THE EFFECT OF SERVICE QUALITY ON BRAND LOYALTY THROUGH CUSTOMER ORIENTATION, CUSTOMER SATISFACTION AND CUSTOMER RELATIONSHIP MANAGEMENT (STUDY ON BUSWAY MODE USERS IN JAKARTA)

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ABSTRACT

This study aimed to examine the effect of service quality on brand loyalty, customer orientation and customer satisfaction, customer orientation on customer satisfaction, and the effect of customer satisfaction on brand loyalty in Busway Moda. It also analyzes customer satisfaction in mediating the effect of service quality on loyalty and examines the role of customer orientation in mediating the effect of service quality on customer satisfaction. As well as the role of customer relationship management in moderating customer satisfaction on brand loyalty. The population in this study is unknown (infinite). Sampling was carried out using the incidental sampling method around Transjakarta public transportation service users corridor 13 (Ciledug – Blok M) DKI Jakarta. The samples taken in this study were 192 samples. Data analysis method using WarpPLS 6.0. The results of service quality research have a significant effect on brand loyalty. Service quality has no significant effect on customer orientation. Service quality has a significant effect on customer satisfaction. Customer orientation has no significant effect on customer satisfaction. Customer satisfaction has no significant effect on brand loyalty. Customer satisfaction can mediate the effect of service quality on brand loyalty. Customer orientation can mediate the effect of service quality on customer satisfaction. Customer relationship management cannot moderate the effect of customer satisfaction on brand loyalty.

Keywords: Customer Satisfaction, Service Quality, Brand Loyalty, Customer Orientation, customer relationship management

Introduction

At this time, the need for public transportation has increased very rapidly. This is due to the increase in various activities of the people of Jakarta in particular. Many factors cause traffic jams in the city of Jakarta. However, it is explicitly seen that the leading cause of traffic congestion is the increasing number of motorized vehicles, especially private motorized vehicles and their mobility (use) which is getting higher in terms of space and time and the not yet good public transportation facilities, the disorder of road users. Inadequate parking problems, use of roads for business and parking. At least facilities or vehicle access for people with disabilities. (DKI Jakarta Transportation Statistics 2015/2016).

Public transportation is a facility that is the government's obligation for citizens to meet

their mobility needs. In cities in Indonesia, public transportation such as buses and public transportation continues to decline yearly. This is due to an increase in the economy and people's purchasing power, so private vehicle ownership, which offers greater flexibility of movement, is also increasing, and public transport is increasingly being abandoned.

This phenomenon occurs due to the need for more preparedness of the public transport industry in following developments in community needs and market conditions. Public transportation is still considered less effective in providing services to the public. An unfair competition that occurs between public transport actors worsens existing services. Meanwhile, the government's efforts to implement a new strategy to improve city mobility have yet to bring about significant change. On the one hand, the government's treatment of the public transport industry in each city is different. The lack of government intervention and investment in public transportation development is one of the reasons why the urban public transport industry needs to develop correctly.

Problems with public transport fleet ownership individually, a fleet quality that is below the standard of unhealthy competition between operators, inadequate service performance, unintegrated public transport fares, inadequate infrastructure conditions, the list of components above are some of the problems in public transport that result in the public transport industry in urban areas are increasingly abandoned by passengers. (Institute for Transportation and Development, 2019)

The DKI Jakarta Provincial Government issued various policies to overcome congestion with limited available lands, such as implementing 3-in-1 and building underpasses and flyovers. Motorized vehicle restriction regulations based on even and odd police numbers and a paid road system to replace the 3-in-1 system (DKI Jakarta Transportation Statistics 2015/2016).

The Provincial Government of DKI Jakarta, to overcome road congestion in the capital, is aggressively building new corridors, including corridor 13, serving three travel routes, namely Ciledug - Blok M, Ciledug - HI Roundabout, and Ciledug - West Pancoran. Regarding the bus speed, it is limited to 40 km/hour. This is because corridor 13, with a height of 20 meters, is different from the other corridors. Corridor 13 passes through an overpass 9.4 kilometers long, most of which are on special flyovers. This route has been tested since August 13, and more than 10,000 passengers have been served, so there is a unique sensation when passing this route. Although there are still complaints, including only operating from 05.00 to 19.00 WIB, limited lighting along the route to support operations until night, and crowding in the hours of going to work and returning from work. (https://www.cnnindonesia.com).

With the problems that occur in modes of transportation in Jakarta, it is complicated to make consumers loyal to modes of transportation in Jakarta. According to Mowen & Minor (2002), brand loyalty (brand loyalty) is the extent to which a customer shows a positive attitude towards a brand. , commit to a particular brand, and intend to continue to buy it in the future. According to Aarker in Nagar (2009), brand loyalty refers to a consistent buying pattern of a particular brand over time and a favorable attitude towards a brand. Brand loyalty develops

when the brand matches the consumer's personality or self-image or offers the unique satisfactions and benefits the consumer seeks. In research, repurchase and product consumption leads to the same two phases of loyalty such as loyalty to purchase and loyalty to the attitude or behavior through which it can be determined whether the consumer will buy the service or move to another preferred one (Bennett, Hartel, and McColl- Kennedy, 2005; Chaudhuri and Holbrook, 2001). A situation where consumers buy and use a brand they trust as opposed to a brand they do not. In this way, consumers show commitment to the brand. Brand loyalty can be measured through positive word of mouth, customer satisfaction, brand trust, price sensitivity, etc. The degree to which a consumer consistently buys a brand is available within a product category. Loyalty to specific consumer brands will remain unchanged if the brand is available (Rizwan et al., 2013). Due to the preferred brand's better image quality or positive image, loyal consumers buy certain brands but not for the price (Chaudri, 1999).

