INFLUENCE OF COMPANY IMAGE, TRUST AND SATISFACTION ON CONSUMER LOYALTY
(Case Study PT. Jalur Nugraha Ekakurir (JNE) Tipar Cakung East Jakarta)

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Abstract – This research aims to find out the influence between the company's image, trust, satisfaction with consumer loyalty in using PT goods delivery services. JNE in Tipar Cakung East Jakarta. The study used primary data with the dissemination of questionnaires. this research population is a society that does the delivery of goods using the services of PT. Nugraha Ekakurir Line (JNE) in Tipar Cakung East Jakarta. The sample in this study polled 99 respondents using purposive sampling. This analysis of research data uses validity tests, reliability tests, multiple linear regression analysis, partial and multiple determination coefficient analysis, and hypothesis testing using SPSS version 26.0. The results of this study prove that: (1) the Corporate Image variable, partially has no effect on Consumer Loyalty (2) Trust partially affects Consumer Loyalty (3) Satisfaction partially affects Consumer Loyalty (4) furthermore it can be said that the variables of The Company's Image, Trust, Satisfaction affect Consumer Loyalty.

Keywords : Image, Trust, Satisfaction and Consumer Loyalty

I. INTRODUCTION

The development of the times has brought change to various sectors, no exception to the lifestyle that wants to be practical and nowadays with *the many e-commerce as* providers of online buying and selling containers that increasingly make potential buyers easy to shop. The technology that comes with it does make things easier. The development of online buying and selling services also makes the delivery of goods also grow rapidly. The delivery of goods becomes a mandatory service, because the expedition service becomes a bridge between the buyer and the online seller. Through the delivery of goods products can be delivered and received by consumers.

In selecting a goods delivery service company, consumers should be extra careful considering the goods or products to be carried by third parties. Not all goods delivery services companies have channels to related parties whose functions can facilitate the process of shipping goods. As a consumer will definitely choose to use the service of goods delivery services from a trusted company and have a good reputation.

Table 1. Most Used Expedition Company in Indonesia

Ranking	Expedition Name	Year Established
1	JNE Express	1990
2	J&T Express	2015
3	Indonesian Post	1746
4	TIKI (Express Drop)	1970
5	19 Reviews , 13.	2004
6	1.00 miles away	2008
7	Beautiful Logistics	2000
8	Wahana	1998
9	.06 miles away	1992
10	First Logistic	2007

Source : pelayananpublik.id (2020)

From the table above can be seen that JNE is the first ranked goods delivery service company that is most often used by the People of Indonesia. Because the company has many subsidiaries or branch offices scattered throughout Indonesia and has many agents in every corner of the region in each city so as to make its customers confident that JNE is one of the reliable goods delivery companies.

II. LITERATURE STUDIES
2.1. Previous Reviews

The first research was conducted by Retno Ayu Maulfi (2018). This research aims to find out the influence of service quality, brand image and customer satisfaction on customer loyalty logistics on PT. Tiki Nugraha Ekakurir Line (JNE) in Gresik city. The variables used in this study are service quality (X_1), brand image (X_2), customer satisfaction (X_3), and customer loyalty (Y). The sample used was 96 Gresik communities. Based on the results of the analysis can be drawn the conclusion that service quality variables (X_1) positively affect customer loyalty (Y). Brand image variables (X_2) positively affect customer loyalty (Y). Customer satisfaction variables (X_3) have a positive effect on customer loyalty (Y). Variable Quality of service, brand image, and customer satisfaction are simutan affect customer loyalty in PT. TIKI Nugraha Ekakurir Line (JNE) in Gresik City.

