Client Satisfaction And Loyalty Toshipping Agency Service Companypt Pelayaran Gema Bahari Samarinda

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ABSTRACT: *The purpose of this study is to analyze and explain the effect of perceived service quality, client trust, company image, value of benefits on client satisfaction, and client loyalty. The sample in this study was the sample in this study there were 38 clients at the shipping agency service company PT PelayaranGemaBahariSamarinda. The data analysis used by the author is the Structural Equation Model (SEM). Hypothesis testing is done by multivariate analysis which is run through the SmartPLS program. Data analysis through partial Least Square (PLS) was carried out in two stages, namely: First, assessing the outer model or measurement model. Second, assessing the Inner model or structural model. The results of the study indicate that service quality has a positive and insignificant effect on client satisfaction. Client trust has no significant positive effect on client satisfaction. Company image has a significant positive effect on client satisfaction. The value of benefits has a significant positive effect on client satisfaction. Service quality has a significant positive effect on client loyalty. Client trust has no significant positive effect on client loyalty. Company image has a positive and insignificant effect on client loyalty. The value of benefits has a positive and insignificant effect on client loyalty. Client satisfaction has a positive and insignificant effect on client loyalty of PT Pelayaran GemaBahariSamarinda.*
KEY WORD: *Service Quality, Client Trust, Company Image, Benefit Value, Client Satisfaction, Client Loyalty*

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I. INTRODUCTION

Based on the type of business in the form of a service business offered by PT PelayaranGemaBahariSamarinda, it is very important to be able to attract and retain clients so it is very important to pay attention to decisions in using services. The client's perception of the existence of customer value and customer perceived satisfaction factors will help the company in getting customers and in the end will get customer loyalty. If we want to provide great value to the client, then of course we must provide greater benefits than the sacrifices the client makes. Perceived value can also mean the client's efforts to compare the products/services of a particular company with competing companies in terms of benefits, quality and price. Quality must start from customer needs and end at customer perception. This means that a good quality image is not based on the point of view or perception of the service provider but based on the customer's point of view or perception. Customers who consume enjoy the company's services so they are the ones who determine the quality of services.

Client satisfaction will be formed when the client has felt the benefits of the services provided. At least this client satisfaction will be influenced by the perception of the quality of the product or service, client trust and brand image of the company. Clients who have used the service will benefit, both materially and non-materially. Materially, the client will better regulate the economic value of a service offered and non-materially, the client will obtain service quality that is in line with expectations. Clients who get more benefits from using the company's services will feel satisfied and make repeat purchases of the services offered by the service provider company. Client satisfaction will affect the image for the future. In addition, satisfied clients will give a positive perception.

Trust is defined as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will perform certain actions that are essential to the trust or regardless of the ability to monitor or control the other party. High trust by the client to PT PelayaranGemaBahari will be able to provide a sense of client satisfaction in using the services of PT PelayaranGemaBahari, Trust is the foundation of PT PelayaranGemaBahari's business which is a way to create and retain clients. Client dissatisfaction with PT PelayaranGemaBahari is an important problem for PT PelayaranGemaBahari and must be addressed immediately. The existence of a single disappointment and dissatisfaction felt by the client can have an impact on the client's trust that has been formed so far.

One of the factors that influence client satisfaction is the image of PT PelayaranGemaBahari. The corporate image gives confidence to the client on the guaranteed services provided. So that through a high corporate image, the level of client confidence in the quality of service is also getting higher. Image can be measured through someone's opinions, impressions, responses with the aim of knowing exactly what is in the mind of each client about PT PelayaranGemaBahari, how clients understand it and what they like or not about PT PelayaranGemaBahari. Where an image of an object can be different depending on the client's perception, it could even be that the image of PT PelayaranGemaBahari is the same for all clients. Company image is considered important for PT PelayaranGemaBahari because it is the impression formed in the minds of clients about PT PelayaranGemaBahari.

Perceived value or customer value is a comparison between the benefits (benefits) felt by the client of PT PelayaranGemaBahari with what the client spends (costs) to get the service, so that customer value is a preference felt by the client of PT PelayaranGemaBahari and an evaluation of services provided. The concept of customer value indicates a strong relationship to client satisfaction of PT PelayaranGemaBahari, where the concept describes the evaluative considerations of PT PelayaranGemaBahari's clients regarding the services they receive. The value desired by PT PelayaranGemaBahari's clients is formed when they form a perception of how good or bad a service they receive is.

PT PelayaranGemaBahari in order to retain clients can be done by optimizing the quality of company services, to achieve this goal the company will focus on improving relationships with clients. The client is interested in the services provided by PT PelayaranGemaBahari, the client will establish a relationship as long as the client is provided with consistently quality services and the best value at every opportunity. It is unlikely that the client will be captured by a competitor if the client feels that PT PelayaranGemaBahari understands the changing needs of the client and demonstrates the ability to continuously maintain relationships by consistently improving and developing its services. Loyal clients can become good clients again if they receive services, continuously, from the same PT PelayaranGemaBahari. Loyal clients are not only a solid foundation for PT PelayaranGemaBahari, but they also reflect the growth potential of PT PelayaranGemaBahari in the future. The relationship that is always improved will be able to increase the profit of PT PelayaranGemaBahari.

