Analysis of Satisfaction and Loyalty of the Quality of Service Users Industrial Area Mm2100 Bekasi District West Java

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Abstract: *Industrial area managers are required to provide empathy as well as possible to the people around the area so that any conflicts and tensions with communities around the area can be avoided. Attention of a company towards society and the environment is an obligation which has been regulated by the Act, namely Law Number 40 Year 2007 regarding Limited Liability Company. Implementation of the Act was the implementation of Corporate Social Responsibility (CSR). CSR is the theoretical basis of the need for a company to build a harmonious relationship with the local community. Theoretically, CSR can be defined as the moral responsibility of a company towards its strategic stakeholders, particularly the community around the working area of its operations. CSR can also be interpreted as a commitment of the company to account for the impact of its operations in the social, economic, and environmental, as well as continuously ensure that the impact will benefit the community and the environment. Methods using Structural Equation Model (SEM) is a multi-variat statistical techniques that allow the testing of a series of causal relationships between variables simultaneously, is expected to solve the problems this research. Primary data is data obtained directly from the respondents by filling the questionnaire, the method of filling the questionnaire conducted by direct interview with the respondents researchers. Primary data contains the company's perception of industrial estate to various services provided by the company's industrial area. Research findings indicate the Government is very concerned about growth and development of industrial areas throughout the country. These interests can be viewed directly or indirectly. Direct interest seen in the state revenue that can be obtained through taxes, a growing number of industrial areas will grow and develop more and more taxes to be gained. While the indirect presence of industrial zones and industrial companies that are in it will open wide enough jobs for all the people and spur economic growth more broadly. Based on the findings of which have been disclosed previously, user loyalty industrial area is not only determined by the quality of services provided by the company but also the industrial areas influenced by external factors, including government support. Therefore, the government is expected to provide support to grow and berkembangngya industrial area through the issuance of legal rules which protect the entrepreneurs and companies in a fair and transparent.*

Keywords: *Quality, Satisfaction, Service, Loyalty.*

I. Preliminary

The development of industrial estates in Indonesia by the government to establish projects Budget (APBN) and Budget (APBD) which further the status of State-Owned Enterprises (SOEs) with a ratio of cooperation between Governments provincial and Regency / City Government versus 60: 30: 10. the participation of the provincial Government and District / Municipal is generally in the form of the provision of land, while the central government in the form of development of land and provision of supporting infrastructure. In line with the development of the investment climate in Indonesia, particularly in the industrial sector, then in 1989 issued Industrial Zone development policy as stated in Presidential Decree No. 53/1989 which is more focused on the permissibility of private business, both domestic and foreigners to invest in the provision of industrial plots ready for construction in the form of Industrial Area. Since the promulgation of Presidential Decree 53/1989 until October 1995 was a time of booming demand for industrial land development. By 2009 the national company incorporated in the industrial area Industrial Estate Association (HKI) there were 88 industrial zones with a total area of 32 460 hectares with a number of industries as much as 6321, as shown in the table below:

Recapitulation and the amount of industrial estates in Indonesian Industrial Estate Association members per February 2015

No	Area	Amount Of Industry	Total Area	Building	Total	Labor
1	DKI Jakarta	3	1.800	914	491	210.000
2	Banten	14	5.230	1.117	270	90.000
3	West Java	26	11.560	6.118	2.335	620.000

4	Central Java	7	2.148	520	1.747	215.000
5	East Java	8	2.500	833	611	125.000
6	Riau - Batam	20	850	450	296	81.000
7	Kep. Riau - Bintan	1	4.000	250	30	6.250
8	Riau	1	400	150	5	1.250
9	Nort Sumatra	3	1.300	522	346	60.000
10	West Sumatra	1	200	45	5	1.000
11	South Sulawesi	1	700	350	180	19.000
12	North Sulawesi	1	22	n/a	n/a	n/a
13	Central Sulawesi	1	1.500	n/a	n/a	n/a
14	Kalimantan	1	250	52	5	700
Jumlah		88	32.460	11.321	6.321	1.429.200

Two of the problems faced by the industrial area mentioned above, namely the rejection of society in sekiar location and lack of appeal (about behavior) industrial area, when traced due to the same factors, namely the lack of quality of services provided by operators of industrial areas. Industrial area managers are required to provide good services to the inhabitants of the region (internal services) and to the people around the area (external service). Internal services intended for the area residents are satisfied and have a high loyalty to remain in operation in the region, while the external service aims to make the region the full support of the community around the site so that the residents of the area felt safe and comfortable.

