

Effect of Trust and Commitment on Satisfaction and its Impact on Customer Loyalty in the Datascrip Online Store

Priyo Triatmanto (*Author*)
 Muchsin Saggaff Shihab, M.Sc., MBA, Ph.D (*Author*)
 Mercu Buana University
 Jakarta, Indonesia

Abstract:- This study aims to 1) analyze the magnitude of the influence of trust on customer satisfaction 2) analyze the magnitude of the influence of commitment to customer satisfaction 3) analyze the magnitude of the influence of commitment and trust simultaneously in customer satisfaction 4) analyze the magnitude of the influence of trust in customer loyalty 5) analyze the magnitude influence of commitment to customer loyalty 6) analyze the magnitude of the influence of commitment and trust simultaneously to customer loyalty and 7) analyze the effect of customer satisfaction on customer loyalty. The type of research used is Explanatory Research. The population in this study were customers at the Datascrip Online Store, which was 511 customers. The sampling technique uses purposive sampling is a sampling technique of data sources with certain considerations with a total sample of 100 respondents. The data analysis method used in this study is path analysis. The results of the analysis can be seen that trust affects customer satisfaction. Commitment influences customer satisfaction, meaning that with the increasing commitment of consumers in this case to have a feeling of pride, a feeling of belonging, attention to long-term success, being a loyal supporter and consumers having a loyal support

attitude, customer satisfaction will increase. Commitment and trust simultaneously in customer satisfaction. The results of the analysis show that trust has an effect on customer loyalty that if increase consumer commitment, customer loyalty on Datascrip Online Store will increase. Commitment influences customer loyalty that if increase customer satisfaction, customer loyalty on Datascrip Online Store will increase. Commitment and trust simultaneously in customer loyalty at the Datascrip Online Store. its have a influence satisfaction customer loyalty at the Datascrip Online Store.

Keywords:- Trust, Commitment, Customer Satisfaction and Loyalty.

I. INTRODUCTION

The increasingly advanced technology in providing internet services influences people's lifestyles to find information. Overall, the number of internet users around the world is projected to reach 3 billion in 2015. Three years later, in 2018, an estimated 3.6 billion people access the internet at least once every month. Data from the top five internet users in 2013-2018 are presented in Table 1.

No.	Country	Year					
		2013	2014	2015	2016	2017	2018
1	China	620,7	643,6	669,8	700,1	736,2	777,0
2	US	246,0	252,9	259,3	264,9	269,7	274,1
3	India	167,2	215,6	252,3	283,8	313,8	346,3
4	Brazil	99,2	107,7	113,7	119,8	123,3	125,9
5	Japan	100,0	102,1	103,6	104,5	105,0	105,4
6	Indonesia	72,8	83,7	93,4	102,8	112,6	123,0

Table 1:- Internet Users 2013-2018 (Billion)

Source : eMarketer, 2018.

The survey conducted by the Indonesian internet network organizer association (APJII) explained that half of Indonesia's population was connected to the internet.

Data from internet users in Indonesia in 2017 can be seen in Figure 1.



Fig 1:- internet users in Indonesia in 2017
 Source: Association of Indonesian Internet Service Providers (APJII).

The development of customer satisfaction for products or services will create customer loyalty and this effort is directly related to consumer commitment and trust. Datascrip is a company that markets and sells machinery, digital devices, furniture, survey equipment, stationery, and

systems needed in business and offices. However, online stores have experienced a decline in sales over the past 5 years, and sales data for 2013-2017 can be seen in Table 2.

Year	Transactions	Total Customer
2013	7,311,441,828.79	144
2014	11,423,056,820.52	152
2015	8,002,632,532.50	153
2016	8,286,066,358.19	159
2017	6,170,667,455.93	162

Table 2:- Transactions on Datascrip Online Store 2013-2017
 Source: Online Store Datascrip, 2018.

Table 2 explains that there has been a decline, this condition indicates a decrease in the company's ability to influence and maintain the existence of customers, this condition becomes a decrease in the achievement of transaction prices resulting from the activities of the company. The results of the dissatisfaction are reinforced from the results of a survey conducted by the internal Datascrip Online Store in October-November 2018, the results of the survey can be shown in Table 3.

Total Respondent	Result
50% (25 respondent)	Consumer dissatisfaction occurs because the delivery has been delayed and specifications are not accordance with the order made.
30% (15 respondent)	Having trouble with ordering activities and product information is unclear
20% (10 respondent)	Decreased trust in Datascrip Online Store because the transaction process failed.