Waseem (2011) show that service quality significantly affects brand loyalty. Muttaqien, Indrawati, and Susilowati (2017) aims to determine and analyze the effect of service quality on brand satisfaction, brand trust and brand loyalty; it is found that service quality is not able to increase brand loyalty. Travel Al Madonna Mutiara Sunnah. Mahlangu et al. (2013) stated that service quality does not affect brand trust. Service quality has a significant effect on brand loyalty (Sahin et al. (2011) and Etemadifard et al., (2013). Moreover, Sirgly et al. (2009) state that service quality influences brand loyalty. Suharto (2011) states that service quality does not affect customer brand loyalty. Research results from Sahin et al. (2011), Elliot et al. (2009), Etamadifard et al. (2013), and Sirgly et al. (2009) state that service quality influences brand loyalty. So, in conclusion, the importance of brand loyalty is that a customer loyal to a brand will not easily switch to another brand, whatever happens to that brand. If customer loyalty to a brand increases, group vulnerability These customers from threats and attacks from competitors' product brands can be reduced, and brand loyalty can increase due to repeat purchases of the same product services (Labarbe ra and Mazursky, 1983).

Public transportation modes have the potential to attract private car users by increasing service quality (Redman, et al, 2012), and research services from Rasydi (2017) show that service quality data affects customer satisfaction. Service quality is a measure of how well the level of service delivered matches customer expectations, while companies that provide quality services consistently meet customer expectations (Joewono and Kubota, 2007; Transportation Research Board, 1999, 2004). Therefore, the extent to which service performance matches customer expectations affects customer satisfaction.

The servqual scale proposed by Parasuraman et al. (1985, 1988) based on the expectations disconfirmation model (Oliver, 1980) is widely used to measure service quality. This scale contains five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. However, the five related dimensions were deemed inappropriate for some business services (Cronin and Taylor, 1992). In another study, Rachmansyah (2016) Partially service quality does not affect customer satisfaction. In practice, appropriate modifications are thus generally required to reflect the specific characteristics of the studied service context.

Hu and Jen (2006) proposed a scale of bus service quality with four dimensions -

interaction with passengers, service equipment, ease of service, and management support operations. They surveyed bus services in Taipei, Taiwan. Interaction with passengers refers to the respect and concern passengers have when interacting with service providers and how they respond to passenger concerns. Concrete service equipment relates to the comfort level of the facilities and equipment operated by the service provider. Service convenience concerns accessibility, the information provided, and the convenience of the service network. Finally, operations management support relates to bus schedules, service periods, and staff numbers (Hu and Jen, 2006).

Joewono and Kubota (2007) measure the service quality of Indonesia's paratransit system using nine factors. The nine factors are as follows: availability, accessibility, reliability, information, customer service, convenience, safety, rates and environmental impact. They explored user-perceived service quality and overall satisfaction with paratransit services to make predictions about competition from motorized vehicles in Bandung, Indonesia. The results show that service quality has a positive effect on overall satisfaction and customer loyalty, and overall satisfaction has a positive impact on customer loyalty. In their study on measuring the service quality of the Greek public transport system, Tyrinopoulos and Antonious (2008) used four categories, including general characteristics of the public transport system, terminals & stops, vehicles, and transportation points, based on the Handbook for measuring customer satisfaction. And service quality (Transportation Research Board, 1999).

Generally, customer satisfaction meets expectations and can be identified through brand loyalty (Bloemer and Kasper, 1995; Ballester and Aleman, 2001). Loyalty means customers buy products or services repeatedly. Brand loyalty is a commitment and positive attitude to buying the same brand in a long-lasting way in their future buying situation (Y.Liu, 2007). Awan and Rehman's (2014) research in Pakistan regarding household appliances shows that brand loyalty can be generated by increasing customer satisfaction and offering high brand value.

Nam, Ekinci and Whyatt (2011), hotels and restaurants in Korea, finding that respondents were quite satisfied with brand experiences and tended to be loyal to hotel and restaurant brands. Ahmed, Rizwan, Ahmad, Haq, (2014). What is studied is the problem of the impact of brand trust and customer satisfaction on brand loyalty in Bahawalpur, Pakistan. The results of this study provide a better understanding of brand loyalty among customers for companies to analyze and the role played by each element of brand loyalty. Additionally, highlights the critical role played by practical elements. Satisfaction will not stop at a point, and it moves dynamically following the level of product or service quality and its services with the expectations that develop in the minds of consumers (Dinarty, 2009). However, it must be noted that brand loyalty is only sometimes caused by customer satisfaction. As a result, there is an asymmetrical relationship between loyalty and satisfaction (Waddell, in Dinarty, 2009). Mittal and Lassar (1998) say that the relationship between brand loyalty and customer satisfaction is asymmetrical, where people who are loyal to a brand are satisfied. However, customer satisfaction only sometimes leads to brand loyalty.