Second research conducted by Airine Yulianda (2018). This research aims to find out the perception of customer satisfaction and customer trust in customer loyalty on CV. Titipan Kilat (TIKI) Rengat Indragiri Hulu Regency. The variables used in this study were customer satisfaction (X_1), customer trust (X_2), and customer loyalty (Y). . The number of samples used is 83. After the data analysis was obtained the result that customer satisfaction (X_1) partially had a significant effect on customer loyalty (Y) on cv. Titipan Kilat (TIKI) Rengat Indragiri Hulu Regency. The customer trust variable (X_2) partially affects customer loyalty (Y) on the CV. Titipan Kilat (TIKI) Rengat Indragiri Hulu Regency. Variable customer satisfaction (X_1) and

customer trust (X_2)simultaneously have a significant effect on customer loyalty (Y) on the CV. Titipan Kilat (TIKI) Rengat Indragiri Hulu Regency.

The third research was conducted by Tri Yulianda Firm and Aminar Sutra Dewi (2019). This research aims to find out the influence of service quality, and the company's image on customer loyalty in TIKI Padang branch. The variables used in this study are quality of service (*tangibles, reliability, responsiveness, assurance, emphaty*) (X_1),company image (X_2)and customer loyalty (Y). The number of samples used by 96 respondents.. From the results and discussions that have been conducted, can be concluded some findings as follows, 1) *Variable tangibles have a* positive and significant effect on customer loyalty, 2)Variable *reliability negatively and insignificantly affects customer loyalty,* 3)Variable *responsiveness negatively and* insignificantly affects customer loyalty, 4)Variable *assurance negatively and* insignificantly affects *customer loyalty, 5)Emphaty variables* have a positive and insignificant effect on customer loyalty, 6)Corporate image variables have a positive and significant effect on customer loyalty.

The fourth research was conducted by Chelsi Felisia and Tumpal J. R. Sitinjak (2019). This research aims to find out the effect of service quality and brand trust on the loyalty of pt service users. Nugraha Ekakurir Line (JNE) in North Jakarta. The variables used in this study were service quality (X_1),brand trust (X_2)and customer loyalty (Y). To obtain the data, the study was conducted by disseminating questionnaires to 100 respondents.. Based on the results of the research can be drawn the conclusion that the quality of service (X_1)proved to have an effect on brand loyalty (Y) of JNE service users, and brand trust (X_2)also proved to have an effect on brand loyalty (Y) of JNE service users.

The fifth research was conducted by Mira Annisa and Agung Utama (2016). This research aims to find out how brand image, brand confidence, and consumer satisfaction affect POS customer loyalty. The variables used in this study were brand imagery (X_1),brand confidence (X_2),consumer satisfaction (X_3)and customer loyalty (Y). The number of samples used by 190 respondents.. I don't want From the results of the study can be drawn the conclusion of variable brand image (X_1) positively affect customer loyalty (Y) POS. Brand trust variables (X_2)have a positive effect on customer loyalty (Y) POS. Consumer satisfaction variables ($X_{3) have}$ a positive effect on customer loyalty (Y) POS.

The sixth study was conducted by Ching-Chiao Yang and Ching-Cheng Chao (2017). This research aims to find out marketing relationships, cost transfer, quality of service to customer satisfaction and customer loyalty in the goods delivery industry in Taiwan. The variables used in this study were marketing relationships (X_1),cost transfer (X_2),service quality (X_3),consumer satisfaction (Y_1),and consumer loyalty (Y_2). The number of samples used as many as 145 respondents.. Dapat drawn the conclusion that service performance variables (X_1)marketing relationships negatively affect satisfaction (Y_1)and customer loyalty (Y_2)in the goods delivery industry in Taiwan. Variable switching costs (X_2)have a positive effect on satisfaction (Y_1)and customer loyalty (Y_2)in the goods delivery industry in Taiwan. Service quality variables (X_3)have a positive effect on satisfaction (Y_1)and customer loyalty (Y_2)in the goods delivery industry in Taiwan.

