcharts of problem solving are shown in Figure 6.

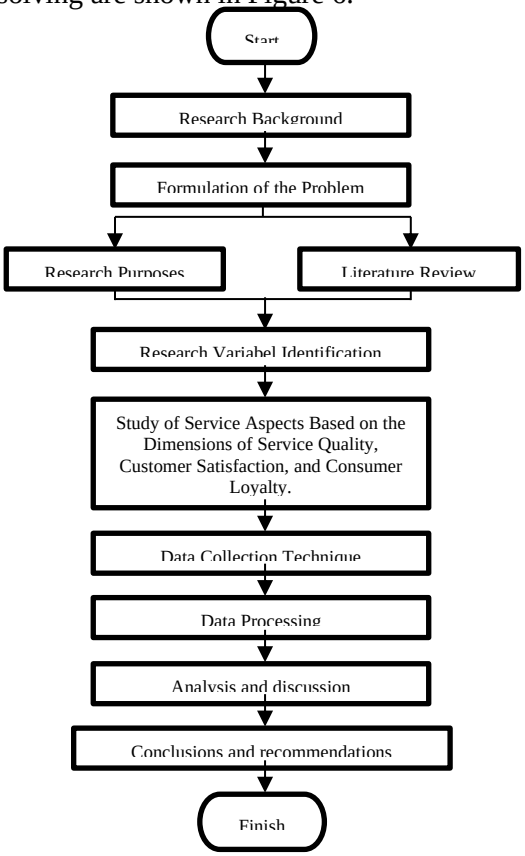

Figure 3. Problem Solving Framework

4. RESULT AND DISCUSSION

4.1Research Instrument

The research instrument, which is a question variable to create a questionnaire, can be seen in table 1.

Research Variable	Indicator	Item Number
Service quality (x) Zeitham cited by umar (2000)	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles	1,2,3,4 5,6,7 8,9,10,11,12 13,14,15, 16,17,18
Customer Satisfaction (Z) Consiegra (2007), Kotler (2005)	1. Reliability satisfaction level 2. Responsiveness satisfaction level	1,2,3,4 5,6,7 8,9,10,11,12

	3. Assurance satisfaction level 4. Emphaty satisfaction level 5. Tangibles satisfaction level	13,14,15, 16,17,18
Customer Loyalty (Y) Griffin (2005: 31)	1. Repurchase 2. Buying between product lines or services 3. Refer to other people 4. Showing immunity against competitors	1,2 3,4 5,6 7,8

4.2 Descriptive Analysis

In Table 2, the characteristics of the respondents are described including: age, gender, occupation, last education, and income.

Table 2. Respondent Characteristics

Gender	**Frequency**	**Percentage (%)**
Male	41	41,4
Female	58	58,6
Total	99	100,0
Age	**Frequency**	**Percentage (%)**
18-28 y.o	18	18,2
29-39 y.o	46	46,5
>39 y.o	35	35,3
Total	99	100,0
Last Education	**Frequency**	**Percentage (%)**
SD	0	0
SMP	12	12,1
SMA	49	49,5
University	38	38,4
Total	99	100,0
Occupation	**Frequency**	**Percentage (%)**
Student	7	7,1
Civil Servant/TNI-POLRI	27	27,3
Private Employee	34	34,3
Entrepreneur	21	21,2
Others	10	10,1
Total	99	100,0

Income	Frequency	Percentage (%)
<Rp1.000.000	15	15,2
Rp1.000.000 - Rp2.000.000	33	33,3
>Rp2.000.000	51	51,5
Total	99	100,0

Table 3. Validity Test Result

Service Quality (X)	Item number	r-calculation	r-table	Conclusion
Reliability	P1	0,821	0,198	Valid
	P2	0,846	0,198	Valid
	P3	0,810	0,198	Valid
	P4	0,543	0,198	Valid
Responsiveness	P5	0,848	0,198	Valid
	P6	0,827	0,198	Valid
	P7	0,876	0,198	Valid
Assurance	P8	0,321	0,198	Valid
	P9	0,340	0,198	Valid
	P10	0,382	0,198	Valid
	P11	0,338	0,198	Valid
	P12	0,305	0,198	Valid
Empathy	P13	0,584	0,198	Valid
	P14	0,843	0,198	Valid
	P15	0,826	0,198	Valid
Tangibles	P16	0,612	0,198	Valid
	P17	0,801	0,198	Valid
	P18	0,719	0,198	Valid

Based on Table 3 above, it can be seen that the validity coefficient (r count) of each statement item on the variable service quality factors is greater than r-table 0.198. The results of this test show that all statements for the variable service quality are valid and fit to be used as a measurement of research and can be used in further analysis.

