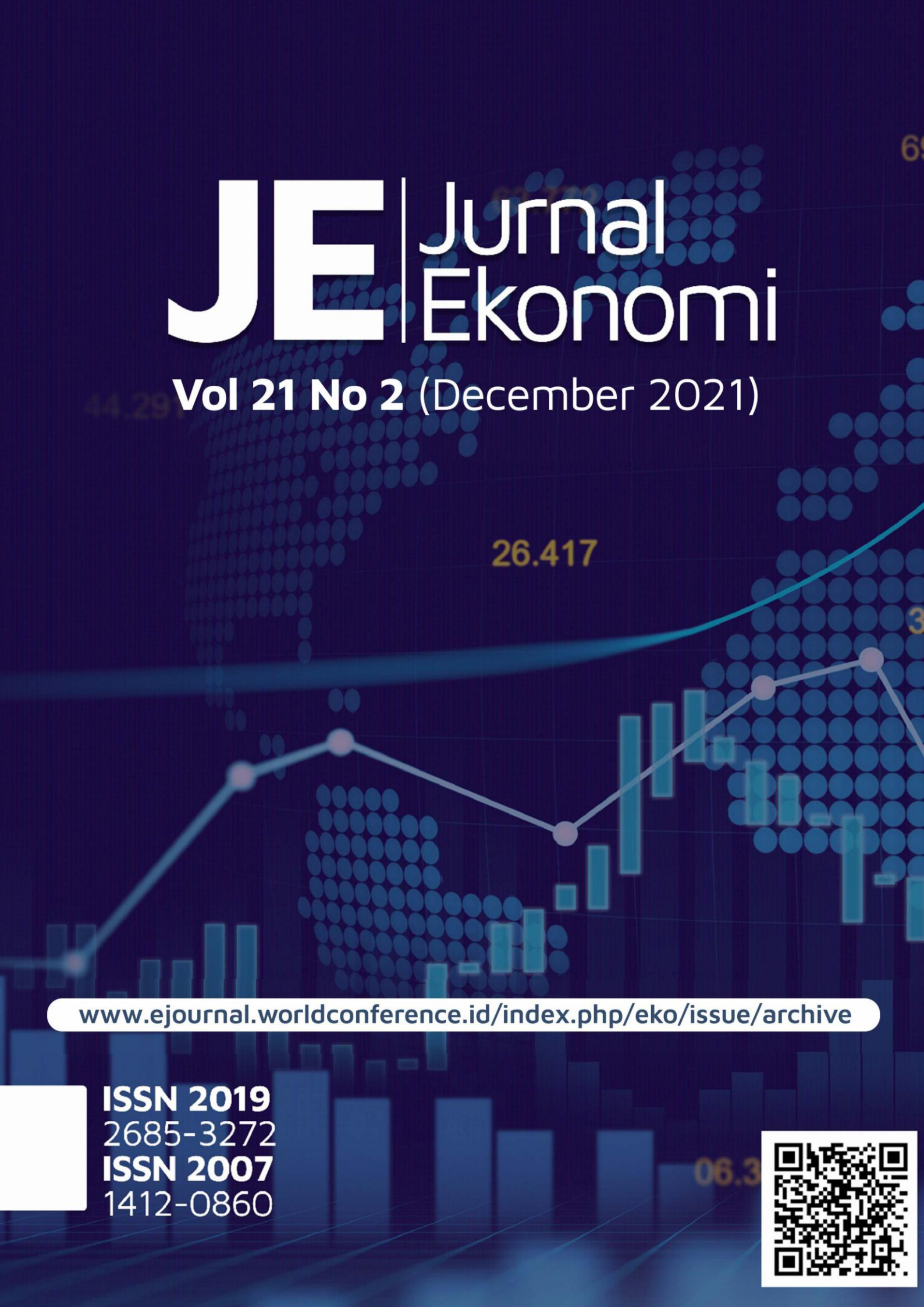

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The Effect of Product Innovation on Repurchase Intentions Mediated by Consumer Satisfaction of Oppo Smartphone Users

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Abstract

This study aims to determine the effect of product innovation on repurchase intentions mediated by consumer satisfaction on Oppo smartphone users at NAROTAMA University, UBAYA and UKWMS. This study was conducted in the city of Surabaya using path analysis data analysis techniques. The sample size obtained by using the purposive sampling method was 99 respondents. Based on the results of the analysis, it was found that product innovation has a positive and significant effect on consumer satisfaction for Oppo smartphones. Product innovation has a positive and significant effect on the repurchase intention of Oppo smartphone consumers. Consumer satisfaction has a positive and significant effect on the repurchase intention of Oppo smartphone consumers. Consumer satisfaction mediates the positive effect of product innovation on the repurchase intention of Oppo smartphone consumers. The advice recommended by the Oppo smartphone company is to provide the latest innovations for Oppo smartphone products so that users can comfortably use their products and an evaluation is held for each of the latest products or variants, to be able to see the user's needs.

Keywords: Consumer Satisfaction, Product Innovation, Repurchase Intention

1. Introduction

Smartphone is a communication tool that is owned by almost all people of the world from, because the advantages of smartphones have become the needs of today's society. According to Databoks, the population of smartphone users in 2015 was 28.6% and increased in 2018 to 56.2%, meaning that the population of smartphone users will increase every year. As the user population continues to increase, the market will continue to increase. The increasing smartphone market is inseparable from competition for this reason, smartphone companies are required to make the right marketing strategy in marketing their products. One of the strategies implemented is product innovation. Product innovation is the process of creating a new product or system that brings interest to the company and social success to consumers and society or the environment (Philip Kotler & Koller, 2006). Innovation is offering of unique and superior products or services on an ongoing basis. Innovation product produces new products that play an important role in increasing company profitability. So that product innovation is a process that plays a strategic role in reducing costs in the expenditure of goods or services (Fandy Tjiptono, 2019). From the theory above, it can be concluded that product innovation is an important strategy for companies to produce innovative products that adapt to changing times and can provide satisfaction to consumers. Product innovation is a process carried out to improve product quality and display advantages that are not owned by competing products.

Oppo needs product innovation to improve product quality to maintain consumer purchases. Fatmawati and Masreviastuti, (2019) in a study entitled "The influence of Product and Price Innovation on Interest in Buying Samsung Smartphone Products" using multiple linear data analysis techniques showed that product innovation had a significant influence on buying interest in Samsung smartphone products. Putra & Kusumadewi (2019) in a study entitled "The Effect of Product Innovation on Buyback Intentions Mediated by Consumer Satisfaction" using the Path Analysis data analysis technique shows that product innovation has a positive and significant influence on consumers' repurchase intentions at Bakery Patisserie & Café Sanur. So, it can be said that product innovation is the reason to attract repurchase interest from consumers. Repurchase intention is the desire and action of consumers in buying a product, because of the satisfaction of a product received (Philip Kotler & Koller, 2006). Repeat purchases occur because of customer satisfaction (Fandy Tjiptono, 2019). From this theory it can be concluded that repurchase intention is an action taken by consumers because of their satisfaction with previously purchased products. An increase in repurchase intention reflects an

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increase in consumer satisfaction with a product. One of the company's goals is not only to find new customers, but also to make customers in repurchasing their products to maintain the company's survival. For this reason, a company needs product innovation so that its customers make repeat purchases.

The existence of repeat purchases cannot be separated from customer satisfaction, as discussed in the research results of Wicaksono, Rachma, Khoirul with the title "The influence of Customer Satisfaction on Customer Repurchase Interest at Distortion Merch Stores in Malang" using a simple linear method regression analysis technique. This study has a positive and significant effect on customer satisfaction toward repurchase interest at Distortion Merch Stores in Malang. So, the result of this study shows that the repurchase intentions occur because of the consumers satisfaction. Satisfied customers generally stay loyal, make more purchases when the company introduces new products and develops its products, do not pay attention to other brands product, voluntarily recommend the company's products to other buyers that are not price sensitive (Philip Kotler & Koller, 2006). Customer satisfaction is seen as "an evaluation that gives results where the perceived experience is at least as good as expected" (Fandy Tjiptono, 2019). It can be concluded that customer satisfaction is an expression in which a consumer feels very happy with the results of the product he bought. In maintaining customer satisfaction, the company need to keep the customer loyal and not switch to other products, brands, or companies. Many companies try to maximize customer satisfaction, because consumers who are satisfied with the purchased product have a positive assessment of the intention to repurchase the product, so that from customer satisfaction the company can form good relationships with customers. Based on the above phenomenon, the following things were found: 1) There is consumer interest in products other than Oppo, with a rapid decline but a slow increase; 2) Lack of repurchases intention for Oppo products, as evidenced by a drastic decline in Oppo products purchase since the first quarter of -2020; 3) Lack of consumer satisfaction with the purchase of Oppo products, purchase instability reflects a lack of consumer satisfaction with Oppo products.

The hypotheses for this study are:

H_1: Product innovation has a positive and significant effect on repurchase intention.

Product innovation is closely related to repurchase intentions because consumers have an interest in new products that have better quality than the previous product. The existence of product innovation can increase the added value of a product because innovation can create new products that solve consumer problems from previous products. Innovation can increase the ability to compete with other products which in turn will have an impact on repeat purchases by consumers. So that product innovation is needed to increase repurchases intention. Muchamad Fajar Bahari, (2021), with the research title "The influence of Product Quality and Product Innovation on Repurchase Interests of Canon Brand Digital Cameras (Study on the Jombang Photography Community)" the results of his research stated that product innovation had a positive effect on buying interest in Canon digital camera products. in the Jombang photography community.

H_2: Product innovation has a positive and significant effect on consumer satisfaction.

Product innovation is closely related to consumer satisfaction because product innovation can make consumers stick to the company's products, not switch to other brands and not worry about rising product prices. Product innovation provides new value to the product, which makes initially satisfied consumers can continue to stick to the product brand and become more loyal to the company. So that product innovation can increase customer satisfaction. I. B Panca Putra P and Ni Made Wulandari Kusumadewi (2019) The results of their research also state that product innovation has a positive effect on consumer satisfaction.

H_3: Consumer satisfaction has a positive and significant effect on repurchase intention.

Consumer satisfaction reflects the quality and image of a product, it also makes it easier for consumers to accept new products from the same brand because they are satisfied with the previous product. When consumers are satisfied with a product, the company has built a good relationship with these consumers indirectly. Consumers will always prioritize the company's brand over other brands when buying a product (loyal consumers), even consumers can become salespeople for other people buy company products. So that customer satisfaction can increase repurchase intentions. Alfarisi's research, Fauzan (2019), entitled "The Effect of Brand Equity on Repurchase, Premium Prices, Wom and Customer Retention of Samsung S Series Smartphones Mediated by Customer Satisfaction in Surabaya" states in the results of his research that customer satisfaction has a positive and significant effect on smartphone repurchase Samsung in Surabaya. If customer satisfaction increases, then the intensity of repeat purchases will be higher.

H_4: Product innovation has a significant effect on repurchase intention if it is through consumer satisfaction.

This model scheme explains that consumer satisfaction mediates the positive effect of product innovation on consumer purchase intentions, as shown in the following figure:

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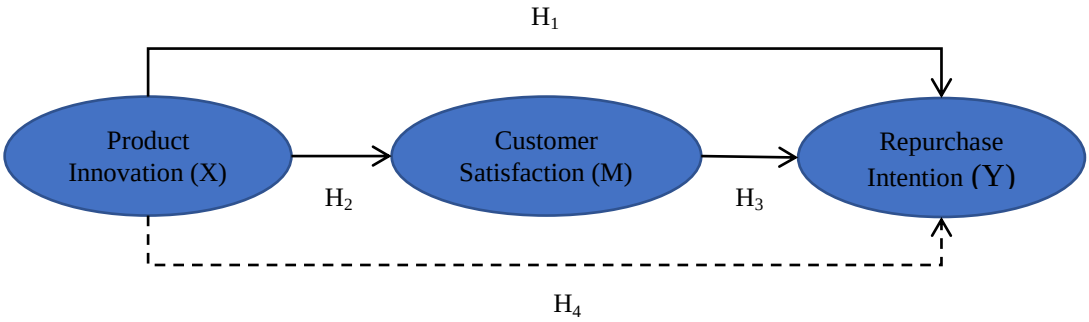


Figure 1. Conceptual Framework

2. Methodology

The research approach used in this study is a quantitative approach. According to (Sugiyono, 2018) Quantitative research methods are methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. According to (Sugiyono, 2018) Population is all elements that will be used as generalization areas, population elements are all subjects to be measured which are the units under study. The population in this study was students who used Oppo smartphones. In general, this study aims to determine consumer satisfaction which mediates the effect of innovation product on consumer repurchase intentions significantly. This research was conducted at Narotama University, Surabaya University and Widya Mandala University Surabaya by targeting students who have already used Oppo smartphones, with the reason to win the competition in the smartphone field. The Oppo smartphone company must be able to develop product innovation by presenting good smartphones to consumers so that they have a sense of satisfaction with the Oppo smartphone company.

The objects in this research are students from Narotama University, Surabaya University and Widya Mandala University Surabaya. The variable of consumer satisfaction mediates the effect of product innovation on repurchase intention significantly.

The type of data used is quantitative. Sources of primary and secondary data used such as giving questionnaires to respondents. The indicators in this study use 3 indicators consisting of six questions from the product innovation variable, eight questions from the consumer satisfaction variable and eight questions from the repurchase intention variable.

Validity test is a test carried out to test the validity of research results if there are similarities between the data collected and the data that occurs in the object under study. Items that are positively correlated with a high total score and correlation indicate that these items have high validity. The minimum requirement to be considered eligible is r = 0.3. So, if the correlation between items with a total score of less than 0.3 then the items on the instrument are declared invalid (Sugiyono, 2018). Reliability test is a test carried out to find out the results of two or more measurements of the same symptoms with the same measuring instrument. The results of the study can be trusted, if there are similarities in data at different times (Sugiyono, 2018). The author uses Cronbach's Alpha coefficient by using the SPSS facility to see the reliability of each instrument. The instrument is said to be reliable if the Cronbach alpha coefficient value is > 0.6.

The data analysis technique used in this research is path analysis technique. Path analysis test used to test the effect of intervening or mediating variables. Analytical test results are used to compare which effect is greater between direct and indirect effects, so that it can be seen that there are mediating variables that can strengthen or weaken the independent effect on the dependent (Ghozali, 2018).

The direct effect of product innovation (X) on consumer satisfaction (M) is indicated by the path coefficient a, the direct effect of product innovation (X) on repurchase intentions (Y) is indicated by the path coefficient c, and the effect of consumer satisfaction (M) on repurchase intentions. (Y) is indicated by the path coefficient b. The indirect effect of product innovation (X) on the value of repeat purchases (Y) is obtained by multiplying a by b.

The mediation hypothesis can be tested by performing a procedure developed by Sobel (1982) known as the Sobel test (Ghozali 2018). The Sobel test is used to test the strength of the indirect effect of the product innovation variable (X) on the repurchase intention variable (Y) through the consumer satisfaction variable (M) which is calculated by multiplying the path coefficient X against M (a) with the path coefficient M against Y(b). or ab. The standard error coefficients a and b are written as S_a and S_b, the magnitude of the indirect effect is S_{ab}.

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3. Result and Discussion

3.1. Result

Table 1. Summary of Validity Test Results

Indicator	R count	R table	Description
X.1	0,642	0,3	Valid
X.2	0,562	0,3	Valid
X.3	0,563	0,3	Valid
X.4	0,639	0,3	Valid
X.5	0,696	0,3	Valid
X.6	0,762	0,3	Valid
Y.1	0,842	0,3	Valid
Y.2	0,792	0,3	Valid
Y.3	0,814	0,3	Valid
Y.4	0,789	0,3	Valid
Y.5	0,765	0,3	Valid
Y.6	0,729	0,3	Valid
Y.7	0,588	0,3	Valid
Y.8	0,672	0,3	Valid
M.1	0,772	0,3	Valid
M.2	0,616	0,3	Valid
M.3	0,490	0,3	Valid
M.4	0,603	0,3	Valid
M.5	0,707	0,3	Valid
M.6	0,447	0,3	Valid
M.7	0,494	0,3	Valid
M.8	0,672	0,3	Valid

The table above shows that each variable indicator has a person correlation value greater than 0.30, then this means that the indicators/questions used are appropriate to measure what should be measured and can reveal data from the variables studied appropriately.

Table 2. Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.758	0.948	23

The table above shows that the value of Cronbach's Alpha for all variables used is > 0.6, this means that the measuring instrument will give consistent results if the measuring instrument is used to examine the same object.

Table 3. Recapitulation of Structure Regression Results 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.300	2.215		4.650	0.000
	Product Innovation_X	0.903	0.091	0.710	9.933	0.000

a. Dependent Variable: Customer Satisfaction_Z

Based on the report in the table above, the structural equations are as follows:

Z: 0,71x1+0,496
Se: 0.000
T: 9.933
R2: 0.515

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Based on the SPSS test of individual parameters, the results of the individual product innovation test show an standardized beta coefficient value of 0.710 and a significance value of 0.000, a significance value less than 0.05 then H2 is accepted. Thus, it can be concluded that product innovation has a significant positive effect on consumer satisfaction.

Table 4. Recapitulation 2 structural regression results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-5.287	3.629		-1.457	.148
	Product Innovation_X	1.036	.191	.541	5.419	.000
	Customer Satiscation_Z	.350	.150	.232	2.325	.022

a. Dependent Variable: Repurchase Intention_Y

A. Dependent Variable: intent_buy_re_Y

Based on the report in the table above, the structural equations are as follows:

P: -5,287

Se: 0.000

T: 5,419 (product innovation) and 2,325 (consumer satisfaction)

R2: 0.499

Y: 0,541 x1 + 0,232 x2 + 0,475

Based on the individual parameter SPSS test, the results of the individual product innovation test show an standardized beta coefficient value of 0,541 and a significance value of 0.000, less than significance value of 0.05, then H1 is accepted. Thus, it can be concluded that the product innovation variable has a significant positive effect on repurchase intention.

The results of the individual consumer satisfaction test show the standardized coefficients beta value of 0.232 and a significance value of 0.022, less than significance value of 0.05, then H3 is accepted. Thus, it can be concluded that consumer satisfaction has a significant positive effect on repurchase intentions.

The calculation results show the comparison of the calculated z value of 2.899 > z table of 1.96, then H0 is rejected and H1 is accepted. This means that consumer satisfaction mediates the effect of product innovation on consumer repurchase intentions on Oppo smartphone consumers.

3.2. Discussion

From the analysis above, it is obtained that the significance of 0.000 is smaller than 0.05 so that it can be concluded that product innovation has a direct effect on repurchase intention. The results of Muchamad Fajar Bahari's research, (2021), with the research title "The influence of Product Quality and Product Innovation on Repurchase Interests of Canon Brand Digital Cameras (Study on the Jombang Photography Community)" in his research results stated that product innovation had a positive influence on product repurchase interest. Canon digital camera in the Jombang photography community. It was found that there is significance because innovation in a product can increase value of the product. In addition to providing added value, the product that is innovated also has an increase in the quality of the original product so that it can increase the ability to compete with other products which in turn will have an impact on consumer interest in making repeat purchases of the product.