The seventh study was conducted by Anna Otsetova (2017). This research aims to find out to test the relationship between service quality, customer satisfaction and loyalty in the courier service industry in Bulgaria. The variables used in this study are service quality (X_1),customer satisfaction (X_2),and customer loyalty (Y) in the courier services industry in Bulgaria. The number of samples used was 423 respondents. Based on these equations can be drawn the conclusion that service quality variables (X_1) have a positive effect on customer loyalty (Y) in the courier services industry in Bulgaria. Variable customer satisfaction (X_2)has a positive effect on customer loyalty (Y) in the courier services industry in Bulgaria.

The eighth study conducted by Sisca Ariani *et al.,* (2019). This research is set to test and analyze the influence of service quality, price, trust, and company image on customer satisfaction and loyalty at PT. POS Indonesia Banjarmasin. The variables used in this study were service quality (X_1), price (X_2), trust (X_3), company image (X_4), satisfaction (Y_1), and customer loyalty (Y_2). The number of samples used was 119 respondents. The results showed that there are six significant hypotheses: the effect of service quality (X_1) on satisfaction (Y_1) influence of service quality (X_1) on customer loyalty (Y_2) influence on price (X_2) on satisfaction (Y_1) influence of trust (X_3) on satisfaction (Y_1) influences the company's image (X_4) on satisfaction (Y_1) and the effect of satisfaction (Y_1) on customer loyalty (Y_2). However, there are three insignificant hypotheses: the influence of price (X_2) on customer loyalty (Y_2), the influence of trust (X_3) on customer loyalty (Y_2) and the influence of the company's image (X_4) on customer loyalty (Y_2).

2.2. The Foundation of Theory

1. Marketing Understanding

According to Sudaryono (2016:41) marketing is a management process that seeks to *maximise returns for shareholders* by establishing relationships with *key customers and* creating a competitive advantage.

Meanwhile according to Kotler and Armstrong (2014:27) marketing is a process by which companies create value for customers and build strong relationships with customers, with the aim of capturing the value of customers in return.

2. Understanding Marketing Services

According to Tjiptono (2014:17) explaining about service marketing simply, *the term service* can probably be interpreted as "doing something for others". However, it is not easy to find a word match in Indonesian that is suitable for the term. There are at least three words that can refer to the term, namely services, services, and *services*.

Meanwhile, according to Daryanto (2011:236) the marketing of services is about promises. Promises are made to customers and must be kept. The strategy framework is known as a service *triangle* that reinforces the importance of company within the company in making their promises and succeeding in *building customer relationships*.

3. Company Image

Imagery is an easy-to-understand concept, but it is difficult to explain systematically because of its abstract nature. Imagery as a number of images, impressions, and beliefs that a person has towards an object (Sangadji and Sopiah, 2013:327). According to Sutojo (2011:63) the company's image is considered as a public perception of the identity of the company or organization. Indicators of the company's image are as follows: (Kotler and Keller, 2012:121).

a. *Strengthness,* which leads to the advantages of the company in question which is physical and not found in other companies. The excellence of this company refers to the physical attributes or the company in question.

b. *Uniqueness,* the ability to distinguish a company from other companies. This unique impression arises from the product attribute, the unique impression means there is differentiation between one product and another. Included in this unique group are: service variations and prices and differentiation.

c. *Favourable,* leading to the company's ability to remember consumers. These *include favourable groups:* the company's ease of saying, the company's ability to keep in mind, and the suitability between impressions and brands of consumers and customers with the image that the company wants.

4. Trust

According to Kotler and Keller (2012: 225) trust is the willingness of the company to rely on business partners. Trust depends on a number of interpersonal and interorganizing factors, such as corporate competence, integrity, honesty and kindness. Trust is generally seen as a fundamental element to the success of a relationship. Without trust a relationship will not last for a long period of time. Menurut Kotler and Keller (2016:225) there are four indicators of consumer confidence, namely as follows:

a. *Benevolence* (sincerity) which is how much one trusts the seller to behave well to the consumer.

b. *Ability* is an up-to-date assessment of what a person can do. In this case how the seller is able to convince the buyer and provide a guarantee of satisfaction and security when transacting.

c. *Integrity is* how much confidence a person has in the seller's honesty to maintain and fulfill the agreement struck with the consumer.

d. *Willingness to depend is a* willingness to rely on the seller in the form of acceptance of any negative risks or consequences that may occur.