Client loyalty at PT PelayaranGemaBahariSamarinda has decreased for the period 2018 to 2020, this happens because of competition between similar companies which is the cause of the decline every year. The survey results in the field show that in the last three years, client loyalty to PT PelayaranGemaBahariSamarinda has decreased. This indicates that with the decrease in the number of clients, it shows that client loyalty in using the services of PT PelayaranGemaBahariSamarinda has decreased. The phenomenon in the field shows that the high demand from clients is not matched by the performance of the services provided, such as attention to maintaining service quality, client complaints, delays and lack of management in managing their business properly, so that client trust in the company decreases, thus service performance and trust. better able to answer the problems that arise in determining service quality because after all clients will only be able to judge the quality, they receive from the company not on their perception of service quality in general.

II.   LITERATURE REVIEW

Product Quality Perception

Perception is a process of interpreting or interpreting information obtained through the system of human senses. According to him, there are three aspects of perception that are considered relevant to human cognition, namely sense recording, pattern recognition, and attention. Based on the explanation, it can be concluded that perception is a process of observing the senses until a response is formed from the point of view of each individual consciously of everything that happens in their environment. Aaker, (2010) suggests that perceived quality is a very important customer perception or impression to influence purchasing decisions and create brand loyalty. Perceived quality also has an important role in brand building and brand expansion.

Client Trust

Morgan & Hunt, (2014) "Trust exists when one party has confidence in an exchange partner's reliability and integrity". It can be interpreted that trust is a condition when one of the parties involved in the exchange process believes in the reliability and integrity of the other party. The definition explains that trust is a willingness or willingness to rely on partners involved in the exchange that is believed. Willingness is the result of a belief that the parties involved in the exchange will provide consistent quality, honesty, responsibility, light-heartedness and good-heartedness. This belief will create a close relationship between the parties involved in the exchange. Trust is defined as a business relationship dimension that determines the degree to which people feel they can depend on the integrity of promises offered by others. Referring to the provisions in the field of social psychology and marketing, Donney & Cannon, (2017) defines "Trust as perceived credibility and benevolence of a target of trust." From this definition, trust can be seen from two dimensions. The first dimension is the credibility of an exchange partner, and the expectation that the partner's word or written statement can be relied

on. The second dimension of benevolence is the extent to wish that one partner is genuinely interested in the other partner's welfare and motivated to seek joint again.

Brand Image

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other Sellers can define a brand as "a name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

Kotler, (2015), various definitions of brand image are suggested as "the set of beliefs held about a particular brand". (Aaker, 2010) or "a set of associations, usually organized in some meaningful way". Both of these definitions explain that brand image is suggested as "a set of beliefs held about a particular brand" or "a set of associations, usually organized in some meaningful way". Furthermore (Kotler, 2015) argues that brand image is "The set of held about a particular brand is known as the brand image". This means that the brand image is a set of values about brands.

Aaker, (2010), for example, says image creates value in a variety of ways, helping consumers to process information, differentiating the brand, generating reasons to buy, giving positive feelings, and providing a basis for extensions. However, there is still a lack of agreement about the definition of brand image. Keller, (2013) definition of brand image as "perceptions about a brand as reflected by the brand associations held in consumer memory.

It can be concluded that the brand image is the client's understanding of the brand as a whole, the client's trust in a particular brand and how the client views a particular brand based on the experience that has been obtained from the brand of a product.

Benefit Value

Perceived Value, this approach looks at quality in terms of value and price. By considering the trade-off between performance and price, quality is defined as affordable excellence. Quality in this perspective is relative so that the most valuable products are the best-to-buy goods and services.

According to Kotler, (2015) said that Perceived Value is "what is the perceived value of the perceived monetary value of the bundle of the economic, functional, and psychological benefits customers expect from a given market offering". Value is the set of benefits that customers expect to get from a particular product or service. The total value for this customer can be in the form of product value, service value, employee value, and image value. The value of the product, for example, the enjoyment of the menu offered. The value of service, for example, accuracy in serving, friendliness. Employee values, for example, experience, how to dress, how to talk, while the value of the image is the same as the image.

Quality must start from customer needs and end at customer perception. This means that a good quality image is not based on the point of view or perception of the service provider but based on the customer's point of view or perception. Customers who consume enjoy the company's services, so they are the ones who determine the quality of services.

According to Kotler & Gerry, (2014) Perceived value is the customer's assessment of the quality of goods and services on the superiority of a service or product which is often inconsistent so that customers use intrinsic cues (output and service delivery) and extrinsic cues (elements of complementary services). as a reference.

Client Satisfaction

Client satisfaction after the purchase is carried out depends on the performance of the service related to the expectations of the service user. If the service performance is lower than the service user, the service user will be disappointed and dissatisfied. Conversely, if the service performance is as expected, the service user will be satisfied and use it again. Service companies in providing services to their clients of course try to meet the wishes and expectations of the client. Client satisfaction after purchase depends on the performance of the offering compared to expectations.