Literature Review

The Effect of Service Quality on Brand Loyalty

Service quality, according to Tjiptono and Chandra (2011): Quality of service or service is a measure of how well the service level is able to match customer expectations. Based on this definition, the quality of services can be realized by fulfilling customer needs and desires and providing delivery to balance customer expectations. Thus, two main factors influence the quality of services: expected service or service and perceived service or service. Research conducted by Waseem (2011) Research studies shows that service quality has a significant positive effect on brand loyalty. Muttaqien, Indrawati, and Susilowati (2017) found that service quality could not increase brand loyalty to Travel Al Madinna Mutiara Sunnah Putri, Aprianti, and Septiandi's (2016) calculation results show that service quality simultaneously affects brand loyalty. But partially, there is a significant and not significant effect Mahlangu et al. (2013) stated that service quality does not affect brand trust. Based on this description, the following hypothesis can be proposed:

H1: Service quality has a significant effect on brand loyalty

The Effect of Service Quality on Customer Orientation

According to Parasuraman (2001), the concept of expected and perceived service quality is determined by service quality. The service quality consists of responsiveness, assurance, physical evidence, empathy and reliability. In addition, the expected service is strongly influenced by various perceptions of word-of-mouth communication, personal needs, experience and external communication; it is this perception that influences the expected service (Ep = expectation) and perceived service (Pp = perception) that make up the existence of the concept of service quality. Moreover, supported research by Ying, Chi, and Wei (2009), Service quality positively affects perceived value and customer satisfaction. Easy (2017), Service quality affects customer satisfaction. Sheau and May (2014), the service quality variable has a significant positive effect on the customer satisfaction variable Senthilkumar (2012). The results show a high positive correlation between customer service, product quality, and customer satisfaction and loyalty. A. Kungumapriya, K. Malarmathi (2018) has a significant and positive relationship between service quality and customer satisfaction Mustofa, Mulyanto (2017) Service does not affect customer satisfaction and loyalty. Sudapet's (2009) research showed that the services provided by the Surabaya City PDAM differ from the expected services of Surabaya City PDAM customers. Mokhlis (2012) that two of the five dimensions of service quality are not statistically positively correlated with population satisfaction. Cecilia, Serang, Tasik (2018) It was found that there was no significant difference in the quality of hospital services before and after implementing JKN and users wanted to use JKN again for financial convenience. Based on this description, the following hypothesis can be proposed:

H2: Service quality has a significant effect on customer orientation

The Influence of Service Quality on Customer Satisfaction.

Satisfaction is the level of feeling where a person states the results of a comparison of the performance of service products received as expected (Kotler, 1997) quoted from service

marketing management by Lupiyoadi (2013) According to Kotler quoted from Lupiyoadi (2013). Satisfaction and dissatisfaction among customers for the product will affect the following pattern of behavior. The customer shows this after the purchase process occurs. If customers are satisfied, they will show a high probability of repurchasing the same product. Satisfied customers also tend to provide good references for other products. Supported by research conducted by Nam et al (2011), The findings of this study indicate that customer satisfaction is partially related to brand loyalty. Ahmed, Rizwan, Ahmad, Haq (2014), Customer satisfaction significantly positively affect brand loyalty to Hewlett Packard products in Pakistan. Baig, and Batavia (2014), Customer satisfaction significantly affects brand loyalty to Sting (an Energy drink) in Pakistan. Sulibhavi, Shivashankar (2017), The results show a direct relationship between brand image and customer loyalty, between brand image and satisfaction, satisfaction and loyalty, and customer satisfaction mediates the relationship between brand image and customer loyalty. From the analysis, Awan and Rehman (2014) found that Customer Satisfaction has a significant positive relationship with Brand Loyalty in Pakistan's home appliance sector. Ghafoor, Iqbal, and Murtaza (2012), Studies reveal that the impact of brand image on brand loyalty is more significant than on customer satisfaction. Based on this description, the following hypothesis can be proposed:

H3: Service quality has a significant effect on customer satisfaction

The Effect of Customer Orientation on Customer Satisfaction

According to Leo (2012) from the Australian social marketing association, the idea of customer orientation in the marketing business developed from marketing experts governing how market-oriented companies concentrate on client needs and perform better than companies that only concentrate on sales. Then, Mehrabi et al. (2012) stated that customer-oriented organizations briefly adjust long-term customers to become loyal customers who are technically referred to as loyal customers. Customer Orientation is regularly seen as a 'want' by an employee to help a client with their problems during the performance of an authoritative task. Supported by Wibawa's research (2018), the results of this study indicate that customer orientation has a significant positive effect on customer satisfaction. Adiyanto and Sunaryo (2017), The results of this study concluded that there is an effect of customer orientation and competitive orientation on satisfaction. Mutiara, Dhian, and Efendi (2014), The results of this study indicate that COSE influences customer satisfaction. Ekowati's (2009) research proves that satisfaction cannot guarantee customer loyalty. Managers must create customer delight, not only customer satisfaction but also customer satisfaction, because empirical research shows that the relationship between satisfaction and loyalty has a low relationship or a relationship that is not significant. Based on this description, the following hypothesis can be proposed:

H4: Customer orientation has a significant effect on customer satisfaction

The Effect of Customer Satisfaction on Brand Loyalty

According to Rangkuty (2009), Brand loyalty is a measure of consumer loyalty to a brand. Brand loyalty is the essence of brand equity which is a central idea in marketing because it measures a customer's attachment to a brand. If brand loyalty increases, the vulnerability of

customer groups to competitor attacks can be reduced. This indicates brand equity related to future earnings because brand loyalty can be directly interpreted as future sales. Supported by Awan and Rehman's research (2014), from the analysis results, it was found that Customer Satisfaction has a significant positive relationship with Brand Loyalty in Pakistan's home appliance sector. Ghafoor, Iqbal, and Murtaza (2012), Studies reveal that the impact of brand image on brand loyalty is more excellent than on customer satisfaction. Budiarta, Fachira (2017), The results show that customer satisfaction does not mediate the influence of the independent and dependent variables. However, the results show that there is an impact on service quality for Customer Loyalty directly. Based on this description, the following hypothesis can be proposed:

H5: Customer satisfaction has a significant effect on brand loyalty

The Effect of Service Quality on Brand Loyalty in Mediating Customer Satisfaction

Brand loyalty can be measured through positive word of mouth, customer satisfaction, brand trust, price sensitivity etc. The degree to which a consumer consistently buys a brand is available within a product category. Loyalty to specific consumer brands will remain unchanged if the brand is available (Rizwan et al., 2013). The last few decades have been crucial from the current literature view of brand loyalty in marketing (Howard and Sheth 1969). Due to the preferred brand's better image quality or positive image, loyal consumers buy certain brands but not for the price (Chaudri, 1999). Waseem's (2011) Research studies show that service quality significantly affects brand loyalty. Research conducted. Mahlangu et al. (2013) stated that service quality does not affect brand trust. Service quality has a significant effect on brand loyalty (Sahin et al. (2011) and Etemadifard et al. (2013). and Sirgly et al. (2009) stated that service quality influences brand loyalty. Suharto (2011) stated that service quality does not affect customer brand loyalty. Research results from (Sahin et al. 2011; Elliot et al. 2009; Etamadifard et al. 2013; Sirgly et al. 2009) state that service quality influences brand loyalty. Based on this description, the following hypothesis can be proposed:

H6: Service quality has a significant effect on brand loyalty through customer satisfaction.

The Influence of Service Quality on Customer Satisfaction Through Customer Orientation

The research results from Rasydi (2017) show that service quality affects customer satisfaction. Service quality is a measure of how well the level of service delivered matches customer expectations, while companies that provide quality services consistently meet customer expectations (Joewono and Kubota, 2007; Transportation Research Board, 1999, 2004). Therefore, the extent to which service performance matches customer expectations affects customer satisfaction. The SERVQUAL scale proposed by Parasuraman et al. (1985, 1988) based on the expectation disconfirmation model (Oliver, 1980) is widely used to measure service quality. This scale contains five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. However, the five related dimensions were deemed inappropriate for some business services (Cronin and Taylor, 1992). In another study, Rachmansyah (2016) partially service quality does not affect customer loyalty. In practice, appropriate modifications

are thus generally required to reflect the specific characteristics of the studied service context. Based on this description, the following hypothesis can be proposed:

H7: Service quality significantly affects customer satisfaction through Customer Orientation.

The Effect of Customer Satisfaction on Brand Loyalty Through Customer Relationship Management

Awan and Rehman's (2014) study in Pakistan on household appliances shows that brand loyalty can be generated by increasing customer satisfaction and offering high brand value. Nam, Ekinci and Whyatt (2011) researched hotels and restaurants in Korea, finding that respondents were quite satisfied with brand experiences and tended to be loyal to hotel and restaurant brands. Zohaib Ahmed, Muhammad Rizwan, Mukhtar Ahmad, and Misbahul Haq (2014). What is being studied is the problem regarding the impact of brand trust and customer satisfaction on brand loyalty in Bahawalpur, Pakistan. The results of this study provide a better understanding of brand loyalty between customers for companies to analyze and the role played by each element of brand loyalty. That develops in the minds of consumers (Dinarty, 2009). However, it must be noted that brand loyalty is only sometimes caused by customer satisfaction. As a result, there is an asymmetrical relationship between loyalty and satisfaction (Waddell, in Dinarty, 2009). Mittal and Lassar (1998) say that the relationship between brand loyalty and customer satisfaction is asymmetrical, where people who are loyal to a brand are satisfied. However, customer satisfaction only sometimes leads to brand loyalty. Based on this description, the following hypothesis can be proposed:

H8: Customer satisfaction has a significant effect on brand loyalty through Customer relationship management.