Suharto (2007) suggested that the conflicts and tensions that occur between Surabaya Industrial Estate Rungkut (SIER) and some other areas with local communities around the area due to the demands of society for employment in industrial company located in the industrial area. More lajut described by Suharto (2007), the basis of the demands put forward by the local communities around the area are:

a. The industrial area is located in their territory to use the land since time is the ownership of those released at a low price.
b. High unemployment in the local community.
c. During the establishment of industrial zones in the region, they have not received the benefits of the industrial area.

Therefore the industrial area managers are required to provide empathy as well as possible to the people around the area so that any conflicts and tensions with communities around the area can be avoided. Attention of a company towards society and the environment is an obligation which has been regulated by the Act, namely Law Number 40 Year 2007 regarding Limited Liability Company. Implementation of the Act was the implementation of Corporate Social Responsibility (CSR). CSR is the theoretical basis of the need for a company to build a harmonious relationship with the local community. Theoretically, CSR can be defined as the moral responsibility of a company towards its strategic stakeholders, particularly the community around the working area of its operations. CSR can also be interpreted as a commitment of the company to account for the impact of its operations in the social, economic, and environmental, as well as continuously ensure that the impact will benefit the community and the environment. Implementation of CSR consistently in the long run will foster a sense of community acceptance and the full support of the company's presence. Empirically research related to the relationship between service quality and customer satisfaction, among others, was made by Mittal & Lassar (1998), this study used a sample of service in the health care and auto repair shops. The second service quality business services (services) are analyzed using SERVQUAL method. Mittal & Lassar research results show that the relationship between satisfaction and loyalty is asymmetrical, meaning that satisfaction does not necessarily guarantee loyalty. The service industry can be divided into two different forms, namely, the service industry who provide technical services and industries that provide services. Customers get the satisfaction and provide different loyalty in both forms of the service industry. The difference was caused by the direct contact between the customer's different with her servants. To indurtri services with low direct contact, such as a car repair shop, the engineering services (physical) preferred to give satisfaction. While the service industry with high service direct contact, such as in hospitals (health care), then the services are preferred to provide satisfaction. Interestingly, this study is on the object under study is the industrial estate company, considering that in these days many industrial companies that pull out of Indonesia. The results of this study are expected to provide contributions to the company and government in the industrial area to minimize the departure of industrial enterprises, especially for an industry that has been operating in the industrial area. Based on the background of the problem and the above description, the problem in this study can be formulated as follows:

1. What is the quality of service that consists of seven variables, namely: physical evidence (physical evidence), responsiveness (responsiveness), reliability (reliability), skill (competence), confidence (credibility), the recovery of the complaint (complaint recovery), and empathy external (external emphaty) if done well, can improve user satisfaction the industrial area?

2. Is the quality of service that consists of seven variables, namely: physical evidence (physical evidence), responsiveness (responsiveness), reliability (reliability), skill (competence), confidence (credibility), the

recovery of the complaint (complaint recovery), and empathy external (external emphaty) if done well, can improve user loyalty in the industrial area?

3. What if the quality of service done well will be able to increase user loyalty if the company satisfied the industrial area?

II.   Theoritical Review

Definition Quality

Definition of quality can be different meaning for every person, because it has a lot of quality criteria and is highly dependent on the context. Many experts in the field kualilas that tries to define quality based on the angle of view of each. Some of them are the most popular is developed by three experts international level quality, which refers to the opinion (W.Edwards Deming, Philip B. Crosby and Joseph M.Juran, in Zulian Yamit, 2005). Deming defines quality is whatever the needs and desires of consumers. Crosby perceived as a zero defect quality, completeness and conformance to requirements. Juran defines quality as conformance to specifications, when viewed from the perspective of the manufacturer. While objectively the quality according to Juran, is a special standard where the ability (availability), performance (performance), kendalannya (reliability), ease pemeliharaa (maintainability) and its characteristics can be measured. Understanding Services Services.

