

The Influence of Member Perceptions, Service Quality, and Trust on Member Loyalty by Intervening Organizational Image (Case Study of the IAI Organization in Tangerang Regency)

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Abstract

This research aims to analyze the influence of member perceptions, service quality, and trust on member loyalty by intervening with the organizational image of the Indonesian Pharmacists Association (IAI) in Tangerang Regency. This research used a survey method with 315 people using the Simple Random Sampling technique. The data collection technique uses a questionnaire whose validity and reliability have been tested. The data analysis technique uses the software program application using multiple linear regression analysis and path analysis. The research results provide conclusions: (1) Members' perceptions have a positive and significant effect on the organization's image; (2) Service quality has a positive and significant effect on the organization's image; (3) Member trust has a positive and significant effect on the organization's image; (4) perception, quality of service, and trust together have a positive and significant effect on the organization's image; (5) Member perceptions have a positive and significant effect on member loyalty; (6) Service quality has a positive and significant effect on member loyalty; (7) Trust has a positive but not significant effect on member loyalty; (8) Perception, service quality and trust simultaneously influence member loyalty; (9) Perception, service quality and trust simultaneously influence member loyalty through organizational image as an intervening variable.

Keywords: Member Perception, Service Quality, Trust, Organizational Image, Loyalty.

JEL CODES: L44, O19

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1. Introduction

Economically, professional organizations are a form of non-profit organization. Professional organizations are responsible for promoting and protecting their members' interests. Even

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though the primary goal is not seeking financial gain, sustainability and operational effectiveness remain the keys to success. So, in this case, marketing analysis plays a crucial role in ensuring that non-profit organizations can sustainably achieve their goals. In an ever-changing and competitive era, conducting marketing analysis is crucial to ensuring the sustainability and relevance of professional organizations. To fulfill this goal, service marketing becomes a key element that not only concerns promotion, but also includes the way the organization interacts and provides added value to its members.

Professional organizations can be said to operate in the abstract and non-material service sectors. Service marketing here is not only related to physical products but also to the experience, expertise, and knowledge provided by professionals. Therefore, marketing strategies must be formulated to communicate and appreciate this intangible value. In the context of professional organizations, providing added value to members is key. Services marketing should be designed to highlight the benefits and advantages members gain from their membership, such as training, up-to-date information, or access to professional networks.

Included in this are professional organizations in the health sector. Health professional organizations were initially professional organizations whose formation was regulated by Law no. 36 of 2014 CHAPTER VII Professional Organizations Article 50 Paragraph 1 "Health workers must form professional organizations as a forum for improving and developing knowledge and skills, dignity and professional ethics for health workers."

One of the health professional organizations affected by this regulatory change is the Indonesian Pharmacists Association (IAI). IAI is the first pharmacist professional organization established in Indonesia. IAI has the main task of uniting, empowering, protecting, developing, and nurturing all members of the Association. IAI protects members in implementing pharmacist performance, which is guided by standard operational procedures, professional service standards, and professional standards, as well as preventing the criminalization of pharmacists in carrying out pharmaceutical service practices.

IAI needs to ensure that its members remain loyal and committed to their organization. Member loyalty will be a very important aspect in maintaining the existence and sustainability of the organization. Maintaining member loyalty and organizational image is critical to the success and growth of the organization. Member loyalty can provide long-term benefits for an organization, such as high member retention, consistent financial support, and a positive image among the community. Therefore, organizations need to understand the factors that can influence the loyalty of their members.

By understanding the factors that influence member loyalty, IAI can take appropriate strategic steps to strengthen member loyalty and build a strong organizational brand image. The results of this research can provide theoretical and practical contributions to understanding the factors that influence the loyalty of members of professional organizations and provide recommendations for IAI in building good perceptions, improving service quality, building member trust, and strengthening the organization's image.

2. Literature Review

2.1 Organization

According to Duha (2018:2), an organization is a unity formed by several people who have little or all the same background, identity, hopes, or various other things to achieve a common

goal together. According to the Big Indonesian Dictionary (KBBI), an organization is a cooperative group of people to achieve a common goal. Meanwhile, a profession is a field of work based on certain educational expertise (skills, vocations, etc.). So, a professional organization is an organization whose members are people who have the same profession.

Professional organizations serve as a forum to protect members as well as to increase the professionalism of their members so that they can provide the best service to service users. The general goal of a profession is to fulfill its responsibilities with high standards of professionalism according to its field, achieving a high level of performance, with an orientation towards the public interest. Professional organizations are organizations whose members are practitioners who define themselves as professionals and join to carry out social functions that they cannot carry out in their capacity as individuals.