Methodology

The research approach used in this study is a quantitative method. Quantitative research aims to qualify data applied in specific statistical analysis (Maholtra, 2004). Quantitative methods are based on reality which is seen as something concrete, can be observed with the five senses, can be categorized according to type, shape and behavior, does not change, and can be measured and verified.

Based on its purpose, this research is explanatory research that explains the relationship between two variables where one variable influences the other (Cooper and Schindler, 2008). The population in this study is unknown (infinite), so the transfer of sampling to the assistant sampling method (accidental sampling) in the area around users of Transjakarta public transportation services corridor 13 (Ciledug – Blok M). The sample is part of the population taken in specific ways that represent the population. In drawing the total sample size, if the population is not known with certainty, then a technique or formula is used according to Malhotra's theory (2006), at least four or five times the number of question items. In this study, there were 48 question items. So the number of samples in this study was 192 (48 statement items x 4).

Results and Discussion

Table 1 shows the data from testing all hypotheses, namely hypotheses 1-8. It can be said

that the research model developed is strong and able to predict the effect of exogenous variables on endogenous variables, as well as the impact of mediating and moderating variables on the relationship of several exogenous variables with endogenous variables.

Table 1. Hypothesis Test Results

Day	Relationship	Path Coefficients	P Value Analysis	Sig	Description
D1	Service quality → Brand Loyalty	0,443	<0.001	0,05	Significant
D2	Service quality → Customer orientation	0,115	0,052	0,05	Not Significant
D3	Service quality → Customer Satisfaction	0,224	<0,001	0,05	Significant
D4	Customer orientation → Customer Satisfaction	0,099	0,083	0,05	Not Significant
D5	Customer Satisfaction →	0,098	0,085	0,05	Not Significant
D6	Service quality → in the mediation of Customer Satisfaction	0,051	0,010	0,05	Significant
D7	Quality of Service → Customer Satisfaction in mediating Customer orientation	0,051	0,002	0,05	Significant
D8	Customer Satisfaction → Brand Loyalty in moderation, Customer relationship management	-0,023	0,373	0,05	Not Significant

Based on Table 1 above, the results of hypothesis testing are described below:

H1: Service Quality affects brand loyalty.

The test results show that the path coefficient value is positive, β = 0.443, and a significance value (p-value) = 0.001. If 0.001 <0.05, the results of the H1 hypothesis are accepted, so service quality has a significant positive effect on brand loyalty. Thus it can be interpreted that the more service quality, the more significant the effect on brand loyalty.

H2: Service Quality affects Customer Orientation.

The test results show that the path coefficient value is positive, β = 0.115, and a significance value (p-value) = 0.052. Alternatively, 0.052 > 0.05, the results of the H1 hypothesis are rejected, so Service Quality has a positive but not significant effect on Customer

Orientation. Thus it can be interpreted that the Quality of Service has not been able to increase Customer Orientation in the Busway Mode significantly.

H3: Service Quality affects Customer Satisfaction.

The test results show that the path coefficient value is positive, β = 0.224, and a significance value (p-value) = 0.001. If 0.001 <0.05, the results of the H3 hypothesis are accepted, so service quality has a positive and significant effect on customer satisfaction. Thus it can be interpreted that the more service quality, the more significant the effect of increasing customer satisfaction in the Busway Mode.

H4: Customer Orientation affects Customer Satisfaction.

The test results show that the path coefficient value is positive, has a value of β = 0.099, and a significance value (p-value) = 0.083. Alternatively, 0.083 > 0.05, the results of the H4 hypothesis are rejected, so that Customer Orientation has a positive but not significant effect on Customer Satisfaction. Thus it can be interpreted that Customer Orientation has not been able to increase Customer Satisfaction in the Busway Mode significantly.

H5: Customer satisfaction affects brand loyalty.

The test results show that the path coefficient value is positive, β = 0.098, and a significance value (p-value) = 0.085. Alternatively, 0.085 > 0.05, the results of the H5 hypothesis are rejected, so that customer satisfaction has a positive but not significant effect on brand loyalty. Thus it can be interpreted that customer satisfaction has not been able to increase brand loyalty to the Busway Mode significantly.

H6: Service quality has a significant effect on brand loyalty through customer satisfaction

The test results show that the path coefficient value is positive, β = 0.051, and a significance value (p-value) = 0.010. Alternatively, 0.010 <0.05, the results of the H6 hypothesis are accepted so that Service Quality has a positive and significant effect on brand loyalty through the mediation of Customer Satisfaction with a positive coefficient. It can be interpreted that the Quality of Service through Customer Satisfaction can improve significantly. Sobel Test Customer Satisfaction can also mediate between Service Quality and Customer Satisfaction. This Customer Satisfaction can mediate the effect of Service Quality on the Busway Mode.