According Tjiptono (2009) although there are some differences in the definition of services and continually differences that would interfere, some karaktenstik following services will provide a more solid answer to the notion of services. Jnsa characteristics of these services are:

1. Do not be palpated (intangibility). A service is something that often can not be touched or intangible. Services may be associated with something physical, such as airplanes, chairs and tables and cutlery in restaurants, bed patient in the hospital. However the fact that consumers buy and need something that can not be touched. It is widely available in the travel agency or travel agency and is not contained in the aircraft as well as chairs, tables and cutlery, does not lie in bed in the hospital, but rather on the value. Therefore, the service or services best be specific cause is naturally provided.

2. Can not be stored (inability to inventory). One special feature of the service is not able to be saved. For example, when we want the services of barber, then when the hair cutting has been done can not be partially saved for tomorrow. When we stay at the hotel can not be done for half the night and half resume again tomorrow, if this is done consumers still counted stayed two days.

3. Production and consumption together. A service is something that is done in conjunction with the production. For example, doctors' offices, restaurants, maintenance of car insurance and so forth.

4. Terming easier. Set up business in services requires less investment, more rnudah locate and widely available, do not require high technology. For most business services lower the barriers to entry.

5. It is influenced by external factors. Services strongly influenced by external factors such as: technology, government regulation and rising energy prices. The financial services sector is an example of the most heavily influenced by regulations and government legislation, and computer technology with mellinium case bugs on two of the century.

Collier in Zulian Yamit (2005) has another view of the quality of this service, which is more emphasis on the word customer, quality and level or levels. Best customer service (excellent) and the level of service quality is consistently the best way to bring together consumer expectations (external service standards and fees) and the performance of the system service (internal service standards, cost and profit).

Understanding Quality of Service Provider

Quality of services is strongly influenced by consumer expectations. Consumer expectations can vary from one consumer to another consumer even if the services provided are consistent. The quality may be seen as a disadvantage if consumers have expectations that are too high, even with a good service.

According Wyckof in Lovelock (2007) gives the notion of quality of service as the perfection level to meet the wishes of consumers, while according to Parasuraman, et al. (1990) Quality of service is a comparison between perceived service (perception) kualitns consumers with services that consumers expect. If the perceived service quality equals or exceeds the quality of service expected, the quality and satisfactory service said. According to Grönroos in Purnama (2006) states the quality of service include:

1. Quality function, which emphasizes how the service is implemented, lerdiri of contact with the consumer dimension, attitudes and behavior, internal relationships, appearance, ease of access, and service mindedness

2. Technical quality output quality perceived by consumers, including price, punctuality, speed of service, and aesthetic output.

3. The company's reputation, which was reflected by the company's image and reputation in the eyes of consumers.

From the definitions tensebut can be concluded that the quality of service is the level of service excellence to meet the desires of consumers / customers, by an organization. Quality of service is measured by five indicators of service (reliability, responsiveness, assurance, empathy, and tangibles).

Understanding Satisfaction

Satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono and Chandra, 2005). While Kotler (2003) defines satisfaction as feeling happy or disappointed someone experienced after comparing the perception of performance or the result of a product with expectations.

From the definitions above we can conclude, that the comparison between expectations and performance / result of customer perceived. Customer expectations are formed and was based on several factors, including the shopping experience in the past, the opinions of friends and relatives, as well as information and promises the company and its competitors.

Understanding Customers

According Zulian Yamit (2005) is traditionally defined customers who buy and use the product. In a company engaged in the services, customers are people who use services. In the world of banking customers mean customer. The traditional view is concluded that the customer is a person who interacts with the company before the production process is completed, because they are the users of the product. Meanwhile, people who interact derigan company before the production process is considered as a supplier. Customers and suppliers in the traditional concept of this is people who are outside the company or called customers and external suppliers. Precise understanding this customer in relation to quality? Is the desired attention to customers and external suppliers will guarantee the company will produce a quality product?

The concept of customers and suppliers is not only seen from outside the company. There are customers and suppliers that had been forgotten by the businesses, the customers and suppliers that are within the company or the so-called internal customers and suppliers. For example, there are processes information through the process 1 process 2 to 3 processes, each of which has inpul-process-output (I-P-O). Output 2 will be submitted and the process becomes the input process 3 which will perform the following.

