The Influence of Trust and Satisfaction on Customer Loyalty of School Bus Transportation Users in Bantaeng Regency

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Article Info	Abstract
Trust, Customer Satisfaction and Loyalty	The research conducted aimed to explore strategies for enhancing customer loyalty among school bus transportation users in Bantaeng Regency. Employing a quantitative approach, the study involved 90 respondents as its sample size. Data were gathered through the administration of questionnaires, a common method in survey-based research. Subsequently, the data underwent analysis utilizing multiple linear regression tests to ascertain patterns and relationships. The findings of the study revealed several key insights. Firstly, it was discovered that customer trust plays a crucial role in shaping customer loyalty within the context of school bus transportation services in Bantaeng Regency. The analysis indicated a significant and positive correlation between customer trust and loyalty, suggesting that when customers have confidence in the reliability and safety of the transportation service, they are more likely to exhibit loyalty by continuing to utilize it. Secondly, the study also identified customer satisfaction as another significant determinant of customer loyalty in the same setting. The results illustrated a positive and substantial relationship between customer satisfaction and loyalty, underscoring the importance of providing high-quality service experiences to foster loyalty among school bus transportation users in Bantaeng Regency. In summary, the research underscores the critical role of both customer trust and satisfaction in driving loyalty among school bus transportation users. These findings provide valuable insights for transportation service providers in Bantaeng Regency, suggesting that efforts to enhance trustworthiness and satisfaction levels can lead to greater customer loyalty, ultimately contributing to the long-term success and sustainability of school transportation services in the region.

1. INTRODUCTION

The increasingly rapid population growth has resulted in increasing community mobility needs and demands for the provision of public transportation. Public transportation using school buses can be understood as a form of mass transportation by bus. Public transportation functions so that people who often use private vehicles can move to public transportation, such as city buses, microbuses, etc. (Kameswara & Wiratomo, 2018). The Bantaeng Regency Government, apart from having the responsibility to provide the facilities and infrastructure needed by residents, is also responsible for providing good services.

Through the Bantaeng Regency Government and the Directorate General of Land Transportation, the Ministry of Transportation, implementing the Safe Routes and Safe Schools (RASS) program in Bantaeng Regency, South Sulawesi, this program is carried out to maintain the safety of school children with safe routes, with the RASS program to encourage students and their parents to be more choose to use public transportation to go to school and come home from school. Apart from that, the implementation of the free school bus program is a means of going to and from school so that students in Bantaeng Regency are served with safe, comfortable and public transportation.

Happy. It is hoped that this free school bus program can attract students' interest in using the public transportation that has been provided and reduce the use of private vehicles when traveling to school to reduce accidents involving students (Kameswara & Wiratomo, 2018).

School buses in Bantaeng district also provide facilities such as CCTV, seat belts and extinguishers, trash cans are also available so that cleanliness is always maintained, as well as air conditioning, priority seating and lighting so

that passengers feel comfortable on the bus. Competition in the transportation service industry such as Pete-Pete in Bantaeng Regency forces service industry marketers to increase customer loyalty (Sutendy & Muttaqin, 2020). Efforts to create loyal customers are important in the success of this program. The main reason for increasing customer loyalty is to build loyalty with customers and maintain customer trust so that they continue to use school bus transportation to go to school and go home from school.

Trust (trust or belief) is the belief that the actions of other people or a group are consistent with their beliefs. According to (Susilawati & Adi, 2022) Trust is an individual's belief in the reliability, durability and integrity of another party in the relationship and confidence that their behavior is a good thing and produces positive synergy for the party they trust. Students as users of transportation services are now increasingly selective in choosing the transportation services they will use. The higher the degree of customer trust in the service provider, the higher the customer's loyalty to using the transportation service. Good experience and information will foster customer confidence in a product or service, this is because the experience formed in the consumer's memory of a product or service can foster an attitude of loyalty. This statement is also supported by research conducted (Faizal & Nurjanah, 2019) that brand trust has a significant effect on consumer loyalty.

A company's willingness to depend on a number of interpersonal and interorganizational factors, such as the company's competence, integrity, honesty, and benevolence. Customer trust in a product or service usually arises because customers judge the quality of the product or service by what they see, understand, or what they feel. Because of this, it is important for managers to build customers' trust in the products or services they offer, so that the level of customer trust in the company is higher and customer satisfaction is created (Nurdini & Oktini, 2019).

According to (Tjiptono, 2015), "customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the perception of the performance (results) of a product with his or her expectations." Consumer satisfaction is a consumer's positive feelings related to a product or service while using or after using the service or product." So it can be concluded that consumer satisfaction is the level of a person's feelings when receiving the product or service offered and comparing the performance of the product or service received with the expectations they have. The results of this research are also supported by the statement made by Bowen and Chen (2001) that a relationship was found between customer satisfaction and customer loyalty, a statement from previous researchers, namely that customer satisfaction has a positive and direct effect on customer loyalty.

