

The Influence of E-Service Quality Based Sales on Customer Loyalty in Mc D

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Abstrak

Developing E-Service Quality sales becomes very important when competition between companies becomes increasingly tight. Therefore, the development of E-Service Quality as a breakthrough to provide convenience for customers as a differentiator and characteristic for companies in capturing the market, it is hoped that through E-service it can provide satisfaction in customer loyalty as one of the company's efforts to provide attention to service for consumers loyalty as one of the company's efforts to provide attention to service This can be proven from the t value of 0.687 with a significance level of 0.000 which is smaller than 0.05, and the regression coefficient has a positive value of 0.4771 There is a positive influence of e-service quality on Mc Dcustomer loyalty. This can be proven from the calculated t value of 0.010 with a sign ificance level of 0.000 which is smaller than 0.05 (0.00<0.05), and the regression coefficient has a positive value of 0.687.

Keyword: *E-Service, Customer Loyalty, Sales*

1. Introduction

Technological developments in this modern era, humans continue to innovate to improve the quality of services. Many companies operating in the service sector continue to strive to improve service quality so that consumers get satisfaction so that through good service it is hoped that consumers can truly have their needs met. By building E-Service Quality, it is hoped that it will have an impact in improving service so that they can be loyal both in terms of time and financial, apart from that, it is hoped that it will increase consumer loyalty towards the company with this strategy, it is hoped that it can have a good impact as the company cares for consumers.

Through this research, we can answer problems within the company because currently companies that do not innovate will remain stagnant and unable to compete if the company does not make breakthroughs or efforts to improve services to consumers so that through this problem the author is interested in raising this title as a form of concern for many companies. who went bankrupt because they did not pay attention to the quality of service to consumers and were only pursuing profit, the company should be able to see the flaw that the quality of service and consumer loyalty needs to be paid serious attention so that the company can continue to progress by making breakthroughs and innovations as an effort to advance the company, not just pursuing results. Through this research, we will become company owners.

With the development of technology, it can be used as an opportunity to provide maximum service for customers with the problem of companies closing because they do not take advantage of service-based technological opportunities so that customers are not met because the company only focuses on profits and product development. This problem should

be an important point for local entrepreneurs to pay attention to, especially in the city of Palopo, where currently many companies are closing and almost going bankrupt, namely PT C because they do not provide services to customers so there is no customer feedback and customer loyalty is decreasing because the satisfaction provided is only on the quality of the place without paying attention to service satisfaction and technology-based innovation. Paying attention to E-Service Quality will have a very good impact on the company's progress, so I am interested in raising a theme entitled the influence of e-service quality based sales on customer loyalty at MC in the city of Palopo.

2. Methodology

This research uses a quantitative method by collecting data using a questionnaire distributed to respondents with Likert scale measurements to measure a person's perceptions and opinions, then secondly using literature study, namely reports that are related to the problem being solved. The population in this study was 300 people, with a sample of 150 people. The place of research was carried out at Mc D which is located in Palopo City. This research will be carried out from April 8 2023 to June 27 2023.

3. Result and Discussion

Measurement of Service Quality Variables from 20 statement items with a measurement scale of one to five, these statements include: Comfortable service waiting room, Attractive building design, Having complete transaction slips, Neatness of clothing worn by employees, Credit process is not complicated, Giving timely service, Capability of all employees to help customers, Apologizing if consumers wait a long time, Speed of employees handling consumer problems, Responsiveness in answering individual questions, Providing fast transaction services to consumers, Helping to write down if consumers are having difficulty making transactions, Credit card security from misuse, Consumer confidentiality is maintained, Provides explanations about all types of savings to new customers, consumers receive transaction services from an experienced employee regarding the food served and other services. Research results mostly display information and display data collected in the form of graphs or tables. However, interpretation of research results still needs to be done without misinterpretation.