2.2 Service Marketing

According to Fatihudin & Firmansyah (2019:2), the definition of service marketing can be divided into two, namely social and managerial. Social marketing of services is a social process by which individuals and groups get what they need and want by creating, offering, and exchanging valuable service products with other parties. Meanwhile, managerial marketing of services is the process of planning, implementing, thinking, pricing, promoting, and distributing ideas about service products to create exchanges that meet individual and organizational goals.

Services are different from goods (products) because they cannot be seen with the naked eye and can give rise to various methods and activities in developing marketing strategies. Payne (in Fatihuddin & Anang, 2019:3) says that services are economic activities that have a few intangible elements (values and benefits) associated with them, which involve several interactions with consumers or with goods owned and do not result in changes in ownership in conditions. may appear and the production of a service may or may not be related to a physical product. Services are activities, benefits, or satisfaction offered for sale.

2.3 Loyalty

Loyalty is a deep enduring commitment to return or repurchase products or services consistently in the future (Hurriyati, 2015:129). According to Tjiptono (2016:110), consumer loyalty is a customer's commitment to a brand, shop, or supplier based on very positive characteristics in long-term purchases.

Hurriyati (2015:35) states that customer loyalty has an important role in a company, retaining them means improving financial performance and maintaining the company's survival, this is the main reason for a company or organization to attract and retain customers. Efforts to make loyal customers cannot be made directly, but through several stages, starting from looking for potential customers to getting partners.

Loyal consumers will generally purchase the brand even though they are faced with many alternative competing product brands that offer superior product characteristics from various angles (Duriyanto, 2001:4).

Customer loyalty is a company's strength in creating a barrier to new entry (preventing new players from entering). To create customer loyalty, companies must think about creating customer satisfaction first. One of them is through relationship marketing which not only prioritizes how to create sales but how to retain customers because of a relationship of cooperation and trust to create maximum customer satisfaction and sustainable marketing.

Loyalty is a combination of psychological functions and behavior of a customer that makes him loyal to a particular product service or company or is a horizon of thought that customer loyalty is the result of a person's behavior and psychological processes and in essence, customer loyalty can be likened to a marriage between the company and the public (especially core customers). It can also be said that customer loyalty is a commitment to persist deeply by repurchasing or resubscribing to the selected product or service consistently in the future even though the influence of the situation and marketing efforts have the potential to cause changes in behavior.

2.4 Member Perceptions

According to Suranto (2010:107), perception is an internal process that has been recognized and approved by individuals when selecting and forming stimuli that come from outside. These stimuli are taken by the five senses of an individual or group which then spontaneously or directly, the feelings and thoughts of the individual will immediately provide meaning to the existing stimuli. According to Sianipar (2019), perception means the process of acquiring, interpreting, selecting, and organizing sensory information which includes seeing, hearing, and feeling.

According to Webster as quoted by Sutisna (2001:63) who states that perception is the process of how stimuli (which influence responses are selected and interpreted, each person's perception of an object is different therefore perception has a subjective nature. Stimulus is any form of physical or verbal communication that can influence an individual's response. One important stimulus that can influence consumer behavior is the environment (social and cultural) because each person's perception of an object will be different, therefore perception has a subjective nature. Perception A consumer's various stimuli that he receives are influenced by his characteristics.

2.5 Service Quality

According to the KBBI, service is a way of serving, while serving is helping to prepare/take care of something someone needs. According to Kasmir (2017:47), service is a person's actions or deeds in an organization to provide satisfaction to customers, fellow employees, and leaders. According to Tjiptono (2014:640), service quality is an effort that focuses on fulfilling customer needs and desires, as well as the accuracy of delivery to match customer expectations. Lewis and Booms (in Tjiptono 2016:142) suggest that service quality can be interpreted as a measure of how well the level of service provided is by customer expectations or expectations.

According to Goeth & Davis (1994:94), service quality is a dynamic condition related to service products, people, processes, and environments that can meet and/or exceed customer expectations. This emphasizes that quality does not only emphasize the result, namely products or services, but also concerns human quality, process quality, and environmental quality. Therefore, to produce quality products or services it must be supported by quality people and processes.

2.6 Trust

Trust according to Mayer (1995) is the willingness of a party to take the actions of another party based on the hope that the trusted party will carry out an important action for the trusted party. Meanwhile, Morgan & Hunt (1994) define trust as a condition when one of the parties involved in the exchange process is confident in the reliability and integrity of the other party. Trust is important for an organization because an organization can't build trust without trust (Jafar, 2009:

163).