Besides internal and external customers, there are other parties involved before product is shipped to external customers. The other party is referred to as a distributor or intermediary customers who conduct the distribution of products from the company to external customers. External customer satisfaction is influenced also by the quality of after-sales service.

Understanding Customer Satisfaction

What exactly is the customer satisfaction ?, to define customer satisfaction is actually not easy, because the customer has a wide range karaktenstik, good knowledge, social class, experience, income expectations rnaupun. For example, a customer just wants to try a particular cuisine of a restaurant. Before making a purchase, the new customer must have had hopes that he would be better served, waiters are friendly, responsive, and wanted to try delicious dishes. If the customer expectations are consistent with what is experienced and perceived exceeded his expectations it can be ascertained that customers will be satisfied. But when experienced and felt by the customer is not in accordance with expectations, for example, the service unfriendly, unresponsive, and cooking is not bad, it is certain the customer is not satisfied.

From the example above, customer satisfaction can be seen as tired as customers use your products and services. In other words, customer satisfaction is an after-purchase evaluation or evaluation results after rnembandingkan what is felt to his expectations. From these explanations it can be concluded that customer satisfaction is the result (outcome) are perceived on the use of products and services, equal to or exceeding expectations (Zulian Yamit, 2005).

Customer satisfaction has become a central concept in the discourse of business and management (Tjiptono and Chandra, 2005). Customers generally expect the product in the form of goods or services consumed can be accepted and enjoyed with good service or satisfactory (Assauri, 2003). Customer satisfaction can shape perceptions and can further position the company's products in the eyes of its customers.

Definition of loyalty

Loyalty is a repetition of the purchasing behavior has become a habit, which has no linkage and high involvement in their preferences for certain objects, and is characterized by the absence of external information search and evaluation of alternatives (Engel et al., 1993). Meanwhile, Oliver (1999) suggest customer loyalty is a deep commitment from consumers to re-purchase the particular product or service consistently in the future, resist the influence of others, and it is difficult to make it move.

Concept Framework Research

The company's attention towards the industrial area to the community around the area is expected to increase public support for the presence of the region. Forms of community support that is expected is to participate in maintaining regional security as well as companies that are inside of any form of interference caused by the surrounding community, for example, is safe from the demonstration or the destruction of the various facilities of the company. Empathy company to the community around the area can be done by channeling funds Corporate Social Responsibility (CSR) for the benefit of society, for example: for education and community training, scholarships, development of infrastructure and transportation facilities, construction of houses of worship and various social activities. Research variables mentioned above associated with satisfaction (satisfaction) and loyalty (loyalty) based on several theories that have been studied previously. Physical Evidence variable relationship to satisfaction and loyalty based on the theory Pitt et al. (1996) and Bienstock et al. (1997). Rapid response variable relationship to satisfaction and loyalty draws on research Parasuraman et al. (1994). Reliability variable relationship with satisfaction and loyalty based on the theory advanced by Pitt et al. (1996); Durvasula et al. (1999), as well as Vandalele and Gemmel (2004). Relationship skills to satisfaction and loyalty based on the theory developed by Pitt et al. (1996). Relationships complaint against the recovery variable satisfaction and loyalty based on the theory Durvasula et al. (1999). Variable relationship of trust with the satisfaction and loyalty based on the theory Gronross (1990); Durvasula et al. (1999) and Vandalele and Gemmel (2004). Relationship variables zeroed out (external empathy) with the satisfaction and loyalty of referring to the results of research Salomones et al. (2005). Relationship satisfaction and loyalty of basing the research results Stank et al. (2003); Bartos and Gallego (2006); and Aykac et al. (2010).
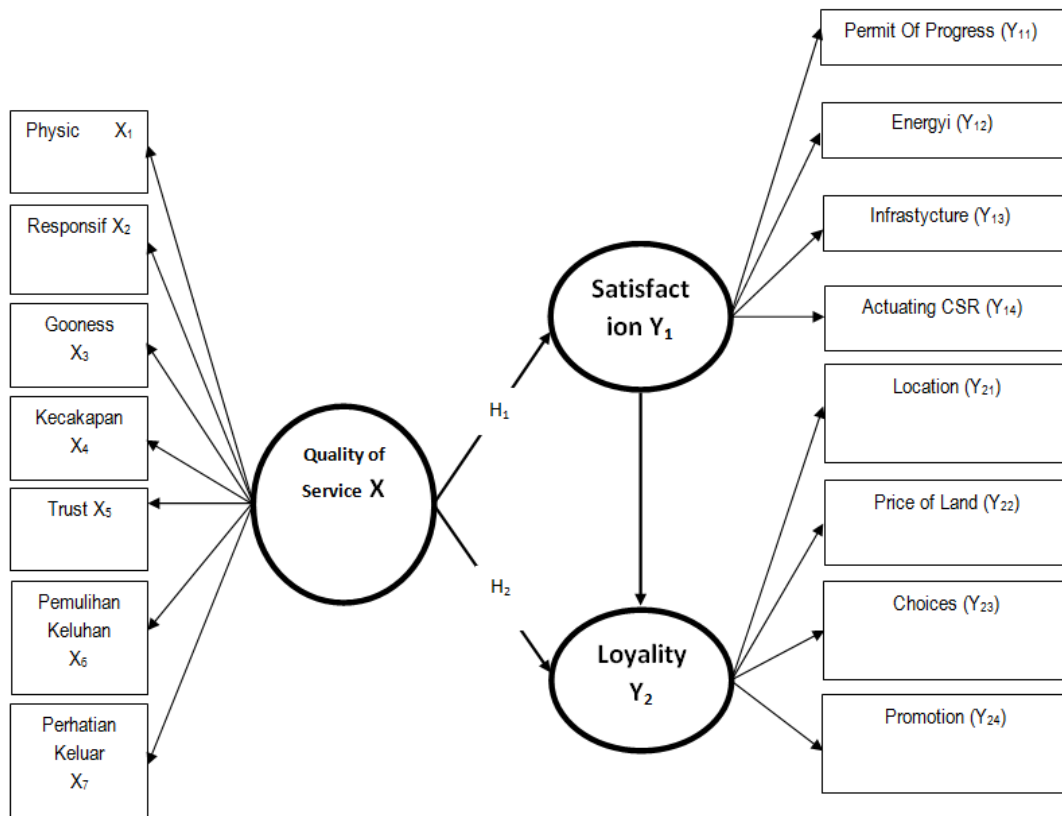
Based on the description that has been stated above, the proposed hypothesis is as follows:

H1: Quality of care which consists of 7 dimensions (tangibles, responsiveness, reliability, competence, confidence, recovery of the complaint, zeroed out) if done well it will be able to increase the company's satisfaction the industrial area.

H2: The quality of service that consists of 7 dimensions (tangibles, responsiveness, reliability, competence, confidence, recovery of the complaint, zeroed out) if done well it will be able to increase the company's loyalty industrial area.

H3: Quality of service if done well will be able to increase user loyalty if the company satisfied the industrial area.

III. Research Result

Testing the hypothesis by finding a load factor default value (standardized factor loading / SFL) and t (t-value) at each track directly. The results of the validation test on each track path coefficient to the direct effect is presented in Table 5:21. So the hypothesis testing results can be described as follows. Quality of Service (X) proved a significant effect on satisfaction (Y1). The results of the analysis of research data shows that the value of the standardized factor loading of 0.96 ($\geq$ 0.50) and the t-value of 12.41 ($\geq$ 1.96), so it can be interpreted significant. Positive coefficient values indicate a relationship marked lane unidirectional, so it can be interpreted that the better the quality the better the service satisfaction. With the results of this analysis can be affirmed that the hypothesis 1 (H1): Quality of care which consists of 7 dimensions (tangibles, responsiveness, reliability, competence, confidence, recovery of the complaint, zeroed out) if done well it will be able to increase the satisfaction of the user enterprise industrial areas, proved.

**Hasil pengujian hipotesis pengaruh antar variabel**

Hubungan antar variabel	Koefisien jalur *(SFL)*[*]	t-Value [**]	Keterangan
Service of Quality (X) *With* Satisfaction (Y₁)	0,96	12,41	Significant
Service of Quality (X) *with* Loyality (Y₂)	0,67	2,55	Significant
Satisfaction (Y₁) *with* Loyality (Y₂)	0,33	1,25	Not Significant

*). Significant if $SLF \geq 0,70$ (Rigdon and Ferguson, 1991) or $\geq 0,50$ (Igbaria *et. al.,* 1977).
**). Significant if t-Value $\geq 1,96$ (Wijanto,2007).
Quality of Service (X) proved a significant effect on loyalty (Y2).

