



The Influence Of Satisfaction and Trust On Consumers Loyalty Study On Online Trading Business “Mie Ayam Abyan Food Street

Ira Mafaza; Eka Fenty Istiawati²; Hamsinah³

Universitas Pamulang, Indonesia

E-mail: a)iramafaza0123@gmail.com b)istiawatif@gmail.com c)dosen00941@unpam.ac.id

Abstract: This study aims to determine: [1] Partial effect of consumer satisfaction on consumer loyalty, [2] partial effect of consumer trust on consumer loyalty, [3] the effect of consumer satisfaction and consumer trust on consumer loyalty. The research was conducted by using quantitative methods. The location of research on the online trading business of Mie Ayam Abyan Food Street at Kp. Sengkol, Muncul, South Tangerang from 10 up to 11 November 2023. Sampling was carried out by purposive sampling, with the criteria for taking online consumer samples of Mie Ayam Abyan Food Street. The sample size used was 105 people. The data was collected using a questionnaire that has been tested for validity and reliability. The data analysis method for testing the hypothesis is multiple linear regression analysis. The results of this study indicate that: [1] Customer satisfaction and consumer trust in consumer loyalty [$p < 0.000$] were caused by other variables not included in this study; [2] Partial customer satisfaction has a positive and significant effect on consumer loyalty ($p = 0.029 < 0.05$). Thus, the higher the customer satisfaction, the higher the loyalty; [3] Partially, customer trust has a positive and significant effect on consumer loyalty ($p = 0.000 < 0.05$). Thus, the higher the consumer's trust, the higher the loyalty.

Keywords: Customer satisfaction, consumer trust.

INTRODUCTION

Global economic growth and advances in modern technology are currently having an impact on life that is increasingly practical, fast and economical, as well as having an impact on people's behavior patterns which tend to be prestige, comfort, price certainty, satisfactory service and good quality in products and services. With the rapid development of modern industry and each business actor is starting to highlight the advantages and uniqueness of their respective products. The online food industry is an industry that is growing very rapidly and is in great demand. Where every year the development and growth in Indonesia, the number of outlets and food stalls opened always increases. This business is a promising business and can gain profits in the long term.

Online food businesses are one of the most prominent and numerous types of businesses. In this case, it is caused by the high public interest in ordering food online with easy-to-use

supporting applications which have become one of the habits and daily activities, especially for people who live in big cities such as South Tangerang City. Sometimes price is not a complete consideration for city people when buying, however, quality and taste are the main thing for them to buy food online instead of the lifestyle that is common among big city people.

"Mie Ayam Abyan Food Street" is an online food trading business that sells various street snacks such as Chicken Noodles with various toppings, contemporary snacks and various drinks. "Mie Ayam Abyan Food Street" is located at Jalan Perum Citra Prima Serpong Kp. Sengkol RT 02 RW 01 South Tangerang.

The intensity of competition in online food businesses seems to be increasing recently, this can be seen by the constant emergence of similar trading businesses with more variants offered to consumers. This step was deliberately taken by each business actor in order to be able to obtain new customers and retain existing customers. In conditions where business competition is increasingly tight and the intensity of competition is high, one of the things the author can do is retain existing customers, or strive to create high loyalty among consumers. It can be understood that customers with high loyalty are expected to be able to support the survival and development or growth of the author's trading business. Loyal customers will generally tend to make purchases in the future, apart from that they are generally willing to persuade other people to purchase the product, and spread good information about the product to other people. All of these loyal customer actions can clearly make a big contribution to the survival of the "Mie Ayam Abyan Food Street" trading business.