Nowadays, attention to customer satisfaction and dissatisfaction has been getting bigger. The more parties who pay attention to this, the parties that have the most direct relationship with client satisfaction or dissatisfaction are marketers, clients, and client actors. Satisfaction and customer dissatisfaction with a product will affect subsequent behavior. If the client is satisfied, they are very likely to buy the product again and tend to tell good things about the brand to others. Marketers say Our best advertisement is a satisfied consumer.

Dissatisfied customers will react otherwise. They may throw away or return the product. They can also decide to stop buying the product. Customers will feel satisfied and easily change their minds if they get a better bargain, therefore many companies focus on efforts so that customers achieve high satisfaction, because high

satisfaction will create an emotional connection to the brand, not just a rational preference, so that the result is high customer loyalty (brand loyalty).

Service companies in providing services to their clients strive to meet the wishes and expectations of their customers. Client satisfaction after purchase depends on the performance of the offering compared to expectations. The definition of client satisfaction put forward by (Lovelock, 2001), Satisfaction or customer dissatisfaction is the customer's response to the evaluation of the perceived discrepancy or disconfirmation between previous expectations (or other performance norms) and the actual performance of the product that is felt after use.

Client Loyalty

Loyalty is a repetitive buying behavior that has become a habit that has high involvement and involvement in the choice of a particular object, and is characterized by the absence of external information seeking and alternative evaluation.

Loyalty is a person's level of loyalty to an object or product, where the customer has a positive attitude, commitment and intends to continue the product in the future. Loyalty shows the tendency of customers to use a product or service with a high level of consistency, where a product is a behavioral response or purchase that is biased and is revealed continuously by decision makers by paying attention to one or more alternatives from a number of alternatives and is a process function. psychological.

Loyal customers are those who are very satisfied with a particular product or service so that they have the enthusiasm to introduce it to anyone they know, so that loyalty is the loyalty of service users after experiencing a service which is expressed in behavior to use the service and reflects a long-term bond. between a product and service and users. Several studies suggest that service quality has a close relationship with customer satisfaction (Tjiptono, 2015). Service quality affects customer satisfaction and ultimately affects loyalty.

Loyalty is an emotional commitment from the client to a brand, and this is quite difficult to describe or explain because it relates to the feeling of the client himself who believes and is emotionally attached to a brand. "loyalty is a noble quality, true loyalty cannot be bought; it needs to be inspired". which means that loyalty cannot be bought but needs to be inspired (Armstrong & Kotler, 2010).

The definition of loyalty according to Engel et al., (2017), is as follows, client loyalty to an item or service by re-purchasing the item or service continuously, a habit of high involvement, meaning that a client has a good response to a certain situation. product, at least the client has a good perception of the shape or outward appearance of the product. Until the client is satisfied with what they get according to their wishes, after that the possibility of the client to switch brands is very small until the client makes a repeat purchase. Brand loyalty is the core of brand equity, a product can have a fairly high brand awareness with good quality, good associations but not necessarily brand loyalty. On the other hand, products that have brand loyalty can be ascertained to have a fairly high brand name awareness and good quality and known brand associations. Companies need to observe client loyalty in order to meet client wants and needs and achieve company goals.

Based on the formulation of hypotheses, the research model proposed by the authors is as shown in Figure 1.

Figure 1: Conceptual Framework
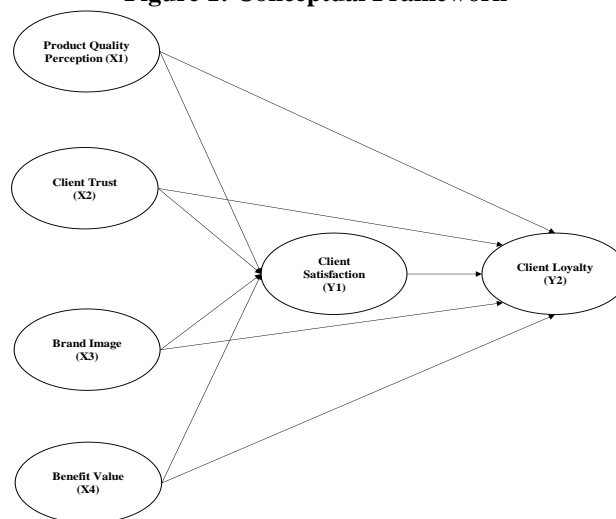
Source: Result of author's analysis, 2022

III. RESEARCH METHODOLOGY

This research was conducted on clients of PT PelayaranGemaBahariSamarinda as many as 38 clients for the period July to December 2020. The sampling criteria in this study were companies that used the services of PT PelayaranGemaBahariSamarinda more than 2 times and the number of ships was more than 1 ship entrusted to PT PelayaranGemaBahariSamarinda. The questionnaires in this study were distributed using a google form on the grounds that the location of the respondents was scattered and complied with the health protocol. The sample in this study were 38 clients at the shipping agency service company PT PelayaranGemaBahariSamarinda. The responses were sought using Likert's five-point scale. The relationship between variables in this study was analyzed using the Partial Least Square Structural Equation Modeling method (PLS-SEM). PLS-SEM is more suitable for identification of fewer problems, can use a much smaller and much larger sample, and is easier to construct formative and reflective constructs.

