

# Effect Of Market Orientation, Service Quality And Service Orientation On Semen Tonasa Customer Satisfaction And Loyalty In Makassar City

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**Abstract:** These instructions give you guidelines for preparing papers for IJSTR JOURNALS. Use this document as a template if you are using Microsoft Word 6.0 or later. Otherwise, use this document as an instruction set. The electronic file of your paper will be formatted further at IJSTR. Define all symbols used in the abstract. Do not cite references in the abstract. Do not delete the blank line immediately above the abstract; it sets the footnote at the bottom of this column. The study was carried out at PT Tonasa Pangkep as a reference for its Marketing system, by sharing questionnaires for customers and distributors by setting a sample of 100 respondents based on the Sloving formula. The questionnaire results data were analyzed using the Structural Equation Model, using AMOS 18 assistance. The results of the study found that Market Orientation directly had a negative and significant effect on customer satisfaction, a positive and not significant effect on customer loyalty. Direct service quality has a positive and significant effect on customer satisfaction, thereby increasing customer loyalty. Service orientation has a positive and significant effect on loyalty through customer satisfaction. Market orientation has a positive and not significant effect on loyalty through customer satisfaction. Quality of service has a positive and not significant effect on loyalty through customer satisfaction. Service orientation has a negative and not significant effect on loyalty through customer satisfaction.

**Keywords:** Market Orientation, Service Quality, Service Orientation, Customer Satisfaction and Loyalty.

## 1 INTRODUCTION

Indonesia is a country that can be said to be consumptive, it can be seen from the inability of Indonesia to create technology optimally, but in the process of using goods it is very high interest and loyalty, so that countries that are capable of producing and choosing Indonesia can be used as the most appropriate country to throw or marketing the results of their production especially like Ciba and Japan and the West. The author focuses on the marketing of Semen Tonasa in Makassar City which is produced in Pangkep Regency. The results of observations that have been carried out by Sealma are Macro and Micro aspects for all activities related to marketing, both directly and indirectly. According to marketing definition experts differently, according to David J. Rachman in his book "Business Today" (1990) said that marketing is the process of planning and implementing the concept of price placement, promotion and distribution of goods and services to produce exchanges that satisfy customers and organizational goals. The phenomenon of the low level of customer loyalty to use Semen Tonasa has decreased so that it can be seen from the number of consumers as customers who use Semen Tonasa. Customer Loyalty level which is decreasing seen from the frequency of intensity of repeated use of Semen Tonasa, the low number of recommendations or recommendations from one customer to other customers to use Semen Tonasa as building materials for houses or buildings, less than customers who tell positive things about perceived service, customers are not motivated to notify friends or colleagues to use Semen Tonasa and not be a priority consideration or choice in using Semen Tonasa. The phenomenon of the decline in customer loyalty of users of Semen Tonasa that often occurs because customers do not get satisfactory services. Ha I This suggests that loyalty levels have a relationship with the customer satisfaction. Loyalty is an element that is influenced by Silvadas customer satisfaction fulfillment actions in its journal entitled Journal of Academy Of Marketing (2000: 49), stating that customer satisfaction has a large influence in determining the level of customer loyalty. The aspect of customer satisfaction is a consideration to be observed in seeing its influence on

customer loyalty. The phenomenon of customer satisfaction in relation to the use of a type of goods, shows that among customers there is a tendency to often complain, protest and complain as a form of disappointment over the dissatisfaction of services received. It is always a matter of consideration of customer dissatisfaction with the service can be assessed from the absence of time available in the context of conducting Market Orientation, Contact services that are less transparent and providing information about added value or other benefits of Semen Tonasa are not given this is also a consideration in expressing dissatisfaction perceived by customers. Efforts to correct the weaknesses and shortcomings of service orientation applied by manufacturing companies, it is necessary to apply integrated service orientation theory proposed by Lucas and MCKenna (2004: 169) that integrated service orientation always prioritizes meeting customer satisfaction and loyalty. Building a good service orientation can be done by empowering services, utilizing appropriate service technology, improving service recovery, clarifying service vision and improving service communication. This is a consideration of service orientation in increasing customer satisfaction and loyalty. Understanding the existence of service orientation that influences customer satisfaction and loyalty, there were several previous researchers who observed the relationship and gave recommendations on the results of their research, including Sebastian Daimon (2011), Richard Marvind (2011), Basuki Ali (2006), Jackson Yoseph (2008) and Abdul Qadir Djaelani (2011) who observed that service orientation has a positive and significant influence on customer satisfaction and loyalty. And there is also a recommend service orientation that has a positive and not significant influence on customer satisfaction and loyalty. Based on the description of the phenomenon of the problems faced by the customers of Semen Tonasa that relates to customer loyalty which decreases and is influenced by the level of satisfaction of customers who are dissatisfied with the services received, especially those related to market orientation, poor quality services and inappropriate service orientation the goal, the researcher is interested in raising the title according to the theoretical basis and recommendations of previous

researchers by choosing the title: **"Effect of Market Orientation, Service Quality and Service Orientation on Customer Satisfaction and Semen Tonasa Customer Loyalty in Makassar City"**.