Considering the important role of customer loyalty in supporting the success of the author's business, research on consumer loyalty is interesting to conduct. This research uses the trading business brand "Mie Ayam Abyan Food Street" which, as mentioned earlier, is that the online food trading business "Mie Ayam Abyan Food Street" is a trading business that has a fairly promising market share. So it is interesting for the author to study scientifically what factors influence loyalty. The title of the research to be carried out is: THE INFLUENCE OF SATISFACTION AND TRUST ON CONSUMER LOYALTY. A STUDY AT THE "ABYAN FOOD STREET CHICKEN NOODLES" BUSINESS.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The researcher explored previous research as a comparison material, both regarding the advantages and disadvantages of existing information. Apart from that, researchers also dig up information from books, theses and journals in order to obtain previously existing information about theories related to the title used to obtain a scientific theoretical basis.

[1] Journal of Al Fian, student of the Faculty of Management Sciences, Indonesian Higher School of Economics (STIESIA) Surabaya in 2016 with the title "The Influence of Customer Satisfaction and Trust on Customer Loyalty of Auto 2000 Sungkono Surabaya". [2] Thesis by Monica Vista C.S.S, student at the Faculty of Economics, Sanata Dharma University Yogyakarta in 2018 with the title "The Influence of Satisfaction and Trust on Consumer Repurchase Intentions, studying Legend Coffee Yogyakarta". [3] Ramadhania Zahra Pahlevi's thesis (2014) with the title "The Influence of Satisfaction, Trust and Price on Consumer Loyalty to Green Products". [4] Bidah Saryati's thesis, student at the Faculty of Economics and Islamic Business, Salatiga State Islamic Institute in 2017, with the title "The Influence of BNI Syariah Surakarta Customer Loyalty with Intervening Variable Commitment". [5] Thesis by Septia Rahma Wardani, student at the Faculty of Da'wah and Communication at the State Islamic University of Sunan Kalijaga Yogyakarta in 2015, with the title "The Influence of Trust and Satisfaction on the Loyalty of PT Umrah Congregations. Nur Ramadhan Yogyakarta".

Of the five literature reviews above, the difference between the five in this thesis research is that the two literature reviews above used quantitative research, and the research in this thesis used quantitative research.

METHODS

Research Location and Time

The definition of research location is the place where the thesis research will be carried out, there are reasons for choosing the place. Meanwhile, research time is the implementation time from the researcher writing the thesis to writing the research report.

Research sites

This research was conducted at the online trading business "Mie Ayam Abyan Food Street", which is located on Jalan Perum Citra Prima Serpong, Kp. Sengkol Gg. Chips RT02/RW01, Appearance Village, Setu District, South Tangerang City. The reason for choosing the research location is because the online trading business "Mie Ayam Abyan Food Street" is the author's trading business.

Research time

This research was conducted from 10 up to November 11 2023.

Types and Research Approaches

This research is a type of quantitative research using descriptive statistical methods, where the influence that occurs between the independent variables on the dependent variable will be discussed. This researcher displays a cause and effect relationship or states that there is an influence of consumer satisfaction and trust on the loyalty of study consumers in the online trading business "Mie Ayam Abyan Food Street". With this research, a theory can be built that can function to explain, predict and control a phenomenon.

Population, Sample and Sampling Techniques

Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn.

The sample is part of the number and characteristics of the population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population.

Meanwhile, sampling techniques may be used if the population is homogeneous or has the same or at least almost the same characteristics. If the population is heterogeneous, the resulting sample may or may not be representative of the population's characteristics.

Population

Population is basically a generalization area consisting of objects or subjects that are certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. In this study, the research population is the consumers of the online trading business "Mie Ayam Abyan Food Street" which has been past the product consumption period and still trust the online trading business "Mie Ayam Abyan Food Street" as one of their favorite places for online snacks.

Sample

The sample is part of the number and characteristics of the population. The data collection technique is stratified sampling, namely sampling with a population that has strata, groups or levels and each level has its own characteristics. The sample is a portion of the objects to be studied from the entire existing population of objects. The sample in this study was 100 people with a field sampling method using purposive sampling techniques in sampling. This amount is obtained using the Sulvin formula.