From the above analysis, the significance value of 0.000 is smaller than 0.05, so it can be concluded that product innovation has a direct effect on consumer satisfaction. The results of research by I. B Panca Putra P and Ni Made Wulandari Kusumadewi (2019) also stated that product innovation has a positive effect on consumer satisfaction. It is found that there is significance because product innovation provides an increase in the quality of the product and the ability to compete with other brands, which makes it difficult for consumers to turn away from the product. Innovation provides new value for a product and encourages consumers to be interested and continue to stick to the product brand.

From the analysis above, a significance value of 0.022 is obtained which is smaller than 0.05, so it can be concluded that consumer satisfaction has a direct effect on repurchase intentions. Alfarisi's research, Fauzan (2019), entitled "The influence of Brand Equity on Repurchase, Premium Prices, Wom and Customer Retention of Samsung S Series Smartphones Mediated by Customer Satisfaction in Surabaya" states in the results of his research that customer satisfaction has a positive and significant influence on smartphone repurchase Samsung in Surabaya. It is found that there is significance because consumers who are satisfied with a product will form good trust in the brand by itself, this is what makes consumers have the confidence to make repeat purchases.

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Consumer satisfaction reflects the quality and image of a product, making it easier for consumers to accept new products from the same brand because they are satisfied with the previous product. Indirectly, consumers who are satisfied with a product will always prioritize the brand of the product compared to other brands when buying the same product.

From the Sobel test, it is known that the t value of 2.899 is greater than z table 1.96 so it can be concluded that product innovation has an influence on repurchase intention through consumer satisfaction. I. B Panca Putra P and Ni Made Wulandari Kusumadewi (2019) Their research results also state that consumer satisfaction positively mediates the influence of product innovation on consumers repurchase intentions. Significance was found because the existence of innovation in a product can have a positive effect on consumer satisfaction, satisfied consumers will have a positive effect on the occurrence of repeat purchases of the same product.

4. Conclusion & Suggeestion

4.1. Conclusion

Based on research on product innovation carriers on repurchase intention mediated by consumer satisfaction of Oppo smartphone users, the researcher makes several conclusions to answer the problem formulation and hypotheses that have been stated previously. The conclusions that can be drawn consist of:
Direct effect:

1. Product innovation (X) has a positive and significant effect on repurchase intention (Y) on student who using smartphone Oppo in Surabaya. This shows that the better the product innovation, the higher the level of repurchase intention for Oppo smartphones.
2. Product innovation (X) has a positive and significant effect on consumer satisfaction (Z) on student who using smartphone Oppo in Surabaya. This shows that the better the product innovation, the higher the level of satisfaction of Oppo smartphone users.
3. Consumer satisfaction (Z) has a positive and significant effect on repurchase intention (Y) on student who using smartphone Oppo in Surabaya. This shows that the better the consumer satisfaction, the higher the level of satisfaction of Oppo smartphone users.

Indirect effect, product innovation (X) has a positive and significant indirect effect on repurchase intention (Y) through consumer satisfaction (Z) on student who using smartphone Oppo in Surabaya. This shows that the better the product innovation provided to customers, the higher the satisfaction of smartphone users, thus encouraging repeat purchase intentions.

4.2. Suggestion

From the conclusions above, the researcher provides suggestions and inputs that need to be considered by the Oppo smartphone company for future improvements. The suggestions are 1) Providing the latest innovations for Oppo smartphone products so that users can comfortably use their products; 2) An evaluation is carried out for each new product or variant, to be able to see user needs; 3) Consistently presenting products that innovate so that they can compete with other smartphone products.

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Comparison of the Contents Pancasila Education and Citizenship From 1975-2013 Curriculum in Indonesian at The 21st Century

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Abstract

The study are philosophically Citizenship Education curricular subjects and is a learning tool creates learners who have mental Pancasilaist in word, deed and behavior in everyday life. Civics is the best material is original from Indonesia is not copied from other countries, including the Pancasila, the 1945 Constitution, the Republic of Indonesia, national unity, and the Red and White. The findings of this study also have implications for the development of scientific development theory and Citizenship Education in terms of the future of Indonesian high school curriculum. This research uses the method of literature analysis with grounded theory is a qualitative research method that uses a number of systematic procedures to develop a theory compiled inductive. Research grounded theory, this research inductive research techniques, emphasizes observation and develops a base of "intuitive" relationship practices between variables. The establishment of Citizenship Education in the Curriculum 1975 with the name of Moral Education Pancasila (PMP). The material is civics, national history, events after Indonesia's independence, the 1945 Constitution, each pancasila principle, the message of the importance of development (such as the five-year development plan and GBHN) for the Indonesian nation, specific state doctrines, discussing moral issues and so on, the vision of its mission is oriented towards value inculcation with the content of the values of Pancasila and the 1945 Constitution. In the 1984 PKn curriculum, Pancasila Moral Education (PMP) aims to strengthen morality and improve the ethics of students so that they can face and respond to all kinds of changes in living conditions in the future. Then the 1994 curriculum, where "Pancasila Moral Education" (PMP) has changed its name to "Pancasila education and citizenship" (PPKn). Curriculum in 2004, Initially the subjects were combined into one, because the content of Civic Education is derived from Pancasila itself. It is then broken down into its own subjects because Citizenship Education is considered important to be taught to students. Then PKn Curriculum in 2006, developed a body of knowledge known to have a systemic paradigm in which there are three domain citizenship education, namely academic domain, curricular domain, and socio-cultural domain. Furthermore, curriculum in 2013, Draft from Puskurbuk, Ministry of National Education in 2012, PKn 2006 will be changed to the lessons of Pancasila and Citizenship Education abbreviated PPKn.

Keyword: Curriculum, PPKn, years 1975-2013, 21st century.

1. Introduction

The Covid-19 virus, which is currently endemic throughout the world, is attacking the human body's respiration. This virus is contagious and can infect anyone. Transmission through droplets of fluid that come from the respiratory tract and mouth, such as trouble that comes out when coughing or sneezing.(Faznur et al., 2020).

Indonesia's education curriculum has been growing since the period before 1947 until the curriculum in 2006, even the emergence of a new curriculum that will replace the old curriculum that is the curriculum in 2013. According to the Minister of Education and Culture or Minister of Education Muhammad Nuh (Kompas, 5/9/2012) "There is no eternal curriculum. The curriculum is changing because of the changing times, not because the current curriculum is ugly or wrong. That's right in his day. But times change and we have to change."

The analysis is that the curriculum change process has no other purpose than to improve the quality of the learning process and the design of learning in schools so that students in Indonesia become quality resources in their time.

The name of the high school level CE curriculum from 1975-2013 in Indonesia is Curriculum Renewal (PK) (in 1975 and 1984), Process Skills Curriculum (KKP) (1994-19 Competency Based Curriculum (KBK) (2002-2004), Education Unit Level Curriculum (KTSP) (2006), Curriculum 2013 (KUTILAS) (2013). (Santoso, 2020). PKn powers in the 1975-1994 curriculum were on moral values as character formation, then in the 2004

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curriculum Civics lay in political power, while the strength of the PKn curriculum in 2006 was in the legal field, but in the 2013 curriculum there were combinations of these three forces that is carried out from moral, political, and legal values. (Santoso & Sari, 2019). Civics solution through a process of learning and practice of students in the school are monitored and assessed as a form of moral evaluation and student behavior. Civics is the best material is original from Indonesia is not copied from other countries, including the Pancasila, the 1945 Constitution, the Republic of Indonesia, national unity, and the Red and White. (Santoso et al., 2013). Law No. 20 of 2003 on Indonesian national education system explains that national education has the function to develop the ability and shape the character and civilization of the nation dignified in order to educate the life of the nation. Further, in the chapter it is also explained that the purpose of national education to develop learners to become human beings who believe and fear to God Almighty, noble, healthy, knowledgeable, capable, creative, independent and become a citizen of a democratic and responsible.(Santoso, 2021b). Citizenship education is strongly influenced by the global world so that it can have an impact on the attitudes and mindset of learners in their daily lives. Thus the 21st Century Citizenship Education develop civic competence which includes knowledge of civic knowledge, civic skills, and civic disposition are multidimensional. (Martini et al., 2019). An extensive literature has emerged through the last fifteen years in particular, around youth participation, civic engagement and citizenship. (Holdsworth & Stokes, 2007). Young people's preparation for civic engagement and participation as citizens is receiving enhanced attention across the world. And rightly so, given the modest degree to which those entering young adulthood participate in politics and civic affairs in many world areas and the extent of their alienation.(Tibbitts & Torney-Purta, 1999). The long, multidimensional crises in Indonesia have been rooted in degraded national morality. To improve this national moral quality, the country has needed a revitalisation of civic education's role in "value-based education" and "nation and character building". Therefore, civic education has developed to include contextual learning, which is assumed to improve students' character. (Komalasari, 2009).

Civics curriculum from year 1975-2013 are ultimately aims to make citizens say, act, and behave, based on Pancasila or spirit in everyday life that are run from the time school education to become a high school mature and become the pride of the nation bless yourself, family, school, state and nation with the moral soul/good and intelligent character who can advance and competitive in national and international era.(Santoso, 2019). It is hoped that the Cooperative Integrated Reading and Composition (CIRC) model can be used as an effort to improve the ability to understand the reading content of school students.(Kusumawardani et al., 2020). Growth, pro poor, pro job, and pro environment) proclaimed by President Susilo Bambang Yudhoyono in an introductory speech in the 2013 RAPBN (Tempo.co, 2009). What draws his ideas is to carry out the national development paradigm, the government wants to evaluate (again) national education curriculum, especially from elementary to high school. The reason, according to the Minister of Education and Culture Muhammad Nuh, is "many problems in society are closely related to education", evaluation is intended to make learning more effective. For this reason, the government formed a curriculum evaluation team and asked various professions and expertise to conduct evaluations independently. (Santoso, 2021a).

According to some experts, curriculum changes from time to time, both in Indonesia and in other countries, are due to the needs of people who are always growing every year and the demands of the times that tend to change. Curriculum development is considered as a determinant of the future of the nation's children. Therefore, a good curriculum will be expected to be implemented in Indonesia so that it will produce a bright future for the nation's children that has implications for the progress of the nation and country.

According to some experts, curriculum changes from time to time, both in Indonesia and in other countries, are due to the needs of the community that is always growing every year and the demands of the era yaOne of the ideas of evaluating the curriculum is rolling fast after Vice President Boediono published the idea of education reform through the article "Key Education Development" Kompas, August 27, 2012 (Kompas Book, 2013: XIV). The article seems to be a description of the pillars of national development (pro growth, pro poor, pro job, and pro environment) proclaimed by President Susilo Bambang Yudhoyono in the introductory speech of the 2013 Rapbn. What is interesting is that the national development paradigm, the government wants to evaluate (again) the national education curriculum, especially elementary to high school level. The reason, according to Minister of Education and Culture Muhammad Nuh, "many problems in society are closely related to education", evaluation is intended to make learning more effective. Therefore, the government formed a curriculum evaluation team and asked for various professions and skills to conduct an independent evaluation (Kompas Book, 2013:XIII).

Minister of Education Muhammad Nuh, concerned about the violent behavior involving students (and students) that continues to rise lately, and thinks that the sagging of the school education curriculum is one of the causes of violence of these students, as well as education thinkers such as Ki Hajar Dewantara that education is a responsibility and work together with family institutions, community institutions, and school institutions. The process of social change and the formation of public civility may only occur optimally if the three pillars of education function in a balanced and proportionate manner according to their capacity (Kompas Book, 2013:XVI).

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Therefore, the change of Citizenship Education curriculum is very important to be changed immediately in the world of education because it is the basis in the world of education towards smart and good citizens in the future as the ideals of education of the Republic of Indonesia. National Education System Law No. 20 of 2003 Article 37 states that "Citizenship Education must be contained in the curriculum of Primary and Secondary Education and Higher Education". Citizenship Education at various levels of education must be continuously improved and developed to equip learners with basic knowledge and abilities with regard to realizing citizens who can be relied upon by the nation and country.

2. Methodology

Research methodology is a technique to obtain the data needed in a research. Data sources are categorized into three groups. First, the source of printed materials (literature), including books, journals, papers and literature of research results on Citizenship Education. Second, the data source is an analysis document that includes the results of state documents on the content of the High School Citizenship Education curriculum from 1975-2013. Third, data sources of respondents (human resources), from Citizenship Education experts, lecturers, teachers and students. Data and information collection techniques used are qualitative data collection techniques that include documentation studies, literature studies and interviews. Meanwhile, the data analysis process used by researchers is data reduction, data display, verification and drawing conclusions (Miles and Huberman, 1992:16-18).

3. Discussion

The establishment of Citizenship Education in the Curriculum 1975 with the name of Moral Education Pancasila (PMP) as the name of the field of study for Civic Education whose purpose is to form pancasilaist citizens who believe and believe in God almighty. GBHN 1973 mandates the curriculum at all levels of education ranging from kindergarten to college, both public and private must contain Pancasila Moral Education, and enough elements to pass on the soul and values of 1945 to the younger generation. With the establishment of MPR Decree No. II/MPR/1978 concerning Guidelines for The Understanding and Practice of Pancasila (P4), the material in the field of study of Pancasila Moral Education is completed or even dominated by P4 materials and materials. Pancasila Moral Education (PMP) in the 1975 Curriculum. This name change occurred because the New Order wanted to make corrections to the Old Order, namely wanting to implement Pancasila purely and consequently. Therefore, the moral of Pancasila must be taught intensively through formal education, until PMP becomes its means. The material is civics, national history, events after Indonesia's independence, the 1945 Constitution, each pancasila principle, the message of the importance of development (such as the five-year development plan and GBHN) for the Indonesian nation, specific state doctrines, discussing moral issues and so on, the vision of its mission is oriented towards value inculcation with the content of the values of Pancasila and the 1945 Constitution.

In the 1984 PKn curriculum, Pancasila Moral Education (PMP) aims to strengthen morality and improve the ethics of students so that they can face and respond to all kinds of changes in living conditions in the future. PMP by Departments P and K (1982) stated that the nature of PMP is none other than the implementation of P-4 through formal education. This continued until the enactment of curriculum 1984 and curriculum 1994. The vision of its mission is oriented towards value inculcation with the content of the values of Pancasila and the 1945 Constitution (value inculcation is the improvisation of unavoidable indoctrination). P4 material in the study of citizenship education in PMP subjects is further strengthened in the Subject OF PMP Curriculum 1984. The description of the subject matter as PMP material is described in the order of the principles of Pancasila, as the description of P4 to the interpretation of the practice of Pancasila. Although the affective aspect became a heavy point in the PMP Curriculum 1984, the material discussed contained more aspects of knowledge (cognitive) when reviewing the subject matter such as human rights, principles and meanings of justice, the 1945 Constitution, state institutions, judicial bodies, Indonesian independence, international cooperation, and the study of Pancasila itself.

Then the 1994 curriculum, where "Pancasila Moral Education" (PMP) has changed its name to "Pancasila education and citizenship" (PPKn). Pancasila and Citizenship education is also intended as an effort to equip students with ethics, knowledge, and basic ability with regard to the relationship between fellow citizens, between citizens and the state, as well as preliminary education of state defense (PPBN) in order to become reliable citizens by the nation and state, in accordance with Law No. 2 of 1982 on Defense and Security, as well as circular of the Minister of Defense and Security SE/001/M/III/88. Pancasila and Citizenship (PPKn) whose contents still instill the values of Pancasila and Citizenship, but no longer emphasize on the values of Pancasila outlined into the P-4 points again, because it assumes that Pancasila is not only a simulation tool but must be implemented as well as possible in the life of society, nation and state. Furthermore, the scope of the curriculum in 1994 is (1). Values, morals and norms and behaviors are expected to be realized in the life of society, nation and state as referred to in the Guidelines for The Understanding and Practice of Pancasila. (2). The life of political, economic, social, cultural, defense, and security ideology as well as the development of

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science and technology in the container of unity of the unitary state of the Republic of Indonesia based on Pancasila and the 1945 Constitution. In the Supplement Curriculum in 1996 PKn only by adding material and not changing the name of the subject. Then in line with the political changes from the New Order to the Reformation Order, actually when the Curriculum of PPKn 1994, there was an adjustment of content. There are a number of content curriculum 1994 that is added and reduced, adapted to the spirit and nuances of reform. Around 1999, the curriculum of Pancasila and Citizenship Education (PPKn) with Supplements was born. A number of details and values of thought results related to ethics are accommodated into the PPKn Curriculum 1994 with Supplements. Thus, in 1999 when the reign of B. J. Habibie was born the term SCIENCE and IMTAK followed by the curriculum lmtak, its content is to integrate the value of religion into learning. But the values of Pancasila in P-4 is actually nothing wrong should be maintained because it is the spirit of pancasila that must be PKn review and deepen as the identity of ppkn lessons.

Curriculum in 2004, Initially the subjects were combined into one, because the content of Civic Education is derived from Pancasila itself. It is then broken down into its own subjects because Citizenship Education is considered important to be taught to students. This is because in Citizenship Education is taught broader citizenship material and the source is not only directly from Pancasila. Thus, the name change of PPKn changed to PKn. Citizenship Education Function in Competency Based Curriculum (KBK) with the name citizenship / Kn 2004 is: "To form smart citizens, skilled, and good character, and loyal to the nation and state of Indonesia based on Pancasila and the 1945 Constitution". The science materials of Citizenship Education subjects in the 2004 curriculum include the dimensions of knowledge, skills, and values. In line with the main idea of Citizenship Education subjects that want to form an ideal citizen, namely citizens who have faith and piety towards God almighty, knowledge, skills, and values in accordance with the concepts and principles of citizenship. In turn, good citizens are expected to help the realization of a constitutionally democratic society. While the scope of Citizenship subjects are grouped into components of the clumps of subject materials and sub-components of the learning materials, namely: 1. Unity of nation and state; 2. Values and norms (religion, decency, decency and law); 3. Human Rights; 4. The needs of citizens' lives; 5. Power and politics; 6. Democratic society; 7. Pancasila and the state constitution; 8. Globalization; but this subject matter carries the mission of value and moral education.

Then PKn Curriculum in 2006, developed a body of knowledge known to have a systemic paradigm in which there are three domain citizenship education, namely academic domain, curricular domain, and socio-cultural domain. These three domains have structural and functional connections tied by the conception of civic virtue and civic culture which includes civic knowledge, civic disposition, civic skill, civic confidence, civic commitment and civic competence. Subjects that focus on the formation of citizens who understand and are able to carry out their rights and obligations to become smart, skilled, and characterful Indonesian citizens mandated by Pancasila and the 1945 NRI Constitution. The purpose of PKn 2006 is to shape the character of critical, participatory, intelligent, rational and creative citizens in developing democratic life in relation to the life of the nation and in order to connect with other nations. To support this goal, contained as many as 8 studies of PKn namely Unity and Unity of the nation; Norms, laws and regulations; Human rights; The needs of citizens; Constitution of the State; Power and Politics; Pancasila; and Globalization.

Furthermore, curriculum in 2013, Draft from Puskurbuk, Ministry of National Education in 2012, PKn 2006 will be changed to the lessons of Pancasila and Citizenship Education abbreviated PPKn. Nomenclature is similar even can be said to be the same as the 1994 curriculum. Organizing the substance of curriculum, competency standards, basic competencies, and indicators of PPKn nationally by strengthening the values and morals of Pancasila; values and norms of the Constitution of the Republic of Indonesia year 1945; the value and spirit of Bhinneka Tunggal Ika; and insights and commitments of the Unitary State of the Republic of Indonesia. While the material scope of PPKn includes: 1. Pancasila, as the basis of the state, ideology, and life view of the nation, 2. The 1945 Constitution as a written basic law that becomes the constitutional basis of the life of society, nation, and state, 3. The Unitary State of the Republic of Indonesia, as the final agreement of the form of the Republic of Indonesia, 4. Bhinneka Tunggal Ika, as a form of philosophy of unity behind the diversity of social life, nation, and state.