## 2 LITERATURE REVIEW AND HYPOTHESIS TESTING

Marketing which means doing an activity of selling and buying an item, which is based on interests or the desire to buy and sell, Kotler, (2008: 157), besides marketing in the strict sense by entrepreneurs is often interpreted as distribution, including activities needed to placing tangible products at the hands of household consumers and industrial users, Sofjan Assauri, (1987: 4). Based on economic reviews The marketing term according to Saladin (2000) is a sales activity of an item received or purchased by the buyer because the item is beneficial to the buyer and profitable for the seller. It is said that marketing involves two related elements, namely Demand and Supply Basic refers to the theory of Demand and Supply. The description above emphasizes what products are produced, not what products are marketed. Products that are managed by the company, designed by technicians or engineers, are processed or produced by production people, then set the price on the basis of cost calculations by accounting or financial personnel, and submitted to the sales manager for sale. This limited understanding of marketing has caused many companies to experience difficulties in the continuation of their lives lately. Increasing competition in marketing existing products. Starting from the views of company leaders who emphasize the need for companies to coordinate marketing activities that are directed at achieving the goals and objectives of giving satisfaction to consumers or customers which is the definition of Market Orientation, so as to achieve company goals to gain long-term profits, so the emphasis is on marketing not on sales, while those who run and are responsible for implementing integrated and directed marketing activities are Marketing Managers or Marketing Directors, Sofjan Assauri, (1987). Management of corporate marketing developed by managers is an assumption of sensitivity to competitors, both actual competitors and potential competitors. The company will act rationally by developing a competition strategy in facing its competitors. The best way to produce company performance in a competitive market is to focus attention not on competitors but on customers. Economic rationality will guide company management to be rational, that is, rather than imitating and adapting a competitor's strategy, it is better to choose to focus efforts to bind potential customers by developing strategies based on customer-oriented. Guided by Noble et al. (2002); Lamb et al. (2001); Narver and Slater (1990); Han et al. (1998), Sudirman (2003), that market orientation is a multidimensional concept that can be formulated through concepts: customer orientation, competitor orientation, coordination between functions and learning to customers. This dimension can be expressed through its breadth monitoring for employee commitment to customers, developing competitive strategies based on understanding consumer needs, understanding management of how the company creates customer value. Customer orientation produces a different logic, ie as a result of the intensity of cultivation of market-oriented policies, the company has an opportunity to shape the perception of the customer on the values that built, then these values will generate value for the customer satisfaction (customer satisfaction). Implementation

of the concept portfolio customer is a strategy in marketing management as an effort to create value for consumers, maintain customer satisfaction, and build long-term relationships. Consumer value is a comparison between the benefits and sacrifices needed to obtain these benefits. This value includes offering quality products, giving consumers more than they expect, avoiding unrealistic prices, giving facts to buyers, offering organizational commitment in service and after-sales support. Competitor orientation can be expressed through levels monitoring information competitors and disseminate that information to all functions within the organization such as research and product development divisions, discuss with company leaders, how the competitor's strengths and strategies they are developing at present or strategies that will be developed in the future. Evaluation of competitors is used to determine the position of strengths and weaknesses that exist in each competitor. Evaluation of competitors will help companies map the extent of the advantages and disadvantages of each competitor when compared to the advantages and disadvantages of the company. Customer orientation and competitor orientation actually includes all activities aimed at getting information about buyers and competitors in the target market. Information is developed and disseminated through coordination between functions within the organization, Han et al., (1998). The concept of service quality basically provides a concrete perception of quality and service. The concept of service quality is a revolution in its entirety, permanent in changing the overall, permanent perspective in seeking its efforts related to dynamic, ongoing, continuously in meeting expectations, desires and needs. This is in accordance with the theory of "Quality" proposed by Marcel (2010: 192) that the success of a service action is determined by quality. Quality is the highest appreciation of the act of service. Services that are expected to be greatly influenced by various perceptions of word of mouth communication, personal needs, past experience and external communication, this perception influences the expected service ( $E_p$  = Expectation ) and perceived service ( $P_p$  = Perception ) which forms the concept of quality service. Consumer satisfaction has become the focal point of attention in business and management so that various literatures concerning business and management organizations, whether for profit or non-profit, place customer satisfaction as the main measure. Asep Mulyana, (2011: 139). The gap theory is an underlying theory of satisfaction. Oliver (2010: 74) states that satisfaction is a gap in meeting needs and desires followed by a gap between expectations and desired goals. Another view, from the target theory proposed by Barners (2001: 18) that customer satisfaction is the desired target of the company. Customer satisfaction is very important for maintain customer loyalty, so that customers remain loyal to buy our products or services. According to the Big Indonesian Dictionary, Satisfaction is interpreted as a feeling of pleasure obtained through sacrifice. Furthermore there are several customer satisfaction according to other experts as in Oliver's research. He explained that customer satisfaction is part of marketing and plays an important role in the market, Oliver, (2007: 31). The activities of marketing products and services to customers are essentially aimed at achieving increased customer loyalty. Loyalty is a disclosure of behavior and attitudes through repetitive practices that are repeated over service activities. Levelly (2006: 19) states loyalty is the goal of competitive marketing activities. Without competition among service