The method is as follows:

$$n = N / (1 + Ne^2)$$

$$n = 14,325 / (1 + 14,325 (10\%)^2)$$

$$n = 99.3 \text{ (Rounded to 100 people)}$$

Information :

n = Sample Size

N = Number of Population

e = Amount of Deviation Tolerance is 10%

1 = Constant

In this study the number of samples taken from a population of 300 people, namely 105 people.

Sampling Techniques

Looking at the two data sources above, the author also classifies the methods of obtaining data based on the data source, namely:

[1] Primary data is taken by distributing questionnaires to consumers who have been determined based on previous criteria. [2] Secondary data can be obtained by researchers from theoretical supporting books that explain consumer satisfaction, consumer trust and consumer loyalty. Other secondary data was also obtained from entrepreneurs related to the research object, namely documentary data "Noodle Chicken Abyan Food Street" including data about the history and business profile of the research object as well as consumer data.

Data source

What is meant by data source in research is the subject from which data can be obtained. In this research the author used two data sources, namely:

a. Primary data sources, namely data directly collected by researchers from their first source. The primary data sources in this research are business managers, consumers, and the general public.

b. Secondary data sources, namely data directly collected by researchers as support from the first source. It can also be said that data is arranged in the form of documents. In this research, documentation and questionnaires are secondary data sources.

Data collection technique

Looking at the two data sources mentioned above, the author also classifies the methods of obtaining data based on the data source, namely: [1] Primary data is taken by sharing the previous criteria. [2] Secondary data can be obtained by researchers from theoretical supporting books that explain consumer satisfaction, consumer trust and consumer loyalty. Other secondary data was also obtained from entrepreneurs related to the research object, namely documentary data "Noodle Chicken Abyan Food Street" including data about the history and business profile of the research object as well as consumer data.

Operational Definition of Variables

The operational definition of a variable is an attribute or characteristic or value of an object or activity that has certain variations that have been determined by researchers to be studied and then drawn conclusions. Definitions of research variables must be formulated to avoid errors in collecting data.

By referring to existing theories, the definition of operational variables is as follows:

No.	Variable	Definition Variable	Indicator	Measurement Scale
1	Consumer Satisfaction	Namely consumers who make repeat purchases of	Responsive	Likert Scale

	[X1]	products and services produced by the company According to Yamit [2013:77]	Realibility	Likert Scale
			Product Completeness	Likert Scale
2	Trust [X2]	Namely all the knowledge possessed by consumers and all the conclusions consumers make about the object, its attributes and benefits. Objects can be products, people, companies and anything about which someone has beliefs and attitudes. [Mowen and Minor, 2013: 312]	Realibility	Likert Scale
			Performances Quality	Likert Scale
			Quality and Quality Assurance	Likert Scale
3	Consumer Loyalty [Y]	Namely consumer commitment to a brand, store or supplier based on a very positive attitude and is reflected in consistent repeat purchases. [Morais, in Sangadji and Sopiah, 2013: 104]	Regular Purchases	Likert Scale
			Product Recomendations	Likert Scale
			Demonstrates Immunity	Likert Scale

Operational Definition of Variables

Independent Variable

It is a variable that can influence the dependent variable, there are two independent variables, namely Consumer Satisfaction and Consumer Trust.

1st Independent Variable

The indicators of consumer satisfaction in this research are: [a] Confirmation of the respondent's expectations regarding the product that has been purchased and the respondent's intention to repurchase the product. [b] Overall satisfaction of respondents regarding the products they have purchased.

2nd Independent Variable

Indicators of consumer trust in this research include: [a] Respondents' perceptions regarding the company's integrity in the process of providing products. [b] Respondent's perception of efforts to maintain the trust given by consumers. [c] Respondents' perceptions regarding the business's ability to resolve consumer complaints and problems regarding their vehicles.

Related Variables

Is a variable that is influenced by the independent variable.