3.1. Result

The results of the t statistical test for the service quality variable obtained a t value of 0.4771 with a significance level of 0.000, because the significance was less than 0.05 ($0.0000 < 0.05$), and the regression coefficient had a positive value of 0.446; So this research succeeded in proving the fifth hypothesis which states that "There is a positive influence of service quality on Mc D customer loyalty". Sustainable customer satisfaction can create customer loyalty which will be very important for the survival of the company. The results of this research support previous research conducted by Laurent (2016) regarding "The influence of e-service quality on Go-jek customer loyalty through customer satisfaction" stated that E-service quality has a positive influence on customer loyalty.

The statistical results of the t test for sales promotions obtained a calculated t value of 0.687 with a significance level of 0.000 because the significance was smaller than 0.05 ($0.000 < 0.05$) and the regression coefficient had a positive value of 0.010; So this research succeeded in proving the second hypothesis which states that there is an influence of sales promotions on customer loyalty.

3.2. Discussion

The test results show a significant effect. This proves the hypothesis because there is a positive effect. In reality, consumers in assessing the price of a product depend not only on the absolute nominal value but also on their perception of the price. When customers feel that the price given by the marketer is in accordance with the value they receive, the customer will feel satisfied and ultimately this will create customer loyalty. Loyalty is a deeply held commitment to buy or support a preferred product or service again in the future even though situational influences and marketing efforts have the potential to cause customers to switch. E-service quality has been increasingly recognized as an important channel, through which customer needs can be automatically delivered via the internet throughout the consumption life cycle. E-service quality is defined as the extent to which a website facilitates shopping, purchasing and delivery efficiently and effectively.

Continuous customer satisfaction can create customer loyalty which will be very important for the company's survival. "The influence of e-service quality on Mc D customer loyalty through customer satisfaction" states that E-service quality has a positive influence on customer loyalty, obtained by a calculated t value of 0.687 with a significance level of 0.000, because the significance is smaller than 0.05; So this research succeeded in proving the second hypothesis. which states that "There is a positive influence of e-service quality on Mc D's customer loyalty.

4. Conclusion

There is a positive influence of promotion on Mc D's customer satisfaction. This can be proven from the t value of 0.687 with a significance level of 0.000 which is smaller than 0.05, and the regression coefficient has a positive value of 0.4771 There is a positive influence of e-service quality on Mc Dcustomer loyalty. This can be proven from the calculated t value of 0.010 with a significance level of 0.000 which is smaller than 0.05 ($0.00 < 0.05$), and the regression coefficient has a positive value of 0.687

5. Acknowledgement

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6. Reference

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Presentation of Figures and Tables



Figure 1. Mc D's location in Palopo City

Source: <https://www.mcdonalds.co.id/whats-on/new-store-opening-mcdonalds-palopo>

→ Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SALES BASED ON E- SERVICE QUALITY ^b	.	Enter

a. Dependent Variable: CUSTOMER LOYALTY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687 ^a	.471	.468	2.126

a. Predictors: (Constant), SALES BASED ON E-SERVICE QUALITY

Figure 2. influence test

Source: SPSS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	596.613	1	596.613	132.020	.000 ^b
	Residual	668.827	148	4.519		
	Total	1265.440	149			

a. Dependent Variable: CUSTOMER LOYALTY

b. Predictors: (Constant), SALES BASED ON E-SERVICE QUALITY

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.670	6.430		2.593	.010
	SALES BASED ON E-SERVICE QUALITY	.819	.071	.687	11.490	.000

a. Dependent Variable: CUSTOMER LOYALTY

Table 1. Description of Respondents

Variable		Frequency	Percent
Gender	Male	76	50.7
	Female	74	49.3
	Total	150	100

Equations

- (1) R relationship 0.687 r square influence x1 key y is 0.471
- (2) The F test means the significance is smaller than 0.05 and the t test is greater than 0.010 so the t test is partial
- (3) X1 has a significant effect on Y

Units

Units should follow the International System of Units (SI).