providers, the concept of loyalty is not needed. From some of the theories above, it is necessary to retain customers according to traditional marketing theories and practices that focus on withdrawing new customers rather than retaining existing customers. However, now the emphasis is shifting, that is, besides designing strategies to attract new customers and create transactions with them, the Company is now struggling to keep existing customers and trying to build lasting relationships with them, Kotler & Armstrong, (2001: 302).

### 3 RESEARCH METHODS

The research approach is designed to answer the problems that have been formulated and the objectives to be achieved and to test the hypothesis. The design of the study according to Kerlinger (2000) is a structure of investigations arranged in such a way that researchers obtain answers to research questions. The type of data in this study is quantitative and qualitative which consists of primary and secondary data. Primary data is data obtained from the results of observations and questionnaires. Secondary data are data obtained from PT. Tonasa in Kab. Pangkep in the form of data on the number of customers or distributors who sell and use Semen Tonasa in Makassar City, so that the number of sales can continuously be known whether it increases or decreases based on data from distributors or retailers and users semen Tonasa directly, this is a quantitative source of data. And Qualitatively can be measured by the results of buildings using cement Tonasa remains the same in the system Material composition in other words The quality remains the same no changes this can also be measured based on questionnaire data distributed by the Researcher to customers as many as 100 customers for three parts (North, East and South). o research questions. Data sources were obtained from parties related to this study. The party in question is the Chairperson, Marketing Division of PT. Tonasa Store and several shops or Distributors who sell Semen Tonasa in Makassar City or researchers directly visit each building project, the Research Location. To test the truth of the hypothesis that has been formulated previously, the analytical method used in this study is to test research instruments, namely by using two test methods, namely validity test and reliability test. This test is conducted to ensure that the research instrument (questionnaire) meets the requirements to be used as a data collection tool. Having tested the validity and reliability testing later This study uses two approaches to the method of analysis, namely descriptive analysis and Structural Equation Modeling (SEM) using AMOS application 16.0.0. (Solimun, 2010).

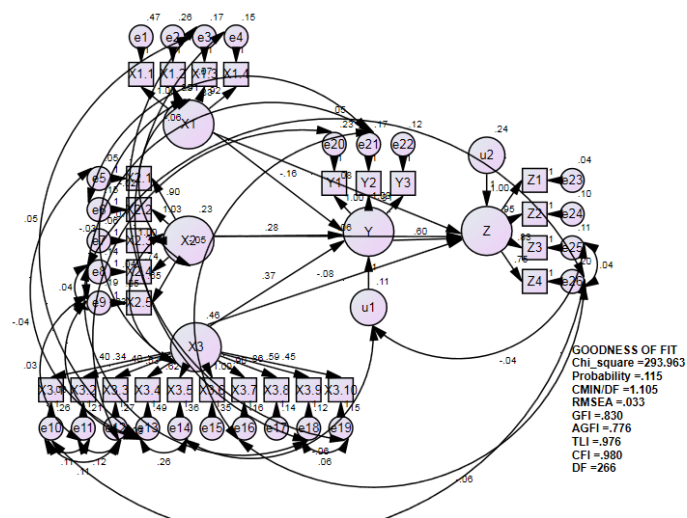
### 4 RESULTS AND ANALYSIS

Testing and proof of empirical influence between variables of this study in addition to using descriptive statistical analysis is also used inferential statistical analysis, namely structural equation modeling. Analysis of Structural Equation Modeling (SEM) to analyze the feasibility of the structural model and analysis of the structural relationship model can be described as follows:

#### Feasibility Test Results for Structural Models

The feasibility test of the structural model aims to determine the suitability of the data with the results of observations that

were built and estimated using the values of standardized regression weights. Structural models that are built and estimated consist of direct relationships and indirect relationships referring to the formulation of the problem and the purpose of the study. The structural model is said to be in accordance with the observation data if the Chi-square is small and non significant at  $\alpha = 0.05$ ; probability value  $\geq 0.05$ ; CMIN / DF  $\leq 2.00$ ; RMSEA  $\leq 0.80$ ; GFI, AGFI  $\geq 0.90$ ; and TLI, CFI  $\geq 0.95$ . The results of data processing in Appendix 6 show that the criteria for model conformity testing are done by comparing the cut-off value of goodness of index obtained from the results of model estimation, that the model has not met the criteria for requirements. The results of testing the feasibility of structural models through the path diagram are presented in the following Figure:



**Full Path Diagram of Structural Model Testing Model (Model 1 (Initial))**

Based on the Table it is shown that after Modification Indices it is shown that model 2 (End) has fulfilled the Goodness of fit tests, which is the suitability of the Model with the cut-off value, because of the nine existing model suitability criteria, model 2 (end) has been fulfills 7 (seven) among 8 (eight) model suitability criteria. The results of the model testing above show that out of the eight criteria of the structural goodness of fit index built to estimate parameters according to observational data, there are 7 (seven) criteria that have met the cut-off point required, namely the value of Chi-square ; Probability, CMIN / DF, CFI, TLI and RMSEA and GFI, while AGFI is not good (Marginal). The structural relationship model test is carried out after the structural model built in this research is in accordance with the observational data and conformity index of the structural model. The purpose of testing the structural relations model is to find out the relationship between latent variables built in this study. The latent variables built in this study are Market Orientation ( $X_1$ ), Service Quality ( $X_2$ ), Service Orientation ( $X_2$ ), Customer Loyalty ( $X_3$ ) and Customer Satisfaction (Y).

**Hypothesis Testing and Path Coefficient Value**

HIP	E- genogen variable	Intervening variable	Endogenous variable	Standardized				
				Direct Effect	Indirect Effect	Total Effect	P- Value	Ket.
1	Market Orientation (X1)	-	Customer Satisfaction (Y)	-0.211	-	-0.211	0.034	(-) signifi cantly
2	Service Quality (X2)	-	Customer Satisfaction (Y)	0.306	-	0.306	0.002	(+) signifi cantly
3	Service Orientation (X3)	-	Customer Satisfaction (Y)	0.565	-	0.565	0,000	(+) signifi cantly
4	Market Orientation (X1)	-	Customer Loyalty (Z)	0.089	-	0.089	0.436	(+) Does not signifi cantly
5	Service Quality (X2)	-	Customer Loyalty (Z)	0.050	-	0.050	0.672	(+) not signifi cantly
6	Service Orientation (X3)	-	Customer Loyalty (Z)	-0,094	-	-0,094	0.517	(-) is not signifi cantly
7	Customer satisfaction (Y)	-	Customer Loyalty (Z)	0.485	-	0.485	0.005	(+) signifi cantly
8	Market Orientation (X1)	Customer Satisfaction (Y)	Customer Loyalty (Z)	-0.211	-0.102	-0,313	0.089	(-) is not signifi cantly
9	Service Quality (X2)	Customer Satisfaction (Y)	Customer Loyalty (Z)	0.306	0.149	0.455	0.037	(+) signifi cantly
10	Service Orientation (X3)	Customer Satisfaction (Y)	Customer Loyalty (Z)	0.565	0.274	0.839	0.017	(+) signifi cantly

**Source:** Processed primary data, 2018

Estimation results of standardized regression weights, CR (critical ratio) are equated with t test on regression and probability analysis which shows that there are seven direct relationship models built in this research, namely: (1) market orientation has a negative and significant effect on customer satisfaction; (2) service quality has a positive and significant effect on customer satisfaction; (3) service orientation has a positive and significant effect on customer satisfaction; (4) The market orientation of positive impact and no significant effect on customer loyalty; (5) service quality has a positive and significant effect on customer loyalty; (6) negative effect on market orientation and not significant to customer loyalty; (7) through customer satisfaction has a positive and significant impact on customer loyalty; (8) market orientation has a negative and not significant effect on customer loyalty through customer satisfaction; (9) quality of service has a positive and significant effect on customer loyalty through customer satisfaction; (10) service orientation has a positive and significant effect on customer loyalty through customer satisfaction.

## 5 DISCUSSION OF ADVANCED RESEARCH

This discussion focuses on decisions that result from hypothesis testing, in an effort to answer the formulation of research problems. The results of the analysis of hypothesis testing are outlined as follows:

### Effect of market orientation on customer satisfaction

Based on the results of statistical analysis seen from the distribution of respondents' frequency answers, the mean values shown are categorized as "good", meaning that the indicators of each dimension that build market orientation are the success of new products, profitability, Market share and organizational performance reinforce that the market orientation applied to PT Semen Tonasa has been implemented in the marketing / sales department to realize customer satisfaction, but it has a negative effect, this is because the strengthening of all indicators from Market Orientation has not been carried out optimally. The success of