Consumer Loyalty

The indicators of Consumer Loyalty are as follows: [1] Respondents continue to make repeat purchases at "Mie Ayam Abyan Food Street". [2] Respondents do not intend to make repeat purchases at "Mie Ayam Abyan Food Street". [3] Respondents recommend "Mie Ayam Abyan Food Street" to other consumers.

Data Quality Test

The quality of research data for a hypothesis really depends on the quality of the data used in the research. Quality and research are determined by the instruments used to collect data to produce valid data. The tests used to test the quality of the data in this research are the validity test and the reliability test. .

Validity test, Validity shows the extent to which the measuring tool measures what it wants to measure, or the extent to which the tool used hits the target. The higher the validity of a test tool, the more the tool hits its target, or the more it shows what it should measure.

A measurement instrument is said to have high validity if the instrument measures what it actually measures. The validity test shows the extent to which a measuring instrument is truly suitable or appropriate as the desired measuring instrument. Validity testing is carried out to test whether the answers to the questionnaire from respondents are truly suitable for use in this research or not.

The validity test decision making criteria for each question is the Corrected Item Total Correlation value or the calculated r value must be above 0.3. This is because if the calculated r value is smaller than 0.3, it means that the item has a lower relationship with other question items than the variables studied, so the item is declared invalid.

If a measuring instrument is said to be valid, then testing the reliability of the measuring instrument can then be carried out. On the other hand, if the measuring instrument is said to be invalid, then the measuring instrument that has been used previously must be evaluated or replaced with a more precise/effective measuring instrument.

The formula for testing data validity is as follows:

$$r = \frac{n(\Sigma XY) - \Sigma X \Sigma Y}{\sqrt{\Sigma [n \Sigma X^2 - (\Sigma X)^2] - [n \Sigma Y - (\Sigma Y)^2]}}$$

r = Validity coefficient of the item being searched

X = Score obtained by the subject in each item

Y = Total score obtained by the subject from all items

ΣX = Number of scores in distribution X

ΣY = Number of scores in the Y distribution

ΣX^2 = Sum of the squares of each X score

n = Number of respondents

The testing criteria are:

r count > r table (Valid)

r count < r table (Invalid)

Reliability Test

Reliability Test is an index to determine the amount by which a measurement tool provides consistent results. The smaller the measurement error, the more reliable the measuring device. The size of the measurement error can be determined using the correlation index.

The reliability test in this research was carried out using the Alpha Cronbach formula, namely:

$$r = \frac{1}{k-1} \left\{ \frac{\sum \sigma_b^2}{\sigma_1^2} \right\}$$

r = Instrument reliability

k = Number of questions

$\sum \sigma_b^2$ = Number of item variants

σ_1^2 = Total variance

The reliability test uses Cronbach's alpha, so that an instrument can be said to be reliable if it chooses a reliability coefficient or alpha of 0.6 or more.

The level of reliability using the Cronbach Alpha method is measured based on an alpha scale of 0 (zero) to 1 (one). The criteria for reliability testing are if $r_{tt} \geq r_{table}$ it means it is reliable, conversely if $r_{table} < r_{table}$ it means it is not reliable. r_{table} refers to the one-way test r_{table} . In determining the level of reliability of a research instrument, it is acceptable if in the range $r_{alpha} > 0.60$ to 0.80 it is considered good / reliable and in the range > 0.80 to 1.00 it is considered very good / very reliable.

Data analysis technique

Data analysis techniques are methods for processing data into information. When conducting research, we need to analyze the data so that the data is easy to understand. Data analysis is also needed so that we can get solutions to the research problems we are working on.

Classic assumption test

The Classical Assumption Test is an analysis carried out to assess whether in an Ordinary Least Square (OLS) linear regression model there are classical assumption problems.

Multicollinearity Test

Multicollinearity indicates the existence of perfect linear correlation between several or all independent variables. Ideally, the independent variables from the regression equation have no correlation with each other. Even if there is a correlation between independent variables, the level of correlation must be low so that problems do not occur due to multicollinearity.