Customer loyalty can be realized if customer satisfaction is achieved and one way to achieve this satisfaction is if the company can provide good quality service so that customer trust is embedded (Supertini, 2020). Customer loyalty can be seen from the customer's willingness to reuse the same school bus service every time the customer needs it as well as the customer's willingness to recommend the service facilities on the bus to other parties such as students and parents of students. Customer loyalty not only increases value in business, but can also attract new customers. By having loyal customers, you will not only be able to get customers and retain customers so they don't switch, but you will be able to increase existing customers, which will have a positive impact on the school bus program in Bantaeng Regency, so that the aim of this school bus program can be realized. well.

Based on the phenomenon that occurs on the influence of the trust variable on loyalty and the satisfaction variable on loyalty, this research will solve the problem of how to increase customer loyalty which is still low among school bus users in Bantaeng Regency.

2 RESEARCH METHODOLOGY

This study adopts a quantitative research approach, which is based on the philosophy of positivism. This approach is used to research

certain populations and samples by collecting data using quantitative-based research instruments and data analysis. The location of this research is school buses in Bantaeng Regency, South Sulawesi, due to low customer loyalty to this transportation service. The research lasted for 2 months, with the first time for obtaining permits and distributing questionnaires, and the second time for data analysis and interpretation.

The type of data used is data in the form of numbers, with descriptive quantitative methods for in-depth data analysis in the form of numbers. Data sources are divided into primary, which is obtained from respondents through questionnaires, and secondary, which includes documentation such as soft file data and photos related to research. The research population is customers who use school bus services in Bantaeng Regency, with an uncertain number. The sample was selected using a purposive sampling technique with a minimum number of 90 respondents, based on the Malhotra formula.

Data collection methods include observation, questionnaires, and documentation. Observations were carried out to obtain data with precision and precision, while questionnaires were used as an instrument to collect numerical data from respondents. Documentation is used as complementary data. The operational definition of variables includes customer trust, customer satisfaction, and customer loyalty, with each variable having specific indicators.

Data analysis involves instrument tests such as validity and reliability, as well as classic assumption tests such as normality, multicollinearity and heteroscedasticity. Multiple regression linear analysis is used to determine the relationship between the independent variables (customer trust and customer satisfaction) and the dependent variable (customer loyalty). Hypothesis testing was carried out using the t test to determine the significance of the influence of the independent variable on the dependent variable, as well as the F test and coefficient of determination (R2) to measure the feasibility

of the regression model.

3. RESULTS AND DISCUSSION

Data analysis was carried out in several stages, starting with testing the validity and reliability of the instrument, as well as testing classic assumptions such as normality, multicollinearity and heteroscedasticity. The validity test shows that all items in the questionnaire have a significant correlation with the variables being measured. Furthermore, the reliability test shows that all variables have a Cronbach's Alpha value above 0.60, confirming that the instruments used in this research are reliable.

After that, multiple linear regression analysis was carried out to determine the effect of the independent variable on the dependent variable. The results of the analysis show that both customer trust and customer satisfaction have a positive and significant influence on customer loyalty for Bantaeng Regency School Bus Transportation users. This is in accordance with the hypothesis proposed in the research.

Hypothesis testing was carried out through the t test and F test. The results showed that the two independent variables individually (partially) had a positive and significant effect on the dependent variable. The F test results also show that the overall regression model is significant. The coefficient of determination (R2) shows that the model is able to explain 24% of the variation in the dependent variable, while the remaining 76% can be explained by other factors not examined in this study.

Discussion of research results shows that customer trust and customer satisfaction have a significant influence on customer loyalty among Bantaeng Regency School Bus Transportation users. These findings are consistent with previous research which shows that these factors play an important role in forming customer loyalty. Therefore, it is recommended for related parties to increase customer trust and satisfaction in order to strengthen customer loyalty to school bus transportation services in Bantaeng Regency.

4. CLOSING

From the results of this research, it can be concluded that customer trust and satisfaction

have a positive and significant effect on customer loyalty using school bus transportation in Bantaeng Regency. Data analysis and discussion show that the higher the level of customer trust and satisfaction, the higher the level of customer loyalty towards school bus transportation services.

Suggestions that can be given are for related agencies, especially school bus transportation managers, to increase and maintain customer trust by providing the correct bus arrival time schedule at each stop. Apart from that, attention to cleanliness and comfort on the bus and at each bus stop also needs to be increased to increase customer satisfaction.

On the academic side, it is hoped that this research can provide additional contributions and references for other researchers who are interested in exploring more deeply the factors that influence customer loyalty in the context of school bus transportation. With a relatively small coefficient of determination, future research could consider adding or completing the indicators for the variables studied to gain a deeper understanding.

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