4. Satisfaction

Satisfaction is the level of feeling in which a person expresses a comparative result of the performance of products (services) received and expected (Lupiyoadi, 2013:228). According to Hasan (2014:90) satisfaction or dissatisfaction is the consumer's response to the evaluation of perceived dissatisfaction between expectations before purchase of the actual performance of the product/service felt after its use.

While according to Tjiptono (2014:353) defines customer satisfaction/dissatisfaction as a customer's response to *the evaluation of disconfirmation (disconfirmation)* perceived between the initial expectation before purchase (or other performance norms) and the actual performance of the perceived product after the use or consumption of the product in question.

Some indicators of satisfaction forming according to Tjiptono (2014:101) include:

a. Expectations: the level of: between the performance of services expected by consumers and felt by consumers..

b. Interest in Visiting Kembali: the ability of consumers to visit again or reuse related services.

c. Willingness to Recommend:: of consumers to recommend services that have been felt to friends or family.

5. Consumer Loyalty

Loyalty is directed to a behavior, addressed to repeated purchases and recommending company products to friends or partners (Lovelock, 2011:338). Meanwhile, according to Griffin (2010:4) a consumer is loyal or loyal if the consumer exhibits regular purchasing behavior or there is a condition where it requires the consumer to buy at least twice within a certain interval. Customer loyalty indicators according to Kotler & Keller (2012:57) are:

a. *Repeat Purchase.*

b. *Retention* (Resistance to negative influences on the company).

c. *Referalls.*

2.3. Hypothetical Development

Based on the formulation of the problem, the hypotheses presented in this study are:

1. It is suspected that there is an influence of the company's image on consumer loyalty.

2. It is suspected that there is an influence of trust on consumer loyalty.

3. It is suspected that there is an influence of consumer satisfaction on consumer loyalty.

4. It is suspected that there is an influence of the company's image, trust, and consumer satisfaction on consumer loyalty.

III. RESEARCH METHODS

Research Strategys

An associative research strategy is a method of researching an object whose purpose is to know the influence of independent variables namely company image (X_1), trust (X_2), and consumer satisfaction (X_3) on dependent variables namely consumer loyalty in using goods delivery services (Y). This research strategy uses survey research methods as part of expansive research with quantitative approaches. Survey research with direct observation and disseminating questionnaires conducted for the collection of data from samples, so that relative events and influences are found between research variables.

Population Research

The population is the whole element that will be used as a generalization area. The population element is the entire subject to be measured, which is the unit studied (Sugiyono, 2019:126). The target population is a population that is actually a source of data. Target population, in this study is a society that does delivery of goods in PT. Nugraha Ekakurir Line (JNE) in Tipar Cakung East Jakarta at least 2 times the use of services.

Research Sample

Samples are part of the number and characteristics of the population (Sugiyono, 2019:127). This research uses *Puposive Sampling technique, which* is a sample determining technique with certain considerations. The sample used in this study used the slovin formula to calculate the number of samples with a percentage of the 10% leeway put forward by Sugiyono (2019:137). With a population of 5,265 consumers with a percentage of slack due to inaccuracies of 10%, a sample of 98.13 can be obtained. Then to facilitate research, the number of samples is rounded to 99 consumers.

Data Collection Methods

The procedure for collecting data of this questionnaire by disseminating questionnaires online using Google Form that researchers send via Whatsapp message to consumers who have used the delivery service of goods at PT. JNE in Tipar Cakung. Researchers obtained the phone numbers of consumers directly obtained from the internal data of PT. JNE Tipar Cakung. This research takes 2 months, namely June-July 2020. This analysis of research data uses validity tests, reliability tests, multiple linear regression analysis, partial and multiple determination coefficient analysis, and hypothesis testing using SPSS version 26.0.