4. Conclusion

The establishment of Citizenship Education in the Curriculum 1975 with the name of Moral Education Pancasila (PMP). The material is civics, national history, events after Indonesia's independence, the 1945 Constitution, each pancasila principle, the message of the importance of development (such as the five-year development plan and GBHN) for the Indonesian nation, specific state doctrines, discussing moral issues and so on, the vision of its mission is oriented towards value inculcation with the content of the values of Pancasila and the 1945 Constitution.

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the description of P4 to the interpretation of the practice of Pancasila. Although the affective aspect became a heavy point in the PMP Curriculum 1984, the material discussed contained more aspects of knowledge (cognitive) when reviewing the subject matter such as human rights, principles and meanings of justice, the 1945 Constitution, state institutions, judicial bodies, Indonesian independence, international cooperation, and the study of Pancasila itself.

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Then PKn Curriculum in 2006, developed a body of knowledge known to have a systemic paradigm in which there are three domain citizenship education, namely academic domain, curricular domain, and socio-cultural domain. To support this goal, contained as many as 8 studies of PKn namely Unity of the nation; Norms, laws and regulations; Human rights; the needs of citizens; Constitution of the State; Power and Politics; Pancasila; and Globalization.

Furthermore, curriculum in 2013, Draft from Puskurbuk, Ministry of National Education in 2012, PKn 2006 will be changed to the lessons of Pancasila and Citizenship Education abbreviated PPKn. While the material scope of PPKn includes: 1. Pancasila, as the basis of the state, ideology, and life view of the nation, 2. The 1945 Constitution as a written basic law that becomes the constitutional basis of the life of society, nation, and state, 3. The Unitary State of the Republic of Indonesia, as the final agreement of the form of the Republic of Indonesia, 4. Bhinneka Tunggal Ika, as a form of philosophy of unity behind the diversity of social life, nation, and state.

So the source of PKn material that has been taught in the curriculum in Indonesia from 1975-2013, can be classified into 3 sources of PKn root strength, namely:

1. Moral:
   a) Integrate the value of religion into learning
   b) The moral doctrine of statehood
   c) The values of pancasila and the 1945 Constitution
   d) Guidelines for The Implementation and Practice of Pancasila (P4)
   e) The living needs of citizens
   f) Values, morals and norms and behaviors that are expected to be realized in the life of society, nation and state, unity of nation and state,
   g) Values and norms (religion, decency, decency and law)
   h) Pancasila, as the basis of the state, ideology, and life view of the nation
   i) Bhinneka Tunggal Ika, as a form of philosophy of unity behind the diversity of life
2. Law:
   a) GBHN development message
   b) Norms, laws and regulations,
   c) Human rights
   d) Principles and meanings of justice
   e) Pancasila and the state constitution
   f) The 1945 Constitution as a written basic law that becomes the constitutional basis for the life of society, nation, and state

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g) The Unitary State of the Republic of Indonesia, as the final agreement of the form of the Republic of Indonesia

3. Political:
   a) Civics
   b) History of nationality
   c) Events after Indonesia's independence
   d) Democratic society
   e) Power and politics
   f) Globalization
   g) State institutions, judicial bodies, and international cooperation
   h) The life of political, economic, social, cultural, defense, and security ideology as well as the development of science and technology in the container of unity of the unitary state of the Republic of Indonesia

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Service Quality, Company Image and Location Affect to Customer Loyalty Case of: Bank Jatim Main Branch Surabaya

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Abstract

This study aims to determine the effect of the variables of Service Quality, Company Image and Location on Customer Loyalty at Bank Jatim Main Branch Surabaya. This research was conducted with quantitative methods. The data studied are primary data obtained directly from the company in the form of questionnaire results with a sample of 100 respondents from bank Jatim customers, the main branch of Surabaya and analyzed using SPSS version 25 for windows. The data were tested using the classical assumption test, namely: normality, multicollinearity, and heteroscedasticity. Then tested using t test, f test and determination test R^2. The results showed that the variables of Service Quality, Company Image, and Location partially had a significant positive effect. Simultaneously seen from the test results, the F value of 15,889 with a value of sig = 0.000 shows that it is smaller than the value of = 0.050 (0.000 < 0.050) which means that the service quality variable (X1), company image (X2), location (X3) simultaneously significant effect on Service Quality.

Keywords: Company Image and Location on Customer Loyalty, Service Quality

1. Introduction

Bank is a business entity that collects funds from the public in the form of savings and distributes it to the public in the form of credit and/or other forms in order to improve the people's standard of living. Broadly speaking, banking can be interpreted as a company engaged in financial services that accommodates funds in the form of savings and then distributed them in the form of credit. According to Law No. 10 of 1998 dated November 10, 1998 concerning banking, it can be concluded that the banking business includes three activities, namely collecting funds, distributing funds, and providing other bank services. The main function of Indonesian banking is as a collector and distributor of public funds and aims to support the implementation of national development in the context of increasing equitable distribution of development and its results, economic growth and national stability, towards increasing the standard of living of the people.

Based on the description of the background problems and phenomena that occurred above as well as the results of different previous studies, the researchers are interested in re-examining the variables that affect customer loyalty at Bank Jatim Main Branch Surabaya, namely "The Effect of Service Quality, Company Image, and Location on Customer Loyalty. (case study at Bank Jatim Surabaya Main Branch).

In this study, the author uses a theoretical review according to several experts, the theoretical review is as follows:

1.1 Problem Formulation

a. Can service quality affect customer loyalty?
b. Can company image affect customer loyalty?
c. Can a strategic location affect customer loyalty?
d. Do the variables of service quality, company image, and location simultaneously have a significant effect on customer loyalty?

1.2 Research Objectivies

The aims of this research are as follows:

a. Knowing the effect of service quality on customer loyalty at Bank Jatim Main Branch Surabaya.
b. Knowing the effect of corporate image on customer loyalty at Bank Jatim Main Branch Surabaya.
c. Knowing the influence of location factors on customer loyalty at Bank Jatim Main Branch Surabaya
d. Knowing the simultaneous effect of these three variables on customer loyalty at Bank Jatim Main Branch Surabaya.

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e. Knowing the partial effect of the three variables on customer loyalty at Bank Jatim Main Branch Surabaya.

1.3 Research Benefits

a. Theoretical benefits
   For researchers, it is a new insight obtained regarding the influence of service quality, company image, and location on customer loyalty so that the knowledge gained in lectures is very useful in this study.
b. Practical benefits
   This research is expected to be useful documentation for academic activities so that it can be used as well as possible and the results in this study can be used as library references.
c. Share Banking
   The researcher's priority is to improve service quality, company image and location as well as several things that can increase customer loyalty.

2. Literature Review

2.1 Literature Review

a. Service quality
Service quality is defined as the act or deed of a person or organization aimed at providing satisfaction to customers or employees (Kasmir, 2017b:47). In general, the quality of service is a performance offered by someone to another person to meet their needs. (Yolanda & Firdaus, 2019)

b. Company image
Kotler & Keller (2014) in (Mutmainnah, 2018) reveal that the image is the impression a person feels about an object or item or the organization as a whole which will then be stored in the consumer's memory. (Batin, 2020)

c. Location
According to Swastha in Dulkhatif et al., (2016) that the location (place) displays various activities of a company with the aim that the company's products can be available and obtained by consumers later.(Sharah et al., 2021)

d. Customer loyalty
Loyalty is more aimed at a behavior, which is indicated by routine purchases and is based on a decision-making unit. (Sangadji and Sopiah, 2013: 105). (Zulkarnain, 2020)

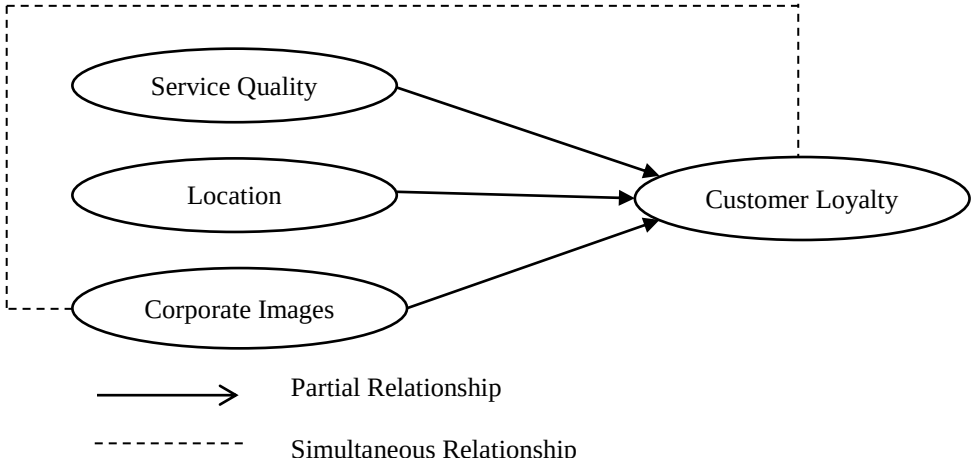
2.2 Empirical Review

1. Research conducted by Abdul Razak, Jusbair Baheri, and Muhammad Irsyad Ramadhan: 2018 with the title "The Effect of Satisfaction and Trust on Customer Loyalty at Bank Negara Indonesia (BNI) Kendari Branch". The results showed that: (1). Simultaneously, satisfaction and trust have a positive and significant impact on customer loyalty, (2). Some satisfaction has a positive and not significant effect on customer loyalty and (3). Partially trust has a positive and significant impact on customer loyalty.(RAZAK, 2018)
2. Research journal by Rizal Zulkarnain, HER Taufik, Agus David Ramdansyah: 2020 at the Faculty of Economics and Business, University of Banten Jaya-Serang City with the title "The Effect of Service Quality and Product Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Case Study at PT Bank Syariah Mu'amalah Cilegon)". Based on the results of the study indicate that service quality has a positive and significant effect on customer loyalty, product quality has a positive and significant effect on customer loyalty, service quality has a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on customers. satisfaction, and customer satisfaction have a significant positive effect on customer loyalty.(Zulkarnain, 2020)
3. A research journal by Jaka Atmaja at AKOM BSI Jakarta in 2018 with the research title "Service Quality and Customer Satisfaction with Loyalty at Bank BJB". Based on the calculation results, it is known that the variables of Service Quality and Customer Satisfaction have a strong influence on Customer Loyalty. Thus, it can be explained that Service Quality is one of the important factors in determining whether or not customers are satisfied with the service, starting from the loyalty of customers or consumers. So that through the implementation of good service quality, it will encourage customer interest and raise customer loyalty.(Atmaja, 2018)
4. Research conducted by Abdul Razak, Jusbair Baheri, and Muhammad Irsyad Ramadhan: 2018 with the title "The Effect of Satisfaction and Trust on Customer Loyalty at Bank Negara Indonesia (BNI) Kendari Branch". The results showed that: (1). Simultaneously, satisfaction and trust have a positive and significant impact on customer loyalty, (2). Some satisfaction has a positive and not significant effect on customer loyalty and (3). Partially trust has a positive and significant impact on customer loyalty.(RAZAK, 2018)

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2.3 Research Framework



2.4 Hypothesis

H1: service quality (x1) has a positive effect on customer loyalty (y).
H2: corporate image (x2) has a positive and significant effect on customer loyalty (y).
H2: location factor (x3) has a positive and significant effect on customer loyalty (y).
H4: service quality (x1), company image (x2) and location (x3) simultaneously have significant effect on customer loyalty (y).

3. Methodology

3.1 Research Approach

In this study, the author uses a quantitative research approach where this method relies on objective measurements and mathematical analysis (statistics) on a sample of data obtained through questionnaires, opinions from various reliable sources, theses, or references from previous research to prove or test the hypothesis provisional conjecture proposed in this study (Gamal Thabroni, 2021).

3.2 Location And Time Of Research

This research was conducted. The location of this research is located at Bank Jatim Main Branch Surabaya Jl. Basuki Rakhmad 98-104 Surabaya. Meanwhile, the time for conducting field research, namely distributing questionnaires, is planned to be carried out in June - early July 2021. Meanwhile, the overall time for this research from proposal writing to thesis report preparation is from March - July 2021. The details of the overall research plan are explained in the table below.

3.3 Population and sample

a. Population

The population is a generalization area consisting of objects/subjects that have certain quantities and characteristics set by the researcher to be studied and then draw conclusions (Siyoto & Sodik, 2015).

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The population of this study uses Bank Jatim Main Branch Surabaya customers with a population of more than 23,000 customers. (Darmawan, 2018)

b. Sample

The sampling technique used in this study is a probability sampling technique of simple random sampling or random samples. Probability sampling is a sampling technique that gives each respondent equal rights to be selected as sample members (Sugiyono, 2012). Meanwhile, simple random sampling means that each population has the right to be a respondent or sample regardless of the strata of the respondent (Sugiyono, 2012). The sample of this research is the customer of Bank Jatim Main Branch Surabaya.

3.4 Definition of operational Variables

Tabel 1. Definition of Operational Variables

Variable	Indicator	Items
Service Quality (X1)	1. Tangible 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy (Harfika dan Abdullah, 2017, p. 48)	1. Environmental comfort 2. Ability to solve problems 3. Employee response 4. Service security 5. Understanding the masses
Company Images (X2)	*1. Personality,* *2. Reputation* *3. Value (Nilai-nilai)* *4. Corporate Identity* Harrison (dalam Roy Parto Purba, 2017)	1. Employee responsibilities. 2. Good reputation 3. More value for the companyab 4. Company identity
Location (X3)	1. Location Access 2. Location Visibility 3. Traffic 4. Parking Lot 5. Expansion. 6. Environment The area around the location 7. Competition Places around Fatihudin dan Firmansyah (2019)	1. Easy to reach 2. Location is easy to see 3. Activity density 4. Land availability 5. Availability of other places 6. Safe and comfortable banking environment. 7. Able to provide good service quality
Customer Loyalty (X4)	1. Repeat purchase (loyalty to product purchases) 2. Retention (resistance to negative influences on the company) 3. Referalls (referring the total existence of the company) Kotler (2014)	1. Use/purchase 2. Using the services of the same company 3. Recommend to others

3.5 Data Collection Techniques

Data collection techniques in this study used the distribution of questionnaires. In the opinion of Sugiyono, (2013: 142) "Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer".

3.6 Types and Sources of data

In this study using quantitative data because in data collection researchers distributed questionnaires to respondents online via google form, namely to customers who were conducting transactions at Bank Jatim Main Branch Surabaya. In this study, data were obtained from customer respondents who were conducting transactions at Bank Jatim Main Branch Surabaya.

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3.7 Types of measuring scale

The type of measurement scale used in this study is the Likert Scale. Based on the opinion of Sugiyono, (2013: 93) "The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena". The size of the Likert scale is described as follows:
Example of a Measurement Scale:

Measuring Scale				
SS (5)	ST (4)	CS (3)	TS (2)	STS (1)
		✓		

3.8 Data Analysis

Data analysis is an activity after data from all respondents or other data sources are collected. Activities in data analysis are: grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation, and performing calculations to test the hypotheses that have been proposed. In general, in this study, data analysis uses Multiple Linear Regression (RLB) and uses SPSS version 25 for windows statistical analysis tools.

1. **Validity and reliability test**
   a. Uji validitas
      If r count r table, the instrument/question item is considered to have a significant correlation with the total score or is considered valid. However, if r count < r table then the correlation is considered low or invalid (Marzuki et al., 2020: 62)
   b. Uji reliabilitas
      According to Pramesti, (2014: 44) "an instrument can be said to be reliable if the Cronbach's Alpha coefficient is above 0.6, so it can be said that the instrument has high reliability".
2. **Classical Assumtion Test**

According to Purnomo, (2017: 107) "the classical assumption test is used to determine whether there is residual normality, multicollinearity, autocorrelation, and heteroscedasticity in the regression model.

   a. Normality test
      The normality test in this study was carried out using the Kolmogorov-Smirnov analysis method. According to (Dahlan (2017) in Hulu & Sinaga, (2019: 38) the assumption of using the Kolmogorov-Smirnov analysis can be used "if p > 0.05 significance level with a sample size > 50"
   b. Multicollinearity test
      According to Santoso, (2019: 195) this Multicollinearity Test is a test "to find out whether in the regression model there is a correlation between independent variables. If there is a correlation, it is called a multicollinearity (Multiko) problem.
      Guidelines for Multicollinearity Decisions according to Priyatna, (2020: 53) are to look at the Tolerance and Variance Inflating Factor (VIF) values:
      Guidelines for decisions based on tolerance values:
      If the Tolerance value > 0.10 ; there is no multicollinearity
      If the Tolerance value < 0.10 ; multicollinearity occurs
      Decision guidelines based on the value of the variance inflating factor (vif):
      If the value of VIF < 10.00 ; there is no multicollinearity
      If the VIF value > 0.10 ; multicollinearity occurs
   c. Heteroscedasticity test.
      According to Gunawan (2020: 128) this Heteroscedasticity Test is a test to assess "whether in the regression model there is an inequality of variance from the residuals from one observation to another observation"
3. **Hypothesis testing (parametric and non-parametric statistics)**
   a. T Test (patrial)
      The t-test according to Sugiyono (2014) in Yusuf & Daris, (2019 :134) is a "partial regression coefficient test which aims to determine the significance of the partial role between the independent variables on the dependent variable by assuming that other dependent variables are considered constant". In this study, the test was carried out through the t-test with a 95% confidence level.
   b. F test (simultaneous)
      The f test is a test to determine the effect of the independent variable (X) together (simultaneously) on the dependent variable (Y) (Mulyono, 2018: 113).

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The F-Test Assessment Criteria according to Mulyono, (2018: 113):
• H0 is accepted, if F count F table or sig value > 0.05
• H0 is rejected, if F count F table or sig value < 0.05

4. Test the coefficient of determination (r2)

According to (Ghozali (2007) in Mulyono, (2018:112) The coefficient of determination test essentially measures how much the independent variable is able to explain the dependent variable. The value of the coefficient of determination ranges from 0 to 1 (0 R2 1) or from 0% to 100%. The higher the value of R2 or the coefficient of determination, the higher the ability of the regression model to explain the diversity in the sample data (Susanti et al., 2019:53).

4. Results and Discussion

4.1 Validity Test

Tabel 2. Validity Test

Variables		r-table	r-count	Decision
Service Quality (X1)	1	0.189	0.648	valid
	2	0.189	0.706	valid
	3	0.189	0.685	valid
	4	0.189	0.614	valid
	5	0.189	0.647	valid
	6	0.189	0.697	valid
Company Images (X2)	1	0.189	0.672	valid
	2	0.189	0.640	valid
	3	0.189	0.585	valid
	4	0.189	0.693	valid
	5	0.189	0.656	valid
Location (X3)	1	0.189	0.772	valid
	2	0.189	0.759	valid
	3	0.189	0.698	valid
	4	0.189	0.786	valid
	5	0.189	0.762	valid
	6	0.189	0.806	valid
Customer Loyalti (Y)	1	0.189	0.694	valid
	2	0.189	0.740	valid
	3	0.189	0.777	valid
	4	0.189	0.795	valid

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Based on table 2 the results of the validity test above, it shows that the variables of service quality, company image, and customer loyalty are declared valid. This can be seen from the calculated r value > the r table value and the significance is less than 0.05.