Table 3:- Results of the Internal Store Online Survey in October-November 2018
 Source: Online Shop Datascrip, 2018.

The results of the survey indicated a decline in customer satisfaction which had an impact on consumer loyalty, this was due to a decrease in consumer trust and commitment to online transactions provided by the Datascrip Online Store. This condition occurs because delays in the process of delivery are often complained by consumers and get problems related to sites that often experience errors so that the transaction process cannot be done. Consumer dissatisfaction is also indicated by the process of ordering products that have been disrupted.

A. Research Purpose

Adapted to the background of the problems described, to facilitate the implementation of research activities used research problems as follows: 1) Does trust have an effect on customer satisfaction? 2) Does commitment have an effect on customer satisfaction? 3) Does commitment and trust simultaneously have an effect on customer satisfaction? 4) Does trust have an effect on customer loyalty? 5) Does commitment have an effect on customer loyalty? 6) Does commitment and trust simultaneously have an effect on customer loyalty? 7) Does customer satisfaction have an effect on customer loyalty?

The research purpose to be achieved in this study are: 1) To analyze the effect on trust to customer satisfaction. 2) To analyze the effect on commitment to customer

satisfaction 3) To analyze the effect on commitment and trust simultaneously on customer satisfaction 4) To analyze the effect on trust to customer loyalty 5) To analyze the effect on commitment to customer loyalty 6) To analyze the influence on commitment and trust simultaneously to customer loyalty 7) To analyze the effect on customer satisfaction to customer loyalty?

II. THEORETICAL FRAMEWORK

A. Trust

Trust is a very important thing for a commitment or promise, and commitment can only be realized in meaningful conditions. According to Mowen and Minor (2002) consumer trust is knowledge possessed by consumers and conclusions made by consumers regarding objects, attributes and benefits. According to Siagian and Cahyono (2014) trust is a belief of one party regarding the intended purpose and behavior of the other party, thus consumer trust is defined as a consumer expectation that service providers can be trusted in fulfilling their promises.

B. Commitment

The concept of customer commitment is used in research as a foundation for theoretical thinking to understand the concepts and indicators of measuring customer commitment. Customer commitment is the strong

desire of customers to maintain long-term relationships with the company. Gunlach, Achroln and Mentzer (2005), explain that commitment is an attitude that is an intention to maintain long-term openness. Consumer commitment is one of the important factors of the strength of the relationship of marketing, and is useful for knowing the level of customer loyalty and predicting the frequency of future purchases. This shows that commitment is the result of a successful, mutually satisfying and beneficial relationship (Gundlach et al., In Ndubisi, 2007). Consumer commitment is an attitude due to the intention to maintain long-term connectedness because the relationship is perceived as valuable and beneficial. Relational benefits (relational benefits) focus on the benefits of basic services offered (Kartajaya, 2003).

C. Consumer Satisfaction

Consumer satisfaction has become a central concept in marketing theory and practice, and one of the essential goals for business activities. Consumer satisfaction has a big role in product quality. Therefore, consumers have an important role in measuring satisfaction with the goods and services provided by the company. Satisfaction is the feeling of being happy or disappointed because someone compares the perceived performance of the product to their expectations (Kotler and Armstrong 2008: 144). If performance fails to meet expectations, customers will be dissatisfied.

D. Loyalty

Consumer loyalty to a product or service that has been offered by the company can be known from consumer habits, one of which is the intensity of purchase. According to Engel (2016: 37) states that: "Consumer loyalty is the loyalty of consumers of a product or service by making repeated purchases of goods or services continuously". Tjiptono (2014: 107) states that: "Loyalty because consumers experience satisfaction in consuming products or services". Whereas according to Peter and Olson (2015: 162) consumer loyalty is only repeat buying behavior.

III. METHOD

The type of research used is Explanatory research, the purpose of the study was to determine the effect of trust and commitment to satisfaction and its impact on customer loyalty at the Datascrip Online Store. The independent variable is trust (X1), which is customer trust in the Datascrip Online Store because the customer has confidence that the Datascrip Online Store is able to deliver values that exceed expectations. Commitment (X2) is a promise to maintain a well-established relationship, because the relationship has an important meaning. Dependent variable is consumer satisfaction (Y) satisfaction is perceived by consumers that is known from is a post-purchase evaluation where the chosen alternative or performance given by the company is at least equal to or exceeding consumer expectations. The intervening variable is consumer loyalty (Z), which is the loyalty of consumers to a product or service by continuously purchasing the product or service. The population in this study were customers at the Datascrip Online Store, which was 511 customers, the sampling technique used was purposive sampling and total of samples was 100 respondents. Analysis techniques use path analysis.