Trust is the key to success in continuing your business. If a company is unable to build and maintain consumer trust, it will be very difficult for the company to restore this trust. Therefore, companies must always maintain communication with consumers and always try to satisfy them, by handling their complaints wisely (Jasfar, 2009:199).

2.7 Organizational Image

According to Harison (2005:61), corporate image is the public's impression, feeling, or image of the company, an impression that is deliberately created by an object, person, or organization. The image of a company is developed by the company logo, name, mission, vision, organizational culture, variety of services/products, advertising, and the appearance of the company's central building. A strong brand identity also means that consumers differentiate it from similar service providers or manufacturers.

A company having a good image with the public is a very important factor because it will provide various benefits, especially for the company itself. Companies that have a good image will encourage consumers to buy the products offered, increase their competitive ability, encourage employee performance enthusiasm, and increase customer loyalty (Istijanto, 2005: 185).

3. Research Method

This type of research has a descriptive quantitative research methodology with a comparative method through a survey approach using data collection instruments in the form of questionnaires and data analysis using the software program application.

3.1. Research population

In this study, the population was members of the Indonesian Pharmacists Association (IAI) in Tangerang Regency, totaling 1195 people.

3.2. Research Sample

The total population studied with a total of IAI Tangerang Regency members was 1195 people. From this data, the sample size was obtained using the Slovin formula, as follows.

$$n = N/1 + Ne^2 = 1195/1 + 1195 \cdot 0,05^2 = 1195/3.85 = \mathbf{299.69 \sim 300 \text{ samples}}$$

The sample in this study used a minimum of 300 IAI members in the Tangerang Regency. In this research, the sampling technique used was Simple Random Sampling.

The variables used in research can be classified into:

1. Dependent variable (Y),
In this research, the dependent variables are Customer Loyalty (Y) and Organizational Image (Z)
2. The Independent Variable (X), in this research is:
 - a. Perception (X₁)
 - b. Service Quality (X₂)
 - c. Trust (X₃)
3. This research's intervening variable (Z) is Organizational Image (Z).

The conceptual framework used to describe the relationship between income, operational expenses, and tax expenses on a company's financial performance is as follows:

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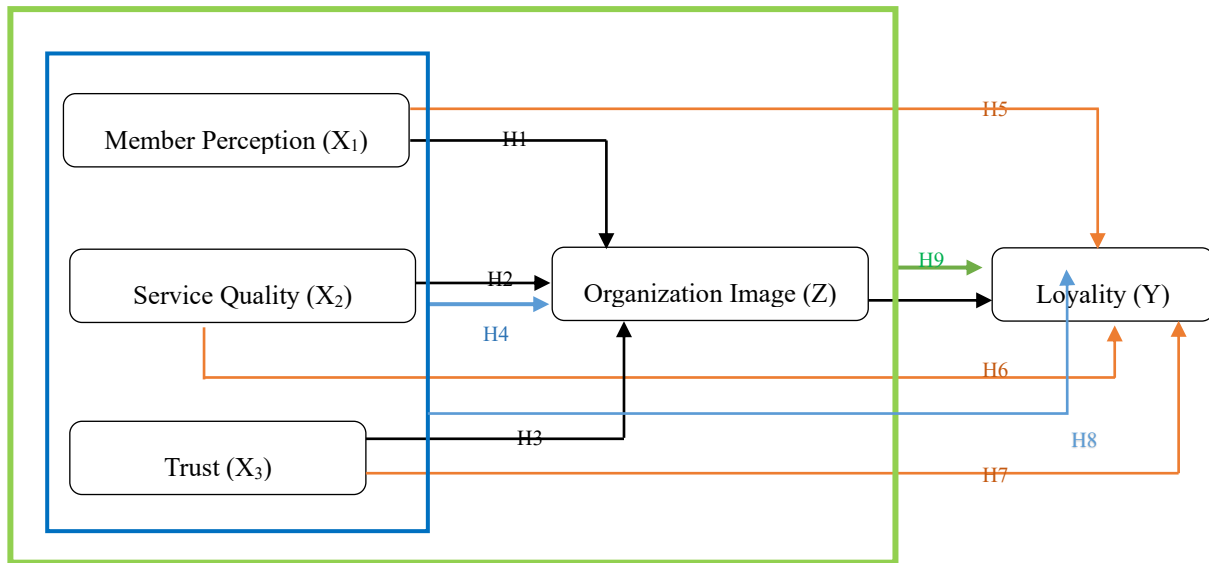


Figure 3.1. Research Model

The hypotheses in this research are:

H1: Member perceptions influence Organizational Image.

H2: Service Quality influences Organizational Image.

H3: Trust influences Organizational Image.

H4: Perception, Service Quality, and Trust simultaneously influence Organizational Image.