4.2 Reliable Test

Tabel 3. Reliable Test

Reliability Statistics

Cronbach's Alpha	N of Items
.779	4

Based on the table above, it can be seen that the Cronbach's Alpha value obtained is greater than 0.6. This shows that the statement items used in this study are stated to be reliable.

4.3 Normality Test

Tabel 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.87783157
Most Extreme Differences	Absolute		.111
	Positive		.111
	Negative		-.077
Test Statistic			.111
Asymp. Sig. (2-tailed)			.004[c]
Monte Carlo Sig. (2-tailed)	Sig.		.158[d]
	99% Confidence Interval	Lower Bound	.148
		Upper Bound	.167

From the picture above shows the output of the Kolmogorov-Smirnov One-Sample normality test with the Monte Carlo approach above, it can be seen that the significance value is 0.158 > 0.05. Thus it can be concluded that the data used is normally distributed so that it meets the requirements of simple linear regression testing.

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4.4 Multicollinearity Test

Tabel 5. Multicollinearty Test
Coefficients[a]

Independent Variable	Collinearity Statistics	
	Tolerance	VIF
Service Quality (X1)	0.807	1,238
Company Image (X2)	0.808	1.238
Location (X3)	0.925	1.081

From the table above, the tolerance value for the independent variable is > 0.1 and the VIF is smaller than 10. This value indicates that there is no multicollinearity between the independent variables.

4.5 Heteroskedasticity Test

Tabel 6. Heteroskedasticity Test

Coefficient[a]

Model		Sig.
1	(Constant)	0.089
	Service Quality	0.108
	Company Image	0.086
	Location	0.333

a. Dependent Variable: Customer Loyality

From the picture above it can be concluded that the value of sig. variables (X1), (X2) and (X3) > 0.05 so there is no heteroscedasticity.

4.6 T Test

Tabel 7. T Test

Variable	t-Test	t-Table
Service Quality	**2,063**	**1,985**
Company Images	**2,625**	**1,985**
Location	**4,085**	**1,985**

From the table above, it can be concluded that the variables of Service Quality, Company Image and location have a significant positive effect on the Customer Loyalty variable with the assumption that t count > t table.

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4.7 F Test

Tabel 8. Anova

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.341	3	57.780	15.889	.000[b]
	Residual	349.099	96	3.636		
	Total	522.440	99			

Based on the ANOVA table above, it is known that the service quality variable (X1), company image (X2), location (X3) has an F value of 15,889 with a value of sig = 0.000 which shows it is smaller than the value of = 0.050 (0.000 < 0.050) which means that the variable service quality (X1), company image (X2), location (X3) simultaneously have a significant effect on service quality.

4.8 Coefficient Test of determination R2

Tabel 9. Coefficient Test of Determination R2

Model Summary

Model	R	R Square	Adjusted R Square	Std Error the Estimate
1	**576[2]**	**0.332**	**0.311**	**1,907**

a. Predictors: (Constant), Location, Company Image, Service Quality

The results of the adjusted R square calculation in this study are 0.332, this shows that the value of the coefficient of determination contained in the adjusted r square value is 0.332. This means that the ability of the independent variables simultaneously (X1, X2 and X3) in explaining the dependent variable (Y) is 32.2% so that the remaining 67.8% can be explained through variables outside this study.

The research shows that the variables of service quality and company image have a positive and significant effect simultaneously or together on customer loyalty. This is evidenced by the calculated F value of 144.187 > from the F table of 3.090 and a significant value of 0.000. So this study proves the hypothesis that service quality and company image have a positive and significant effect simultaneously or together on customer loyalty at Bank Jatim Jombang. The value of Adjusted R Square in this study has a value of 0.743 which means that the influence of service quality and company image variables on customer loyalty at Bank Jatim Jombang is 74.3%, while the remaining 25.7% is influenced by other variables not mentioned in this study.

5. Conclusions and Suggestions

5.1 Conclusion

1. Service quality partially has a significant positive effect on customer loyalty variables.
2. Company image partially has a significant positive effect on customer loyalty variables.
3. Location has a significant positive partial effect on the Customer Loyalty variable.
4. Service Quality (X1), Company Image (X2), Location (X3) simultaneously have a significant effect on Service Quality.

5.2 Suggestions

1. The results of the study indicate that there is a positive influence of Service Quality, Company Image and Location on Customer Loyalty, so that companies must as much as possible maintain and continue

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to develop in terms of service quality, corporate image, and optimize existing locations. In this case the company must continue to have new innovations to strengthen it.

2. For further research, other variables can be used that can affect Customer Loyalty in their research and this research can be used as a reference.

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Analysis of Clean Water Needs Rural Community Based (A Case Study Hippam Campurrejo Makmur Bojonegoro)

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Abstract

The problem of providing clean water is currently a special concern for both developed and developing countries. Indonesia as a developing country cannot be separated from the problem of providing clean water for its people. One of the main problems faced is the unavailability of clean water sources, the unequal distribution of clean water services, especially in rural areas and the existing clean water sources have not been utilized optimally.villageCampurrejo subdistrict BojonegoroBojonegoro Regency is in dire need of adequate clean water, because so far residents have had difficulty getting clean water, especially during the dry season, some residents only rely on water in old springs/wells without adequate facilities. The research objectives are, 1) to know the speed ofthe need for clean water in the village of Campurrejo sub-district Bojonegoro, Bojonegoro Regency tohi year 2031, 2) What is the reservoir capacity needed to meet the need for clean water in 2031? Analysis of the calculation of population growth in the village Campurrejo subdistrict Bojonegoro the author uses the Geometric method. And it can be seen that the population in the village Campurrejo subdistrict Bojonegoro reached 6,829 people, and the water demand in 2031 according to the prediction of the population is 1,105 liters/second, the maximum daily needs is 1,326 liters/second, and the discharge at peak hours is 1,768 liters/second.And the demand for clean water in Campurrejo Village in 2031 according to the prediction of the number of HIPPAM customers is 1,623 liters/second, the maximum daily need is 1,948 liters/second, and water needs at peak hours are 2,567 liters/second. Prediction of the number of customers of HIPPAM "Campurrejo Makmur" in 2031 is 1298 SR The need for reservoir capacity to meet the needs of clean water in 2031 is 157 m3. Since the reservoir capacity is only 18 m3, it is necessary to add another 139 m3 to meet the needs of HIPPAM customers "Campurrejo Makmur"

Keywords: Clean Water Needs, Distribution, HIPPAM, Population

1. Introduction

Clean water is a source of natural ecosystems for human survival that is needed in a sustainable manner. Everyone's condition of the availability of clean water is a daily necessity in community activities in sufficient and suitable quantities. The need for clean water in the household, industrial, plantation sectors and other facilities. It will continue to grow along with the increasing number of population and in terms of the development sector in various fields. Then the problem arises that the number of clean water providers is small, so that water needs are not fulfilled.

This clean water supply system is planned so that residents can meet their water needs without having to bother taking them directly to water sources that are very difficult to reach. By paying attention to the location and the existing potential, it is hoped that the need for clean water in Campurrejo Village, Bojonegoro District, Bojonegoro Regency can be fulfilled as a whole.

The level of economic growth and the increasing number of residents, the available facilities need to be optimized both in terms of services and the provision of clean water facilities themselves. Therefore, a clean water distribution pipe network plan was made in Campurrejo Village which seeks to provide an effective and efficient clean water drainage system in order to improve services to the community, from the wellbore water source HIPPAM Campurrejo Makmur Bojonegoro,The clean water supply system must be able to provide sufficient air for the required needs. Requirements The drinking water supply system must consist of technical provisions: Raw water unit, production unit, distribution unit, and service unit.

To find out the estimated amount of clean water needs to be planned from population growth in the coming years, several methods are used, including arithmetic methods, geometric methods. To find out the estimated amount of clean water needs to be planned from population growth in the coming years, several methods are used, including arithmetic methods, geometric methods.

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a. Arithmetic Method

This method is used when periodic data shows the number of additions that are relatively the same every year. This happens in cities with a relatively small area.

Formula: Arithmetic Method

$$Pn = Pt + Ka * X$$

$$Ka = \frac{(Pt - Po)}{t - 1}$$

Where:

Pn = Total population in the next n years
Pt = Total population at the end of the data year
Po = Total population at the beginning of the data year
X = Time lapse
Ka = Ratio of average population increase per year
t = Number of data minus one

b. Geometric Method

This method is used when the population data shows a rapid increase from time to time. This method is appropriate to be applied to the case of population growth in cities with high economic growth and rapid urban development.

Formula: Geometric Method

$$Pn = Pt\,(1+r)^{n}$$

$$r = \left(\frac{Pt}{Po}\right)^{(1/t)} - 1$$

Where :

Pn = Total population in the next n years
Pt = Total population at the end of the data year
Po = Total population at the beginning of the data year
n = nth year – last year
r = Ratio of average population increase per year

c. Domestic Water Supply Standards

Domestic Water Supply Standards are determined by the number of domestic consumers who can be identified from existing population data. Standards for supplying domestic needs include drinking, bathing, cooking, and others.

Table 1. Clean Water Planning Criteria

Description	City Category Based on Population (Soul)				
	>1.000.000 City Metropolitan	500.000 1.000.000 City Big	100.000 - 500.000 City Medium	20.000 - 100.000 City Small	< 20.000 Village
1	2	3	4	5	6
SR unit (I/o/hr)	190	170	150	130	30
HUunit s (I/o/hr)	30	30	30	30	30
Non Domestic Unit	20-30	20-30	20-30	20-30	20-30
Water Loss (%)	20-30	20-30	20-30	20-30	20-30
Maximum Day Factor	1,1	1,1	1,1	1,1	1,1
Peak-Hour Factor Factor	1,5	1,5	1,5	1,5	1,5
Number of Souls Per SR	5	5	6	6	10
Number of Souls Per HU	100	100	100	100 - 200	100
Operating Hours	24	24	24	24	24
Reservoir Volume (%)	20	20	20	20	20
SR : HU	50 : 80	50 : 80	80 ; 20	70 ; 30	70; 30
Service Coverage	90	90	90	90	90

Source: Planning Criteria of the Directorate General of Public Works Cipta Karya, 1996

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Domestic water needs for cities are divided into several categories, namely:

- City category I (Metropolitan)
- City category II (Big City)
- City category III (City Medium)
- City category IV (Small Town)
- City category V (Village)

d. Non-Domestic Water Supply Standard

Non-domestic water supply standards are determined by the number of non-domestic consumers which include facilities such as offices, health, industrial, commercial, public, and others.

Table 2. Non-Domestic Water Needs for Cities Category I, II, III, IV

Sector	Unit	Value
School	10	lt/student/day
Hospital	200	lt/bed/day
Public Health Center	2000	lt/units/day
Mosque	3000	lt/units/day
Market	12000	lt/ha/day
Hotel	150	lt/bed/day
Industrial Area	0,2-0,8	lt/second/day
Office	10	lt/person/day

Source: Planning Criteria of the Directorate General of Public Works Cipta Karya, 1996

Table 3. Non-Domestic Water Needs for Category V (Village)

Sector	Unit	Value
School	5	lt/student/day
Hospital	200	lt/bed/day
Public Health Center	1200	lt/units/day
Mosque	2000	lt/units/day
Market	10	lt/ha/day
Industrial Area	10	lt/second/day

Source: Planning Criteria of the Directorate General of Public Works Cipta Karya, 1996

Table 4. Non-Domestic Water Needs for Other Categories

Sector	Unit	Value
Airfield	5	lt/Person/second
Harbor	200	lt/Person/second
Bus Station	1200	lt/Person/second
Industrial Area	10	lt/Person/ha

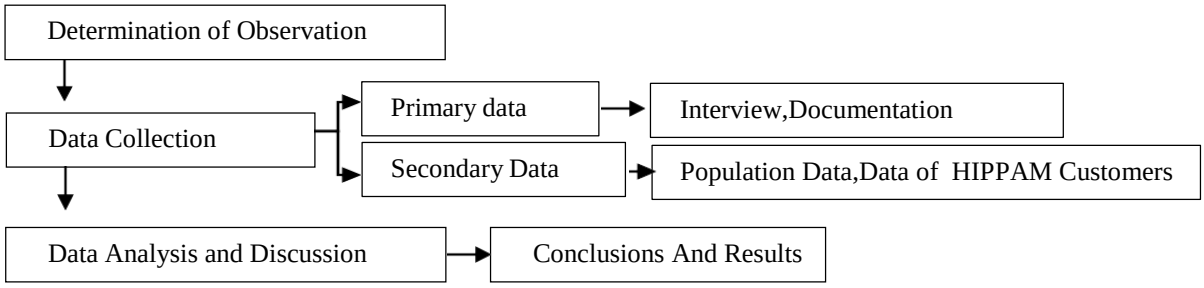
Source: Planning Criteria of the Directorate General of Public Works Cipta Karya, 1996

To predict the development of non-domestic water needs, it is necessary to know the city development plan and its activities. If it is not known, then the prediction can be based on a population equivalent, where non-domestic consumers can be counted following the development of domestic water supply standards. Thus we need to know the type and number of future means or in other words we need to know: 1) Types and number of facilities currently available, this data is needed as a basis for calculating the estimated type and number of facilities in the future; 2) Estimated development of the type and number of facilities in the future.

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2. Methodology

2.1. Workflow



2.2. Data Source

Data sources are anything that can provide information about data. Based on the source, the data is divided into two, namely primary data and secondary data :

Primary data collection methods are as follows:

1. Observation Method
   The location of a clean water source that is not far from the author's residence makes observations on the location and shape of the existing reservoir building optimal because it can be done repeatedly in order to get authentic and specific data.
2. Interview Method
   The author also uses the interview method, namely by interviewing HIPPAM technical employees, in Campurrejo Village, Kec. Bojonegoro Kab. Bojonegoro.

Secondary data was obtained through various sources, namely literature, articles, and sites on the internet related to the research carried out. And archival data obtained from relevant agencies, as well as data - data that affect the research, among others:

1. Topographical Data
   The topographic data used by the author here comes from a Google Earth map which contains regional contour data in Campurrejo Village district. Bojonegoro, Bojonegoro Regency.
2. Population Data
   Population data is used to calculate the average population growth from year to year (Projection of the next 10 years) Source BPS (Central Statistics Agency) Bojonegoro
3. HIPPAM Customer Number Data
   Data on the number of HIPPAM customers is used to calculate the average increase in HIPPAM subscribers per SR (house connection) from year to year. Source Chairman of HIPPAM, Campurrejo Makmur Village.

2.3. Analysis Stage

The data analysis technique used in this research is qualitative descriptive analysis. The data analyzed are:

1. Perform population projection analysis. This population projection analysis is carried out in order to find out how much population growth is estimated for the next 10 years (until 2031) so that the amount of water needed can be calculated. Residents of Campurrejo Village Bojonegoro The method used in population projection analysis is the Geometric method, Arimatic method, used and then the average value is taken.
2. Calculate the water needs that will be needed by the village community until the predicted year 2031. The calculated water needs in the Campurrejo village include Domestic water needs and Non-Domestic water needs. The calculation of this water demand refers to the clean water planning criteria for categories I, II, III, IV and V cities required by the Directorate General of Human Settlements of the Public Works Agency, 1996.
3. Analysis how much discharge is generated from water sources so that it can be supplied by the community of Campurrejo village, especially HIPPAM customers.Campurrejo Makmur.

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3. Result and Discussion

3.1. Population Prediction

Estimated population in Ds. Campurrejo was analyzed using 2 methods, namely the Geometric Method and the Arithmetic Method to obtain the accuracy of the population. Population data obtained from the Central Statistics Agency from 2017 to 2021, with predictions until 2031.

Table 5. Population data of Ds. Campurrejo district. Bojonegoro

No	Year	Quantity
1	2017	5.472
2	2018	5.266
3	2019	5.780
4	2020	5.856
5	2021	6.085

Source: Central Bureau of Statistics of Bojonegoro Regency

Selection of Methods Used With the correlation value (r) of the two methods, it can be determined the choice of the two methods for calculate service area projection up to 10 the coming year. Selection of the method based on the correlation coefficient (r) must be 1 or -1 or close to both values. (Permen PU No. 18 year 2007).

Table 6. Correlation Coefficient Results

Method	Coefficient Correlation
Aritmatik	-0,60
Geomatik	-0,75

Source: Calculation Results

Table 7. Population Growth Geometry Selected Method

Year	Total population
2022	6156
2023	6227
2024	6299
2025	6372
2026	6446
2027	6521
2028	6597
2029	6673
2030	6751
2031	6829

Source: Calculation Results

From the analysis above, it is found that the population of Campurrejo Village in 2031 is 6829 people (10 years projection), then Campurrejo Village is included in the village category with a population ranging from <20,000 people. planning criteria of the Directorate General of Human Settlements of the Public Works Service, then:

a. Consumption of household connections: 70 liters/person/day.
b. General hydrant connection consumption is: 30 liters/person/day.
c. The comparison between household connections and public hydrants is: SR : HU = 70 : 30

3.2. Clean Water Needs Analysis Domestic Sector

a. Household Connection (SR)

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Table 8. Water Needs for Household Connections (SR)

No	Year	Total Population	Service Level	Number Served	Average Water Consumption	Usage Amount	Total Water Need
		(soul)	(%)	(soul)	(Lt/Soul/Day)	(Lt/day)	(Lt/second)
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
1	2022	6156	7C	430891	70	30162371	349
2	2023	6227	7C	435889	70	30512255	353
3	2024	6299	7C	440946	70	30866197	357
4	2025	6372	7C	446061	70	31224245	361
5	2026	6446	7C	451235	70	3158446	366
6	2027	6521	7C	456469	70	31952849	370
7	2028	6597	7C	461764	70	32323502	374
8	2029	6673	7C	467121	70	32698455	378
9	2030	6751	7C	472539	70	33077757	383
10	2031	6829	7C	478021	70	33461459	387

Source: Calculation Results

b. General Hydrant (HU)

Table 9. Water Needs for Public Hydrants (HU)

No	Year	Total Population	Service Level	Number Served	Average Water Consumption	Usage Amount	Total Water Need
		(soul)	(%)	(soul)	(Lt/Soul/Day)	(Lt/day)	(Lt/second)
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
1	2022	6156	30	184668	30	5540027	64
2	2023	6227	30	186810	30	5604292	65
3	2024	6299	30	188977	30	5669302	66
4	2025	6372	30	191169	30	5735065	66
5	2026	6446	30	193386	30	5801592	67
6	2027	6521	30	195630	30	5868891	68
7	2028	6597	30	197899	30	5936970	69
8	2029	6673	30	200195	30	6005839	70
9	2030	6751	30	202517	30	6075506	70
10	2031	6829	30	204866	30	6145982	71

Source: Calculation Results

3.3. Clean Water Needs Analysis Non Domestic Sector

a. Educational Facilities

Table 10. Water Demand for Educational Facilities

No	Year	Student Number	Average Water Consumption	Usage Amount	Total Water Need
		(person)	(Lt/Soul/Day)	(Lt/Day)	(Lt/Second)
[a]	[b]	[c]	[d]	[e]	[f]
1	2022	5374	5	26868	0.311
2	2023	5436	5	27180	0.315
3	2024	5499	5	27495	0.318
4	2025	5563	5	27814	0.322
5	2026	5627	5	28137	0.326
6	2027	5693	5	28463	0.329
7	2028	5759	5	28793	0.333
8	2029	5825	5	29127	0.337
9	2030	5893	5	29465	0.341
10	2031	5961	5	29807	0.345