H7: Service quality has a significant effect on customer satisfaction through customer orientation

The test results show that the path coefficient value is positive, β = 0.051, and a significance value (p-value) = 0.002. Alternatively, 0.002 <0.05, the results of the H7 hypothesis are accepted, so that service quality has a positive and significant effect on customer satisfaction through the mediation of customer orientation with a positive coefficient. It can be interpreted that Service Quality through Customer Orientation can significantly increase customer satisfaction. The customer orientation Sobel test can also mediate between service quality and customer satisfaction. Thus, Customer Orientation can mediate the influence of Service Quality on customer satisfaction in the Busway Mode.

H8: Customer satisfaction has a significant effect on brand loyalty through customer relationship management

The test results show that the path coefficient value is negative, has a value of β = -0.023, and a significance value (p-value) = 0.373. Alternatively, 0.373 > 0.05, the results of the H8 hypothesis are rejected, so that customer satisfaction has no significant effect on customer relationship management with a negative coefficient. It can be interpreted that customer satisfaction through customer relationship management cannot increase significantly. Thus, customer relationship management has yet to be able to moderate the influence of customer satisfaction on the Busway Mode.

Discussion
Service Quality Has a Significant Influence on Brand Loyalty.

The analysis results show that the variable Service Quality significantly positively affects brand loyalty. Thus, it can be interpreted that the more service quality, the more significant the effect on brand loyalty. This is supported by the theory that service quality is a complex understanding of quality, of satisfactory or unsatisfactory. The concept of service quality is said to be of quality if the expected service is smaller than the perceived (quality) service. It is said that the concept of service quality meets expectations if the expected service is the same as that felt (satisfactory). Likewise, it is said that perception only meets expectations if the expected service is more excellent than the perceived service (low quality). (Parasuraman, 2001). According to (Hardiansyah 2011), to find out the quality of service that consumers feel, there are service quality indicators that lie in the five dimensions of service quality, namely: Tangible, Reliability, Responsiveness, Assurance, Empathy.

The results of this study follow the statements put forward by several previous studies by Waseem (2011). According to Putri et al (2016) Service quality has a simultaneous effect on brand loyalty. However, partially, there is a significant and not significant effect. From these findings, it can be stated that Service Quality is considered capable of providing trust and added value to brand loyalty, so Transjakarta Busway will be expected to optimize Service Quality performance further to meet the expectations of Busway mode users.

Service Quality has a significant effect on Customer Orientation.

The test results show that Service Quality has a positive but insignificant effect on Customer Orientation. Thus, it can be interpreted that the Quality of Service has not been able to increase Customer Orientation in the Busway Mode significantly. This may be due to the phenomenon of the respondent's description because most of those who filled out the questionnaire was 62% women or mothers; where there was a unique characteristic of the mothers in their opinions and descriptions of their education, 47.9% were themselves SMA/SMK. As well as in the initial interviews conducted by researchers about the quality of service that the busway management tries to answer, it is ordinary and commonplace because the provincial government must do that. This is contrary to the theory in the view of Abdullah and Tantri (2015): Quality is the overall features and characteristics of an item or service that affect its ability to decide on stated or implied needs. Tjiptono and Chandra (2011): Quality of service or service as a measure of how well the level of service provided can match customer expectations. Service or service quality can be realized through fulfilling customer needs and

desires and delivering provisions to balance customer expectations.

This study's results do not follow the statement put forward by several previous studies by Hua Wang and Chun Chen (2011) that the quality-of-service management affects the identified market orientation. Market orientation has a mediating effect between quality management and performance, and Ang et al. (2011) Services do not have a significant relationship with customer orientation or organizational learning.

From these findings, it can be stated that Service Quality is considered unable to provide trust and more value to Customer Orientation. Often there is a gap or gap between the party receiving the service and the company providing the service. The greater the gap, the greater the possibility of dissatisfaction. Parasuraman and colleagues (Payne, 2000) managed to identify five gap models (the gap that usually occurs between providers and customers). The five models are 1. Expectation Gap – Management Perception 2. Management Perception Gap – Service Quality Expectation 3. Service Quality Specification Gap – Service Delivery 4. Service Delivery Gap – External Communication 5. Expected Service Gap – Perceived Service Boulding et al. (1993) analyzed service quality using gap analysis. The service quality gap is defined as the gap between the service that should be provided and the consumer's perception of the service. The smaller the gap, the better the service quality.

So the Transjakarta Busway is expected to further optimize the performance of Service Quality by optimizing the five dimensions of service quality, namely: tangible, reliable, responsiveness, assurance, and empathy, to increase trust. Expectations of Busway mode users. The implementation can be done by making improvements complained about by users of the Busway mode. These improvements are by developing more service quality, for example, developing Human Resources (HR) by attending training on transportation services at certain events because the quality of service is like the spearhead of the company so that the employees who work have the skills that must be qualified when dealing with directly with customers. Another improvement is that it is necessary to increase the number of operational fleets at certain hours to overcome the accumulation of passengers and long queues to meet conditions on time. The prime condition of the bus needs to be maintained (routine maintenance) to be able to provide comfort as well as safety. We Need to add health facilities for first aid (P3K) to give passengers a feeling of security.