new products from market orientation variables perceived by customers for products that have never been offered by the company before, in this case the new product is the number of kilograms and different packaging initially only 40 kg and 50 kg packaging, while the new one is in the form bulk or liquid cement whose sales are in cubic scale or tons where the allocation is for the construction of high-rise buildings and large projects. So it is not for the construction of ordinary residences or renovations - small renovations that are used by customers as researcher respondents, so that it does not affect customer satisfaction which is the sample in this study. Profitability describes the success of the company's operations which shows the end result of a number of policies perceived by customers, where large or multiple purchases can be made several times when the cement distributor makes transactions to the parent company, in addition there are also regular customer discounts with smooth or on time according to the agreement. This policy is a decision made by company management in the context of creating customer satisfaction. Market share of market orientation variables, Market share or market share is part of the overall demand for an item that reflects the class of consumers according to their characteristics, such as from the level of income, age, gender, education, and also social status. Performance organization, is the end of the overall indicator on variable market orientation ranging from new product success, profitability and market share, According to Bastian, in Hessel Nogi (2005: 175) the performance of the organization is an overview of the level of achievement of the implementation of tasks in an organization in realizing the goals, the organization's goals, vision and mission. Discussion of research on the effect of market orientation on customer satisfaction, supported by previous studies that have similarities and differences, The research in question is Sebastian Daimon (2011), Richard Marvind (2011), Basuki Ali (2006), Jerald Greenberg (2008), Harry Marcelino (2011). The equation lies in the exogenous variables studied, namely market orientation that does not affect customer satisfaction as an exogenous variable. In addition, it also has

similarities in terms of the analytical method used, namely SEM AMOS. The difference between this research and previous research lies in the research object / region, the indicators of the variables studied, the size of the population and the samples and findings that are produced.

### **Effect of Service Quality Against Customer Satisfaction**

Service quality towards customer satisfaction, based on the results of statistical analysis seen from the distribution of respondents' frequency answers, the mean values shown are categorized as "good", meaning the indicators of each dimension that build service quality are responsiveness, tangible evidence, empathy (reliability), reliability (reliability) and assurance (assurance) reinforce that the quality of services applied to the marketing department of PT Semen Tonasa has been well implemented to achieve customer satisfaction. Service quality has a positive and significant influence on customer satisfaction. This indicates that a positive effect occurs because all service quality indicators ranging from the dimensions of responsiveness, physical evidence, empathy, reliability and guarantees are needed to realize the best quality of service to customers. Significant influence that occurs is a result of the contribution that the variable quality of service becomes a variable that affects the realization of customer satisfaction. Or in other words that good service quality greatly determines the level of customer satisfaction for the services provided by the marketing of PT. Semen Tonasa in the city of Makassar. The quality of service of the dimensions of responsiveness (responsiveness) has a positive effect in applying quality of service done by the marketing company, for the marketing company working to realize the responsiveness owned by always willing to assist customers in providing information on all matters related to the process of marketing from cement tonasa. Tangible evidence of the quality of service perceived by customers for the services provided by the marketing company, in fact has provided various facilities and facilities in the process of purchasing cement tonasa, the marketing company has sent distributors and building material stores to sell cement tonasa even though small numbers in various locations in Makassar. Empathy (empathy) from the quality of service received by customers is felt to be good and gives satisfaction to customers. The company seeks to always instruct the marketing department to have an empathetic attitude or understanding in serving needs. reliability of service quality that is applied by the marketing company in reality has been implemented as a form of reliability serving all procedures and service processes starting from entering the order for the amount of cement demand, delivery of cement orders out. Guarantee (assurance) of the quality of services implemented by the marketing company in fact seeks to create and ensure the realization of the security services for customers. Discussion of research on the influence of service quality on customer satisfaction, supported by previous research that has similarities and differences, the research in question is Sebastian Daimon (2011), Richard Marvind (2011), Basuki Ali (2006), Jerald Greenberg (2008), Harry Marcelino (2011). The equation lies in the exogenous variables studied, namely the quality of services that affect customer satisfaction as an endogenous variable. In addition, it also has similarities in terms of the analytical method used, namely SEM AMOS. The difference between this research and previous research lies in the research object / region, the indicators of the variables

studied, the size of the population and the samples and findings that are produced.

### **Effect of Orientation Services Customer Satisfaction**

The effect of service orientation on customer satisfaction, based on the results of statistical analysis seen from the distribution of the respondent's response frequency, the mean value shown is categorized as "good", meaning that the indicators of each dimension that build service orientation in the form of marketing, service technology, service failure, service vision and service standards communication reinforce that service orientation applied to PT. Semen Tonasa has been well implemented to achieve customer satisfaction. Service orientation gives positive and significant impact on customer satisfaction. This indicates that the positive effect occurs because the whole indicator orientation of services ranging from empowering dimension officers, technology services, failure recovery services, vision services and standard communication serviceability an orientation necessary to achieve the best service to customers. Significant influence that occurs is a result of the contribution that a good service orientation variable greatly determines the level of customer satisfaction for the services provided by the Marketing Company. The influence of service orientation is positive and significant on customer satisfaction, then described per dimensions according to indicators that affect customer satisfaction. The first dimension of service orientation, which is marketing empowerment implemented by the company PT Semen Tonasa, is based on decisions that make decisions without waiting for orders and have the freedom / authority to provide the best service to customers. This form of empowerment is needed by every customer, so that customers who get a service orientation provided by the marketing influence the fulfillment of customer satisfaction. The management of PT Semen Tonasa in implementing service orientation to meet customer satisfaction, always makes service decisions that prioritize or side with customers. This is done in order to fix the service orientation of the marketing service in providing customer satisfaction. become important to meet customer satisfaction. Service orientation in the form of application of service technology. The realization of such applications, namely PT Semen Tonasa encourage the marketing of cement Tonasa to enhance the ability and skill of cement Tonasa, enhance the user a n technology in building and developing the quality layana n. Application of service technology perceived by customers through the ability of the marketing department to use technology to provide the best service to customers. Customer service always prioritizes the use of technology that ensures the quality of service provided to customers is fulfilled according to their needs, desires and expectations, so that customers feel that the service orientation provided by the marketing department can provide customers with satisfaction. Service orientation is the recovery of service failure in this case the marketing ability in handling customer complaints, problem solving skills, customer contact, service guarantees and experienced marketing services. service orientation, that is service vision that influences customer satisfaction. The service vision is carried out by the company's marketing department, d Natural Implemen a n ministry tailored to the commitment in the service, not just manjajikan service, making the customer an opportunity to be well served in order to create satisfaction for the management provide the best service for the customers of his. The