The results of the analysis by SEM showed that the value of the standardized factor loading of 0.67 ($\geq$ 0.50) and the t-value of 2.55 ($\geq$ 1.96), so it can be interpreted significant. Positive coefficient values indicate a relationship marked lane unidirectional, so it can be interpreted that the better quality of service, the better / higher the loyalty. With the results of this analysis can be affirmed that the hypothesis 2 (H2): Quality of care which consists of 7 dimensions (tangibles, responsiveness, reliability, competence, confidence, recovery of the complaint, zeroed out) if done well it will be able to increase the loyalty of corporate users industrial areas, proved.
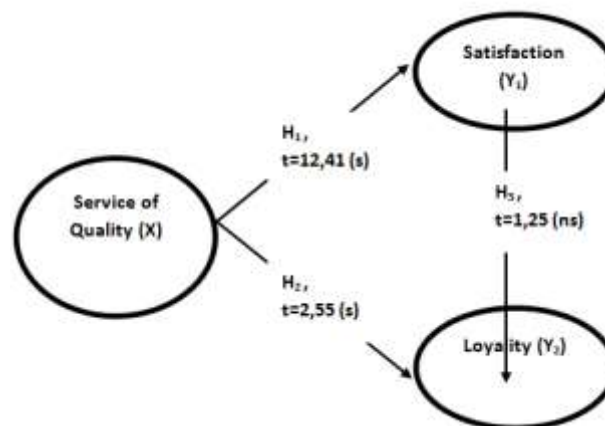
Satisfaction (Y1) proved not significant effect on loyalty (Y2). The results of this analysis indicate that the value of the standardized factor loading of 0.33 ($\leq$ 0.50) and the t-value of 1.25 ($\leq$ 1.96), so it can be interpreted not significant. This test indicates that the better or worse satisfaction, then it has no direct influence makes increasing or decreasing loyalty. These test results indicate that the hypothesis 3 (H3): Quality of service if done well will be able to increase user loyalty if the company satisfied the industrial area, not proven.

Implications of Research Results

The results of the measurement model that has been done previously shown that some indicator variable is a valid indicator reflects the research variables, given the standardized factor loading value is larger above 0.50. But there is another partial indicator variable is invalid indicator reflects the research variables, given the standardized factor loading value is smaller than 0.50. The results of this analysis also shows the strongest indicator that reflects each study variable. The following section is detailed profile of each study variable, with attention to standardized factor loading value and average value (mean) respondents' perceptions of the indicators of research variables.

IV. Conclusions and Recommendations

Based on the objectives and hypotheses of the study and analysis of the research data, some conclusions can be drawn as follows:

1. Quality of service at the company's industrial area consisting of seven dimensions: physical evidence, responsiveness, reliability, competence, confidence and attention out to provide reinforcement to the satisfaction of the industrial area. Means quality service consisting of seven dimensions: physical evidence, responsiveness, reliability, competence, confidence, recovery of the complaint, and zeroed out can be done well and can increase user satisfaction the industrial area.

2. Quality of service at the company's industrial area consisting of seven dimensions: physical evidence, responsiveness, reliability, competence, confidence and attention out to provide reinforcement to the loyalty of the industrial area. Means quality service consisting of seven dimensions: physical evidence, responsiveness, reliability, competence, confidence, recovery of the complaint, and zeroed out can be done well and can increase user loyalty in the industrial area.

3. The quality of service at the company's industrial area improve satisfaction, but not to the loyalty of the industrial estates. The conclusion supports the notion that although the quality of service is done well and is able to improve satisfaction, but not necessarily be able to increase user loyalty industrial area.

V. Suggestions For Future Research

Research on the analysis of the quality of service at the company's industry department was not the last, but expected as a pioneer for the emergence of new research that will be able to enhance and open up a new repertoire in the research field of marketing management of industrial estate. Therefore, researchers advise:

1. The research method mix (mixed methodology) between quantitative and qualitative methods will probably provide a more accurate research conclusions given by the mixed methods researchers can explore the responses from the resource (Director / Manager) of the company's regional user.

2. Future research needs to include variables of the rule of law as one of the factors thought to influence on user loyalty industrial area.

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