H5: Member perceptions influence IAI Member Loyalty.

H6: Service quality influences IAI Member Loyalty.

H7: Trust influences IAI Member Loyalty.

H8: Perception, Service Quality, Trust, and Organizational Image simultaneously influence Loyalty.

H9: Member Perceptions, Service Quality, and Trust in Loyalty through Organizational Image.

4. Findings and Discussions

4.1 Findings

The data used is panel data, so its use must meet panel data regression testing, namely:

Validity Test Results

Table 1 Member Perception Validation Test Results (X_1)

Question Items	R_{xy}	$R_{table} 5\% (30)$	Remark
In my opinion, the values in the IAI organization are in accordance with the values of the profession	0,860	0,361	Valid

IAI's vision, mission and organizational goals provide clear direction for my role and contribution as a member	0,884	0,361	<i>Valid</i>
Becoming a member of a professional organization is a necessity for every profession	0,677	0,361	<i>Valid</i>
Becoming a member of a professional organization is a necessity for every profession	0,816	0,361	<i>Valid</i>
I see the benefits of being an IAI member as protection and advocacy for the profession	0,827	0,361	<i>Valid</i>
I assess IAI's performance as very good	0,896	0,361	<i>Valid</i>
The programs and activities organized by IAI have provided significant added value	0,923	0,361	<i>Valid</i>
I feel that IAI's programs and activities are relevant to members' needs	0,876	0,361	<i>Valid</i>
The Pharmacist Code of Ethics can run well with the IAI	0,932	0,361	<i>Valid</i>

Source: Analyze results from primary data

Based on the table above, it can be concluded that all the results of the validity test of the member perception research instrument (X_1) are declared valid and suitable for use as an instrument for measuring research data.

Table 2 Service Quality Validation Test Results (X_2)

Question Items	R_{xy}	$R_{table\ 5\% (30)}$	Remark
IAI's time and services are always available as promised	0,702	0,361	<i>Valid</i>
The service information provided by IAI is consistent from time to time	0,810	0,361	<i>Valid</i>
IAI Services provides reliable information for my needs	0,809	0,361	<i>Valid</i>

IAI responds quickly when there are requests or questions from members	0,854	0,361	<i>Valid</i>
I feel that IAI cares and is ready to help its members	0,925	0,361	<i>Valid</i>
I find it easy to contact IAI administrators or get the information needed	0,910	0,361	<i>Valid</i>
IAI management has adequate expertise and ability to provide services	0,866	0,361	<i>Valid</i>
The information provided by IAI is consistent, accurate, and reliable	0,828	0,361	<i>Valid</i>
IAI management always behaves politely in serving members	0,866	0,361	<i>Valid</i>
The IAI management shows an attentive attitude in listening to the needs and desires of members	0,900	0,361	<i>Valid</i>
IAI management can feel and understand members' feelings well	0,895	0,361	<i>Valid</i>
The IAI Secretariat office is easy to find, clean and tidy	0,781	0,361	<i>Valid</i>
The technology, equipment and facilities used by IAI can facilitate service to members	0,676	0,361	<i>Valid</i>
IAI administrators always dress neatly and politely	0,825	0,361	<i>Valid</i>

Source: Analyze results from primary data

Based on the table above, it can be concluded that all the results of the validity test of the service quality research instrument (X_2) are declared valid and suitable for use as an instrument for measuring research data.

Table 3 Trust Validation Test Results (X_3)

Question Items	R_{xy}	$R_{table\ 5\% (30)}$	Remark
IAI can provide protection and advocacy if members experience legal claims related to their profession	0,876	0,361	<i>Valid</i>

IAI can provide guidance to members if they experience problems in practice	0,950	0,361	<i>Valid</i>
IAI can enforce the pharmacist's professional code of ethics	0,908	0,361	<i>Valid</i>
I believe IAI has good intentions and wants to help its members' problems	0,843	0,361	<i>Valid</i>
I believe IAI truly cares about the welfare and needs of its members	0,892	0,361	<i>Valid</i>
I believe that IAI carries out its function as a professional organization	0,843	0,361	<i>Valid</i>
I believe that IAI complies with applicable laws and regulations in running its organization	0,775	0,361	<i>Valid</i>
I believe the decisions taken are in the interests of its members	0,922	0,361	<i>Valid</i>

Source: Analyze results from primary data

Based on the table above, it can be concluded that all validity test results of the trust research instrument (X_3) are declared valid and suitable for use as instruments for measuring research data.