IV. RESEARCH RESULTS

4.1. Validity Test

To determine the validity or not of each statement of the research instrument, a validity test is carried out per item. Research instruments are said to be valid if they have a validity value of r-count of 0.30 or more (Sugiyono, 2016:177). Testing uses product *moment formula,* with the help of SPSS program version 26. The data processing results for all statements in the instrument variable the company's image, trust **and satisfaction are declared Valid,** because the r-count has a value greater than 0.30.

Table 2. Validity of Instruments per Item for Company Imagery (X_1)

No. Statement	r_{count}	$r_{critical}$	Decision

1	0,688	0,30	Valid
2	0,510	0,30	Valid
3	0,509	0,30	Valid
4	0,384	0,30	Valid
5	0,759	0,30	Valid
6	0,685	0,30	Valid

Source: Processed Data 2020

Table 3. Validity of Instruments per Item for Trust (X_2)

No. Statement	r count	$r_{critical}$	Decision
7	0,760	0,30	Valid
8	0,570	0,30	Valid
9	0,677	0,30	Valid
10	0,711	0,30	Valid
11	0,755	0,30	Valid
12	0,728	0,30	Valid
13	0,666	0,30	Valid
14	0,715	0,30	Valid

Source: Processed Data 2020

Table 4. Validity of Instruments per Item for Satisfaction (X_2)

No. Statement	r count	$r_{critical}$	Decision
15	0,675	0,30	Valid
16	0,711	0,30	Valid
17	0,807	0,30	Valid
18	0,782	0,30	Valid
19	0,812	0,30	Valid
20	0,803	0,30	Valid

Source: Processed Data 2020

Table 5. Instrument Validity per Item for Consumer Loyalty (Y)

No. Statement	r count	$r_{critical}$	Decision
21	0,776	0,30	Valid
22	0,702	0,30	Valid
23	0,810	0,30	Valid
24	0,723	0,30	Valid
25	0,711	0,30	Valid

Source: Processed Data 2020

4.2. Reliability Test

After the validity test, the next valid statement is carried out a reliability test. Reliability test is done with *cronbach alpha method.* Based on data processing, the results of the company's image reliability test, trust, satisfaction and loyalty of consumers, as follows:

Table 6. Reliability Test Results

№	Research Variables	r_b	r_i	Description
1	Company Image (X_1)	0,609	0,60	Reliabel

2	Trust (X₂)	0,845	0,60	Reliabel
3	Satisfaction (X₃)	0,858	0,60	Reliabel
4	Consumer Loyalty (Y)	0,797	0,60	Reliabel

Source: Processed Data 2020

Reliability test results for corporate image variables (X_1),trust (X_2),satisfaction (X_3),and consumer loyalty (Y) are rated $r_b > 0.60$ (Sugiyono, 2012:122). So the company's variable image instrument (X_1),trust (X_2),satisfaction (X_3),and consumer loyalty (Y) are declared reliabel.

4.3. Statistical Analysis of Data

1. Normality Test

Normality tests are performed to know the normal or not the distribution when residual. The study used the *kolmogorov-smirnov* method to detect residual normality. If the significant number *of kolmogorov-smirnov* tests > 0.05 then shows normal distributed data. Conversely, if the significance of *the kolmogorov-smirnov* < 0.05 test figure then shows the data is not normal. The following are the results of testing assumptions of normality through *kolmogorov-smirnov testing* :

Table 7. *Kolmogorov-Smirnov Normality Test Results*

Conditions of Normality	Sig.	Description
> 0.05	0,399	Normal

Source: Processed Data (2020)

Based on table 7. above, normality test results using SPSS software version 26 obtained sig value. 0.399. This indicates that the value of Sig. > level of significance 5% (α = 0.05). Thus the residual is declared to be normal distribution and the assumption of normality is stated to be fulfilled.