Table 4. Reliability Test Result

Variable	Reliability Coefficient	t-critical	Result
Service quality (X)	0,920	0,700	Reliable
Customer Satisfaction (Y)	0,930	0,700	Reliable
Customer Loyalty (Z)	0,727	0,700	Reliable

In table 4 above, it can be seen that from the 3 (three) variables studied, an alpha Cronbach value of 0.920 was obtained; 0.930 and 0.727. All the reliability coefficient values are greater than 0.7, this provides information that respondents' answers to the questionnaire showed consistency, so the results can be used and analyzed further.

Table 5. Comparison of Average Score on Customer Satisfaction

Dimension	Item	Interest Average	Satisfaction Average
Reliability	1	3,75	3,47
	2	3,79	3,44
	3	3,82	3,22
	4	3,61	3,40
Average		**3,74**	**3,39**
Responsiveness	5	3,76	3,38
	6	3,76	3,14
	7	3,75	3,40
Average		**3,75**	**3,31**
Assurance	8	3,73	3,35
	9	3,72	3,28
	10	3,65	3,24
	11	3,82	3,19
	12	3,76	3,22
Average		**3,73**	**3,26**
Empathy	13	3,74	3,43
	14	3,77	3,39
	15	3,77	3,29
Average		**3,76**	**3,37**
Tangibles	16	3,66	3,54
	17	3,71	3,23
	18	3,86	3,26
Average		**3,74**	**3,34**
Satisfaction		**3,74**	**3,33**

Based on the calculation of the average score from 99 respondents obtained as a whole for the interest level of 3.74 and satisfaction average of 3.33 with the difference in score of -0.41. To see the comparison between the two average scores, categorization based on the highest and lowest scores is needed. The highest possible score is 5 and the lowest score possible is 1 and the length of the interval class for each category is (5-1) / 5) = 0.8. So the interval values for each category can be arranged in the following table:

Table 6. Range of Customer Satisfaction Rating Criteria

Range	Criteria
1,00 – 1,79	Not satisfied
1,80 – 2,59	Less satisfied
2,60 – 3,39	Quite satisfied
3,40 – 4,19	Satisfied
4,20 – 5,00	Very satisfied

Both of these average scores if drawn in a continuum according to the calculation criteria in Table 6 will look like this,

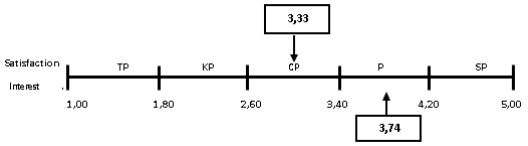

Figure 4. Rating Criteria on Customer Satisfaction Variables

Table 7. Respondents Response To Customer Loyalty

Poin	Score								Total
	Loyalty								
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	
1	0	0	0	0	1	0	0	1	2
2	8	9	0	4	11	2	3	7	44
3	39	32	40	37	36	44	38	34	300
4	42	45	52	47	39	48	49	48	370
5	10	13	7	11	12	5	9	9	76
Total	**99**	**99**	**99**	**99**	**99**	**99**	**99**	**99**	**792**
Actual Score	**351**	**359**	**363**	**362**	**347**	**353**	**361**	**354**	**2850**
Ideal Score	**495**	**495**	**495**	**495**	**495**	**495**	**495**	**495**	**3960**
Achievement	**70,9%**	**72,5%**	**73,3%**	**73,1%**	**70,1%**	**71,3%**	**72,9%**	**71,5%**	**72,0%**
Category	**High**	**High**	**High**	**High**	**High**	**High**	**High**	**High**	**High**

Table 7 above it can be seen in the results of the customer loyalty rate based on the answers of respondents in all studies that use 8 points stated at 72.0% or included in the high category, this means that customer loyalty on cable TV PT. Subang Vision is already quite high. This shows that the cable TV company has improved good marketing standards, needs to improve and improve its performance in the company, this can be seen from the level of customer loyalty variables that are included in the high category, but improve the quality of repair services that can meet the expectations.