Source: Calculation Results

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b. Worship Facilities

Table 11. Water Needs for Mosque facilities

No	Year	Amount (Unit)	Average Water Consumption (Lt/Unit/Day)	Usage Amount (Lt/day)	Total Water Need (Lt/Second)
[a]	[b]	[c]	[d]	[e]	[f]
1	2022	4	3000	12000	0.139
2	2023	4	3000	12000	0.139
3	2024	4	3000	12000	0.139
4	2025	4	3000	12000	0.139
5	2026	4	3000	12000	0.139
6	2027	5	3000	15000	0.174
7	2028	5	3000	15000	0.174
8	2029	5	3000	15000	0.174
9	2030	5	3000	15000	0.174
10	2031	5	3000	15000	0.174

Source: Calculation Results

Table 12. Water Needs for Musholla facilities

No	Year	Amount (Unit)	Average Water Consumption (Lt/Unit/Day)	Usage Amount (Lt/Day)	Total Water Need (Lt/second)
[a]	[b]	[c]	[d]	[e]	[f]
1	2022	20	2000	40000	0.463
2	2023	20	2000	40000	0.463
3	2024	20	2000	40000	0.463
4	2025	21	2000	42000	0.486
5	2026	21	2000	42000	0.486
6	2027	21	2000	42000	0.486
7	2028	22	2000	44000	0.509
8	2029	22	2000	44000	0.509
9	2030	22	2000	44000	0.509
10	2031	23	2000	46000	0.532

Source: Calculation Results

c. Market Facilities

Table 13. Water Demand for market facilities

No	Year	Total Population (soul)	Standard requirement (m2/Soul)	Broad requirement (m2)	Average Water Consumption (Lt/m2/Day)	Usage Amount (Lt/Day)	Total Water Need (Lt/Second)
[a]	[b]	[c]	[d]	[e]	[f]	[g]	[h]
1	2022	6156	36000/120000	1847	12000	22160110	256
2	2023	6227	36000/120000	1868	12000	22417167	259
3	2024	6299	36000/120000	1890	12000	22677206	262
4	2025	6372	36000/120000	1912	12000	22940262	266
5	2026	6446	36000/120000	1934	12000	23206369	269
6	2027	6521	36000/120000	1956	12000	23475563	272
7	2028	6597	36000/120000	1979	12000	23747879	275
8	2029	6673	36000/120000	2002	12000	24023354	278
9	2030	6751	36000/120000	2025	12000	24302025	281
10	2031	6829	36000/120000	2049	12000	24583929	285

Source: Calculation Results

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d. Office and Shop Facilities

Table 14. Water Demand for Office Facilities

No	Year	number of employes (person)	Average Water Consumption (Lt/person/day)	Usage Amount (Lt/day)	Total Water Need (Lt/second)
[a]	[b]	[c]	[d]	[e]	[f]
1	2022	455	10	4552	0.053
2	2023	461	10	4605	0.053
3	2024	466	10	4658	0.054
4	2025	471	10	4712	0.055
5	2026	477	10	4767	0.055
6	2027	482	10	4822	0.056
7	2028	488	10	4878	0.056
8	2029	493	10	4935	0.057
9	2030	499	10	4992	0.058
10	2031	505	10	5050	0.058

Source: Calculation Results

Table 15. Water Demand for Shopping Facilities

No	Year	number of employes (person)	Average Water Consumption (Lt/person/day)	Usage Amount (Lt/day)	Total Water Need (Lt/second)
[a]	[b]	[c]	[d]	[e]	[f]
1	2022	202	10	2023	0.023
2	2023	205	10	2047	0.024
3	2024	207	10	2070	0.024
4	2025	209	10	2094	0.024
5	2026	212	10	2119	0.025
6	2027	214	10	2143	0.025
7	2028	217	10	2168	0.025
8	2029	219	10	2193	0.025
9	2030	222	10	2219	0.026
10	2031	224	10	2244	0.026

Source: Calculation Results

e. Health Center Facilities

Table 16. Water Needs for Health Center Facilities

No	Year	Amount (unit)	Average Water Consumption (Lt/unit/day)	Usage Amount (Lt/day)	Total Water Need (Lt/second)
[a]	[b]	[c]	[d]	[e]	[f]
1	2022	1	1200	1200	0.014
2	2023	1	1200	1200	0.014
3	2024	1	1200	1200	0.014
4	2025	1	1200	1200	0.014
5	2026	1	1200	1200	0.014
6	2027	1	1200	1200	0.014
7	2028	1	1200	1200	0.014
8	2029	1	1200	1200	0.014
9	2030	1	1200	1200	0.014
10	2031	1	1200	1200	0.014

Source: Calculation Results

From the calculations above, it is known that the clean water needs of Campurrejo Village in 2031 according to the predicted population is 1.105 liters/second, the maximum daily need is 1.326 liters/second, and the water needs at peak hours are 1.768 liters/second.

3.4. Prediction of water demand for HIPPAM customers in 2031

a. Prediction of customer HIPPAM in 2031

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The prediction of clean water needs in 2031 is calculated referring to the predicted increase in customers HIPPAM Campurrejo Makmur or home connection.

Table 17. Prediction of customer HIPPAM

No.	Year	Amount (SR)
1	2022	41
2	2023	61
3	2024	89
4	2025	131
5	2026	192
6	2027	283
7	2028	415
8	2029	611
9	2030	897
10	2031	1298

Source: Calculation Results

Predicted customers of HIPPAM "Campurrejo Makmur" Bojonegoro in 2031 is 1298 SR (house connection)

b. Analysis Water Needs HIPPAM Customer

Calculation of clean water needs based on the prediction of the number of customers, HIPPAM house connection (SR) obtained the following results.

Table 18. Water Demand Discharge

No.	Year	Amount (SR)	Q (lt/second)
1	2022	41	0.5
2	2023	61	0.76
3	2024	89	1.11
4	2025	131	1.64
5	2026	192	2.40
6	2027	283	3.54
7	2028	415	5.19
8	2029	611	7.64
9	2030	897	11.21
10	2031	1298	16.23

Source: Calculation Results

c. Analysis Drilling Well Water Source Discharge HIPPAM

Table 19. water source discharge

No.	Year	Q Water Needs (lt/Second)	source capacity (lt/Second)	production capacity (lt/Second)	production shortage (lt/Second)
1	2022	0.5	5.0	5.0	-
2	2023	0.76	5.0	5.0	-
3	2024	1.11	5.0	5.0	-
4	2025	1.64	5.0	5.0	-
5	2026	2.40	5.0	5.0	-
6	2027	3.54	5.0	5.0	-
7	2028	5.19	5.0	5.0	0.19
8	2029	7.64	5.0	5.0	2.64
9	2030	11.21	5.0	5.0	6.21
10	2031	16.23	5.0	5.0	11.23

Source: Calculation Results

The discharge capacity of the HIPPAM bore well is still sufficient. Production capacity/pump discharge from 2022 to 2027 can meet the clean water needs of the HIPPAM "Campurrejo Makmur" unit, but from 2028 onwards the deep well pump discharge is no longer able to meet water needs.

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4. Conclusion And Suggestions

4.1. Conclusion

From the results of the calculation of the analysis of clean water needs in Campurrejo Village, the following conclusions can be drawn:

1 Clean water needs of Campurrejo Village in 2031 whose population is analyzed using Geometric formulas with a total of 6,829 From the above calculation, it is known that the clean water needs of Campurrejo Village in 2031 according to the predicted population is 1,105 liters/second, the maximum daily requirement is 1,326 liters /second, the water demand at peak hours is 1.768 liters/second. And from the calculation of the clean water needs of Campurrejo Village in 2031 according to the prediction of the number of HIPPAM customers is 1.623 liters/second, the maximum daily need is 1.948 liters/second, and the water demand at peak hours is 2.567 liters /second.

2 Prediction of the number of customers of HIPPAM "Campurrejo Makmur" in 2031 is 1298 SR Reservoir capacity needs to meet clean water needs in 2031 is 139 m3

It is advisable to conduct a review of the reservoir capacity in the village of Campurrejo Makmur so that the prediction of water demand due to the increase in population and HIPPAM customers can be fulfilled. Considering that raw water for clean water is decreasing day by day, it is hoped that its use is as good as possible according to needs. In order to obtain an optimal service system, it is necessary to build clean water supply facilities.

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Purchasing Decision Delivery Service KURIRMU in Surabaya

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Abstract

This study aims to determine the effect of the independent variables Electronic Word of Mouth, Price and Service Quality on the dependent variable of the decision to use KURIRMU delivery services in Surabaya. The research approach used is non-probability sampling with purposive sampling method. The population in this study were KURIRMU service users for the last six months and the respondents in this study were over 17 years old and the sample used was 96 respondents. The data of this research is quantitative by collecting data with a questionnaire. The data analysis technique used is multiple linear regression. The results of this study indicate that Electronic Word of Mouth, price partially has a positive and significant effect on purchasing decisions. However, the service quality variable partially has no significant effect on purchasing decisions. Electronic Word of Mouth, Price and Service Quality simultaneously have a positive and significant effect on purchasing decisions.

Keywords : Electronic Word of Mouth, Purchasing Decision, Price, Service Quality

1. Introduction

The rapid development of the service industry in Indonesia today is due to the service industry playing a role and to the development of the MSME sector, online business, home industry and other industries. The service industry also varies greatly according to the role of each sector, one of which is logistics services or courier services. Data from the World Bank's Logistics Performance Index noted that Indonesia's logistics has improved very rapidly in the last three years. Currently, Indonesia is ranked 46th globally compared to 2016 which was ranked 63rd. Meanwhile, the Indonesian Logistics and Forwarders Association (ALFI) predicts the potential growth of the logistics business in the country can reach more than 30% by 2020 (Christian, n.d.).

Courier service providers are able to support the needs of business people because they can make it easier for business people to sell goods to consumers who cannot buy directly. The courier and warehousing industry is adapting to the development of e-commerce. Need more players to sustain the surge in shipments (Indra, 2019).

Top Brand Index 2020 shows that JNE and J&T control the courier service business, respectively 27.3% and 21.3%, which means that JNE and J&T control the courier service business by almost 50%. Not only the big JNE and J&T providers, but there are also many smaller scale courier services such as KURIRMU. KURIRMU is a MSME-scale goods delivery service because it is a productive business owned by individuals or business entities that usually operate within the scope of trading activities that have different characteristics or characteristics (Lestari & Amri, 2020). With so many similar business competition in the field of shipping services, business competition will be even tighter and demand KURIRMU to innovate so that their business can remain intensely competitive.

Table 1. Customer data for KURIRMU for the last 6 months

MONTH	CONSUMER
Oct	629
Nov	436
Des	641
Jan	428
Feb	562
Mar	488
Tot	**3184**

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Based on the table data above, it shows that in November, January and March, KURIRMU service users experienced a decline, while in December and February it increased. It can be said that in 6 months, KURIRMU service users experience fluctuations, however, it is more directed to a downward trend from kurimu consumers. This shows that KURIRMU is affected by intense competition in the same industrial sector. The downward trend in KURIRMU service users shows that there is an indication of a decline in KURIRMU service users. Therefore, your KURIRMU needs something that can boost your KURIRMU service users in order to increase the use of your KURIRMU services.

Based on the above background, the research questions developed in this study are is there any influence of electronic word of mouth, price and quality of service on the Purchase Decision of KUIRIRMU Delivery Service in Surabaya. The purpose of this study is to find out : 1) Is there any influence of electronic word of mouth on the purchasing decision of KURIRMU delivery service in SURABAYA. 2) Is there a price effect on the decision to purchase KURIRMU delivery service in SURABAYA. 3) Is there any influence of Service Quality on the purchase decision of KURIRMU delivery service in SURABAYA.

1.1 Empiris

(Firnanda, 2017) The purpose of the study was to determine the effect of Electronic Word Of Mouth, Brand Image, Brand Trust on the Decision to Use GO-JEK Online Ojek Services by taking the population of the Samarinda city community with the method used was purposive sampling. The sample in this study was 60 respondents with the criteria of having used GO-JEK services in Samarinda at least once. The data analysis method used is Multiple Linear Regression using SPSS version 23. The results of this study indicate that: Electronic Word of Mouth has a significant positive effect on purchasing decisions as evidenced by the output where the value of tcount > ttable (3.573> 2.003) with a significance of 0.01 <0 ,05. Brand Image has no significant positive effect on purchasing decisions as evidenced by the output where the value of tcount > ttable (0.598 < 2.003) and significance (0.552> 0.05). Brand Trust has a significant positive effect on Purchase Decisions as evidenced by the output where the value of tcount > ttable (3.333> 2.003) with a significance of 0.02 <0.05.

(Adiprayitno & Edwar, 2017) This study aims to determine the effect of service quality and price on usage decisions. Respondents were 115 people who used JNE's goods delivery service at Putro Agung Wetan Surabaya agent. Based on the results of the analysis, it can be seen that there is an effect of the relationship between service quality variables on usage decisions of 4.470%, and price on usage decisions of 4.617% for JNE goods delivery services at Putro Agung Wetan Surabaya agents.

1.2 Teoritis

1.2.1 eWOM

According to Lee, Noh and Kim in (Rumondang et al., 2020) WOM is a word of mouth system that exists in a virtual space where messages are sent or received related to a product or service and consumers may experience it through chat or online boards. E-WOM can be defined as marketing from netizens to other netizens whose messages are recommendations. Recommendations from other netizens are usually considered more trustworthy than promotional activities from companies and can influence other netizens' decisions to buy or not to buy (Sukoco, 2018). According Goyette in (Sukoco, 2018) in a journal compiled with his friends, in measuring the effect of E-WOM, one can use the following dimensions:

1. Intensity
2. Content
3. Positive opinion

1.3 Price

According to Amstrong & Kotler, (2012 : 345) Price can be defined narrowly as the amount of money charged for a product or service. Or it can be broadly defined as price as the amount of value that consumers exchange for the benefit of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates. According to (Supriadi, 2018) price is the determination of the value of money-goods. According to Alma in (Sari & Yasa, 2020) suggests the price is the value of an item expressed in money. More broadly, price is the sum of the values that consumers exchange for the benefits of owning or using the product or service. According to Kotler and Armstrong in (Astuti & Matandong, 2020) The indicator of price determination is a measure that characterizes the success of price determination. Price determination indicators consist of price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

1. Price Affordability
2. Price Match with Product Quality
3. Price Competitiveness
4. Price Match with Benefits

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1.4 Service Quality

According to (Abdullah, 2017) Quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. Goeth and Davis in (Sunyoto, 2013) quality is: "A dynamic condition associated with products, services, people, processes and the environment that meet or exceed expectations". According to Sugiarto (Sunyoto, 2013) service quality is a presentation of products or services according to the applicable size where the product is held and the delivery is at least the same as what consumers want and expect. According to (Kotler, 2012) determines that there are 5 determinants of service quality. The five are presented in order based on their level of importance, including:

1. Tangibles
2. Empathy
3. Reliability
4. Responsiveness
5. Assurance

1.5 Purchasing Decision

(Kotler & Armstrong, 2012) translates purchasing decisions as a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. According to (Pranata et al., 2020) the indicators for purchasing decisions are as follows :

1. Stability in a product or service
2. Habits in buying products or services
3. Give recommendations to others
4. Repurchase

1.6 Relationship between Variables

1. Recommendations from other netizens are usually considered more trustworthy than promotional activities from companies and can influence other netizens' decisions to buy or not to buy (Sukoco, 2018). This means that the higher the eWOM or word of mouth through electronic means, the higher the consumer's attitude to using this service.
2. The more affordable the price offered, the higher the consumer's attitude in using this service. This is supported by research (Leksono & Herwin, 2017). that price influences purchasing decisions.
3. The better the quality of service provided, the higher the consumer in using this service. This is supported by research (Adiprayitno & Edwar, 2017) that service quality affects purchasing decisions.

1.7 Conceptual Framework

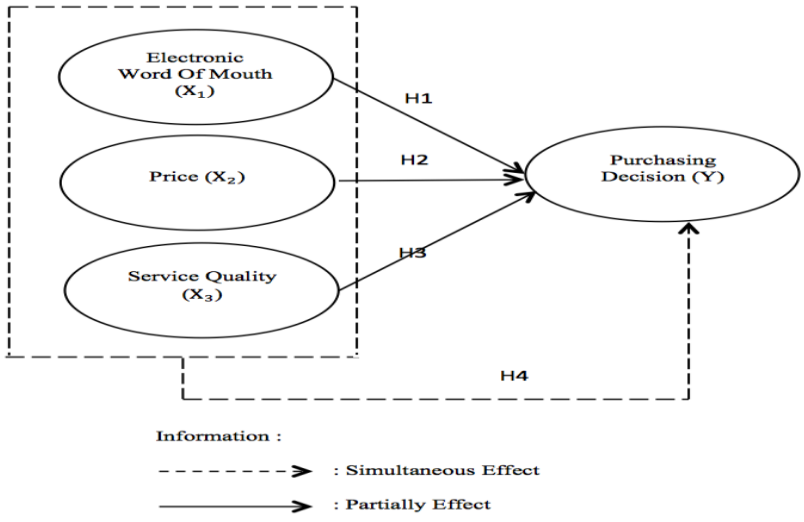


Figure 1. Conseptual Framework

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2. Methodology

2.1 Research Location and Time Plan

This study uses quantitative methods with an objective research approach that includes the collection and analysis of quantitative data and uses statistical testing methods. This research was conducted on research respondents, namely consumers who have used KURIRMU services in the city of Surabaya. The implementation of field research is by distributing questionnaires which are planned to be carried out in June-July 2021. As for the overall research from proposal writing to thesis preparation, namely from March - July 2021.

2.2 Population and sample

The population in this study are customers who have used KURIRMU services in the city of Surabaya. The type of sampling is non probability sampling by using a sampling technique using purposive sampling. Purposive sampling selects sample members from the population determined by the researcher alone (Sumargo, 2020: 20). To determine the number of samples in this study using the Slovin formula. The slovin formula in (Nalendra et al., 2021) is a formula for calculating the minimum number of samples from a population. The sample taken is 96 people

3. Result and Discussion

3.1 Result

The results showed that of the 96 respondents, 46 were 36 to 45 years old (47.9%), 14 were over 55 years old (14.6%), 13 were 26 to 35 years old (13.5%), 13 were 46 to 55 years old (13.5%), and 10 represents the age of 17-25 years (10.4%). 80 people are female (83.3%), while 16 people are male (16.7%). 37 people work as housewives (38.5%), 27 people work as entrepreneurs (28.1%), 21 people work as private employees (21.9%), 7 people work as civil servants (7.3%), 3 people work as students (3.1%) and the rest is the rest (1.0%). last education is high school 51.0%, bachelor 41.7%, diploma 5.2%, junior high 2.1%. KURIRMU users in East Surabaya are 32.3%, South Surabaya is 25.0%, West Surabaya is 22.9%, North Surabaya is 10.4% and Central Surabaya is 9.4%.

3.2 Validity Test

Table 2. Result of validity test

Variabel	average R count	R tabel
eWOM (X1)	**0,815**	**0,1689**
Price (X2)	**0,686**	**0,1689**
Service Quality (X3)	**0,651**	**0,1689**
Buying Decision (Y)	**0,692**	**0,1689**

From the test results above, it shows that the tested variables have valid information with a significance limit of 5%, which means that the items used in the study are valid.