The multicollinearity test aims to find out whether the independent variables are not related to each other. The conditions for indicators that can be formulated are $VIF > 10$ or tolerance < 0.10 , then symptoms of multicollinearity occur, conversely, if $VIF < 10$ and tolerance > 0.10 then symptoms of multicollinearity do not occur.

Heteroscedasticity Test

The heteroscedasticity test aims to find out whether the confounding variable (error term) should have its staticity under normal circumstances. The condition is that the Spearman correlation is significant > 0.05 , which means the relationship between X and Y is not significant or heteros. Or it can also be seen from the Scatteplot image where the points (data) must be spread out, if they form a stacking pattern it means heteroscedasticity occurs.

Autocorrelation

Autocorrelation is the correlation between consecutive observed values of an independent variable. The autocorrelation test to assess confounding variables (team error) is not interconnected with the condition that the indicator $dU < calculated < 4dU$. This test uses Durbin-Watson autocorrelation.

Hypothesis testing

Hypothesis testing used in this research uses multiple linear regression analysis based on the simultaneous significant test (F test), coefficient of determination test (R²), individual

parameter significance test (t test). To test the research hypothesis, multiple linear regression analysis was used with the help of SPSS (Statistical Product and Service Solution) version 25 software.

Simultaneous Test (F Test)

The F test is (F test) used to see whether all independent variables influence the dependent variable by using the following steps:

$$F = \frac{R^2(n-m-1)}{m(1-R^2)}$$

Example :

Fh = F – Calculate

R = Coefficient of determination

m = Many predators

n = Number of sample members

To prove the truth of the hypothesis, the F test is used simultaneously, namely by comparing F-Count with F-Table where F-Calculate > F-Table at a significance level = 0.05.

If F-Count > F-Table, then Ho is rejected and Ha is accepted

If F-Count < F-Table, then Ho is accepted and Ha is rejected

Partially Significant Test (t Test)

Namely to test the regression relationship separately or test minor hypotheses. Testing is carried out to see the significance of each variable separately for the independent variable and the dependent variable.

The null hypothesis (Ho) states that there is no influence of the independent variable on the dependent variable, while the alternative hypothesis (Hi) is a hypothesis that states that there is an influence of the independent variable.

The t-test calculation is used with the following formula:

$$t_{hit} = (b_1)/(Sb_1)$$

Example :

t = t – Calculate

b1 = regression coefficient

Sb1 = Standard of Error

This test is carried out by comparing t obtained from calculations with the t value in the t table with an error rate () of 5% with degrees of freedom (df) of n-k with the following decision making criteria:

If t – Count > t – Table then, Ho is rejected and the alternative hypothesis (Hi) is accepted

If t – Count < t – Table then, Ho is accepted and the alternative hypothesis (Hi) is rejected

Coefficient of Determination

The coefficient of determination (R²) is a measure used to assess how well the model applied can explain the dependent variable or show the percentage of influence of the independent variable in explaining the dependent variable. The greater the coefficient of determination, the better the independent variable is in explaining the dependent variable.

The determinant coefficient (R²) is intended to determine the best level of accuracy in regression analysis, this is indicated by the magnitude of the determinant coefficient (R²) between 0 and 1. If the determinant coefficient is 0, it means that the independent variable has absolutely no effect on the dependent variable. If the determinant coefficient gets closer to one, it can be said that the independent variable has an effect on the dependent variable.

Because the independent variables in this study are more than 2, the determinant coefficient used is adjusted R square. From this determinant (R²), a value can be obtained to measure the magnitude of the contribution of several variables X to the variations in the rise and fall of variable Y which is usually expressed as a percentage.