Table 4. Organizational Image Validation Test Results (Z)

Question Items	R_{xy}	$R_{table} 5\% (30)$	Remark
IAI can maintain a professional code of ethics	0,778	0,361	<i>Valid</i>
IAI can understand and reflect the pharmacist's personality	0,856	0,361	<i>Valid</i>
IAI has a character that inspires and motivates its members	0,905	0,361	<i>Valid</i>
I believe IAI has good intentions and wants to help its members' problems	0,869	0,361	<i>Valid</i>

I believe IAI truly cares about the welfare and needs of its members	0,830	0,361	<i>Valid</i>
The IAI management can maintain member confidentiality	0,794	0,361	<i>Valid</i>
IAI activities are following member needs	0,831	0,361	<i>Valid</i>
The training held by IAI is always up-to-date or current	0,916	0,361	<i>Valid</i>
The IAI symbol is following the desired image of the organization	0,827	0,361	<i>Valid</i>
The colors and designs used by IAI are consistent across all platforms	0,761	0,361	<i>Valid</i>
IAI has an organizational symbol that reflects the identity of the pharmacist professional organization	0,889	0,361	<i>Valid</i>

Source: Analyze results from primary data

Based on the table above, it can be concluded that all the results of the validity test of the organizational image research instrument (Z) are declared valid and suitable for use as an instrument for measuring research data.

Table 5. Loyalty Validation Test Results (Y)

Question Items	R_{xy}	R_{table} 5% (30)	Remark
I will remain a member of the IAI	0,635	0,361	<i>Valid</i>
I follow the socialization of regulations and update pharmaceutical knowledge through IAI	0,814	0,361	<i>Valid</i>
I attended seminars or training related to professions attended by IAI	0,756	0,361	<i>Valid</i>
I enjoy buying and collecting IAI merchandise	0,701	0,361	<i>Valid</i>
Attending seminars and workshops (non-	0,681	0,361	<i>Valid</i>

pharmaceutical) held by IAI can provide added value for members			
I took part in community service activities held by IAI	0,802	0,361	Valid
I recommended IAI to fellow pharmacists to become members	0,744	0,361	Valid
I feel that recommending IAI is an important form of support	0,711	0,361	Valid
IAI is the best professional community for pharmacists	0,849	0,361	Valid
If IAI still exists, I will remain a member	0,736	0,361	Valid
I declined the invitation to join another pharmacist professional organization	0,567	0,361	Valid

Source: Analyze results from primary data

Based on the table above, it can be concluded that all the results of the validity test of the member loyalty research instrument (Y) are declared valid and suitable for use as an instrument for measuring research data.

Reliability Test Results

Table 6. Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Source: Analyze results from primary data

The output table above informs about the number of samples or respondents (N) analyzed in the software program, namely N, 30 respondents. Because there is no empty data (complete respondent answers), the valid number is 100%.

Table 7. Reliability Statistics

Cronbach's Alpha	N of Items
,952	5

Source: Analyze results from primary data

The output table above shows the Cronbach's Alpha value of 0.952. Because Cronbach's Alpha is $0.952 > 0.70$, then as is the basis for decision-making in the reliability test above, it can be

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concluded that the 58 questions on the questionnaire for variables are reliable or consistent.

Table 8. Reliability Test Results

Variable	Cronbach's Alpha	Criteria	Remark
Member Perception (X ₁)	0,937	0,7	Reliable
Service Quality (X ₂)	0,939	0,7	Reliable
Trust (X ₃)	0,937	0,7	Reliable
Organization Image (Y)	0,938	0,7	Reliable
Loyalty (Z)	0,954	0,7	Reliable

Source: Analyze results from primary data

Based on the "Cronbach's Alpha if Item Deleted" column in the table, it is known that the value for the 58 questionnaire items is > 0.70 . So, as is the basis for the decision-making above, we can also conclude that the questionnaire can be declared reliable or reliable as a data collection tool in this research.

Classic Assumption Test

The following are the results of the classic assumption test:

Normality Test

The following are the results of the normality test:

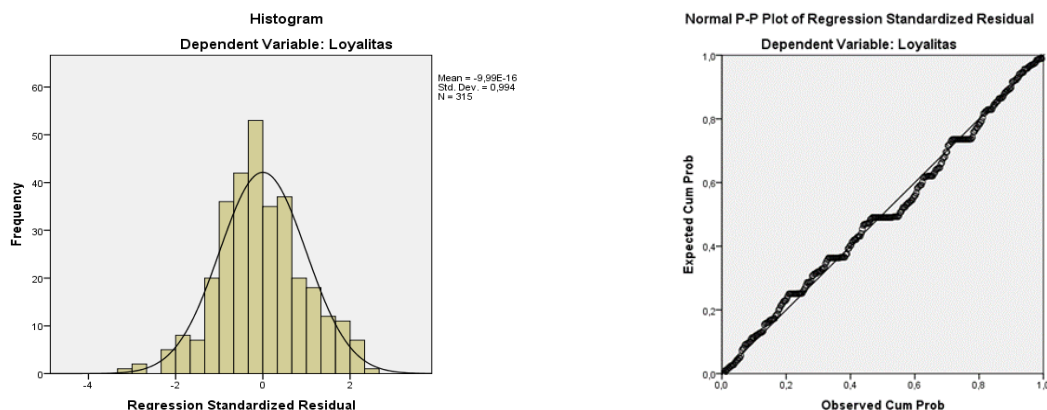


Figure 1 Normality Test

Source: Analyze results from primary data

In the picture above, the plotting data (distribution of data) can be recognized or detected by following the diagonal line of the histogram graph. As for the data spread around the diagonal line and following the direction of the diagonal line in the right image, the data can be said to be normally distributed. Furthermore, for the histogram graph in the image on the left, it can be said to be normal if the data distribution forms a bell shape, does not tend to lean to the right or vice versa nor does it lean to the left (Santoso, 2015: 43). From the graph, the histogram output image above forms a bell and does not lean to the right or left so that the histogram graph can be declared normal.

Multicollinearity Test

The following are the results of the multicollinearity test:

Table 9. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8,137	1,650		4,932	,000		
Member Perception	,616	,078	,521	7,921	,000	,256	3,910
Service Quality	,115	,053	,164	2,159	,032	,193	5,188
Trust	,067	,111	,050	,608	,544	,161	6,220
Organization Image	,118	,084	,118	1,408	,160	,158	6,344

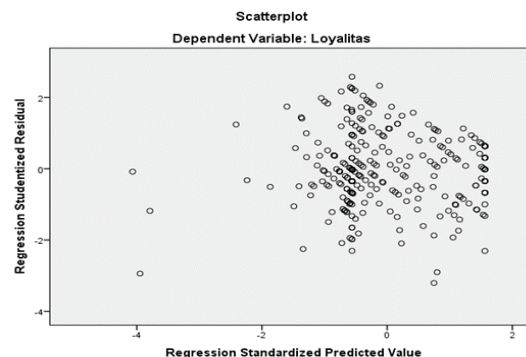
a. Dependent Variable: Loyalty

Source: Analyze results from primary data

The table above shows that the results of the multicollinearity test have been successful, where the results are taken from the coefficients table and all tolerance values are > 0.100 . All VIF values are < 10.00 , meaning that the data shows that there is no multicollinearity in the research data.

Heteroscedasticity Test

The following are the results of the heteroscedasticity test:


Figure 2 Heteroscedasticity Test

Source: Analyze results from primary data

Figure 4.2 shows that the points are spread randomly, both above and below the number 0 on the Y-axis. It can be concluded that heteroscedasticity does not occur in the regression model in this study.

Hypothesis Testing

Correlation Test

The following are the results of the autocorrelation test:

Table 10. Autocorrelation Test Results

		Perception Member	Service Quality	Trust	Organization Image	Loyalty
Member Perception	Pearson Correlation	1	,837**	,816**	,809**	,794**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	315	315	315	315	315
Service Quality	Pearson Correlation	,837**	1	,851**	,859**	,744**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	315	315	315	315	315
Trust	Pearson Correlation	,816**	,851**	1	,899**	,720**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	315	315	315	315	315
Organization Image	Pearson Correlation	,809**	,859**	,899**	1	,725**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	315	315	315	315	315
Loyalty	Pearson Correlation	,794**	,744**	,720**	,725**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	315	315	315	315	315

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Analyze results from primary data