Table 8. Pyx silmultaneous hypothesis testing

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12367.545	5	2473.509	4.358E+2	.000[b]
	Residual	527.832	93	5.676		
	Total	12895.377	98			

a. Dependent Variable: Kepuasan (Y)

b. Predictors: (Constant), Tangibles (X5), Assurance (X3), Responsiveness (X2), Empathy (X4), Reliability (X1)

Based on the SPSS output above, it is known that the F-count value is 4.358 with p-value (sig.) = 0,000. With α = 0.05, df1 = 5, and df2 = (n-k-1) = 93, then get Ftable = 2.312. Because the F-count value is greater than Ftable (4.358> 2.312) and the significance value is 0.000 <0.05, H0 is rejected and H1 is accepted, meaning that simultaneously the factors of service quality (tangible, reliability, responsiveness, assurance, and empathy) have a significant effect on customer satisfaction as an effort to improve cable TV services PT. Subang Vision.

Table 9. Pyx partial hypothesis testing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.260	1.660		-.156	.876
	Reliability (X1)	.942	.384	.240	2.457	.016
	Responsiveness (X2)	.576	.388	.126	1.482	.142
	Assurance (X3)	.414	.075	.121	5.490	.000
	Empathy (X4)	1.213	.353	.240	3.436	.001
	Tangibles (X5)	2.025	.513	.364	3.946	.000

a. Dependent Variable: Kepuasan (Y)

For the first hypothesis test PYX1 with a significant level (α) of 5%, df = 93, so we get a t-table for two-party test of -1.986 and 1.986.

Criteria : Reject H0 if tcount > ttable atau -tcount < -ttable, accept H1

Reject H1 if tcount < ttable or - tcount > -ttable, accept H0

From Table IV.18 the results of SPSS output obtained the t-count for the reliability variable to customer satisfaction of 2.457 and the *p-value* (*Sig.*) of 0.016. Because the value of t-count is greater than t-table value (2.457> 1.986) and a significance value of 0.016 <0.05, H0 is rejected and H1 is accepted, meaning that partial reliability has a significant effect on customer satisfaction as an effort to improve cable TV services of PT. Subang Vision.

Table 10 Comparison of the Effect of Service Factor Variables on Customer Loyalty through Customer Satisfaction

Variable	PZX		PYX	PZY		Total
	Beta	Effect	Beta	Beta	Effect	
Reliability (X1)	0,355	12,6%	0,240	0,969	23,3%	35,9%
Responsiveness (X2)	0,033	0,11%	0,126		12,2%	12,3%
Assurance (X3)	0,087	0,77%	0,121		11,7%	12,5%
Empathy (X4)	0,281	7,9%	0,240		23,3%	31,2%
Tangibles (X5)	0,314	9,9%	0,364		35,2%	45,1%

From table 10, a summary of the contribution of each variable is presented to make it easier to interpret the results of indirect effects through customer satisfaction.

So as a whole, the path diagram of service quality factors on customer loyalty through customer satisfaction can be presented as follows:

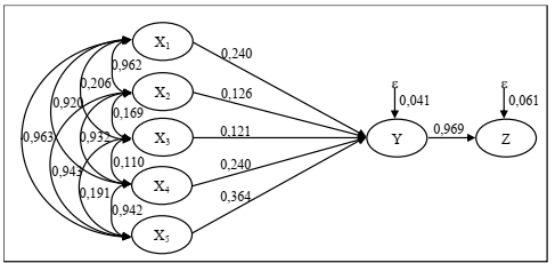

Figure 5. Path Diagram Structure from Variables X to Z through Y

1. The Effect of X1 on Z Through Y

From Figure IV.22 above, it is known that the direct effect given from the variable of reliability on customer loyalty is 12.6%, while the indirect effect through customer satisfaction is 23.3%. Then the total contribution made by reliability to customer loyalty is 35.9%.