RESULT AND DISCUSSION

Researcher Results

In this chapter, the results of field study research will be discussed starting from descriptive statistics which relate to research data (including a general description of respondents, research variables, data quality tests, normality tests, and classical assumptions) results of hypothesis testing and discussion of the hypothesis tests being tested. statistically using the SPSS version 25 data processing program.

Description of Research Data

In this study, data was obtained by directly distributing a questionnaire in the form of a Google form link to respondents who were in the Abyan Food Street Chicken Noodle Merchant area in Kp. Sengkol, Appears, South Tangerang.

In distributing this questionnaire, 120 questionnaires were carried out. Each questionnaire is given to respondents and it is hoped that respondents can fill in the statements submitted in the questionnaire according to the actual situation. Of the 105 questionnaires distributed to 105 respondents, all of them could be processed into useful data for the continuation of this research.

Questionnaires distributed to respondents, with distribution distribution presented in table 4.1 as follows:

Classification of Respondents Based on Gender

GENDER	TOTAL	PERCENTAGE
Male	56	46,6%
Female	64	53,3%
Total	105	100%

Source: Processed Primary Data, Output SPSS 24, 2021

Respondent Description

In this study, the criteria for respondents were online consumers of Mie Ayam Abyan Food Street. The detailed descriptions of respondents can be seen in table 4.2 below:

Respondent Description

No	Criteria	Total	Percentage (%)
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1	Gender :		
	• Male	56	46,6%
	• Female	64	53,3%
Total Respondents		120	100%
2	Age :		
	• ≤ 15 tahun	0	0%
	• 16 – 20 tahun	12	10%
	• 21 – 25 tahun	42	35%
	• ≥ 26 tahun	66	55%
Total Respondents		120	100 %
3	Jobs :		
	• Students / College Students	19	15.8%
	• Employees	74	61.7%
	• Housewife	14	11.7%
	• etc	13	10.8%
Total Respondents		120	100 %

Source: Primary data processed by SPSS Output 24, 2021

Of the 105 questionnaires processed, a detailed general description of the respondents can be seen in table 4.2. Judging from the gender of the respondents, 56 male respondents or around 46.6% and female 64 respondents or around 53.3%, meaning that the majority of respondents were female or around 53.3%. In terms of age, there are respondents, consumers aged ≤ 15 years are 0 or 0% and consumers aged 16 – 20 years are 12 respondents or around 10%, and consumers aged 21 – 25 years are 42 respondents or around 35%, and consumers aged ≥ 26 years were 66 respondents or around 55%. In terms of work, there were 19 respondents with the type of work as students or around 15.8%, and respondents with the type of work as private employees there were 74 respondents or around 61.7%, and respondents with the type of work as housewives were 14 respondents. or around 11.7%, and there were 13 respondents with other types of work or around 10.8%.

Descriptive statistics

The tabulated data is according to the respondents' answers to the statements in the questionnaire. In processing the data, these statements were given a score which shows the level of agreement of the respondent in choosing the answer by giving a score from 1 to 5. These statements relate to satisfaction and trust in consumer loyalty to the Mie Ayam Abyan Food Street online trading business. The tabulated data was processed using SPSS version 24, which produced the following statistical description:

Data Quality Testing & Data Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is considered valid if the questions in the questionnaire are able to reveal something that is measured by the questionnaire. Validity testing in this research was carried out using Pearson Correlation. Question items that have a significant correlation value at a level below 5%.

The results of data validity testing are presented in table 4.4 as follow :

Validity Test Results

In the Consumer Satisfaction Variable (X1)

Variable	X1	Pearson correlation (r-Count)	r-table	Decission
Consumer Satisfaction (X1)	X1_1	0,378	0,1918	Valid
	X1_2	0,576	0,1918	Valid
	X1_3	0,685	0,1918	Valid
	X1_4	0,716	0,1918	Valid
	X1_5	0,573	0,1918	Valid
	X1_6	0,659	0,1918	Valid
	X1_7	0,674	0,1918	Valid
	X1_8	0,654	0,1918	Valid
	X1_9	0,577	0,1918	Valid
	X1_10	0,678	0,1918	Valid

Source: Processed Primary Data, SPSS Output 24, 2021.