IV. RESULT AND DISCUSSION

Data Analysis

The first-stage model evaluation focuses on the measurement model. Examination of the PLS-SEM estimation for the measurement model allows the researcher to evaluate the reliability and validity of the constructs. In particular, multivariate measurement involves using multiple variables to measure a concept indirectly. Evaluation of the measurement model includes tests of internal consistency reliability, indicator reliability, convergent validity and discriminant validity as shown in Table 1. There are two methods can be used to measure reliability of a construct, namely Cronbach's alpha or composite reliability. However, the use of Cronbach's alpha tends to provide a lower estimated value so that PLS-SEM is recommended to use composite reliability. Indicator reliability on PLS-SEM is measured from the outer loading value which shows the correlation between the indicator and its construct. Convergent validity in constructs can be measured using AVE. Discriminant validity can be measured from cross loading or the loading value of other constructs is a comparison to the value of the outer loading indicator associated with a construct where the required loading indicator value must be more than the cross loading value.

Table 1: Evaluation of Measurement Model

Indicators/Variables	Loadings	Composite Reliability	AVE	Cross Loading
X1.2 <- Quality of Service (X1)	0.955	0.891	0.896	Yes
X1.3 <- Quality of Service (X1)	0.834			
X2.2 <- Client Trust (X2)	0.835	0.858	0.866	Yes
X2.3 <- Client Trust (X2)	0.897			
X3.1 <- Corporate Image (X3)	0.769	0.849	0.764	Yes
X3.2 <- Corporate Image (X3)	0.800			
X3.3 <- Corporate Image (X3)	0.747			
X3.4 <- Corporate Image (X3)	0.742			
X4.1 <- Value Benefits (X4)	0.649	0.808	0.678	Yes
X4.2 <- Benefit Value (X4)	0.809			
X4.3 <- Benefit Value (X4)	0.710			
X4.4 <- Benefit Value (X4)	0.585			
X4.6 <- Benefit Value (X4)	0.614			
Y1.1 <- Client Satisfaction (Y1)	0.849	0.934	0.861	Yes
Y1.2 <- Client Satisfaction (Y1)	0.926			
Y1.3 <- Client Satisfaction (Y1)	0.927			
Y1.4 <- Client Satisfaction (Y1)	0.854			
Y1.5 <- Client Satisfaction (Y1)	0.735			
Y2.1 <- Client Loyalty (Y2)	0.904	0.898	0.902	Yes
Y2.2 <- Client Loyalty (Y2)	0.901			

Source: Calculated using SmartPLS, 2022

Hypothesis Test

After ensuring that the measurement model of the construct is reliable and valid, then hypothesis testing is carried out. Hypothesis testing in this study is carried out on a structural model or inner model which shows a direct or indirect relationship between exogenous and endogenous latent variables. Hypothesis testing is based on the significance value of the path coefficient after resampling or bootstrapping 5,000 times. The statistical test used is the t test with a confidence level of 95% or a significance level of 5%. The hypothesis is accepted if the t value is more than the t-table value for the two-tailed test, namely 1,96. The results of boostraping procedur as shown in Table 2.

Based on Table 2, the results of hypothesis testing can be interpreted as follows:

1. Service quality has a positive effect on client satisfaction with a value of 0.196. It can also be seen that service quality has no significant effect on client satisfaction because it has t-statistics (1.863 < 1.96)

and p-values (0.063 > 0.05), so the results of this study are not in line with the hypothesis which states that service quality has a positive and significant effect on client satisfaction.

2. Client trust has a positive influence on client satisfaction with a value of 0.010. It can also be seen that client trust has no significant effect on client satisfaction because it has t-statistics (0.010 <1.96) and p-values (0.914> 0.05), so the results of this study are not in line with the hypothesis which states that client trust has a positive and significant effect on client satisfaction.

3. Company image has a positive influence on client satisfaction with a value of 0.385. It can also be seen that corporate image has a significant effect on client satisfaction because it has t-statistics (3.233 > 1.96) and p-values (0.001 < 0.05), so the results This research is in line with the hypothesis which states that corporate image has a positive and significant effect on client satisfaction.

4. The value of benefits has a positive influence on client satisfaction with a value of 0.420. It can also be seen that the value of benefits has a significant effect on client satisfaction because it has t-statistics (3.841 > 1.96) and p-values (0.000 < 0.05), so the results This research is in line with the hypothesis which states that the value of benefits has a positive and significant effect on client satisfaction.

5. Service quality has a positive influence on client loyalty with a value of 0.417. It can also be seen that service quality has a significant influence on client loyalty because it has t-statistics (3.105 > 1.96) and p-values (0.002 < 0.05), so the results This research is in line with the hypothesis which states that service quality has a positive and significant effect on client loyalty.