IV. RESULT

Based on the frame of mind in Figure 3.3, there are two substructures that are the first substructure looking at the effect between trust, commitment on satisfaction (Line Model 1) and the second substructure to see the effect of trust, commitment, satisfaction on loyalty (Path Model 2), the analysis steps use path analysis as follows:

A. Path Analysis Results Model 1

To find out the magnitude of the effect can be seen in the coefficient value. The test results are either separately or individually or independently of the independent variables as shown in Table 4 below.

Type of Test	Independent variable	Value		Information
		Coefficient	Significance	
T-test	Trust (X ₁)	0,766	0,000	Significant
	Commitment (X ₂)	0,571	0,000	Significant
F-test	Trust (X ₁)	74,759	0,000	Significant
	Commitment (X ₂)			

Table 4:- T-test and Path F-Test Model 1

In the F-Test it can be seen that the influence of trust and commitment simultaneously on satisfaction is taken from the coefficient / R square of 0.607 and with a significance of 0,000, the Alpha value is less than 0.05, which means that it has a significant effect with the unidirectional relationship. Variability of satisfaction that can be explained in the variables of trust and commitment is 60.7% while the effect of 39.3% is caused by other variables. Based on the results of the path regression test in model 1, the equation can be set as follows:

$$Y_1 = 0,638 (X_1) + 0,102 (X_2) + 1,333$$

The coefficient of determination from the path model 1 can be seen from the results of calculations in the model summary, specifically the R Square numbers presented in Table 5.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.779 ^a	.607	.598	1.333	1.951

a. Predictors: (Constant), Komitmen, Kepercayaan

b. Dependent Variable: Kepuasan

Table 5:- Results of Path Determination Coefficient Analysis Model 1

Source: Data Processed (2019)

The test results are Sig. F 0,000 or <0,05 so that the linear regression model performed is said to be valid. The value of R (correlation) is 0.779 which shows a strong

correlation between independent variables (trust and commitment) and the dependent variable (satisfaction). The value of R Square is 0.607, this means that the variables of trust and commitment determine 60.7% of satisfaction and 39.3% are explained by other reasons not examined.

B. Path Analysis Test Results Model 2

To determine the effect on trust and commitment to satisfaction and loyalty with partial or each. this can be done using the t-test and to know the effects simultaneously or together using the F-test. While to find out the magnitude of the effect can be seen in the coefficient value. The results of the tests are separate or each of the independent variables as shown in Table 6 below.

Type of Test	Independent Variable	Value		Information
		Coefficient	Significance	
T-test	Trust (X ₁)	0,240	0,024	Significant
	Commitment (X ₂)	0,081	0,107	Not Significant
	Satisfaction (Y)	0,225	0,035	Significant
F-test	Trust (X ₁)	22,375	0,000	Significant
	Commitment (X ₂)			
	Satisfaction (Y)			

Table 6:- T-test and Path F-Test Model 2

Based on Table 6 in the t-test, the effect of trust on loyalty has a significance value of 0.024, the effect of commitment to loyalty has a significance value of 0.107, the effect of satisfaction with loyalty has a significance value of 0.035, there is one independent variable having an Alpha value greater than 0.05 indicates that there is no significant influence on the variable on commitment to loyalty. The effect of satisfaction on loyalty is 0.035 with a significance value of 0.035, which means that satisfaction has a significant influence on customer loyalty. The F-Test shows that the influence of trust, commitment and satisfaction on loyalty is shown by the R square coefficient value of 0.411 with a significance value of 0,000, which means that it has a significant effect. In other words, loyalty variability can be explained using a variable of trust, commitment and satisfaction of 41.1% while the effect of 58.9% is caused by other variables outside of this model. Based on the results of the path regression test model 2, the equations can be set as follows:

$$Y_2 = 0,240 (X_1) + 0,081 (X_2) + 0,225 (Y) + 1,385$$

C. Path Determination Coefficient Model 2

The coefficient of determination from the path model 2 can be seen from the results of calculations in the model summary, specifically the R Square figures presented in Table 7 below.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	.411	.393	1.385

a. Predictors: (Constant), Kepuasan, Komitmen, Kepercayaan

Table 7:- Results of Path Determination Coefficient Analysis Model 2

Source: Data Processed (2019)

The test results are Sig. F 0,000 or <0.05 so that the linear regression model is valid. The value of R (correlation) is 0.411 which shows a strong correlation between the independent variables (trust, commitment and satisfaction) with the dependent variable (loyalty). The value of R Square is 0.411, this means that the variables of trust and commitment and satisfaction determine 41.1% of satisfaction and 58.9% are explained by other reasons not examined.