3.3 Reability Test

Table 3. result of reability test

Variabel Penelitian	Cronbach's Alpha	Description
Electronic Word of Mouth (X1)	0,748	Reliabel
Price (X2)	0,664	Reliabel
Service Quality (X3)	0,659	Reliabel
Buying Decision (Y)	0,638	Reliabel

From the data above, it shows that the value of Cronbach's Alpha eWOM, Price, Service Quality and Purchase Decision each has a value above 0.60, meaning that all the variables tested are reliable.

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3.4 Classic Assumption Test

3.4.1 Normality Test

Table 4. Result of Normality Test *One-Sample Kolmogorov-Smirnov Test*

	Unstandardized Residual
N	96
Asymp. Sig. (2-tailed)[c]	.200[d]

From the table above shows that the value of Asymp. Sig. (2-tailed) is 0.200 > 0.05. Thus it can be concluded that the data used is normally distributed so that it meets the requirements of simple linear regression testing.

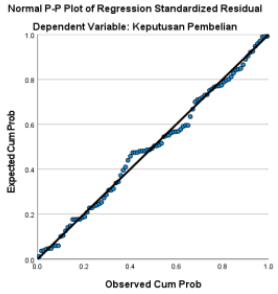


Figure 2. Normality Test Results Using P-P Plot Graph

P-P plot normality test results, the data or plot points are around the diagonal line and follow the direction of the diagonal line and do not move away from the diagonal line so it can be concluded that the data used in this study is normally distributed.

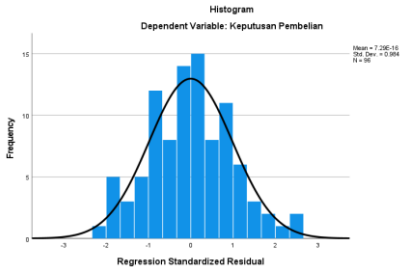


Figure 3. Normality Test Results Using Histogram

The results of the histogram normality test provide a distribution pattern that forms a pattern like a mountain, which means that the data used by the researcher in this study is normally distributed.

3.4.2 Multicollinearity Test

The multicollinearity test is used as an attempt to determine whether or not there is a perfect correlation or close to a perfect relationship. To detect the presence or absence of multicoloneariy in the regression model, it can be done by looking at the Tolerance value and the Variance Inflation Factor (VIF) value. If the Tolerance value > 0.10 and the VIF value < 10 then there is no multicollinearity problem. The results of the multicollinearity test are obtained as follows:

Table 5. Multicollinearity Test Results

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Electronic Word of Mouth	.942	1.062
	Harga	.858	1.166
	Kualitas Pelayanan	.886	1.129

All three independent variables have a VIF value below 10 and a tolerance value above 0.10. So it can be concluded that there is no correlation between the independent variables or all the independent variables used in this study do not occur multicollinearity so that it is eligible to test multiple linear regression.

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3.4.3 Heteroscedasticity Test

Table 6. Heteroscedasticity Test result

			Unstandardized Residual
Spearman's rho	Electronic Word of Mouth	Sig. (2-tailed)	0,642
	Harga	Sig. (2-tailed)	0,966
	Kualitas Pelayanan	Sig. (2-tailed)	0,942

From the output data above, it is explained that the value of Sig (2-tailed) for the Electronic Word of Mouth (X1) variable is 0.642, the Price variable (X2) is 0.966, the Service Quality variable (X3) is 0.942. From the conclusion above, it shows that there is no symptom of heteroscedasticity, because the significance value obtained is > 0.05 (95% statistical confidence level or 0.05).

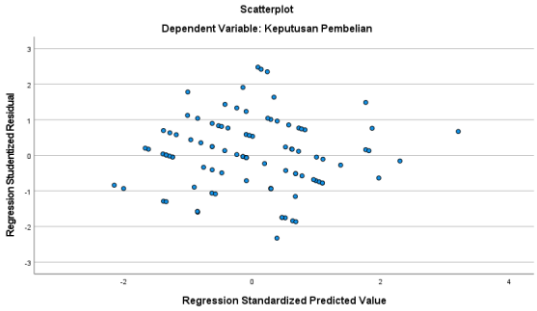


Figure 4. Scatterplot Heteroscedasticity Test Results

The scatter plot graph as shown above shows that the points on the graph are spread out and cannot form a certain clear pattern. So the graph can not be read clearly. These results show that there is no heteroscedasticity.

3.5 Hypothesis Testing

3.5.1 T-Test

Table 7. T-test result

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.006	2.136		2.812	.006
	Electronic Word of Mouth	.339	.109	.289	3.114	.002
	Harga	.342	.100	.333	3.426	<.001
	Kualitas Pelayanan	.045	.095	.045	.470	.640

a. Electronic Word of Mouth partially significant effect on purchasing decisions. It is known that the Electronic Word of Mouth variable has a t-count of 3.114 with a significant value = 0.002 indicating lower than the value of = 0.050 (0.002 < 0.050) which means that the Electronic Word of Mouth variable partially has a significant effect on purchasing decisions.

b. Price has a significant effect partially on purchasing decisions. It is known that the price variable has a t-count of 3.426 with a value of sig = 0.001 indicating lower than the value of = 0.050 (0.001 < 0.050) which means that the price variable partially has a significant effect on purchasing decisions.

c. Service quality does not have a significant effect partially on purchasing decisions. It is known that the Electronic Word of Mouth variable has a t-count of 0.470 with a value of sig = 0.640 which is greater than the value of = 0.050 (0.640 > 0.050) which means that the Service Quality variable partially has no significant effect on purchasing decisions.

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3.5.2 F Test

Table 8. F test result

Model	F	Sig.
Regression	**10.459**	**<.001[b]**

Based on the ANOVA table above, it is known that the variable Electronic Word of Mouth (X1), Price (X2), Quality of Service (X3) has an F value of 10,459 with a value of sig = 0.001 indicating it is smaller than the value of = 0.050 (0.001 < 0.050) which means that the variables Electronic Word of Mouth (X1), Price (X2), Service Quality (X3) simultaneously have a significant effect on purchasing decisions.

3.5.3 Multiple Regression Analysis

Table 9. Multiple Regression Analysis result

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	6.006	2.136		2.812	.006
	Electronic Word of Mouth	.339	.109	.289	3.114	.002
	Harga	.342	.100	.333	3.426	<.001
	Kualitas Pelayanan	.045	.095	.045	.470	.640

Based on Table 9 above, the multiple linear regression equation model is as follows:

a. Y = 6,006 + 0,339 X1 + 0,342 X2 + 0,045 X3 + e
b. Based on the multiple linear regression equation above, it can be described as follows:
c. The constant coefficient is 6.006, meaning that the value of Purchase Decision (y) is worth 6.006 or the situation when the Purchasing Decision variable has not been influenced by each of the Electronic Word of Mouth (X1), Price (X2), and Service Quality (X3) variables.
d. The value of b1 (X1 regression coefficient) is 0.339. If the Electronic Word of Mouth (X1) variable increases by one unit, then the Purchase Decision (Y) variable will change and will get a contribution from the X1 variable of 0.339. Varibale Electronic Word of Mouth (X1) has a regression coefficient of 0.339 and a positive value which indicates that Electronic Word of Mouth has a positive influence on purchasing decisions.
e. The value of b2 (regression coefficient X2) is 0.342. If the Price variable (X2) increases by one unit, then the Purchase Decision variable (Y) will change and will get a contribution from the X2 variable of 0.342. Price (X2) has a regression coefficient of 0.342 and a positive value which indicates that the price has a positive influence on purchasing decisions.
f. The value of b3 (X3 regression coefficient) is 0.045. If the Service Quality variable (X3) increases by one unit, then the Purchase Decision variable (Y) will change and will get a contribution from the X3 variable of 0.045. The service quality variable (X3) has a regression coefficient of 0.045 and a positive value which indicates that service quality has a positive influence on purchasing decisions.

3.5.4 Coefficient of Determination Test (R^2)

Table 10. Coefficient of Determination Test (R^2) result

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504[a]	.254	.230	1.554

Based on the results of table 4.18 shows the results of the coefficient of determination test. It can be seen in the table that the value of Adjusted R Square is 0.230. It can be concluded that the magnitude of the influence of the Electronic Word of Mouth, Price, and service quality variables on the Purchase Decision is 0.230 (23%) while the remaining 77% is influenced by other variables besides the Electronic Word of Mouth, Price, and Service Quality variables.

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3.6 Discussion

Based on the results of the analysis conducted by the researcher using the SPSS 28.0 tool, stating that of the three hypotheses presented by the researcher, only 2 were accepted and 1 was rejected.

1. Influence of Electronic Word of Mouth on Purchase Decisions.
   The results of hypothesis testing can prove that Electronic Word of Mouth has an effect on Purchase Decisions, this can be proven by the results of the SPSS 28.0 data processing which states that the Electronic Word of Mouth (X1) variable is obtained t count = 3.114 > t table = 1.986 and the level of significance The result is 0.002 < 0.050, which means that H0 is rejected and H1 is accepted, thus the first hypothesis is accepted.
2. Influence of Price on Purchase Decision.
   The results of hypothesis testing can prove that price has an effect on purchasing decisions, this can be proven by the results of processed SPSS 28.0 data which states that the price variable (X2) is obtained t count = 3.426 > t table = 1.986 and the resulting significance level is 0.001 < 0.050 which means that H0 is rejected and H1 is accepted, thus the second hypothesis is accepted.
3. Influence of Service Quality on Purchase Decision.
   The results of hypothesis testing can prove that Service Quality on Purchase Decisions, this cannot be proven by the results of the SPSS 28.0 data processing which states that the Service Quality variable (X3) is obtained t count = 0.470 < t table = 1.986 and the resulting significance level is 0.640 > 0.05, which means that H0 is accepted and H1 is rejected, thus the third hypothesis is not accepted.

4. Conclussion

Based on the results of research with the help of SPSS tools, the conclusions that can be drawn from this study are as follows :

1. The Electronic Word of Mouth (X1) variable partially has a positive effect of 3.14 and a significant 0.002 on the decision to use delivery services KURIRMU in Surabaya.
2. The Electronic Price (X2) variable partially has a positive effect of 3,425 and a significant 0.001 on the decision to use delivery services KURIRMU in Surabaya.
3. The Service Quality variable (X3) partially positive effect 0.470 and not significant 0.640 to the decision to use delivery services KURIRMU in Surabaya.
4. Variables Electronic Word of Mouth, Price, and Quality of service simultaneously have an effect of 0.001 on the decision to use delivery service KURIRMU in Surabaya.

In this study, the researcher only examined the effect of the Electronic Word of Mouth, Price, and Service Quality variables on the KURIRMU purchasing decision variable, while other variables affecting the Purchase Decision variable had not been done much. Hopefully for further research can discuss other factors that have not been studied in this study.

Service Quality variable has the least influence on purchasing decisions. Therefore, KURIRMU needs to review the determination of Service Quality, so that the quality of service implemented by KURIRMU will be better in the future and in proportion to what is obtained by customers. The impact of the review on the quality of service will increase the consumer's decision to use KURIRMU so that in the end it will bring benefits to the company

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Consumer Perception towards Localization of MNC Fast Food Chain in Pakistan

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Abstract

The study tests the consumer preferences in Pakistan (a developing economy) to know about the consumer's choice and localization of MNC to have clear understanding of entering in to the new market following the local culture of the country. Study focuses on the multinational fast food outlets. The research is grounded on both primary & secondary information and primary data is collected randomly from 412 fast food consumers through closed ended questionnaire and analyzed through simple percentage analysis and SPSS to know about the relationship with different factors like, location, Quality, consumer satisfaction and preferences. Findings show that consumer's choice is influenced by quality, price as well as location. Study also shows that McDonalds is a high quality restaurant according to the consumers perception and more expensive than any other MNC outlet in Pakistan, consumers prefer to visit KFC and McDonalds frequently the consumers in Pakistan prefer food with the price conscious attitude. The main thing for the fast food restaurants is the food which is served quickly and finds it more advantageous. According to this study location accessibility is also a motive for consumers when they choose a particular outlet, closer restaurants are more numerous for easy take away.

Keywords: Consumer preferences, pricing, fast food products, MNC, Localization

1. Introduction

Restaurants are critical to any country's economic development, and the fast food business has grown to be one of the world's most significant developing industries (Baldwin, 2018; Goyal & Singh, 2007). According to a multidimensional perspective, the restaurant industry is one of the fastest growing sectors in the world (Cravy, 2018). According to a global research, fast food restaurants in the United States generated $799 billion in revenue at the end of 2017, employing over 14.7 million population, or 10% of the overall US population, and the restaurant business is anticipated to create 16.3 million jobs by 2027. The restaurant industry in the United Kingdom generated 73.6 billion euros in earnings, followed by France with 50 billion euros, Germany with 40 billion euros, and the Netherlands with 19 billion euros (Cravy, 2018). Experts estimate that the Asia Pacific market is the fastest growing in the food service industry, with a 10% annual growth rate adding to 1.1 trillion dollars in 2014 and 1.5 trillion dollars in sales predicted between 2015 and 2019. (Cravy, 2018). Pakistan spends more than 11.78 billion dollars yearly on eating out, according to (Islam et al., 2018), keeping it first of all developing countries.They further claim that the State Bank of Pakistan estimates that Pakistanis spend about 40% of their income on ready-to-eat meals. This means that the fastest-growing restaurant industry not only engages millions of people, but it also contribute to the economic engine and has a positive impact on other associated industries, resulting in even more economic growth (Shahzadi et al., 2018). It's also worth noting that, as the number of restaurants has increased at an exponential rate, restaurant competition has intensified. Despite the presence of a large number of dedicated customers, a large share of restaurant clientele is value competitive (Islam et al., 2018). Customers want the most bang for their buck and are continually on the lookout for more cost-effective options. In such a competitive environment, The consumer is said to be the most important aspect of a business that influences and assesses the restaurant's quality and image. The customer is the most significant marketing tool that influences and assesses the quality and image of the restaurant, according with customer is the most important marketing tool that influences and assesses the quality and image of the restaurant (Kukanja, 2014). Customers' restaurant factors are considered to be impacted by a number of things. These include both tangible and intangible aspects of a customer's eating experience, such as service quality, food kind and quality, a restaurant's location, status, and ambiance (Pedraja & Yagüe, 2001). Existing restaurant literature, on either hand, reveals that the significance of many criteria in consumer restaurant selection varies, and it is based on the precise incentives that drive a person to visit a restaurant (Akbar & Alaudeen, 2012; Alonso et al., 2013; Tichaawa & Mhlanga, 2018).

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1.1. Service Quality

According to Kotler & Armstrong (2011), service is a saleable activity, benefit, or satisfaction that is essentially intangible and does not result in ownership of something. Intangibility, heterogeneity, and inseparability—three well-documented properties of services—must be acknowledged for a thorough understanding of services, according to Parasuraman et al. (1985).

Quality of service Because services are performances rather than goods, they fall under the category of intangibility. Objects, precise production standards for consistent quality can be hard to come by Most services cannot be numbered, measured, inventoried, tested, or validated prior to sale to ensure quality. The quality of a service varies a lot from one producer to the next, and from one client to the next. customer, as well as day-to-day leadership heterogeneity Various authors have defined quality in various ways. In 1979, to Crosby Suarez et al. (1992), Quality is defined as compliance to a set of requirements, and it can be present or absent. Juran in the year 1998 Quality is defined as "fitness for usage" Suarez et al. (1992). He emphasizes the importance of striking a balance between product and service. qualities and items that are devoid of flaws. Parasuraman et al. (1985) proposed three underlying themes on service quality, which is more difficult for consumers to evaluate than goods quality, after reviewing literature on services. Style, hardness, color, label, feel, package, and fit are all tangible cues that buyers use to determine quality when purchasing something. When it comes to purchasing services, there are less clear indicators. In most cases, tangible evidence is limited to the service provider's actual facilities, equipment, and personnel..

1. Consumer expectations are compared to actual service performance to determine service quality perceptions.
2. Consumer expectations are compared to actual service performance to determine service quality perceptions.
3. Quality assessments are not just based on the outcome of a service; they also include evaluations of the service delivery process.

1.2. Customer satisfaction

Other than service quality, there are other factors that influence customer satisfaction in a fast food establishment. Consumers evaluate service value by weighing service quality against cost. The cost of service is essentially what customers must forego or suffer in order to acquire a desired service. It would have a negative influence on consumer perceptions of service value since it has a negative impact on consumer budgets. It can be both monetary and non-monetary in nature, such as location, travel time, and so on (Lee & Ulgado, 1997). Furthermore, Qin & Prybutok (2009) found that meal quality and pricing had an impact on customer satisfaction as per literature.

According to the literature review, numerous studies on service quality and customer satisfaction have been conducted in a variety of fields, including banking (Naeem & Saif, 2010), fast food restaurants (Qin & Prybutok, 2009), financial services (Maddern et al., 2007), health care (Markovic et al., 2014), and railway platforms (Geetika & Nandan, 2010) in diaspora (Tan et al., 2019), in different countries in the world namely; Pakistan (Naeem & Saif, 2010), the United Kingdom (Maddern et al., 2007), India (Geetika & Nandan, 2010), in China (Tan et al., 2019), in Indonesia (Sumaedi & Yarmen, 2015), in Macau (Wu & Hsu, 2012) and in Nigeria (Salami & Ajobo, 2012).

1.3. Over view of MNC in Pakistan

1. **McDonald's:** One of the most notable inexpensive food chains on the planet and one that is as yet growing is McDonald's. The principal outlet was dispatched in 1988 in Lahore and before long opened in Karachi seven days after. MacDonald's has 71 locations in Pakistan, spread across 24 cities, as of 2020. The outlets for McDonalds are present in more than 120 countries and the financial performance or profit from those regions is up to 20% of total of the growth in revenues Middle East/Africa is 6%and its expansion is still on its way.
2. **KFC (Kentucky Fried Chicken):** KFC dispatched its central command in Pakistan It started in Karachi in 1997 and now has 92 locations around the country by 2020. It is the second most driving cheap food chain in Pakistan as well as in India having opened its entryways everywhere in the nation from a sweeping menu of singed chicken, burgers and flavorful sauces. KFC is and has been serving food with quality and taste all around the globe since the start. It is considered as the oldest and the leading fast-food restaurant in Pakistan like McDonald’s it is famous due to its taste and quality and its image in the country its existence is worldwide and having the all its products in reliable quality and considered as the second biggest chain for fast food in Pakistan. Companies decide to set the products according to the customers so, design of the products are influenced by the need of customers, KFC menu is going to be enriched due to the customers from chicken to the beverages.