6. Client trust has a positive influence on client loyalty with a value of 0.059. It can also be seen that client trust has an insignificant effect on client loyalty because it has t-statistics (0.598 <1.96) and p-values (0.550> 0.05), so the results of this study are not in line with the hypothesis which states that client trust has a positive and significant effect on client loyalty.

7. Company image has a positive influence on client loyalty with a value of 0.009. It can also be seen that corporate image has no significant effect on client loyalty because it has t-statistics (0.056 <1.96) and p-values (0.956> 0.05), so the results of this study are not in line with the hypothesis which states that corporate image has a positive and significant effect on client loyalty.

8. The value of benefits has a positive influence on client loyalty with a value of 0.219. It can also be seen that the value of benefits has no significant effect on client loyalty because it has t-statistics (1.261 <1.96) and p-values (0.208> 0.05), so the results of this study are not in line with the hypothesis which states that the value of benefits has a positive and significant effect on client loyalty.

9. Client satisfaction has a positive influence on client loyalty with a value of 0.329. It can also be seen that client satisfaction has an insignificant effect on client loyalty because it has t-statistics (1.590 <1.96) and p-values (0.113> 0.05), so the results of this study are not in line with the hypothesis which states that client satisfaction has a positive and significant effect on client loyalty.

Table 2. Bootstraping Results

Path Coefficients				
Variable	Original Sample	t Statistics	p Values	5% Significance Level
Service quality on satisfaction	0.196	1.863	0.063	Not Significant
Client's trust on satisfaction	0.010	0.108	0.914	Not Significant
Company image on satisfaction	0.385	3.233	0.001	Significant
Value of benefits on satisfaction	0.420	3.841	0.000	Significant
Service quality on loyalty	0.417	3.105	0.002	Significant
Client trust on loyalty	0.059	0.598	0.550	Not Significant
Company image on loyalty	0.009	0.056	0.956	Not Significant
Value of benefits on loyalty	0.219	1.261	0.208	Not Significant
Satisfaction on loyalty	0.329	1.590	0.113	Not Significant

Source: Calculated using SmartPLS, 2022

Discussion

Service quality has a positive influence on client satisfaction. It can also be seen that service quality has no significant effect on client satisfaction, so the results of this study are not in line with the hypothesis that service quality has a positive and significant effect on client satisfaction.

Armstrong & Kotler (2010) stated that service quality can have an influence on satisfaction of service company clients so that the results of this study have not been able to support this theory. Hypothesis testing shows that there is an effect of service quality on client satisfaction, if service quality increases it will increase client satisfaction but the increase is not significant. According to Jeong & Oh, (2017) service quality is the main factor in determining client satisfaction with the service sector as an object as the basis for determining the value of influence. The results of this study are not in line with research conducted by (Aprilia et al., 2020; Fachmi et al., 2020) which states that service quality has a significant influence on client satisfaction. The

results of this study are in line with research conducted by (Chinomona, 2014; Karsilan et al., 2018) explaining that service quality has no significant effect on client satisfaction.

PT Pelayaran Gema Bahari tries to provide satisfaction to clients through the quality of services offered, one way PT Pelayaran Gema Bahari increases client satisfaction is by providing competitive service quality with price aspect as one of the factors that must be sacrificed, but it can result in profit PT Pelayaran Gema Bahari declined. PT Pelayaran Gema Bahari will act wisely by measuring client satisfaction regularly, because one of the keys to retaining clients is client satisfaction.

Client trust has a positive effect on client satisfaction. It can also be seen that client trust has no significant effect on client satisfaction, so the results of this study are not in line with the hypothesis which states that client trust has a positive and significant effect on client satisfaction.

The results of hypothesis testing indicate that there is an effect of client trust on client satisfaction, if client trust increases it will increase client satisfaction but the increase is not significant. According to Mowen & Minor, (2012) with the client's trust, this indicates that the client is also satisfied with the services provided by the company. The results of this study are not in line with research conducted by (Sutanto & Djati, 2017; Tatuil, 2013; Widodo & Murwatiningsih, 2019) which states that client trust has a significant influence on client satisfaction. The results of this study are in line with research conducted by (Haryono et al., 2015; Karsilan et al., 2018) explaining that client trust has no significant effect on client satisfaction.

Trust is defined as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will perform certain actions that are essential to the trust or regardless of the ability to monitor or control the other party. High trust by the client to PT Pelayaran Gema Bahari will be able to provide a sense of client satisfaction in using the services of PT Pelayaran Gema Bahari, Trust is the foundation of PT Pelayaran Gema Bahari's business which is a way to create and retain clients. Client dissatisfaction with PT Pelayaran Gema Bahari is an important problem for PT Pelayaran Gema Bahari and must be addressed immediately. The existence of a single disappointment and dissatisfaction felt by the client can have an impact on the client's trust that has been formed so far.

Corporate image has a positive effect on client satisfaction. It can also be seen that corporate image has a significant effect on client satisfaction, so the results of this study are in line with the hypothesis which states that corporate image has a positive and significant effect on satisfaction.