Service Quality has a significant effect on Customer Satisfaction

The test results show that Service Quality significantly positively affects Customer Satisfaction. Thus it can be interpreted that the more service quality, the more significant the effect of increasing customer satisfaction on users of the Busway Mode. The statement supports customer satisfaction with the products or services they get from manufacturers. In other words, customer satisfaction is closely related to whether or not customers are happy with the products and services we offer.

The results of this study follow the statements put forward by several previous studies Ying, Chi, Wei (2009) Service quality positively affects both perceived value and customer satisfaction, Rasydi (2017), Service quality affects customer satisfaction, Sheau and May (2014), service quality variable has a significant positive effect on customer satisfaction

variable. Senthilkumar's (2012) research results show a high positive correlation between customer service and product quality and customer satisfaction and loyalty. Kungumapriya, K. Malarmathi (2018) Has a significant and positive relationship between service quality and customer satisfaction. However, previous researchers also found discrepancies with statements put forward by several previous studies of Mustofa, Mulyanto (2017) Service does not affect customer satisfaction and loyalty, Sudapet (2009) Services provided are not following the service expected by customers; Mokhlis (2012), that two of the five dimensions of service quality are not statistically positively correlated with population satisfaction, Cecilia et al (2018) found that there is no significant difference in the quality of hospital services.

Every company certainly wants to provide the best service for its customers. By serving customers well, companies can create customer satisfaction. Customer satisfaction is very influential in the competition of a service business. In addition, companies facing global competition and improving performance require the role of Service Quality because this is very influential in the service business. After all, it is very concerned with customer satisfaction resulting from the quality of these services.

Customer Orientation has a significant effect on Customer Satisfaction.

The test results show that Customer Orientation has a positive but insignificant effect on Customer Satisfaction. Thus it can be interpreted that Customer Orientation has not been able to increase Customer Satisfaction in the Busway Mode significantly. As with the hypothesis of service quality which is not significant, it may also be due to the phenomenon of the respondent's description because most of those who filled out the questionnaire was 62% women or mothers where there was a unique characteristic of the mothers in their opinions and descriptions of their education 47.9% own high school /SMK. As well as in the initial interview conducted by the busway user orientation researcher, he answered less enthusiastically because taking the Busway was already a work routine. This contrasts with customer orientation theory implying an association that has seen its buyers enough to help them create superior value. However, according to Thomas et al. (2001), customer orientations are activities and efforts for consumer satisfaction and collaboration used by sellers for their clients to meet client needs, as well as Leo (2012) from the Australian social marketing association, the idea of customer orientation in marketing business developed from marketing experts who set how market-oriented companies concentrate on client needs and perform better than companies that concentrate only on sales. Then, Mehrabiet et al. (2012) stated that customer-oriented organizations briefly adjust long-term customers to become loyal customers who are technically referred to as loyal customers.

This study's results do not follow the statements of several previous studies, such as Wibawa (2018). The results of this study indicate that Customer Orientation has a significant positive effect on Customer Satisfaction, Adiyanto and Sunaryo (2017). competitive on customer satisfaction, (Mutiara, et al 2014). The results of this study indicate that COSE influences customer satisfaction. To improve Customer Orientation so that it increases, of course, improving the indicator strategy used is providing information, namely providing updated information and accurate departure route schedule information, for the best offer

indicators can be done by providing more affordable/cheaper prices and guaranteeing the accuracy and accuracy of arrival times and arrives so that Moda Busway users will be more satisfied.

Customer satisfaction has a significant effect on brand loyalty.

The test results show that customer satisfaction has a positive but insignificant effect. Thus it can be interpreted that customer satisfaction has not been able to increase significantly in the Busway Mode. This is contrary to the theory of Tjiptono (2012), customer satisfaction provides many specific benefits, including a positive impact on customer loyalty, the potential to become a source of future income, primarily through repeat purchases, cross-selling, and up-selling, reducing customer transaction costs in the future, especially the costs of marketing communications, sales and customer service, increase price tolerance, especially the willingness of customers to pay premium prices and customers tend not to be easily tempted to switch suppliers, grow positively contagious recommendations, increase the company's relative bargaining power to a network of suppliers, business partners, and distribution channels.

The results of this study follow the statements put forward by several previous studies Nam, Ekinci, Whyatt (2011). The findings of this study indicate that partially customer satisfaction in (Ahmed et al 2014), Customer satisfaction has a significant positive effect on brand loyalty to Hewlett Packard products in Pakistan. Baig, and Batavia (2014), Customer satisfaction significantly affects brand loyalty. Sulibhavi, Shivashankar (2017), The results show a direct relationship between brand image and customer loyalty, between brand image and satisfaction, satisfaction and loyalty, and customer satisfaction mediates the relationship between brand image and customer loyalty.

Based on this, Transjakarta public transportation service providers should improve their strategy and maintain what has been good to create customer satisfaction for users of these public transportation services. With the efforts made by PT Transportasi Jakarta (Transjakarta), various lines have impacted increasing the number of customers of PT Transportasi Jakarta (Transjakarta), so the mode of public transportation in DKI Jakarta has always been a mainstay for the whole community.