orientation of the services implemented by the company is a communications application standard services provided to customers to be fulfilled degree of satisfaction. The theory of optimal services from Morgan decision and Hans (2009: 69) states that the decision of optimal service measure upakan consequence of quality services in achieving customer satisfaction. The service access theory from Piquet (2013: 74) which states that service access determines customer satisfaction. Discussion of research on the effect of service orientation on customer satisfaction, supported by previous research that has similarities and differences. The research in question is Sebastian Daimon (2011), Richard Marvind (2011), Basuki Ali (2006), Jackson Yoseph (2008) and Abdul Qadir Djaelani (2011). The equation lies in the exogenous variables studied, namely service orientation that influences customer satisfaction as an endogenous variable. In addition, it also has similarities in terms of the analytical method used, namely SEM AMOS. The difference in this research with previous research lies in the object / area of research, indicators of variables studied, population size and sample and findings produced.

### **Effect of Satisfaction on Customer Loyalty**

Based on the results of statistical analysis seen from the distribution of respondents' frequency answers, the mean values shown are categorized as "good", meaning the indicators of each dimension that build customer satisfaction in the form of supporting facilities offered, direct contact with customers and equipment used to deliver services to customers. All of these dimensions reinforce that customer satisfaction applied to the marketing department of PT. Tonasa has been well implemented to realize its influence on customer loyalty. Customer satisfaction has a positive and significant influence on customer loyalty. This indicates that a positive effect occurs because all indicators of customer satisfaction starting from the dimensions of supporting facilities offered, direct contact with customers and equipment used in delivering services to customers is needed to realize the best customer satisfaction in creating customer loyalty. Significant influence that occurs is the result of the contribution that the variable customer satisfaction becomes a variable that affects the realization of customer loyalty. The direct effect of positive and significant effect of satisfaction on loyalty mop anggan indicating that the form pelayanan provided by the marketing of the company PT.Semen Tonasa it is in conformity with the demands of customer satisfaction. Pelanggan expressed his feeling of satisfaction if in the service activities available facilities that support to be able to enjoy building products while using cement tonasa, feel safe and comfortable in it, because service information about all things related to cement tonasa can be known from the marketing information service, so that satisfaction is very influential with loyalty to use cement tonasa continuously or repeatedly in each building. This is confirmed also that the information services clear as penunjang major satisfaction of customers, satisfaction is a positive and significant influence on the level of loyalty of customers. Discussion of research on the effect of satisfaction with customer loyalty, supported by previous studies that have similarities and differences. The research in question is Sebastian Daimon (2011), Richard Marvind (2011), Basuki Ali (2006), Jack Halloran (2007), Jerald Greenberg (2008), Harry Varcelino (2011), Abdul Qadir Djaelani (2011) and Dean Michael, the equation located on variabel k exogenous

studied were epuasan that influence customer loyalty as variabel endogenes. It also has similarities in terms of metode SEM analysis were used that AMOS. Difference penelitian with previous studies lies in the object penelitian, indikator variables, population and sample and the resulting findings.