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3. **Pizza Hut:** In 1958, two siblings opened one of the most well-known and famous pizza joints in the city. and it is having 74 operational outlets in Pakistan countrywide. This was Pizza Hut which is one of the primary famous pizza joints dispatched in Pakistan and stays well known till this day. Pizza Hut currently has a particularly enormous menu being served in Pakistan, beginning from various flavors and fixings, right to various kinds of outsides.
4. **Domino's:** Dominos Pizza was founded in Michigan, United States, and was previously known as Dominick's Pizza.. Dominos have now taken Pakistan in 2004 with a storm by being one of driving pizza puts here, having different branches everywhere in the nation. Dominos like pizza is a house of pizza or palace for the pizza like pizza hut it is famous for its specialized chain for the pizza in the Pakistan its existence is in the almost all the metropolitan cities of the Pakistan as well as famous worldwide like KFC and McDonald's it is not found in the all-major cities of Pakistan its prices also vary for the different products and sizes of the product.
5. **Burger King:** Burger King initially opened their entryways in Pakistan in October 2013, and from that point forward have spread all around the nation at a quick movement and Their menu comprises different sorts of burgers, fries and plates of mixed greens. Burger King has everything on their menu to fulfill a cheap food fan. Burger King is very new in Pakistan in comparison with the other fast-food chain in opposite like KFC which is the oldest one in the Pakistan instead it's a very popular and one the leading multinational fast-food chain in the Pakistan as well as in the world.
6. **Localization of MNC**: The culture is the most fundamental cause of a person's actions and desires (Kotler et al., 1996) "Culture is the most basic cause of a person's interests and behavior," according to Kotler et al. (1996). Herrmann & Datta (2006) also asserted that when a company is doing planning to for the marketing strategies across the borders, culture is the most important thing to consider for MNC because every customer behave according to his culture. Impact of culture on consumer behavior like personal, psychological factors and social factors. So consideration of culture is very much important for the multinationals for doing business cross the border as these factors are influencing markets. By considering all these factors companies will be able to the strong decision making strategy that is the marketing mix. The model is shown below:

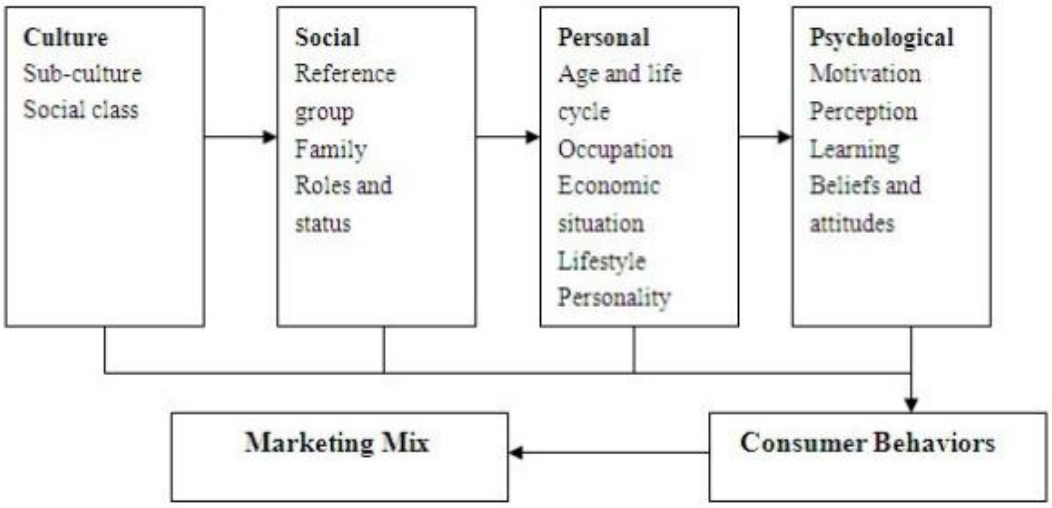


Figure 1. (Source Kotler et al. 1996)

Variables that are used for the decision making in marketing are those variables which are under the control of the companies as being components of the marketing mix through which product demand can be affected. They are somehow different from other variable like competitive and environmental actions variables which cannot be considered as being controlled by the organization itself (Kotler, 1992). Price variables, Promotion variables, Product variables, and Place variables are the four marketing assessment variables described by McCarthy (1975): Price, as well as deals and allowances, retailer mark-ups and distribution, and how the discount is arranged are all factors to consider. When taking the Product: quality, sizes & models, service, packaging & brands. Promotion: sales promotion, advertising, personal selling and publicity. Product or service offering, Place: Distribution channels, retail locations, sales regions, and the warehousing system are all examples of places. However, the 4Ps mix has come under growing fire, resulting in other marketing mixes being proposed for diverse marketing circumstances.

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1.4. Culture

"That complicated whole which encompasses knowledge, belief, art, morals, law, conventions, and other capabilities an individual develops as a member of society," writes (Tylor, 1871). Culture, according to Hofstede & Bond (1984), is "the collective programming of the mind that separates members of one human group from members of another." Culture, according to Namenwirth & Weber (1987), is "a system of ideas" that constitutes "a blueprint for living." According to Hill (2003), culture is a system of shared values and customs among a group of people that, when considered together, represent a design for living. Culture, according to Schaefer & Lamm (1994), is not static, but rather spreads from group to group or society to society, a process sociologists refer to as "diffusion." Cultural meaning passes from the culturally formed environment to consumer goods, and then to the individual consumer, according to Lawson et al. (2003).

1.5. Aim Of Study

The aim of this research is to gain a comprehensive understanding of customer perceptions of multinational corporations (MNCs). & consumer preference of fast food outlets in comparison of local fast food restaurants in Pakistan. Individuals are getting more mediocre with changes in unfamiliar thoughts. During the previous not many decades, the assortment in each part of life has been expanding, particularly in the food business. The point of this investigation is to comprehend the significant reasons for value changes for the comparative items in various nations. There are a few characteristics that recognize organizations with quickened worldwide development from nation to nation and to comprehend the components at significance of MNC and local food chain in Pakistan.

This study will bring out the better understanding of perception of consumers towards the MNC and local fast food chain and future growth of MNC in Pakistan.

2. Methodology

Area of study: study is conducted in Pakistan. **Sample Size**: sample size for conducting this study is 400+. **Research Instrument**: Open ended questionnaire Method. **Sample Design:** convenient for sampling method. **Data sources**: both primary and secondary data sources are used. Primary data is collected from fast food consumer through questionnaire survey, and secondary data by reviewing article, internet, books and magazines. **Statistical tool:** percentage analysis & (SPSS)

Data is gathered from fast food customers, and information is gathered from a variety of restaurants around the world. In Pakistan, distinct primary communities were chosen. A total of 412 people were picked at random from a pool of internationally varied eateries. Both apparent and likert scale elements play a role in estimating size. Individuals who were frequent fast food customers and visited restaurants on a regular basis were the target population. KFC, Pizza Hut, McDonald's, Burger King, and Domino's Pizza are among the top global diverse MNC restaurants with customers. Simple percentage analysis is used to analyze the data collected. Consumer preferences and levels of satisfaction with MNCs in Pakistan were studied using percentage analysis and descriptive statistics.

2.1. Simple percentage Analysis

1. Classification on the basis of demographics

Table 1. Classification on the basis of demographics

Gender	No: of responses	Percentage
Male	262	63.6%
Female	150	26.4%
Total	412	100%

(Source: primary data)

According to the table, 63.6 percent of the 412 respondents were men and 26.4 percent were women. The majority of the respondents (63.6%) were men.

Table 2. Classification on the basis of demographics

Age	No: of responses	Percentage
16-25	202	49%
26-35	157	38.1%
36-45	39	9.5%
46-55+	14	3.4%
Total	412	100%

(Source: primary data)

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Table The information was acquired from 4 different age groups out of 412 responses, and it displays the respondents' age. 49 percent are between the ages of 16 and 25, 38.1 percent are between the ages of 26 and 35, 9.5 percent are between the ages of 36 and 45, and only 3.4 percent are between the ages of 46 and 55. The majority of those who contributed were between the ages of 16 and 25.

Table 3. Classification on the basis of demographics

Occupation	No: of responses	Percentage
Student	190	46.1%
Professional	172	41.7%
Unemployed	32	7.8%
Business man	18	4.4%
Total	412	100%

(Source: primary data)

Table illustrates the respondents' occupations, which were divided into four categories: 46.1 percent were students, 41.7 percent were professionals in various sectors, 7.8% were unemployed, and 4.4 percent were business owners. The majority of those who responded (46.1%) were students.

Table 4. Classification on the basis of demographics

Marital Status	No: Of Responses	Percentage
Single	274	66%
Married	138	34%
Total	412	100%

Table 4 shows the marital status of the respondents through which we can conclude that the majority of the respondents were students and single out of the 100 percent of the total sample 34% were married.

2. Data about Consumer Perception

Table 5. Data about Consumer Perception

Information about consumer preferences	Given choices	Number of responses	Percentage %
Frequent visits to Fast Food Restaurants	Yes	360	87%
	No	52	13%
	Total	412	100%
Accompanying Persons	Family	78	18.9%
	Friends	240	58.2%
	Business associates	28	6.7%
	Alone	26	6.3%
	All of above	40	9.7%
	Total	412	100%
Consumers' perception about visits, if restaurants were closer to them.	Strongly Disagree	31	7.5%
	Disagree	90	21.8%
	Neutral	106	25.7%
	Agree	149	36.2%
	Strongly Agree	36	8.7%
	Total	412	100%
Preferable time of visit	Week days	20	4.8%
	Week ends	194	47%
	On special occasions	110	26.6%
	All of above	88	21.3%
	Total	412	100%
Satisfaction with prices of MNC to local fast food restaurants.	Strongly Disagree	20	4.9%
	Disagree	32	7.8%
	Neutral	40	9.7%
	Agree	205	49.8%
	Strongly Agree	115	27.9%
	Total	412	100%
Preference towards MNC to local fast food outlets	Yes	280	68%
	No	132	32%
	Total	412	100%

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	Service Quality	111	26.9%
	Brand name	52	12.6%
Reasons for preferring MNC Fast food outlets to Local outlets.	Social enjoyment	159	38.6%
	Convenience	90	21.8%
	Total	412	100%
	Strongly Disagree	20	4.9%
	Disagree	32	7.8%
	Neutral	40	9.7%
Respondents interest for opening more MNC restaurants in Pakistan.	Agree	205	49.8%
	Strongly Agree	115	27.9%
	Total	412	100%
	Yes	222	53.9%
Affordability of local restaurants to MNC outlets.	No	190	46.1%
	Total	412	100%
	Yes	370	89.9%
Respondents interest to visit MNC Fast food outlets in future	No	42	10.1%
	Total	412	100%
	Burger King	20	4.9%
	Pizza hut	32	7.8%
	Dominos	40	9.7%
Consumers perception about high quality MNC restaurant in Pakistan	McDonald’s	205	49.8%
	KFC	115	27.9%
	Total	412	100%
	speedy	52	12.6%
	Easy take	111	26.9%
	Hygienic	90	21.8%
Opinion about Fast Food Meal	Delicious	159	38.6%
	Total	412	100%
	Strongly Disagree	71	17.2%
	Disagree	161	39.1%
	Neutral	93	22.6%
Satisfaction with the price charged by MNC in Pakistan	Agree	78	18.9%
	Strongly Agree	9	2.2%
	Total	412	100%
	KFC	126	30.6%
	McDonald’s	154	37.4%
	Pizza hut	108	26.2%
	Dominos	24	5.8%
Frequently visited restaurant	Berger King	412	100%
	Strongly Disagree	24	5.8%
	Disagree	46	11.2%
	Neutral	92	22.3%
Price influencing selection of a particular fast food restaurant.	Agree	204	49.5%
	Strongly Agree	46	11.2%
	Total	412	100%

87% consumers have the frequent visits towards MNC this shows the high popularity of MNC in Pakistan. Majority of the consumers are students between the age group of 16-25 years. 63.6 % of the 412 respondents were men, while 26.4 percent were women. The majority of the respondents (63.6%) were men. The majority of the respondents are single for fast food eaters, with 28 percent of the 412 participants being married and 72 percent being single. It is found that majority of the consumers prefer to go to MNC to local fast food chain. And this due to the quality of food, service quality, brand name, convenient and social enjoyment. 89% of the respondents are interested to have more restaurants in future so, MNC are having a huge potential for the expansion being 2nd largest industry in Pakistan. Consumers are influenced by the price charged by the fast food restaurants in Pakistan. In comparison to MNC fast food chains, consumers are satisfied with the prices of local fast food establishments. McDonald's is regarded as a high-quality restaurant in Pakistan, whereas KFC is a commonly called restaurant with a budget-conscious mindset. Consumer visits increase when fast food businesses are closer to them, according to this study, demonstrating the impact of location on consumers. The

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location, quality, and level of satisfaction with MNCs' products in Pakistan impact consumer preference based on pricing.

2.2. SPSS Statistics

1. Statistical analysis Reliability of the Data

The data is collected through the structured questionnaire survey whichcomprise of questions of fast food preferences in terms of pricing having dependent and independent variable. According to Lai et al. (2007), Cronbach's Alpha reliability test values that exhibit internal stability between the scale of variables and their range should be 0.70 or above in order to have a reliable scale for research outcomes (Joyo & Lefen, 2019). According to this study, The reliability has been tested through SPSS 20.0 and the value of Cronbach's alpha is 0.813. It shows the data is reliable.

2. Descriptive Statistics

7. Table 6. Descriptive Statistics

8.	9. Mean	10. Std. Deviation	11. N
12. Preference	13. 3.24	14. .446	15. 412
16. Location	17. 3.72	18. .640	19. 412
20. Quality	21. 3.31	22. .862	23. 412
24. Satisfaction	25. 3.53	26. .660	27. 412

28. (source: Author's calculation)

29.

The table 6 shows that dependent variable is preference and whereas the independent variable are location, quality and satisfaction with the N=412shows that location, quality and satisfaction the values of these variables leads towards agree side.

3. Correlation

Table 7. Correlation

30. Variable	31. Preference	32. Location	33. Quality	34. Satisfaction
35. Preference	36. 1.000	37. .590	38. .284	39. .415
40. Location	41. .590	42. 1.000	43. .605	44. .724
45. Quality	46. .284	47. .605	48. 1.000	49. .631
50. Satisfaction	51. .415	52. .724	53. .631	54. 1.000

(source: Author's calculation)

Table shows that the Pearson correlation between preference and location is 0.590 that shows the positive strong correlation with preference, similarly the correlation between preferences on satisfaction is 0.412 which also shows the correlation between the variables, whereas the preference impact on quality is 0.248 which shows the weak correlation& table 3.2 also shows that correlations between location and a quality is 0.605 demonstrate the strong correlation, whereas the correlation between location and satisfaction is 0.724 which shows that the positive strong correlation. And the correlations between the Quality and Satisfaction is 0.631 which also shows the strong correlation.

Multiple regression results

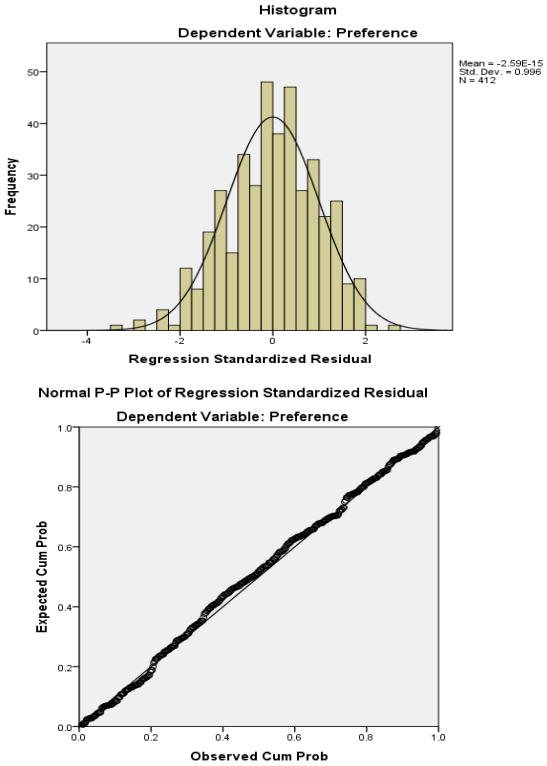
55. Table 8. Multiple regression results

56. Variable	57. Coefficients	58. t-value	59. p-value	60. VIF	61. Durbin Watson
62. (Constant)	63. .108	64. 15.885	65. .000	66.	67.
70. Location	71. .042	72. 10.814	73. .000	74. 2.275	68.
75. Quality	76. .028	77. -2.291	78. .022	79. 1.799	69.
80. Satisfaction	81. .041	82. .379	83. .705	84. 2.398	1.831

As per table 8 shows that the Location, Quality and Satisfaction has a positive significant relation that is 0.000, 0.022 and 0.705 respectively, this shows that the all independent variables a significant impact on preference. Autocorrelation should not be present when conducting linear regression.One of the main tests for autocorrelation Durbin-Watson test is one of the most valuable tests. Generally according to the rule, values in the normal range for the Durbin-Watson are between 1.5 and 2.5; the values which are considered to be more dangerous are when set other than this particular set of the values (Hair et al., 2012). Andaccording to this study Durbin Watson for autocorrelation test value is 1.831 which shows the positive autocorrelation.

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4. Histogram and P-p Plot



g. Figure 2. Histogram and P-p Plot

There are many tests available for testing the normality however, in this study normality tests have done through graphical testing with histogram and P-p plot. The figure of histogram shows that the bell shaped pattern of graph is obtained showing good fit of model and the normal distribution of the data, looking at the structure of P-p plot data points in the plot are lying closer to the diagonal line showing normal distribution of data (Pallant, 2001).

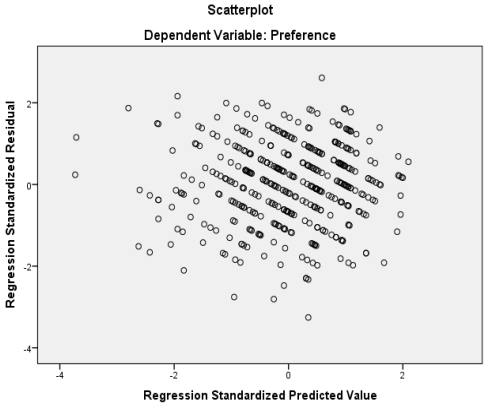


Figure 3. (Source: Author's calculation)

5. Scatter plot

The scatter plot in the regression model represents the values which with random displacement having rectangle shape which shows the presence of homoscedasticity & scatter plot in this study is meeting the assumptions of the homoscedasticity and by meeting the assumptions of the homoscedasticity shows that results of the regression model are valid (Tabachnick & Fidell, 2007).

3. Results

Pakistan has 1000 such units for fast food, with an approximate 185 million consumers. According to the report, McDonald's is a crucial figure in the fast-food market around the world, with 71 locations servicing millions of consumers in Pakistan's 24 major cities. On the other hand, KFC is running 92 outlets nationwide as

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of 2020.This is the second largest sales generating fast food chain in Pakistan. (Eromonitor international, 2015). The pattern of worldwide eateries however began late in Pakistan however has been fruitful due to the taste and culture of the district. The main objective for restaurants is to maintain customer satisfaction, which is mostly determined by the pricing and nature of the food they serve. Territory, cleanliness, marketing, and condition territory all play a role in shopper satisfaction. The survey's main goal is to find out how key customer loyalty is for Pakistan's global diverse eateries, as well as to figure out what customers desire to eat at their favorite multinational cafés in Pakistan. Because low-cost food ties contribute significantly to Pakistan's food sector and are an important feature of their use. An extraordinary showcase of administration quality sets up a positive effect on the customers and customer brand relationship improves which prompts client reliability. After unrivaled quality, respondents give equivalent inclination to different components, esteem for cash what's more, astounding assistance. Multinomial coordination's relapse assessment uncovers that commercial assumes the most significant part in characterizing client fulfillment for individuals living in Islamabad. Khan et al. (2020) Commercial positively affects the consumer loyalty. Focusing on clients through promoting on the online media and TV makes them mindful about the arrangements and offers going on and henceforth prompts their fulfillment. On the other hand, Locality of eateries is moderately more significant for clients in Lahore. Because the more the café is efficiently open, the more customers are pleased and visit the cafés, region has an unique and pleasant relation with client fulfillment. (Khan et al., 2020).This regular trend of fast food in Pakistan is increasing day by day in young generation specially, there many local as well as multinational corporations in Pakistan, local chains are also well known to the consumers in Pakistan including, burger, pizza, sandwiches and so many items and spend 30 to 40% of their income on the different varieties of food making this business the 2nd largest industry of Pakistan as well as profitable and gives social enjoyment. It is revealed recently that Pakistan fast-food being 2nd biggest industry in manufacturing sector it is providing around 15% to 18% of employment. Local fast food industry extended their stores being competent to MNC has some weaknesses of being slow in process. Larger families, children, students and youngster are frequently visiting fast food outlets specially KFC and MacDonald's at the top due to the services given in MNC and Quality of food.