The results of hypothesis testing indicate that there is an effect of corporate image on client satisfaction, if the company's image increases it will increase client satisfaction with a significant increase. Kotler & Keller, (2016) stated that the company's image is a determinant of the success of a company, the better the client's view of the company, the more satisfied the client will be with what the organization or company has to offer to the client. The results of this study are in line with research conducted by (Absah et al., 2020; Fachmi et al., 2020; Karyose et al., 2018; Kuo & Tang, 2011; Lolo, 2020; Neupane, 2015) which states that corporate image provides significant influence on client satisfaction. The results of this study are not with research conducted by (Fatricia, 2011; Karsilan et al., 2018; Matthews & Watchravesringkan, 2014) which explains that company image has no significant effect on client satisfaction.

One of the factors that influence client satisfaction is the image of PT Pelayaran Gema Bahari. The corporate image gives confidence to the client on the guaranteed services provided. So that through a high corporate image, the level of client confidence in service quality is also getting higher. Image can be measured through someone's opinions, impressions, responses with the aim of knowing exactly what is in the mind of each client about PT Pelayaran Gema Bahari, how clients understand it and what they like or not about PT Pelayaran Gema Bahari. Where an image of an object can be different depending on the client's perception, it could even be that the image of PT Pelayaran Gema Bahari is the same for all clients. Company image is considered important for PT Pelayaran Gema Bahari because it is the impression formed in the minds of clients about PT Pelayaran Gema Bahari.

The value of benefits has a positive influence on client satisfaction. It can also be seen that the value of benefits has a significant influence on client satisfaction, so the results of this study are in line with the hypothesis which states that the value of benefits has a positive and significant effect on client satisfaction.

The results of hypothesis testing indicate that there is an effect of the value of benefits on client satisfaction, if the value of benefits increases it will increase client satisfaction with a significant increase. Sweeney & Geoffrey, (2001) stated that the value of benefits is a benchmark for achieving client satisfaction, the more clients feel given value for the products purchased, the clients will feel more satisfied with what they get. The results of this study are in line with research conducted by (Krisno & Samuel, 2013; Lieka, 2020; Pramestya, 2020; Jordan, 2020) which states that perceived value has a significant influence on client satisfaction. The results of this study are not in line with research conducted by (Myra et al., 2020) explaining that the perceived value has no significant effect on client satisfaction.

Perceived value or customer value is a comparison between the benefits (benefits) felt by the client of PT Pelayaran Gema Bahari with what the client spends (costs) to get the service, so that customer value is a

preference felt by the client of PT Pelayaran Gema Bahari and an evaluation of services provided. The concept of customer value indicates a strong relationship to client satisfaction of PT Pelayaran Gema Bahari, where the concept describes the evaluative considerations of PT Pelayaran Gema Bahari's clients regarding the services they receive. The value desired by PT Pelayaran Gema Bahari's clients is formed when they form a perception of how good or bad a service they receive is.

Service quality has a positive influence on client loyalty. It can also be seen that service quality has a significant influence on client loyalty, so the results of this study are in line with the hypothesis which states that service quality has a positive and significant effect on client loyalty.

The results of hypothesis testing indicate that there is an effect of service quality on client loyalty, if service quality increases it will increase client loyalty with a significant increase. According to Jeong & Oh, (2017) the existence of service quality can increase client loyalty in the long term on the basis of meeting their needs. The results of this study are in line with research conducted by (Shpëtim, 2012; Tanisah & Maftuhah, 2015; Tatuil, 2013) which states that service quality has a significant influence on client loyalty. The results of this study are not in line with research conducted by (Karsilan et al., 2018; Mahardika et al., 2018) explaining that service quality has no significant effect on client loyalty.

The main goal of service quality is to build and maintain a committed client PT Pelayaran Gema Bahari that is profitable for the client, to achieve this goal, the company will focus on attracting, maintaining and improving relationships with clients. The client is interested in being bound in a relationship with PT Pelayaran Gema Bahari, the client still wants to establish a relationship as long as the client is provided with consistently quality services and the best value at every opportunity. It is unlikely that the client will be captured by a competitor if the client feels that PT Pelayaran Gema Bahari understands the changing needs of the client and demonstrates the ability to continuously maintain relationships by consistently improving and developing its services. Loyal clients can become good clients again if they receive services, continuously, from the same PT Pelayaran Gema Bahari. Loyal clients are not only a solid foundation for PT Pelayaran Gema Bahari, but they also reflect the growth potential of PT Pelayaran Gema Bahari in the future. The relationship that is always improved will be able to increase the profit of PT Pelayaran Gema Bahari.

Trust has a positive influence on loyalty. It can be seen that trust has an insignificant effect on loyalty, so the results of this study are not in line with the hypothesis which states that trust has a positive and significant effect on loyalty.

The results of hypothesis testing indicate that there is an effect of client trust on client loyalty, if client trust increases it will increase client loyalty with a significant increase. According to Mowen & Minor, (2012) increasing client trust in an organization or company directly, the client will repurchase the product or service offered so that the client will be loyal to the services provided by the company. The results of this study are not in line with research conducted by (Pramita, 2019; Sahin et al., 2011; Shpëtim, 2012; Susanti et al., 2018; Wikanta & Semuel, 2019) which states that client trust has a significant influence on client loyalty. The results of this study are in line with research conducted by (Aprilia et al., 2020; Fachmi et al., 2020; Thamrin et al., 2020) explaining that client trust has no significant effect on client loyalty.