Validity Test Results

In the Consumer Trust Variable (X2)

Variable	Item	Pearson correlation (r-Count)	r - table	Decission
Consumer Trust (X2)	X2_1	0,452	0,1918	Valid
	X2_2	0,618	0,1918	Valid
	X2_3	0,710	0,1918	Valid

	X2_4	0,758	0,1918	Valid
	X2_5	0,716	0,1918	Valid
	X2_6	0,690	0,1918	Valid
	X2_7	0,702	0,1918	Valid
	X2_8	0,617	0,1918	Valid
	X2_9	0,643	0,1918	Valid

Source: Processed Primary Data, SPSS Output 24, 2021.

Validity Test Results
In the Consumer Loyalty Variable (Y)

Variable	Item	Pearson correlation (r-Count)	r - table	Decission
Consumer Loyalty (Y)	Y_1	0,570	0,1918	Valid
	Y_2	0,688	0,1918	Valid
	Y_3	0,682	0,1918	Valid
	Y_4	0,745	0,1918	Valid
	Y_5	0,768	0,1918	Valid
	Y_6	0,788	0,1918	Valid
	Y_7	0,795	0,1918	Valid
	Y_8	0,730	0,1918	Valid
	Y_9	0,717	0,1918	Valid

Source: Processed Primary Data, SPSS Output 24, 2021.

Based on table 4.3 to table 4.5 above, it can be seen that the results of the tests carried out show that the Pearson correlation coefficient for each total variable score is at least > 0.05 , meaning the variable question item is valid.

Data Reliability Test

The reliability test used is the Cronbach's Alpha technique where the variable or construct is said to be reliable if the Cronbach's Alpha value is > 0.60 . The closer the alpha value is to one, the more reliable the data reliability value is for each variable. The results of data reliability testing can be seen in table 4.5 as follows:

Reliability Testing Results

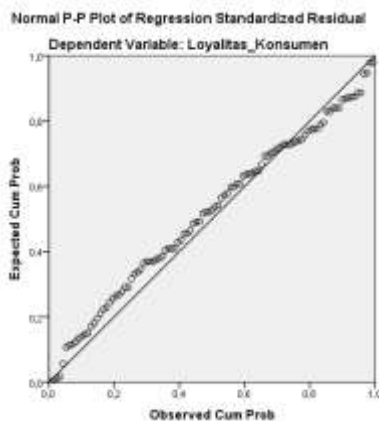
Reliability Statistics	
Cronbach's Alpha	N of Items
,900	28

The results of reliability testing in table 4.6 show that all the variables in the research have a fairly large alpha coefficient (α), namely $0.900 > 0.60$, so it can be said that all the measuring concepts for each variable from the questionnaire are reliable, which means that the questionnaire used in this research is a very reliable questionnaire.

Classic Assumption Test in Normality Test

The normality test used in graphic analysis is by looking at the normal probability plot which compares the cumulative distribution from the normal distribution. If the residual data distribution is normal, then the line that will describe the actual data will follow the diagonal line.

Normality Test Results



From the results of the normality test above, it can be seen that the data is spread around the diagonal line and follows the direction of the line, so it can be concluded that the data is distributed normally and the regression model meets the assumptions of normality. The statistical analysis of normality testing can be carried out using the Kolmogorov – Smirnov test.