2. Multi-colonity Test

The multi-colonity test aims to test whether regression models found a correlation between free variables and not (Ghozali, 2016:103). This test was conducted by comparing *tolerance or variance inflaction factor* (VIF) values. Terms of no multi-colony can be seen from tolerance value > 0.10 or VIF value < 10. Multi-colonity test results can be seen as follows:

Table 8. Multi-Colonity Test Results

| Independent Variables	Collinierity Statistic	
	Tolerance	Vif
Company Image (X₁)	0,386	2,590
Trust (X₂)	0,371	2,694
Satisfaction (X₃)	0,289	3,462

Source : Processed Data (2020)

Based on the results in the table above, it is known *that the tolerance value* of all independent variables > 0.10 and the VIF value of all independent variables < 10. The value of the multi-colonicity test results can be concluded that there are no symptoms of multicollacity between independent variables in the regression model. That is, there is no correlation between corporate image variables, trust, and satisfaction that interfere with each other.

3. Test Heteroskedastisitas

Heteroskedastisity tests were conducted to test whether in the regression model *there was variance inequality* from one residual observation to another. A good regression model

is homoskedastisity or does not occur heteroskedastisitas (Ghozali, 2016:134). The study used a *regression scatterplot* method. If the dots spread with an obscure pattern above and below the number 0. On the Y axis, there is no heteroskedastisity problem.
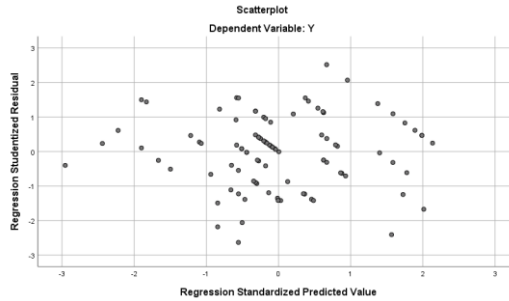
Source : Processed Data (2020)
Figure 1. Scatterplot Heteroskedastisity Test

4. Multiple Linear Regression Analysis

This multiple linear regression result is used to calculate the amount of influence between independent variables, namely Company Image (X_1), Trust (X_2), and Satisfaction (X_3) on dependent variables namely Consumer Loyalty (Y). The regression model obtained by using SPSS software version 26 is presented as follows:

Table 9. Multiple Linear Regression Analysis Results

Dependent Variables	*Unstandardized Coeffisient*		Q	Sig.
	B	Std. Error		
(Constant)	1,684	1,186	1,419	0,159
Company Image (X_1)	-0,209	0,101	-2,073	0,998
Trust (X_2)	0,152	0,066	2,321	0,022
Satisfaction (X_3)	0,724	0,096	7,547	0,000

Source : Processed Data (2020)

Obtained multiple linear regression equations as follows:

$$Y = 1.684 + - 0.209 (X_1) + 0.152 (X_2) + 0.724 (X_3)$$

Based on the table above, it can be explained that the Corporate Image variable (X_1) has no significant effect (0.998 > 0.05) on JNE Consumer Loyalty (Y) in Tipar Cakung. Variable Trust (X_2) has a significant influence (0.022 < 0.05) on JNE Consumer Loyalty (Y) in Tipar Cakung. Variable Satisfaction (X_3) has a significant influence (0.000 < 0.05) on JNE Consumer Loyalty (Y) in Tipar Cakung.