The success of PT Pelayaran Gema Bahari is marked by the number of loyal clients, the longer the loyalty of the client, the greater the profit that can be obtained by the client from PT Pelayaran Gema Bahari. Client loyalty will be built when there is client trust in PT Pelayaran Gema Bahari. Client trust is important for PT Pelayaran Gema Bahari because companies cannot build relationships without trust. The client's trust that is built, including trusting the client will lead to high client trust and their abilities and desires. Client trust is a very powerful weapon in building relationships because of the high client trust from PT Pelayaran Gema Bahari, making the company strong in building relationships with clients. The relationship between trust and client loyalty, namely, the higher the client's trust in the services offered by PT Pelayaran Gema Bahari, the higher the level of client loyalty to the company. The client's commitment to the service is the trust in using the service which includes recommendations and trust.

Corporate image has a positive influence on client loyalty. It can also be seen that corporate image has no significant effect on client loyalty, so the results of this study are not in line with the hypothesis which states that corporate image has a positive and significant effect on client loyalty.

The results of hypothesis testing indicate that there is an effect of corporate image on client loyalty, if the company's image increases it will increase client loyalty but the increase is not significant. Kotler & Keller, (2016) the formation of a corporate image is not built in a short time, the company's image grows together with the company's success in providing products to clients with the best products, with the company's image it will directly maintain client loyalty to the company. The results of this study are not in line with research conducted by (Absah et al., 2020; Fachmi et al., 2020; Karyose et al., 2018; Lolo, 2020; Neupane, 2015; Putra & Yasa, 2017) which states that corporate image provide a significant influence on client loyalty. The results of this study are in line with research conducted by (Karsilan et al., 2018; Prabantara, 2020; Thamrin et al., 2020) which explains that company image has no significant effect on client loyalty.

PT Pelayaran Gema Bahari will be seen through its image, whether the image is negative or positive. A positive image will give a good meaning to the services of PT Pelayaran Gema Bahari which can increase the number of sales of services. A positive image also helps increase client interest in future brand promotions, and strengthens position in competitors' marketing activities. Client satisfaction has a strong positive relationship with client loyalty. Client satisfaction is the main factor or has the strongest influence on client loyalty PT Pelayaran Gema Bahari. Companies need to improve their client satisfaction because the higher the client satisfaction, the greater the possibility that the client will remain loyal, this means that the higher the image of PT Pelayaran Gema Bahari, the client's loyalty will increase.

The value of benefits has a positive influence on client loyalty. It can also be seen that the value of benefits has no significant effect on client loyalty, so the results of this study are not in line with the hypothesis which states that the value of benefits has a positive and significant effect on client loyalty.

The results of hypothesis testing indicate that there is an effect of the value of benefits on client loyalty, if the value of benefits increases it will increase client loyalty, but the increase is not significant. Sweeney & Geoffrey, (2001) stated that an increase in the value of the benefits of a product provided by a company will give a positive special assessment from the client to the company, so that the client will give loyalty to the company. The results of this study are not in line with research conducted by (Carvache-Franco et al., 2020; Fitriani et al., 2020; Guerra-Tamez et al., 2020; Jordan, 2020) which states that the perceived value has an effect on significant to client loyalty. The results of this study are in line with research conducted by (Pramestya, 2020) explaining that the perceived value has no significant effect on client loyalty.

In general, perceived value or perceived value is an assessment or evaluation made by the client of PT PelayaranGemaBahari from the comparison between the benefits, or utilities obtained from services or relationships and the sacrifices or costs felt are a direct relationship between perceived value and loyalty, so that when the value offered by PT PelayaranGemaBahari to clients increases, then client loyalty will also increase.

Client satisfaction has a positive influence on client loyalty. It can also be seen that client satisfaction has no significant effect on client loyalty, so the results of this study are not in line with the hypothesis which states that client satisfaction has a positive and significant effect on client loyalty.

The results of hypothesis testing indicate that there is an effect of client satisfaction on client loyalty, if client satisfaction increases it will increase client loyalty, but the increase is not significant. According to Griffin (2015) client loyalty will not be able to be achieved if the client is not satisfied with the products provided by the company to the client, in line with this Parasuraman (2014), states that increasing client satisfaction will increase client loyalty to the organization / company. The results of this study are not in line with the results of research conducted by (Absah et al., 2020; Chinomona, 2014; Monica et al., 2017; Neupane, 2015; Prabantara, 2020; Pramita, 2019) which states that client satisfaction has a significant influence on client loyalty. The results of this study are in line with research conducted by (Putri et al., 2018; Tanisah&Maftuhah, 2015; Trini & Salim, 2018) explaining that client satisfaction has no significant effect on client loyalty.

