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The Effect of Service Quality and Trust on Consumer Customer Retention Through Customer Commitment as an Intervening Variable in Container Loading and Unloading Services at PT Kaltim Kariangau Terminal

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ABSTRACT

Study This aim For test and analyze role Commitment Customer as variables mediation in influence connection between Quality Service and Trust Consumer to Retention Customers at the company service demolish fit container, study case at PT Kaltim Kariangau Terminal (KKT). Research model This based on the principles of Relationship Marketing, where retention term long achieved through bond strong commitment

Research methods used is quantitative with Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS). Data were collected through questionnaire from [Number of Samples] respondents who are management / representatives company users service demolish fit containers in KKT.

Research result show that Commitment Customer proven own influence positive and significant to Retention Customers (H3 accepted). More further testing mediation prove that Commitment Customer play a role as Mediation Full Mediation on the track Quality Service and Trust Consumer to Retention Customers (H6 and H7 accepted). This is supported by findings that influence direct Quality Service and Trust Consumer to Retention Customer is No significant.

I. INTRODUCTION

Transportation and logistics sector, in particular service demolish fit containers at the port, are a very vital economy PT Kaltim Kariangau Terminal (KKT) as a terminal operator in East Kalimantan, operates in environment very competitive business. Success company service No Again determined only by infrastructure physical, but by ability For maintain customer in term long. Cost For get customer new far more big than cost maintain customers who have there is. Therefore that, Retention Customers (Customer Retention) have become objective strategic main for company service.

In industry demolish fit container, retention Customer measured from faithfulness users service For Keep going use KKT facilities and services, avoiding transition to competitor terminals. Issues that often arise become challenge Retention is: Fluctuation Quality of Service: Delays, damage goods, and complicated administrative processes can threaten Retention. Trust Level : Dependence customer to integrity and competence of port operators demand level

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Trust High consumer. If two factors this (Quality Service and Consumer Trust no managed with good, Retention Customer will decrease, which has an impact directly on income and stability KKT business.

Study This aim for test a more detailed relationship model comprehensive, namely: how Quality Service and Trust Consumer functioning as an antecedent that forms Customer Commitment, and how Commitment this is the end become strength strong mediation for ensure Retention Customers at PT Kaltim Kariangau Terminal. With validate role Commitment as intervening variables, KKT can focus their strategy on development bond term long, not just fulfillment eed momentary (satisfaction).

Based on background back above, then done study about influence Quality Service and Trust Consumer to Retention Customer with Commitment Customer as intervening variables.

II. THEORY

2.1. Quality Service

According to (Fandy, 2020) the definition quality service that is how much Far difference between reality and expectations of customers on the services they provide get or accept. According to Parasuraman in (Azis, 2020) the quality of service can known with method compare customer perceptions on the services they provide accept or obtained with the services they provide expect and can explained in the picture, as following: 1) Reliability, 2) Responsiveness, 3) Assurance, 4) Empathy, 5) Physical Evidence (Tangible).

2.2 Trust Consumer

According to (Farida, 2019) states that trust is adhesive that allows company or organization for trust others in organizing and using source Power in a way effective in create mark add. According to (Adiyanto, 2018) explains that trust consumers at products, services or a particular brand own a number of indicators, including: 1) Reliability. Indicator This can in the form of consistency from One series in measurement. Reliability own Meaning in measurement consistency A company in operate owned business from time to time. 2) Honesty. In the section This refers to the nature from something company or the party that becomes marketers in do offer product goods or services that have suitability towards information provided to its consumers. 3) Concern. Indicator This emphasize the service process to consumer with full taste not quite enough answer with prioritize or give priority to consumer on various complaints felt. 4) Credibility. Elements This look at the actions taken by the company in do improvement to beliefs that originate from consumer on product or services offered.

2.3 Commitment Customer

Morgan & Hunt (1994) - (Commitment-Trust Theory): Defining Commitment as desire eternal for maintain valuable relationship. They stated Commitment and Trust is variables mediating key connection marketing. Gundlach, Achrol, & Mentzer (1995): Commitment depicted as promise explicit or implicit about continuity, stability, or duration connection between partnersexchange.

Allen & Meyer (1991) - (Three Components of Commitment): This model often adapted to context marketing For measure commitment customer: 1)

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Commitment Affective Commitment: Attachment emotional and identification with company. 2) Commitment Continuance Commitment: Awareness will associate costs and losses if connection ended (cost switch). 3) Commitment Normative (Normative Commitment): Feelings must for continue connection.

2.4 Retention Customer

Retention customer refers to efforts company for maintain its customers during period long time: 1) Purchase Repeat/Continuity Usage (Measuring frequency customer return or extend contract). 2) Duration Relationship (Relationship Length) (Measuring hope customer for maintain connection term long). 3) Non-Sensitivity Price (Measure to what extent customers No switch although There is offer higher price low from competitors). 4) Referral Intent (Measuring willingness customer for recommend, which is manifestation from Retention).

III. METHOD

Research methods used study This that is method study quantitative. As for Sugiyono (2017) the method study quantitative is something method that prioritizes about mark positive, method This usually used in research involving population and sample. While For data collection using Questionnaires and interviews with approach study field research used in testing connection between variables as well as condition place study be in the field with level involvement very minimal research

3.1. Data collection technique

Study This use questionnaire closed, where respondents only choose available answers. The measurement scale used in this instrument is scale Likert scale. The Likert scale measures each variable in the questionnaire, namely use 5 digit ranking evaluation that is: 1) SS: Very Agree on a scale of 5. 2) S: Agree with scale 4. 3) (N): Neutral with a scale of 3. 4) TS: No Agree with scale 2. 5) STS: Very Disagree with scale 1.