### **Influence of market orientation Against loyalty through customer satisfaction**

The results of frequency spread, mean values are categorized well from variables Market orientation towards customer satisfaction. But the results of hypothesis testing indicate that market orientation directly provides a positive but not significant effect on customer loyalty and indirectly has a negative but significant effect on customer satisfaction. This indicates that the effect of market orientation directly affects loyalty but not significant, this can be caused by the indicators that influence it have not been carried out optimally by the marketing company, so that the effect has not been overall significant when viewed from customer satisfaction and loyalty, so it needs to be described per dimension according to the indicator. The market orientation variable perceived by customers for products that have never been offered by the company before, in this case the new product is the number of kilos and packaging that is initially different only 40 kg and 50 kg packaging, while the new one is in the form of bulk or liquid cement whose sales are in cubic scale or tons where the designation is for the construction of high rise buildings and large projects. So it is not for the construction of ordinary houses or renovations - small renovations used by customers as research respondents, so that it does not affect customer satisfaction. The relationship between market orientation and customer satisfaction is supported by several theories relevant to the results of research including marketing performance theory, competitive advantage theory, marketing strategy theory and product development theory. These theories have relevance to the research observed especially in explaining the relationship between market orientation to the satisfaction of cement consumers in the city of Makassar. Discussion of the research on the effect of market orientation on Loyalty through customer satisfaction, supported by previous research that has similarities and differences, the research in question is Sebastian Daimon (2011), Richard Marvind (2011), Basuki Ali (2006), Jerald Greenberg (2008), Harry Marcelino (2011), Tri Apriyono (2013), Muhammad Basir (2015), Ricky Indra (2017). The equation lies in the exogenous variables studied, namely market orientation and service quality that do not affect customer satisfaction as exogenous variables. In addition, it also has similarities in terms of the analytical method used, namely SEM AMOS. The difference between this research and previous research lies in the research object / region, the indicators of the variables studied, the size of the population and the samples and findings that are produced.

### **Influence of Service Quality Of Loyalty through Customer Satisfaction**

Based on the results of the deployment of frequency values mean categorized as either of the variable quality of service to customer satisfaction. But the hypothesis test results showed that the quality of the service directly give a negative impact and no significant effect on loyalitas customers and indirectly positive effect and no significant effect on customer satisfaction. This penelitian it is said that the direct effect on negative and insignificant loyalty is not in accordance with the

hypothesis proposed. This happens because all service quality indicators starting from the power dimension of Responding to physical evidence, Empathy, reliability and guarantees still need to be improved or improved to influence the increase in customer loyalty. Service quality has a positive and significant effect that occurs indirectly towards loyalty through customer satisfaction. Improving the increase in customer loyalty, the marketing department of PT Semen Tonasa Makasar company first fulfills customer satisfaction through improving service delivery in accordance with service facility improvements needed by customers, improving the quality of service relations contacts with customers who are in accordance with standards so that customers feel satisfied with the services obtained. This means that the quality of service perceived by customers is still not able to increase satisfaction with the services provided, so there are still customers who are not loyal because they do not repurchase, do not recommend to friends or colleagues to use cement tonasa as building materials, generally conveying things that positive push customers to use cement Tonasa of semen other brands and expensive to keep selecting or using cement products Tonasa by the influence of the quality of service that a positive and significant impact on customer loyalty, and positive influence and not significantly through customer satisfaction, then u rai kan per dimension of quality of service, based on indicators that affect customer satisfaction and loyalty. Discussion of research on the influence of service quality on bag loyali through customer satisfaction, supported by previous research that has similarities and differences. The research in question are Sebast ian Dai mond (2011 ), Richard March Vind (2011 ). Basuki Ali (2006), Jerarl Greenberg (2008), Harry Marcelino (2011) and Abdul Qadir Djaelani (2011), the equation lies in the exogenous variables studied were service quality that had an effect on customer satisfaction and loyalty as an endogenous variable. In addition, it also has similarities in terms of the analytical method used, namely SEM AMOS. The difference in this research with previous research lies in the object or area of research, indicators of variables studied, population size and sample and findings produced.

### **Effect of Orientation Services Against Loyalty through Customer Satisfaction**

Discussion about service orientation towards customer satisfaction and loyalty, based on a statistical analysis of the views from the spread of the respondent's answers, the value of m e an indicated categorized as " good " but the hypothesis test result shortly un verifiers indicate orientation satisfaction direct negative effect and no significantly to the loya litas these customers clicking in dikasikan that the negative effect occurs because all the indicators orentasi empowerment dimension of services ranging from marketing, technology services, estab ulihan service failure, Vision services and communication services standards are applied has not been able to improve the loyalty user customers Semen Tonasa in Makassar. Indirectly give effect that is positive and significant impact on customer satisfaction. Significant influence is happening is the result of contributions ba h wa orentasi variables into variables that affect the services the realization of customer satisfaction. Or in other words that good service orientation really determines the level of customer satisfaction for the services provided by the company PT. Semen Tonasa. Through customer satisfaction this will increase customer loyalty. This means that indirectly service orientation has a positive and

significant effect on customer loyalty through customer satisfaction. This means that the use of technology service is not implemented in accordance with the level of ability of the marketing in serving the use technologies da n the development of technology-based quality of service does not apply to provide services that can demonstrate customer loyalty. But indirectly the orientation of services using technology does not provide an introduction h positive and significant towards loyalty through customer satisfaction. This means that the user 's technology services provided by the marketing division has been implemented but not optimal. So, we need to optimize the use of technology to provide satisfaction to customers, so loya litas increased customer or in other words orentasi revamping technology-based services need to be improved to enhance the reality of the customer in accordance with the level of service satisfaction from the use of technology given marketing division. Discussion of research on the effect of orientation services to loyalty through customer satisfaction, supported by previous studies that have similarities and differences. The research in question are Sebast ian Dai mond (2011 ), Richard March Vind (2011 ). Basuki Ali (2006), Jerarl Greenberg (2008), Harry Marcelino (2011) and Abdul Qadir Djaelani (2011), the equation lies in the exogenous variables studied were service quality that had an effect on customer satisfaction and loyalty as an endogenous variable. In addition, it also has similarities in terms of the analytical method used, namely SEM AMOS. The difference in this research with previous research lies in the object or area of research, indicators of variables studied, population size and sample and findings produced.