This study also reveal that the prices of most of local restaurants are equal to the MNC restaurants but the consumers are fond of Pakistani food recipes so usually they prefer to go with the local food being perceived a healthy food.

3.1. Consumer Preferences Of MNC In Pakistan

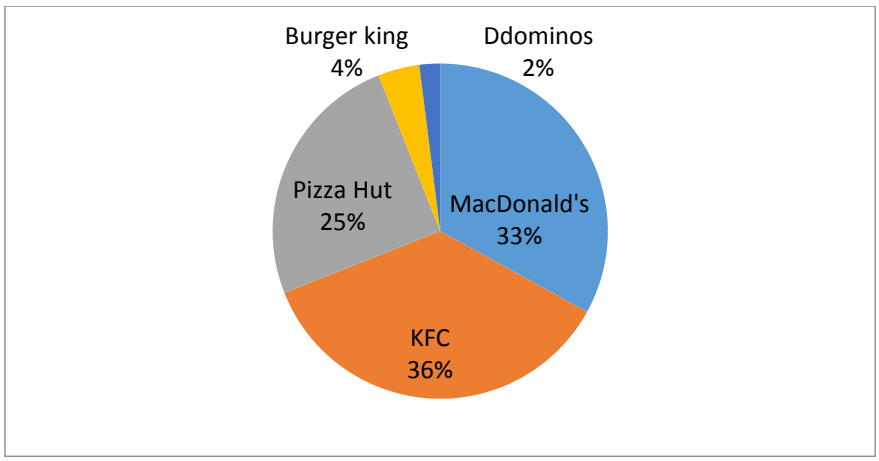


Figure 4. Fast food industry in Pakistan is increasing by 18 to 20% every year, and modernization of this industry is on its way like other developing countries and according to this study the most preferable MNC restaurant by Pakistani consumers is KFC (36%).

4. Suggestions

1. Currently majority of the fast food consumers are students, MNC can improve the standard to attract the crowd
2. Consumers are from all over the Pakistan and this study found that location is the most important factor that affects the consumer frequent visits to MNC, almost all the outlets are running in metro cities of Pakistan, very few or no outlets are available in some rural areas where consumers are also fond of fast food, strategies can done for the different areas where MNC are leaving unreached of fast food to the majority of the customers.
3. Products can be improved according to the traditional taste as to increase the home delivery and to attract the consumers of all ages.

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5. Conclusion

Taking a look at the global challenges of rising food prices, it's clear that they're spreading to every corner of the globe. Almost every country in the globe has at least one drive-through window. McDonald's, Pizza Hut, Burger King, and KFC locations are the most exclusive. Cheap meals appears to be the ideal "all-American" decision, given the productive assistance, low costs, and laid-back atmosphere. McDonald's is always improving their menu items and increasing the loyalty of their customers by growing their customer base. McDonald's must diligently implement an idea related to novel thoughts into all of its activities, particularly in advertising, with the clear objective of monitoring in an extremely competitive market. McDonald's hoped to create something that would benefit them in the long run, such as long-term acceptability and an incomparable position as a "food retailer." McDonald's restricting methodology employs a global system that thinks globally while acts locally to guide its course of events. For McDonald's to attain its core aim in India, the limitation system has been absolutely vital.

For McDonald's to achieve its key vision in India, the limitation system has been absolutely essential. In view of the fact that the more effectively available the café is, the more people are satisfied and visit the cafés in Pakistan, region has a remarkable and positive link with customer satisfaction.

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The Influence of Leadership Style and Motivation on Employee Performance

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Abstract

In today's era of globalization, company competition is growing rapidly to find new ideas to achieve company goals. This research was conducted at Dairy Queen Surabaya with the aim of knowing (1) the influence of leadership style on employee performance, (2) the effect of motivation on employee performance, and (3) the effect of leadership style and motivation together on employee performance. This study is a quantitative study with a sample of 30 respondents and a questionnaire was used to collect data related to the variables in this study. Using the validity test and reliability test using SPSS 18.0 for Windows. Furthermore, classical assumption test includes multicollinearity test and heteroscedasticity test. While testing the hypothesis in this study using multiple regression analysis and the coefficient of determination and hypotheses. Data analysis using multiple linear regression analysis technique and the results of this study are leadership style, motivation partially and simultaneously significant effect on employee performance.

Keywords: Leadership Style, Motivation, Work Performance

1. Introduction

Therefore, employees must be able to provide good performance in order to provide satisfaction from customers who buy food or drinks (Mangkunegara 2014;9). Defines performance (work achievement) as follows, performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him Mangkunegara (2008:67). The leadership style applied by several Fnb leaders is very diverse and in accordance with the character of the leader. Some have a good effect on their employees and some have a less than optimal effect on their employees. In this study, one of the most popular FnB businesses among young people/Millennials, even on social media, is Dairy Queen or often referred to as DQ, which is an international franchise network that sells ready-to-eat and soft serve foods such as ice cream and hotdogs. Dairy Queen is found in more than 10 countries such as the Bahamas, Bahrain, Brunei, Cambodia, Canada, Egypt, including Indonesia.

Dairy Queen in Indonesia, one of which is in the city of Surabaya, has several shops. Among them at Tunjungan Plaza Mall, Pakuwon Mall, and East Cost Center each outlet has 10 employees, consisting of: leader, cashier, operations, and ice maker there is only one leader\ supervisor Dairy Queen Surabaya, and Tunjungan Plaza outlet has a central icon from Dairy Queen Surabaya, which has a very strategic mall position and is often visited by young people/millennials in the city of Surabaya. Dairy Queen has 30 employees in the city of Surabaya.

From the explanation described in the background above, this research focuses on the Food and Beverage business. At the Dairy Queen company in the city of Surabaya. Researchers are interested in examining the influence of leadership style and employee performance motivation. So that this research is entitled "INFLUENCE OF LEADERSHIP STYLE AND MOTIVATION ON EMPLOYEE PERFORMANCE AT DAIRY QUEEN SURABAYA"

2. Literature Review

2.1. Leadership Style

According to (Northouse, 2013) leadership is a process in which an individual influences a group of individuals to achieve a common goal. Meanwhile, leadership is closely related to the pattern of behavior involved in by the leader when dealing with employees. (Hartanto, 2016) suggests that leadership is the ability to influence other parties through communication both directly and indirectly with the intention of moving

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people to understandingly, According to (Rivai, 2008), style means attitude, movement, behavior, good attitude, good-value gestures, strength, ability to do good.

Indicator Leaders who can apply a good leadership style can improve the performance of their employees. This is in accordance with the research proposed by (Arimbawa & Dewi, 2013)

a. A climate of mutual trust
b. Respect for members' ideas
c. Taking into account the feelings of subordinates
d. Attention to work comfort for subordinates

2.2. Motivation

Motivation is defined as drive. Encouragement is a movement of a person's soul and behavior to act. While the motive can be said to be a driving force, which means something that can move people to take action or behavior, and in that action there is a specific goal. According to (Siagian, 2004) that motivation is the driving force that causes a member of the organization to be willing and willing to mobilize abilities, in the form of expertise or skills, energy and time to carry out various activities that are their responsibility and fulfill their obligations, in the context of achieving goals and various activities. predetermined organizational goals. Indicator Motivation is the driving force that causes a member of the organization to be willing and willing to mobilize abilities, in the form of expertise or skills, energy and time to carry out various activities that are their responsibility and fulfill their obligations, in order to achieve goals. According to Rizka (2015), indicators of work motivation an employee according to Rizka (2015) consists of:

a. Quality of Work
b. Task execution
c. Initiative
d. Work relationship
e. Sacrifice

2.3. Employee Performance

Employee performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him (Mangkunegara & Prabu, 2005).Indicators of Employee Performance. Indicators According to Setiawan (2014:1477) to measure performance, the following indicators can be used:

a. Task Completion Accuracy
b. Suitability of Working Hours
c. Attendance Rate
d. Cooperation Between Employees

2.4. Framework

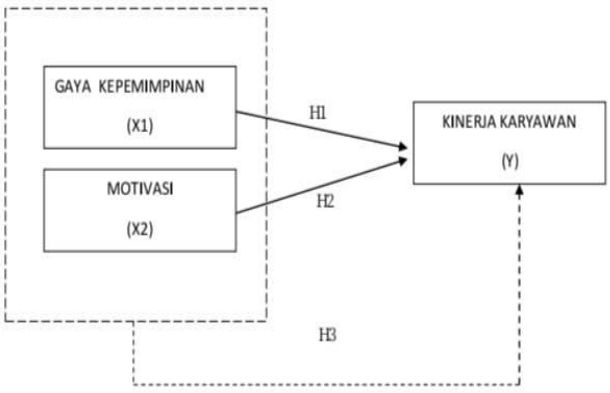


Figure 1. Framework

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3. Methodology

The approach used in this research is a quantitative approach, the process starts from theory, then by using logic and derived research hypotheses accompanied by measurement and operational concepts, so that they can be concluded as research findings. According to (Sugiyono, 2009) The research method is basically a scientific way to obtain data with certain purposes and uses. Based on this, there are four keywords that need to be considered, namely: scientific method, data, purpose and use.

4. Result and Discussion

4.1. Result

4.1.1. Research Insrument Test

1. Validity Test

Meanwhile, according to Ghozali (2005) a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. An indicator is declared valid if r has a significant level of less than 5%. From each question item on the three leadership style variables (X1), motivation (X2), employee performance (Y) produces a Pearson correlation value above the r table value of 0.361

2. Reliability Test

Reliability test is to measure the reliability of an instrument, in this study used Cronbach's Alpha coefficient. According to Nunnaly in Ghozali (2002:33) the instrument is said to be reliable if the alpha value is 0.6. This shows that these measurements can provide consistent results, if repeated measurements are made on the same subject.

Based on table 4.9 above, the reliability test of the research variables above shows that the entire Cronbach alpha value is .762 and more than 0.05. In both dependent and independent variables stated reliable can be accepted.

3. Classic Assumption Test

Prior to testing the hypothesis, a classical assumption test was conducted which underlies the use of multiple linear regression analysis. Several assumptions must be met so that the conclusions from the testers' results are unusual, including:

a. Normality Test

Table 1. Results of Data Normality Test and P-Plot Normality Test

One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N	30
Asymp. Sig. (2-tailed)	,936

P-Plot Normality Test Results

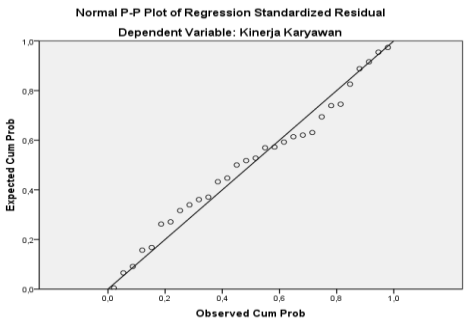


Figure 2. Source: Data processed by SPSS, 2021

The table above shows the results of the normal distribution test using the Kolmogorov Smimov method to strengthen the normal plot graph test, the significance value is> 0.05, so the regression model is normally distributed. It can also be seen that the p-plot normality graph above shows that all existing data normally distributed, because all the data spread to form a straight diagonal line, the data meet the normal assumption or follow the normality line.

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b. Multicollinearity Test

This multicollinearity test was used to find out whether the regression model found any corrections between independent variables. Gujarati and Portr (2010) say that a good regression model will not cause a correlation between the independent variables. To find out the existence of multicollinearity, it is seen from the tolerance value and its opponent or variance inflation factor (VIF). If the VIF is less than 10 and the tolerance value is more than 0.1, then the regression is free from multicollinearity.

Table 2 Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Leadership style	,801	1,249
	Motivation	,801	1,249

a. Dependent Variable: Kinerja Karyawan

Source: Data processed by SPSS, 2021

Based on table 2 above, it can be seen that the regression model does not experience multicollinearity disorders. This can be seen in the tolerance value of each independent variable which is greater than 0.1. The results of the VIF calculation also show that the VIF value of each independent variable is less than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

c. Heteroscedasticity Test and Glesjer Test

Aims to test whether in the regression model there is an inequality of variance and the residual from one observation to another is fixed. Then it is called Homoscedasticity and if it is different it is called Heteroscedasticity. Heteroscedasticity testing can be done by using the observation of the scatter plot pattern generated through a software called SPSS. And if the scatter plot pattern forms a certain pattern, then the regression model has heteroscedasticity symptoms. The emergence of symptoms of heteroscedasticity indicates that the regression model is not efficient in large or small samples. If there is no clear pattern and the points spread above and below zero on the Y axis, it can be said to be free of heteroscedasticity.

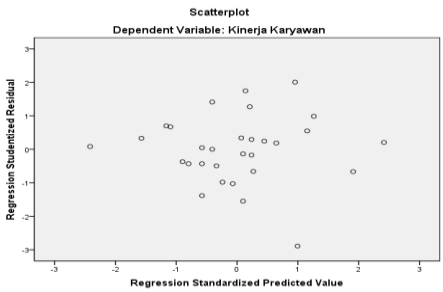


Figure 3. Source: Data processed by SPSS, 2021

Table 3 Results of Heteroscedasticity Test and Glesjer

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,744	3,815		2,030	,052
	Leadership style	-,074	,060	-,247	-1,235	,227
	Motivation	-,092	,100	-,183	-,917	,367

a. Dependent Variable: Abs_Res

Based on table above, the graph above is said to be heteroscedastic if the image is spread out and does not overlap from the number line 0 on X and Y, then there is no heteroscedasticity. The Glejser test above says that to strengthen the Heteroscedasticity Test where the results of the variables of Leadership Style (X1), Work Motivation (X2), and Employee Performance (Y) the constants of these variables are more than 0.05.

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d. Hypothesis Testing

1. Multiple Linear Regression Test

Multiple linear regression analysis from this study is used to determine whether or not the relationship between leadership style variables (X1), work discipline (X2) is like an independent variable on employee performance (Y), a kind of dependent variable. Multiple linear regression equations are enabled from the results of data processing with SPSS programs such as the following:

Y = 34,410 + 0,137X1 + 0,097X2 + e

h. The constant value is 34,410, this shows that if the leadership style (X1), work motivation (X2) is equal to zero, then the employee performance is 34,410.

i. The value of leadership style (X1) is 0.137. This shows that the leadership style (X1) increases by one unit, it will increase employee performance (Y) by 0.137 with the assumption that the work motivation variable (X2) is constant.

j. The value of the coefficient of work motivation (X2) is 0.097. This shows that the employee's work competence increases by one unit, it will increase employee performance (Y) by 0.097 units assuming the magnitude of the leadership style variable (X1).

2. Determination Test

R square determination test can be obtained by the R square coefficient value of 0.469. This means that the variables of Leadership Style (X1), Work Motivation (X2), and Employee Performance (Y). This means that the dependent variable of Employee Performance (Y) can be explained by the independent variable Leadership Style (X1) and Work Motivation (X2) of 0.469 while the remaining 53, 1% is explained by other variables not included in the model.

3. F-test

The F test aims to be able to determine the effect of the independent variable leadership style (X1), motivation (X2) on the dependent variable is employee performance (Y) the criteria for accepting and rejecting the hypothesis used are as follows:

a. If the significant value is > 0.05, then Ho is accepted and Ha is rejected or the independent variable from the linear regression model is unable to explain the dependent variable.

b. If the significant value is <0.05, then Ho is rejected and Ha is accepted or the independent variable from the linear regression model is able to explain the dependent variable.

Table 4. ANOVAb

Model	Sum of Squares	Df	Mean Square	F	Sig.
1Regression	9,539	2	4,769	7,237,002a	
Residual	127,828	27	4,734		
Total	137,367	29			

a. Predictors: (Constant), Motivation, Leadership style
b. Dependent Variable: Employee performance
Source: Data processed by SPSS, 2021

Based on table 4 above, in the F (simultaneous) test above, it can be said that the results of the F test simultaneously with the calculated F of 7.237 with a significant level of 0.002. simultaneous or simultaneously have a significant effect on employee performance (Y).

4. T-test

The criteria for acceptance and rejection of the partial hypothesis with the t-test are:

a. If the significant value is > 0.05, then Ho is accepted and Ha is rejected or the independent variable is unable to explain the dependent variable or there is no significant effect on the variable being tested.

b. If the significant value is <0.05, then Ho is accepted or the independent variable is able to explain the dependent variable or is usually said to be able to influence the two variables being tested.

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Table 5. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	34,410	6,158		5,587	,000
	Gaya Kepemimpinan	,137	,096	,294	4,419	,007
	Motivasi	,097	,162	,124	3,897	,029

Source: Data processed by SPSS, 2021

4.2. Discussion

4.2.1. Leadership Style on Employee Performance

The results of hypothesis testing can prove that leadership style affects employee performance, this can be proven by the results of SPSS 18.0 data processing which states that the leadership style variable (X1) is obtained t count = 4.419 > 0.05 so the results of the Leadership Style variable (X1) has a significant effect on the Employee Performance variable (Y) and the resulting singnification level is 0.007 <0.050, which means that HO is rejected. Ha is accepted, thus the first hypothesis is accepted.

4.2.2. Motivation on Employee Performance

The results of hypothesis testing can prove that leadership style affects employee performance, this can be proven by the results of SPSS 18.0 data processing which states that the motivation variable (X2) is obtained t count = 3.897 > 0.05 so the results of the Leadership Style variable (X1) have an effect significantly on the Employee Performance variable (Y) and the resulting singnification level is 0.029 < 0.050, which means that HO is rejected. Ha is accepted, thus the first hypothesis is accepted.

5. Conclusion

Based on the results of research and data analysis obtained on "The Effect of Leadership Style and Motivation on Employee Performance" at Dairy Queen Surabaya, the following conclusions can be drawn:

1. Leadership style partially significant effect on employee performance Dairy Queen Surabaya
2. Motivation has a significant effect partially on the performance of Dairy Queen Surabaya employees
3. Leadership style and motivation simultaneously have a significant effect on the performance of Dairy Queen Surabaya employees

6. Suggest

Based on the research results found in this study, several suggestions are proposed as follows:

There is a positive and significant influence on leadership style variables about giving rewards to employees who have achieved sales targets. The author suggests that companies check the sales results of each employee from the lowest to the highest in every successful employee briefing, the product that reaches the target will be announced to all employees from which will be delivered at the time of the briefing, which employees will receive rewards such as Best Employee Of The Month and will be calculated at the end to become Best Employee Of The Year.

For further researchers, it is better to add other variables that can affect employee performance such as Work Discipline, Compensation, or Work Facilities so that they can be used as comparisons in researchers.

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