D. Path Analysis Results Model 1 and Model 2

The following is a summary of the results of the calculation of influence on path analysis model 1 and model 2 as shown in Table 8.

Model Path	Hypothesis	Effect In Variable	Effect		Residual	Total
			Direct	Indirect Through Y		
1	H ₁	X ₁ □ Y	0,766			0,766
	H ₂	X ₂ □ Y	0,571			0,571
	H ₃	X ₁ , X ₂ □ Y	0.607		0.393	1,000
2	H ₄	X ₁ □ Z	0.24	0.184		0.424
	H ₅	X ₂ □ Z	0.081	0.046		0,127
	H ₆	X ₁ , X ₂ , Y □ Z	0.384		0,616	1,000
	H ₇	Y □ Z	0.495			0.495

Table 8:- Direct, Indirect and Total Effect
Source: Data Processed (2019)

Furthermore, there is no significant influence between commitment to satisfaction directly, it shows that individual commitment is not effective to increase customer satisfaction. Each trust and commitment directly has a positive and significant effect on customer loyalty with a total value of 0.240 and 0.081. The research result explain that the relationship of trust and commitment

indirectly to loyalty through satisfaction has a considerable value of 0.365 and 0.125. Next, the variables of trust, commitment and satisfaction simultaneously have a positive and significant effect on loyalty with a value of 0.384.

E. Results of the Correlation Matrix

Variable	Coefficient on Lolyalty	T-tes Result	Multiplication
Trust	0.938	8.319	7,803
Commitment	0.992	2.192	2,174
Satisfaction	0.981	7,141	7,005

Table 9:- Inter-dimensional correlation matrix with t test
Source: Primary Data Processed, 2019

Based on the results of the interdimensional correlation matrix, a table of priority scales that can be used

by company considerations on influencing consumer loyalty and priority scale shown in Table 10.

Variable	Loyalty	
	Its Not Using Other Company Product (Z _{1.1})	Recommend (Z _{1.2})
Honesty (X _{1.1}) Responsible (X _{1.2}) Trust (X _{1.3})	0,270 0,326	0,930
Affective commitment (X _{3.1}) Instrumental commitment (X _{3.2}) Temporal commitment (X _{3.3})		0,500 0,992 (Priority 1) 0,862
Satisfaction (Y _{1.1}) Hope (Y _{1.2}) Product and Service (Y _{1.3})	-0,053 0,972 (Priority 3)	0,972 (Priority 2)

Table 10:- Priority Scale
Source: Primary Data Processed, 2019

Based on Table 10, it can be seen that the priority scale must be done by the company on influencing loyalty is regarding commitment is instrumental commitment.

After hypothesis testing, the next step is to calculate the path coefficient. The path coefficient test results can be presented in the following figure:

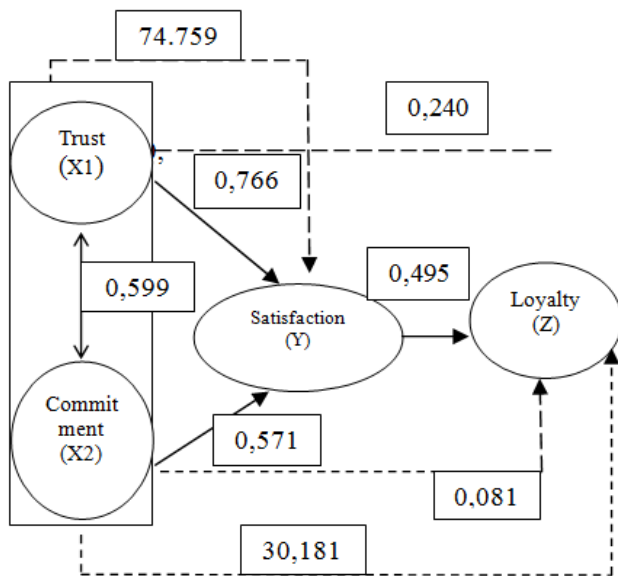


Fig 2:- Inter-Line Analysis Results

F. Discussion

1) Effect of Trust in Satisfaction

The results of the analysis can be seen that there is a significant effect between trust in customer satisfaction that if increase in customer trust, satisfaction will also increase. Value for customers can also be seen as a reflection of the quality, benefits and sacrifices given to get a product or service. The results of correlation analysis between dimensions indicate that the truth of the Datascrip Online Store to fulfill promises has the strongest relationship with customer satisfaction. The results of this study support previous research by Lai, et all (2012) which explains that trust has a significant effect on customer satisfaction. The same results were also shown by Garbarino & Johnson (2018) which showed that an increase in consumer confidence would increase customer satisfaction.

2) Effect of Commitment to Customer Satisfaction

Based on the results of the analysis, it can be seen that there is a significant effect between commitment to customer satisfaction that the increasing commitment of customers, satisfaction will also increase. Satisfaction can be interpreted as an effort to fulfill something or make something adequate. One of the main goals of companies, especially service companies, in this case is banks is to create customer satisfaction. The results of correlation analysis between the dimensions of commitment indicate that the existence of facilities (service compliances, refund services, etc.) that are given and motivated to shop because of the completeness of the product has the strongest relationship to customer satisfaction. The results of this study support previous research by Bricci (2015) which shows that commitment has a significant influence on customer satisfaction. The same results are also shown from the research by Chenet (2010) that the results of the study are increasing the commitment that consumers have that can increase customer satisfaction.

3) The effect of commitment and trust simultaneously on customer satisfaction

The results of the analysis there is a significant effect between commitment and trust simultaneously on customer satisfaction. This means that if increase in commitment and trust, the level of customer satisfaction will also increase. The results of the correlation analysis between the dimensions of commitment and trust show that honesty in making transactions and having difficulty moving to another online store service has a strong relationship to customer satisfaction. The results of this study support previous research by Lai, et all (2012) explaining that commitment and trust have a significant influence on customer satisfaction.

4) Effect of trust on customer loyalty

The results of the analysis can be seen that there is a significant effect between trust in customer loyalty that if the consumer trust increases, loyalty will increase. Customer loyalty will be built when there is customer trust in the company. The results of the correlation analysis between the dimensions of trust indicate that existence of honesty in conducting transactions has a strong relationship to customer loyalty. The results of this study support previous research by Sarwar (2012) and Chenet (2010) explaining that trust has a significant influence on customer loyalty.

5) Effect of customer loyalty commitments

The results of the analysis explain that there is a significant effect between commitment to customer loyalty that if the consumer commitment increases, loyalty will increase. The results of the correlation analysis between the dimensions of commitment indicate that the customer is happy with the facilities (service comparisons, refund services, etc.) provided, besides that the customer has a commitment to continue using the facilities provided to have a strong relationship to customer loyalty. The results of this study support previous research by Davijani (2015) explaining that commitment has a significant effect on customer loyalty.

6) Effect of commitment and trust in customer loyalty at the Datascrip Online Store

Based on the results of the analysis, it can be seen that there is a significant influence between the commitment and trust in customer loyalty that if increase in commitment and trust, customer loyalty will also increase. The results of the correlation analysis between the dimensions of commitment and trust indicate that honesty in making transactions and having difficulty moving to another online store service has a strong relationship to customer loyalty. Castañed's results (2011) illustrate the importance of consumer commitment and trust in creating customer loyalty, where increasing satisfaction can result in customer loyalty.

V. CONCLUSION

Based on the results of research and discussion, conclusions on these research as follows: 1) Commitment has an effect on customer satisfaction that if the consumer commitment increases in this case having a feeling of pride, feeling of belonging, concern for long-term success, being a loyal supporter and consumers having a loyal support attitude, customer satisfaction will increase. 2) Commitment and trust simultaneously have an effect on customer satisfaction. 3) The results of the analysis explain that trust has an influence on customer loyalty that if the consumer commitment increases, customer loyalty will increase. 4) Commitment has an effect on customer loyalty that if customer satisfaction increases, customer loyalty will increase. 5) Commitment and trust simultaneously have an influence on customer loyalty. 6) Satisfaction has an effect on customer loyalty at the Datascrip Online Store.

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