The client is an invaluable asset for PT PelayaranGemaBahari with the services offered. This is due to the existence of a client as a party who needs the services offered by PT PelayaranGemaBahari, so that the services are liked by the client, the services produced must be made to answer the client's needs. Client satisfaction is a feeling of pleasure or disappointment for the client that comes from the comparison between his impression of the performance (results) of the service obtained and his expectations. In the increasingly fierce competition among service businesses today. Especially for PT PelayaranGemaBahari, increasing client satisfaction is a top priority where service quality and satisfaction with these services must be considered in order to achieve increased operating profit and high client loyalty.

V.   CONCLUSION, LIMITATION AND FUTURE RESEARCH

Service quality has a positive and insignificant effect on client satisfaction of PT PelayaranGemaBahariSamarinda. this means that there is an effect of service quality on client satisfaction, if service quality increases it will increase client satisfaction, but the increase is not significant. Client trust has a positive and insignificant effect on client satisfaction of PT PelayaranGemaBahariSamarinda. this means that there is an effect of client trust on client satisfaction, if client trust increases it will increase client satisfaction, but the increase is not significant. Company image has a positive and significant effect on client satisfaction of PT PelayaranGemaBahariSamarinda. this means that there is an effect of corporate image on client satisfaction, if the company's image increases it will increase client satisfaction with a significant increase. The value of benefits has a positive and significant effect on client satisfaction of PT PelayaranGemaBahariSamarinda. this means that there is an effect of the value of benefits on client satisfaction, if the value of benefits increases it will increase client satisfaction with a significant increase. Service quality has a positive and significant effect on client loyalty at PT PelayaranGemaBahariSamarinda. this means that there is an effect of service quality on client loyalty, if service quality increases it will increase client loyalty with a significant increase. Client trust has a positive and insignificant effect on client loyalty of PT PelayaranGemaBahariSamarinda. this means that

there is an effect of client trust on client loyalty, if client trust increases it will increase client loyalty with an insignificant increase. Company image has a positive and insignificant effect on client loyalty of PT PelayaranGemaBahariSamarinda. this means that there is an effect of corporate image on client loyalty, if the company's image increases it will increase client loyalty, but the increase is not significant. The value of benefits has a positive and insignificant effect on client loyalty of PT PelayaranGemaBahariSamarinda. this means that there is an effect of the value of benefits on client loyalty, if the value of benefits increases it will increase client loyalty, but the increase is not significant. Client satisfaction has a positive and negative influence on client loyalty of PT PelayaranGemaBahariSamarinda. this means that there is an effect of client satisfaction on client loyalty, if client satisfaction increases it will increase client loyalty, but the increase is not significant.

Based on the conclusions above, the suggestions in this study are as follows: PT PelayaranGemaBahariSamarinda, if it can pay more attention to service quality according to established procedures because service quality is very related and affects client satisfaction. Good service quality from the company can increase client satisfaction. The quality of services that can be provided to clients is the provision of agency services according to client expectations, providing low prices compared to other companies, providing payment terms that are in accordance with client needs and acting cooperatively with clients so that clients feel that they are given maximum service by PT PelayaranGemaSamarinda Sea. PT PelayaranGemaBahariSamarinda is expected to maintain client trust so that clients do not move to other places and continue to provide service information that is in accordance with the services provided so that clients will be loyal and can use the company's services in the future. PT PelayaranGemaBahariSamarinda should be able to innovate on the company's physical identity such as the logo, color and slogan of PT PelayaranGemaBahari because this is the lowest indicator based on the results of respondents' answers so that the company's image becomes better PT PelayaranGemaBahariSamarinda should be able to give a good impression to the client by providing consistency between the quality of services offered and the quality of services received by the client. PT PelayaranGemaBahariSamarinda should be able to build good communication with clients so that clients feel given the convenience of the services received, the company can also provide services offered consistent with the services received, so that PT PelayaranGemaBahariSamarinda will get client satisfaction and client loyalty. PT PelayaranGemaBahariSamarinda should carry out a survey on client satisfaction every year so that corrective and corrective action can be taken on any deficiencies in the service system that is being implemented. On the other hand, so that client satisfaction with the quality of service that is already good can be maintained and further improved. Client loyalty should PT PelayaranGemaBahariSamarinda be influenced by the variables of service quality, client trust, company image, value of benefits and client satisfaction. its role as a service provider oriented to client satisfaction. Increasing client loyalty, PT PelayaranGemaBahariSamarinda should be consistent in terms of approach and give special attention to clients and maintain the good name of the company so that it can make clients and clients think PT PelayaranGemaBahariSamarinda is a good name because it will have an impact on client recommendations to other companies for using the services of PT PelayaranGemaBahariSamarinda. Based on the results of this study as a recommendation material for PT PelayaranGemaBahariSamarinda, companies should be able to develop emotional bonds (emotional bonding), convenience (choice reduction and habit) and experience with companies (history with company) which can increase client loyalty apart from service quality, client trust, corporate image, value benefits and client satisfaction. For further research, it is hoped that this research can be developed by adding other variables that affect client loyalty and being able to increase the theories and variables used to increase knowledge related to marketing management.

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