### **6 CONCLUSIONS AND RECOMMENDATIONS**

Based on the analysis of the results of the research and discussion concluded as follows: Direct market orientation has a negative and significant effect on customer satisfaction. But it has a positive but not significant effect on customer loyalty. It means that market orientation is enough to contribute to customer satisfaction in order to increase customer loyalty, although not significant. Service quality has a positive and significant influence on customer satisfaction, in accordance with the form of service provided by the marketing company with a good service response, serving in accordance with the physical evidence of the service, having the ability to understand the services that customers want, reliable service customer needs and guarantees timely service in the collection of goods, namely cement tonasa retrieval according to an agreed schedule, this causes customers to feel fulfilled satisfaction, although not significant in increasing customer loyalty. Service orientation has a positive and significant influence on customer satisfaction, according to the application of the service dimensions implemented by developing service empowerment, using service technology, service failure recovery, implementing service vision and standard communication services that are good in various service activities, so that customers feel fulfilled demands satisfaction with the services provided by the marketing company, although it has a negative and not significant effect on achieving customer loyalty. Customer satisfaction directly influences positive and significant impact on customer loyalty. This means that customer satisfaction indicators, namely: fulfillment of needs, desires, expectations and customer goals given by the management of the cement company Tonasa has been maximally applied to the marketing department and

implemented properly. Market orientation has a positive but not significant effect on activity through customer satisfaction. This means that market orientation has not contributed to satisfaction through customer activity. Service quality has a positive and significant effect on loyalty through customer satisfaction. This means that the service quality indicators applied have optimally affected customer loyalty, so service quality must be maintained primarily on fulfilling customer satisfaction, because the quality of services implemented so far has contributed to improved service through customer loyalty. Direct service orientation has a positive and significant influence on loyalty through customer satisfaction. This indicates that the service orientation applied by the marketing company has implemented all dimensions of market orientation, namely the need to develop a service orientation dimension that is more optimal in increasing customer loyalty. Through improved service orientation in empowerment, use of technology, restoration of failure, service vision and good service communication standards so as to influence loyalty through customer satisfaction.

### B. Suggestions

Based on the conclusions above, the suggestions given are as follows: Market orientation needs to be improved and in its implementation and always pay attention to related dimensions, such as: customer orientation, competitor orientation and coordination between functions, because these dimensions can contribute to customer satisfaction in order to increase customer loyalty. The quality of service to continue to be improved, improved and optimized form of service to customers to fulfill satisfaction such as providing fast, timely service and providing complete physical facilities and infrastructure for the number of party purchases, following up customer complaints and serving with front-line reliability, best service and guarantees satisfactory service certainty. Continue to improve service orientation improvements through a service process that is appropriate to the service objectives of people who have been given the responsibility to serve customers with polite, polite language and able to provide a clear explanation of all matters related to cement tonasa and use modern technology-based services, avoiding various service risks, carry out a vision of service well and create good service communication to customers, so that continuous customer satisfaction as a form of continuous loyalty creation. Marketing companies always take the time to conduct market orientation, so that they are more quickly aware of customer complaints and expectations and the desires of the target market. Consider improving the quality of satisfaction-based services to increase customer loyalty by finding quality innovations and tricks that are of high quality, satisfying and making customers who are committed to continue to use cement tonasa as a building and building material. Make a breakthrough in service orientation that is in favor of the interests of the customer by giving various services that are easy, fast and timely according to the purpose of the service, so that customers have high loyalty because of their satisfaction. Striving for the best service to customers to fulfill satisfaction and have loyalty to continue using cement tonasa as building materials for other houses and buildings, because the achievement of satisfaction for customers is affected by increasing customer loyalty which ultimately can increase sales volume so that the company PT. Semen Tonasa increasingly exists with a continuous level of customer satisfaction and loyalty from year to year. The 2015-

2016 customer satisfaction survey is held, there are dimensions that need to be considered in increasing satisfaction: People, Process and Physical evidence that will be used in communicating the satisfaction of the target customer. Survey of customer loyalty for 2015-2016, where on this dimension to increase customer loyalty, company management, especially in the Marketing / sales department, should use Loyalty Program activities, such as: Reward Points (discounted rates on routine purchases), Customer get customers (bonus for customers who always bring buyers).

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