5. Correlation Coefficient Analysis

Partial Correlation Coefficient Analysis

Table 10. Partial Correlation of Company Image (X_1) with Consumer Loyalty (Y)

		Company Image	Consumer Loyalty
Company Image	Pearson Correlation	1	-,017[**]
	Sig. (2-tailed)		,000
	N	99	99
Consumer Loyalty	Pearson Correlation	-,017[**]	1
	Sig. (2-tailed)	,000	
	N	99	99

**. The correlation is significant at the 0.01 level (2-tailed).

Source : Processed Data (2020)

Based on table 6 results. partial correlation coefficient between X_1 and Y of 0.017. Thus the value of the coefficient of determining the company's image towards consumer loyalty can be calculated as follows:

$KD_{1.23} = r_{y1.23}{}^2$ x 100%

$\qquad = -0.017^2$ x 100%

$\qquad = 0.0289\%$

The coefficient value of determining the company's image towards consumer loyalty is 0.0289%. It can be concluded that the effect of the company's image on consumer loyalty of 0.0289% of the remaining 99.9711% is influenced by other variables.

Table 11. Partial Correlation of Trust (X_2)with Consumer Loyalty (Y)

		Trust	Consumer Loyalty
Trust	Pearson Correlation	1	,706**
	Sig. (2-tailed)		,000
	N	99	99
Consumer Loyalty	Pearson Correlation	,706**	1
	Sig. (2-tailed)	,000	
	N	99	99
**. The correlation is significant at the 0.01 level (2-tailed).			

Source : Processed Data (2020)

Based on the results of Table 11. partial correlation coefficient between X_2 and Y of 0.706. Thus the coefficient value of determining trust in consumer loyalty can be calculated as follows:

$KD_{1.23} = r_{y1.23}{}^2$ x 100%

$\qquad = 0.706^2$ x 100%

$\qquad = 49.84\%$

The value of the coefficient of confidence in consumer loyalty is 49.84%. It can be concluded that the effect of the company's image on consumer loyalty by the remaining 49.84% 50.16% is influenced by other variables.

Table 12. Partial Correlation of Satisfaction (X_3)with Consumer Loyalty (Y)

		Satisfaction	Consumer Loyalty
Satisfaction	Pearson Correlation	1	,818**
	Sig. (2-tailed)		,000
	N	99	99
Consumer Loyalty	Pearson Correlation	,818**	1
	Sig. (2-tailed)	,000	
	N	99	99
**. The correlation is significant at the 0.01 level (2-tailed).			

Source : Processed Data (2020)

Based on the results of Table 12. partial correlation coefficient between X_3 and Y of 0.706. Thus the value of the coefficient of satisfaction determination towards consumer loyalty can be calculated as follows:

$KD_{1.23} = r_{y1.23}{}^2$ x 100%

$\qquad = 0.818^2$ x 100%

$\qquad = 66.91\%$

The value of the coefficient of satisfaction determination to consumer loyalty is 66.91%. It can be concluded that the effect of satisfaction on consumer loyalty of the remaining 66.91% is 33.09% influenced by other variables.

Simultaneous Correlation Coefficient Analysis

Table 13. Multiple Correlation Coefficients

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834[a]	,695	,685	1,469
a. Predictors: (Constant), Satisfaction, Company Image, Trust				
b. Dependent Variable: Consumer Loyalty				

Source : Processed Data (2020)

Based on table 13 results. multiple correlation coefficients between X_1, X_2, X_3 to Y of 0.685. Thus the coefficient value of determination $X_1, X_2, X_{3 \text{ against}}$ Y can be calculated as follows:

$KD_{1.2.3} = R^2_{Adi} \times 100\%$

$\qquad = 0.685 \times 100\%$

$\qquad = 68.5\%$

The coefficient value of determining the company's image, trust, and satisfaction together with consumer loyalty is 68.5%. It can be concluded that the effect of determining the company's image, trust, and satisfaction on consumer loyalty is 68.5%, the remaining 31.5% is influenced by other variables.

6. Hypothesis Test

T-Test Results

The t-test is used to determine the influence of Corporate Image, Trust, and Satisfaction on Consumer Loyalty. With the provision of a small size significance t compared to the real level of 0.05.