Service quality influences brand loyalty through customer satisfaction.

The test results show that Service Quality has a positive and significant effect on brand loyalty through the mediation of Customer Satisfaction with a positive coefficient. It can be interpreted that the Quality of Service through Customer Satisfaction can improve significantly. This Customer Satisfaction can mediate the effect of Service Quality on the Busway Mode. Supporting and consistent theory is that customer satisfaction is a level where customers' needs, desires and expectations can be fulfilled, resulting in repeat purchases or continued loyalty (Band, 1991). Bitner and Zeithaml (2003) customer satisfaction is the customer's evaluation of a product or service in terms of whether the product or service meets customer needs and expectations.

The results of this study follow the statements put forward by previous research by Ashraf, Ilyas, Imtiaz, and Ahmad (2018). The results show that service quality, corporate image and perceived value are the main drivers of improvement. However, research that does not

support the research of Budiarta and Fachira (2017), Customer satisfaction does not mediate the influence of independent and dependent variables. However, the results show that there is an impact on service quality for Customer Loyalty directly.

Service Quality influences Customer Satisfaction through Customer Orientation.

The test results show that Service Quality has a positive and significant effect on customer satisfaction through the mediation of Customer Orientation with a positive coefficient. It can be interpreted that Service Quality through Customer Orientation can significantly increase customer satisfaction. Thus Customer Orientation can mediate the influence of Service Quality on customer satisfaction in the Busway Mode. Supporting and in line, a theory is the starting point of marketing lies in the needs and wants. Human needs are a state of feeling unsatisfied and unlimited. People need security, self-esteem and self-actualization to live. That is Customer Orientation, which is focused on the wants and needs of customers. (Kirca et al., 2015). Harris et al. (2013) conducted research focused on salespeople and customer orientation, revealing that salespeople with a more substantial customer orientation tend to want to achieve higher sales performance. Moreover, this research is consistent with Hawa and Dahiyat's (2015) research. There is a statistically significant effect of customer orientation on customer satisfaction as well as a statistically significant effect on service quality.

Customer Satisfaction Influences Brand Loyalty Through Customer Relationship Management

The test results show that customer satisfaction does not significantly affect customer relationship management through moderation. It can be interpreted that customer satisfaction through customer relationship management cannot improve significantly. Thus customer relationship management has yet to be able to moderate the influence of customer satisfaction on the Busway Mode.

This is contrary to the theory of Kotler and Keller, in Molan (2007) defines customer relationship management as processing customer information to reach touch points to increase loyalty to the fullest. In the end, customer relationship management could have improved. This study's results do not follow the statements put forward by previous research. Ada S.Lo, Lawrence D. Stalcup and Amy Lee (2010) The results show that customer relationship management (CRM) predicts increasing customer loyalty.

Conclusion

Based on the results of the research described in the previous chapter, there are several conclusions as follows: Quality of service by implementing strategies prioritizing tangible, reliability, responsiveness, assurance, and empathy has proven to increase customer satisfaction and use the Busway Mode. So that customer satisfaction can mediate the effect of service quality. So service quality is more effective in increasing Merak loyalty indirectly through customer satisfaction by implementing customer satisfaction which is perceived by expressing satisfaction from customers, always buying/using products, will recommend them to others, and fulfilling post-purchase the desired expectations.

Customer orientation can mediate the effect of service quality on customer satisfaction.

The more effective the implementation of the orientation that the customer gets in the form of providing information on updating departure routes, offering affordable prices, timeliness and accuracy, and solving problems overcoming congestion provided can mediate the effect of service quality on customer satisfaction. Service quality has yet to be able to encourage customer orientation to use the Busway Mode. Implementing services that prioritize tangible, reliability, responsiveness, assurance, and empathy strategies do not increase customer orientation; customers tend to be other-oriented. Maybe it is more because there is encouragement. After all, the Busway Mode routine and fleet are affordable. Customer orientation also has not been able to increase customer satisfaction; the implementation of orientation that customers get in the form of providing information on updating departure route schedules, offering affordable prices, timeliness and accuracy, as well as solving problems overcoming congestion that is given does not increase customer satisfaction even though the Mode Manager has given the best Busway.

Customer satisfaction is not able to increase. Implementation of perceived customer satisfaction with the expression of satisfied feelings from customers, always buy/use products, will recommend to others, post-purchase fulfillment with the desired expectations will not necessarily be loyal to the brand, this is due to dependency where currently the mode of transportation is Jakarta is very limited in that many routes have been stopped or invited to cooperate so that the ownership of the provincial government is dominated only. Also applied odd-even. Customer relationship management needs to moderate the effect of customer satisfaction. The implementation of maintaining good relations with customers, the level of ease of conducting transactions, the speed of the complaint handling process, and the ease with which customers obtain information through electronic media are not able to moderate. The drawback of customer relationship management is that it eliminates the human element in its implementation, only relying on IT competencies and company needs. So customer relationship management is not considered by Moda Busway users.

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