Heteroscedasticity Test

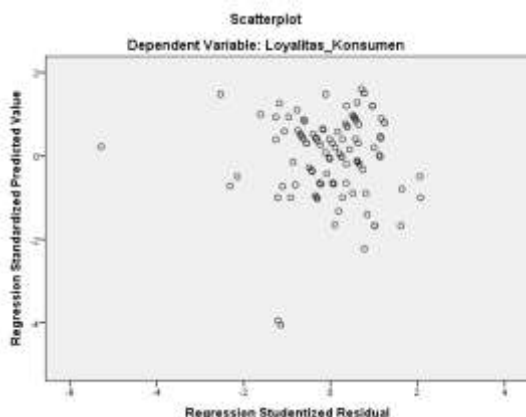
The Heteroscedasticity Test aims to test whether there is an inequality of variance from the residuals of one observation to another in the regression model. A good and appropriate research model is homoscedasticity, that is, the variance and residuals from one observation to another are constant. There are several ways to detect heteroscedasticity which indicates that the research model is less feasible. One way to test whether heteroscedasticity exists or not is to use a diagram.

If the variance from the residual from one observation to another observation remains, it is called homoscedasticity. A good regression model is one where heteroscedasticity does not occur. To determine whether a variable has a heteroscedasticity problem, the basis for decision making is as follows:

- a. If a certain pattern, such as the dots, forms a certain and regular pattern (wavy, widening then narrowing), then heteroscedasticity occurs.
- b. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then heteroscedasticity occurs.

To find out the results of heteroscedasticity testing between Consumer Satisfaction and Consumer Trust in Consumer Loyalty. The following are the results of the test data:

Scatterplot Gaffic



Based on the graph above, it shows that the influence between Consumer Satisfaction and Consumer Trust on Consumer Loyalty does not have a heteroscedasticity problem, this is proven by the points spreading randomly or irregularly and spreading both above and below the number 0 on the Y axis and not forming a particular pattern. So it is concluded that in this test there is no heteroscedasticity.

Source: Processed Primary Data (SPSS 24)

CONCLUSIONS

This research aims to examine the influence of consumer satisfaction and consumer trust on consumer loyalty. Based on the research results, the conclusions obtained from this research are as follows:

[1] The consumer satisfaction variable (X1) has a significant influence on the variable (Y) consumer loyalty in the Abyan Food Street Chicken Noodle online trading business. It can be seen that t count (2.213) > t table (1.98350) which means that consumer satisfaction plays a role in influencing consumer loyalty in the online food trading business Mie Ayam Abyan Food Street.

[2] The consumer trust variable (X2) has a significant influence on the variable (Y) consumer loyalty in the Abyan Food Street Chicken Noodle online trading business. It can be seen that t count is (4.681) > t table (1.98350) which means that consumer satisfaction plays a role in influencing consumer loyalty in the online food trading business Mie Ayam Abyan Food Street.

[3] The variables of consumer satisfaction and consumer trust have a significant influence on consumer loyalty in the Abyan Food Street Chicken Noodle online trading business. It can be seen that F count (20.836) > F table (3.08) which means that consumer satisfaction and consumer trust have a role in influencing consumer loyalty in the online food trading business Mie Ayam Abyan Food Street.

Implications

The results of this research show that consumer satisfaction and consumer trust influence consumer loyalty in the online food trading business Mie Ayam Abyan Food Street. Improving the quality of customer satisfaction services and consumer trust and consumer loyalty is important, because with high satisfaction, the number of consumers will tend to increase because there is an interest in coming back.

Increasing consumer satisfaction can be done through service quality. The higher the quality of service provided, the higher the satisfaction felt by consumers. If consumer satisfaction is higher, it can generate profits for the business owner.

Suggestions

Based on the research results, discussion and conclusions above, the author provides suggestions aimed at the good and progress of the Abyan Food Street Chicken Noodle online food trading business, as follows:

[1] In line with the rapid pace of economic development, it is recommended that the online food business Mie Ayam Abyan Food Street improve its best customer satisfaction service strategy, because this plays a role in efforts to increase consumer loyalty.

[2] Increase the value of trust in consumers, this is intended to provide a greater sense of trust for consumers, which means it can provide loyalty for consumers.

[3] For future researchers, it is advisable to expand the research so that more complete information is obtained about the factors that influence consumer loyalty

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