Table 14. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
	(Constant)	1,684	1,186		1,419	,159
	Company Image	-,209	,101	-,189	-2,073	,998
	Trust	,152	,066	,216	2,321	,022
	Satisfaction	,724	,096	,796	7,547	,000
a. Dependent Variable: Consumer Loyalty						

Source : Processed Data (2020)

Sig value. t on variable Trust and Satisfaction < 0.05, which means H_0 is rejected and H_a is accepted which means partially variable Trust and Satisfaction affects consumer loyalty. Meanwhile, for the Corporate Image variable the Value of Sig. > 0.05 which means partially variable Corporate Image has no effect on consumer loyalty.

Test Results F

Test F is used to determine the influence of Corporate Image, Trust, and Satisfaction on Consumer Loyalty. With the provision of a small significance value of F compared to the real level of 0.05.

Table 15. Test Results F

Model	Sum of Squares	Df	Mean Square	F	Sig.

1	Regression	467,117	3	155,706	72,197	.000[b]
	Residual	204,883	95	2,157		
	Total	672,000	98			
a. Dependent Variable: Consumer Loyalty						
b. Predictors: (Constant), Satisfaction, Company Image, Trust						

Source : Processed Data (2020)

Sig value. F< 0.05 which means H_0 is rejected and H_a is accepted. This means that simultaneously the variables of Corporate Image, Trust, and Satisfaction affect Consumer Loyalty.

V. CONCLUSION

Based on the results of the research outlined in the previous chapter, it can be concluded the following:

1. The company's image has no significant effect on the consumer loyalty of JNE delivery service users in Tipar Cakung. This is because consumers do not care about the image of the company that has been established previously by the company, consumers are more concerned with other factors directly related to the services provided. In addition, the company's image in the minds of consumers can also be very volatile depending on the impression or experience it has experienced.

2. Trust has a significant effect on the loyalty of consumers of JNE goods delivery services in Tipar Cakung. This proves that consumers who have a high level of trust in a company will continue to use the service repeatedly so that consumer loyalty can be established. So the higher the trust felt by consumers of JNE service users in Cakung tipar, the higher the level of consumer loyalty and vice versa.

3. Satisfaction has a significant effect on the loyalty of consumers of JNE goods delivery services in Tipar Cakung. This proves that the high level of satisfaction that has been felt before by consumers that occurs repeatedly during the use of the service will give a sense of satisfaction and a positive impression so that the establishment of consumer loyalty. So the higher the satisfaction felt by consumers of JNE service users in tipar Cakung, the higher the level of consumer loyalty and vice versa.

4. The company's image, trust, and satisfaction together have a significant effect on the consumer loyalty of jne goods delivery service users in Tipar Cakung significantly. This is because in this study trust and satisfaction variables are important variables that affect customer loyalty whereas, corporate image variables are not the main variables in determining the loyalty of consumers of JNE goods delivery services in Tipar Cakung.

Advice

Based on the results of the study, the researchers recommend the following suggestions:

1. For the variable image of the company that JNE has created should be improved again, because the presepi or impression that is in the consumer can change quickly depending on the perception of each consumer and the experience that has been felt.

2. For JNE trust variables should be able to maintain and if it can be improved again, JNE also needs to provide feedback to its consumers in order for them to feel privileged. This is important because the trust that consumers have today is critical to long-term relationships.

3. For the variable satisfaction on the part of JNE should really prioritize the satisfaction felt by consumers if consumers no longer feel satisfied when using jne services, then they will immediately move to another delivery service. JNE should also try to provide or fulfill the

wishes of customers who have not been met and receive feedback or suggestions given by consumers to their company.

Limitations of Further Research and Research Development
1. The method of data collection in this study using questionnaires, sometimes statements answered by respondents do not correspond to the actual circumstances and the sample taken is less representative of the population as a whole.
2. This research only examines the company's image, trust, and satisfaction. There are other factors that can affect consumer loyalty in using goods delivery services in JNE, such as price, quality of service, facilities, and others. It is hoped that further research will be conducted to examine more variables.

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