1. Sig value. (2-Tailed) between member perceptions (X_1) and organizational image (Z) is $0.000 < 0.05$, and the calculated R-value of member perceptions (X_1) and organizational image (Z) is $0.809 > r\text{-table } 0.1109$. It can be concluded that there is a correlation between the member perception variable (X_1) and the organization's image (Z). In addition, the Sig value. (2-Tailed) between member perception (X_1) and loyalty (Y) is $0.000 < 0.05$, and the calculated R-value of member perception (X_1) and loyalty (Y) is $0.794 > R\text{-table } 0.1109$, which means there is a significant correlation between member perception variables (X_1) and loyalty (Y).
2. Sig value. (2-Tailed) between service quality (X_2) and organizational image (Z) is $0.000 < 0.05$. The calculated R-value of service quality (X_2) and organizational image (Z) is $0.859 > r\text{-table } 0.1109$; it can be concluded that there is a correlation between the member service quality variable (X_2) and the organization's image (Z). In addition, the Sig value. (2-Tailed) between service quality (X_2) and loyalty (Y) is $0.000 < 0.05$ and the calculated R-value of service quality (X_2) and loyalty (Y) is $0.744 > r\text{-table } 0.1109$. It can be concluded that there is a correlation between the service quality variable (X_2) and loyalty (Y).
3. Sig value. (2-Tailed) between trust (X_3) and organizational image (Z) is $0.000 < 0.05$, and the calculated R-value of trust (X_3) and organizational image (Z) is $0.899 > r\text{-table } 0.1109$. It can be concluded that there is a correlation between the trust variable (X_3) and organizational image (Z). In addition, the Sig value. (2-Tailed) between trust (X_3) and loyalty (Y) is $0.000 < 0.05$ and the R-calculated value of trust (X_3) and loyalty (Y) is $0.720 > r\text{-table } 0.1109$, so it can be concluded that there is a correlation between the trust variable (X_3) and loyalty (Y).
4. Sig value. (2-Tailed) between organizational image (Z) and loyalty (Y) is $0.000 < 0.05$ and the calculated R-value of organizational image (Z) and loyalty (Y) is $0.725 > R\text{-table } 0.1109$. It can be concluded that there is a correlation between the organizational image variable (Z) and loyalty (Y).

Multiple Regression Test

The following are the results of the multiple regression test:

Table 11. Results of Multiple Linear Regression Analysis of Member Perceptions, Service Quality, and Trust in Organizational Image (Model 1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,346	1,089		3,990	,000		
Member Perception	,122	,052	,103	2,342	,020	,260	3,842
Service Quality	,202	,034	,287	5,907	,000	,214	4,664
Trust	,761	,061	,570	12,411	,000	,240	4,160

a. Dependent Variable: Organization Image

Source: Analyze results from primary data

Regression equation:

$$Z = 4,346 + 0,122 X_1 + 0,202 X_2 + 0,761 X_3 + e$$

Based on the formula model of the first multiple linear regression equation above and the analysis results for the partial test above, it can be explained as follows:

1. Constant of 4.346; This means that if members' perception (X_1), service quality (X_2), and trust (X_3), the value is 0, then the influence of organizational image (Z) is positive, namely 4.346.
2. The regression coefficient for the member perception variable (X_1) is 0.122; This means that if the member perception variable (X_1) increases by 1 unit and other variables remain constant or have a value of zero, then the organization's image (Z) will increase by 0.122. A positive coefficient means that there is a positive relationship between member perceptions and the organization's image, where the higher the member's perception, the more the organization's image will improve. The t-count value is 2.554 > t-table, namely 1.9676, the significance value is 0.020 < 0.05; and the effective contribution value (SE) is 8.3327%, which means that member perceptions have an influence of 8.3327% on the organization's image. Thus, in hypothesis 1 it can be concluded that members' perceptions have a partially positive and significant effect of 8.3327% on the image of the IAI organization in Tangerang Regency.

H1: Member perceptions have a partially positive and significant effect of 8.3327% on the image of the IAI organization in Tangerang Regency.

3. The regression coefficient for the service quality variable (X_2) is 0.202; This means that if the service quality variable (X_2) increases by 1 unit and other variables remain constant or have a value of zero, then the organization's image (Z) will increase by 0.202. A positive coefficient means that there is a positive relationship between service quality and organizational image, where the higher the service quality, the more the

organization's image will improve. The t-count value is $6.477 > t\text{-table}$, namely 1.9676; The significance value is $0.000 < 0.05$, and the Effective Contribution (SE) value is 24.6533%, which means that service quality has an influence of 24.653% on the organization's image. Thus, in hypothesis 2 it can be concluded that service quality has a partially positive and significant effect of 24.6533% on the image of the IAI organization in Tangerang Regency.

H2: Service Quality has a partial positive and significant effect of 24.6533% on the image of the IAI organization in Tangerang Regency.

4. The regression coefficient for the trust variable (X_3) is 0.761; This means that if the trust variable (X_3) increases by 1 unit and the other variables remain constant or have a value of zero, then the organization's image (Z) will increase by 0.761. A positive coefficient means that there is a positive relationship between trust and the organization's image, where the higher the trust, the more the organization's image will improve. The t-count value is $13.475 > t\text{-table}$, namely 1.9676; The significance value is $0.000 < 0.05$, and the effective contribution value is 51.5243%, which means that trust has an influence of 51.5243% on the organization's image. Thus, in hypothesis 3 it can be concluded that trust has a partially positive and significant effect of 51.5243% on the image of the IAI organization in Tangerang Regency.