Based on the results of these contributions it is known that the value of the indirect effect through customer satisfaction tends to be greater than the direct effect on customer loyalty, with the hypothesis in the previous explanation of each variable showing significant results. So it can be concluded that reliability indirectly has a significant effect on customer loyalty through customer satisfaction as an effort to improve cable TV services of PT. Subang Vision.

2. The Effect of X2 on Z Through Y

From Figure IV.22 above, it is known that the direct effect given from the variable responsiveness to customer loyalty is 0.11%, while the indirect effect through customer satisfaction is 12.2%. Then the total contribution made by responsiveness to customer loyalty is 12.3%.

Based on the results of these contributions it is known that the value of the indirect effect through customer satisfaction tends to be greater than the direct effect on customer loyalty. However, the hypothesis in the previous explanation of each variable showed insignificant results. So it can be concluded that responsiveness has no significant effect on customer loyalty through customer satisfaction as an effort to improve cable TV services of PT. Subang Vision.

3. The Effect of X3 on Z Through Y

From Figure IV.22 above, it is known that the direct effect of the assurance variable on customer loyalty is 0.77%, while the indirect effect through customer satisfaction is 11.7%. Then the total contribution made by the assurance to customer loyalty is 12.5%.

Based on the results of these contributions it is known that the value of the indirect effect through customer satisfaction tends to be greater than the direct effect on customer loyalty, with the hypothesis in the previous explanation of each variable showing significant results. So it can

be concluded that assurance indirectly has a significant effect on customer loyalty through customer satisfaction as an effort to improve cable TV services of PT. Subang Vision.

4. The Effect of X4 on Z through Y

From Figure IV.22 above, it is known that the direct effect given by the empathy variable to customer loyalty is 7.9%, while the indirect effect through customer satisfaction is 23.3%. Then the total contribution made by empathy to customer loyalty is 31.2%.

Based on the results of these contributions it is known that the value of the indirect effect through customer satisfaction tends to be greater than the direct effect on customer loyalty, with the hypothesis in the previous explanation of each variable showing significant results. So it can be concluded that empathy indirectly has a significant effect on customer loyalty through customer satisfaction as an effort to improve cable TV services of PT. Subang Vision.

5. The Effect of X5 on Z Through Y

From Figure IV.22 above, it is known that the direct effect given by the tangible variable to customer loyalty is 9.9%, while the indirect effect through customer satisfaction is 35.2%. Then the total contribution made by tangibles to customer loyalty is 35.2%.

Based on the results of these contributions it is known that the value of the indirect effect through customer satisfaction tends to be greater than the direct effect on customer loyalty, with

the hypothesis in the previous explanation of each variable showing significant results. So it can be concluded that tangible variable indirectly has a significant effect on customer loyalty through customer satisfaction as an effort to improve cable TV services of PT. Subang Vision.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the analysis and discussion in the previous chapter, the authors outline several conclusions according to the purpose of the problem sought as follows:

1. Simultaneously service quality factors significantly influence consumer loyalty dominated by tangibles followed by reliability, then followed by empathy and assurance with a significant effect whereas responsiveness does not provide significant influence, with a total overall contribution of 59.9% while the remaining 4.1% is contributed by other factors outside the study.
2. Almost all of the service quality factors have a significant effect on customer loyalty indirectly through customer satisfaction, in other words, service quality has a significant effect on customer satisfaction that has a significant impact on customer loyalty. While the order of indirect contributions through customer satisfaction starts from tangibles (physical evidence) of 45.1%, followed by the reliability of 35.9%, then empathy of 31.2% and from an assurance of 12,5% with a significant effect while from the responsiveness of 12.3% with a non-significant effect.

5.2 Recommendation

Based on the results of the conclusions in this study, the researchers tried to put forward some suggestions which could later be beneficial for the company PT. Subang Vision. As for the suggestions as follows:1. The company should monitor regularly for factors that can affect customer satisfaction and loyalty so the company can determine good policies; 2. The application of path analysis to analyze the factors of service quality towards loyalty mediated by customer satisfaction is feasible to be applied so that it can be known the factors that can be improved; 3. Further research is conducted on factors that have not been studied to know the effect of other factors not yet examine on customerloyalty.

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