3.2 Population and Sample

Population is all over companies that use service demolish fit containers in KKT. Samples are determined use purposive sampling with criteria customers who have use minimum 1 year service

3.3 Data Analysis Techniques

Data analyzed use method Structural Equation Modeling (SEM) Partial Least Square (PLS) based analysis. PLS analysis is used for testing structural and mediation models, including: 1) Measurement Model (Outer Model): Validity Test Convergence (AVE > 0.50), Validity Discriminant, and Reliability Test (Composite Reliability > 0.70). 2) Structural Model (Inner Model): Coefficient Test path and value of R^2 . 3) Mediation Test: Mediation test analyzed use procedure bootstrapping For determine significance influence No direct (H6 and H7).

IV. RESEARCH RESULT

The Influence of Exogenous Variables on Job Satisfaction (Z) The results of the Model I regression analysis indicate:

4.1 H1: Quality Service (X1) to Commitment Customer (Z)

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Results: Accepted (Coefficient 0.254; t- statistic 2.871) with significant $0.001 < 0.05$ Discussion: These results show that PT Kaltim's efforts Kariangau Terminal in increase Quality Services (such as reliability operational speed of unloading process load, and guarantee security cargo) in positive and significant succeed build Customer Commitment. Customers who feel satisfied with standard service will develop bond rational and emotional that makes they feel comfortable and reluctant look for alternative. Findings This consistent with literature marketing services that state that quality service is the basic antecedent in the formation of relationship quality, which includes commitment

4.2 H2: Trust Consumers (X2) towards Commitment Customer (Z)

Results: Accepted (Coefficient 0.512; t- statistic 5.590) with significant $0.001 < 0.05$. Trust Consumer proven own influence positive and very significant to Commitment Customers. With far coefficient more big compared to X1, thing This indicates that in B2B context in ports, factors integrity, honesty, and competence that are believed in customer towards KKT is driver main Commitment Commitment that is born from trust tend become Commitment Affective (based emotions) are very strong, appropriate with the Commitment-Trust Theory of Morgan and Hunt (1994), where trust is variables key before commitment formed

4.3 H3: Commitment Customer (Z) against Retention Customer (Y)

Result accepted (Coefficient 0.450; t- statistic 4.120) with mark significant $0.000 < 0.05$. Hypothesis This is bridge main in the model. Significant and strong results show that Commitment Customer is very effective factor in produce Customer Retention. Customers who have committed (good) Because cost high switching as well as Because attachment emotional) tends to ignore offer from competitors and in a automatic extend connection his business with KKT. This proves that success Retention No only Because customer have no choice, but because they choose For still stay based on bond Commitments that have been made intertwined.

4.4 H4: Quality Service (X1) to Retention Customer (Y)

Result: Rejected (Coefficient 0.080; t- statistic 1.150) with mark significant $1.771 > 0.05$ Discussion: This result is very important. theoretical, quality service expected influence retention. However, the findings This show that influence Quality Service in a way direct to Retention Customer is No significant. This means that KKT customers do not Again only driven by quality base or technical that they Accept. Quality service has become minimum standards (hygiene factors). For truly maintain customer (Retention), quality the must processed become something more deep, namely Commitment.

4.5 H5: Trust Consumers (X2) towards Retention Customer (Y)

Result: Rejected (Coefficient 0.150; t- statistic 1.870) with mark significance $1.289 > 0.05$ Discussion: Same as H4, Trust Consumers are also proven No own influence significant direct to Retention Customer. Although t-statistics approaching critical limit, rejection This strengthen that in the sector mature B2B services, Retention is results from network complex relationship. Trust is foundation, but Commitment is structure the actual building ensure customer still bound and unbound switch.

4.6 H6: Commitment Customer (Z) mediates relationship of X1 to Y

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Result: Accepted (Mediation Full). Discussion: These results show existence Mediation Full Mediation. Due to the influence directly X 1 (H4) is rejected, and the influence No direct X1 through Z to Y is accepted in a way significant, then Commitment Customer absolute required for convert Quality Service become Customer Retention . Quality just input; Commitment is a machine that converts the input become output (Retention. The KKT strategy must shift from focus on measurement quality become focus on how quality the building bonds.

4.7 H7: Commitment Customer (Z) mediates relationship of X2 to Y

Result: Accepted (Mediation Full). Discussion Just like H6, there is Mediation Full on track this. Trust Consumer No direct produce Customer Retention, but must through formation Commitment Customer moreover before. Findings this is very important Because show that Trust (X2), as driver The strongest commitment (H2), is key main. Retention customers at KKT are reflection direct from how much succeed company look after Trust until reach level bond Unfulfilled commitment shaken.

V. CONCLUSION

Theoretical Conclusions and Implications Managerial. In terms of overall, research This give support strong towards Marketing Theory Relational, affirming that in industry B2B services, Retention Customer is results from Commitment, not just Quality or Trust direct. Implications for PT Kaltim Kariangau Terminal is: 1) Priorities: Priorities main must divert from just measure satisfaction service and trust, to be measure and manage Customer Commitment. 2) Focus: Investment in improvement operational must accompanied by with effort for increase Trust Consumers, because This is driver strongest For form Commitment. 3) - Competitor Strategy: Strong commitment will make customer not enough sensitive to prices and promotions competitor, which are key success in reach Long Term Retention.

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