H3: Trust has a partially positive and significant effect of 51.5243% on the image of the IAI organization in Tangerang Regency.

F-Test (Simultaneous)

The following are the results of the F statistical test in Table 4.2.3 as follows:

Table 12. Results of Model 1 F Test Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7208,086	3	2402,695	553,949	,000 ^b
Residual	1348,929	311	4,337		
Total	8557,016	314			

a. Dependent Variable: Organization Image

b. Predictors: (Constant), Trust, Member Perception, Service Quality

Source: Analyze results from primary data

Value (F calculated) $553.949 > 2.6336$ (F table). So, from these data, it can be concluded that F Calculated is more excellent than F Table. These results indicate a significant simultaneous influence of the independent variable on the dependent variable in the model 1 regression equation.

Table 13 Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,918 ^a	,842	,841	2,083

a. Predictors: (Constant), Trust, Member Perception, Service Quality

b. Dependent Variable: Organization Image

Source: Analyze results from primary data

Based on the table above, the R-value is also called the correlation value which has a value of 0.918, which means there is a strong relationship between all variables. As for the size of the R Square, it is 0.842, meaning that the coefficient of determination has an impact and influence of 84.2% on the organization's image (Z). In comparison, other factors outside this research determine the remaining 15.8%. Thus, in hypothesis 4, it can be concluded that member perceptions, service quality, and trust simultaneously influence the image of the IAI organization in Tangerang Regency.

H4: Perception, Service Quality, and Trust simultaneously influence 84.2% on Organizational Image.

Table 14 Results of Multiple Linear Regression Analysis of Member Perceptions, Service Quality, and Trust in Member Loyalty (Model 2)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8,650	1,612		5,367	,000		
Member Perception	,630	,077	,533	8,165	,000	,260	3,842
Service Quality	,139	,051	,197	2,745	,006	,214	4,664
Trust	,157	,091	,118	1,732	,084	,240	4,160

a. Dependent Variable: Loyalty

Source: Analyze results from primary data

The first multiple regression formula model is as follows:

$$Y = 8,650 + 0,630X_1 + 0,139X_2 + 0,157X_3 + e$$

Table 15 Member Perception of Effective Contribution Value (SE), Service Quality, and Trust in Member Loyalty (Model 2)

	Regression Coefficient (Beta)	Correlation	Result
Member Perception (X ₁)	0,533	0,794	42,3202 %
Service Quality (X ₂)	0,197	0,744	14,6568 %
Trust (X ₃)	0,118	0,720	8,496 %

Source: Analyze results from primary data

Furthermore, to compare the calculated t values (taken from the t values in Table 4.27), the results of data processing for the t-test for partial effects using the software program can be seen below:

Table 16. Results of Partial Test Analysis of Member Perceptions, Service Quality, and Trust in Member Loyalty (Model 2)

	T count	T table	Sig.	Criteria	Remark
Member Perception (X ₁)	8,165	1,9676	0,000	<0,05	Partial effect
Service Quality (X ₂)	2,745	1,9676	0,006	<0,05	Partial effect
Trust (X ₃)	1,732	1,9676	0,084	>0,05	No partial effect

Source: Analyze results from primary data

Based on the formula model of the second model multiple linear regression equation in table 4.2.6 and the analysis results for the partial test in table 4.2.7, it can be explained as follows: the above can be explained as follows:

1. Constant of 8.650; This means that if member perception (X_1), service quality (X_2), and trust (X_3), the value is 0, then the influence of member loyalty (Y) is positive, namely 8.650.
2. The regression coefficient for the member perception variable (X_1) is 0.630; This means that if the member perception variable (X_1) increases by 1 unit and the other variables remain constant or have a value of zero, then member loyalty (Y) will increase by 0.630. A positive coefficient means that there is a positive relationship between member perception and member loyalty, where the higher the member perception, the more member loyalty will increase. The t-count value is $8.165 > t\text{-table}$, namely 1.9676; The significance value is $0.000 < 0.05$, and the effective contribution value is 42.3202%, which means that member perceptions have an influence of 42.3202% on loyalty. Thus, in hypothesis 5 it can be concluded that member perceptions have a partially positive and significant effect of 42.3202% on the loyalty of IAI members in Tangerang Regency.

H5: Member perception has a partial positive and significant effect of 42.3202% on the loyalty of IAI members in the Tangerang Regency.

3. The regression coefficient for the service quality variable (X_2) is 0.139; This means that if the service quality variable (X_2) increases by 1 unit and other variables remain constant or have a value of zero, then member loyalty (Y) will increase by 0.139. A positive coefficient means that there is a positive relationship between service quality and member loyalty, where the higher the service quality, the more member loyalty will increase. The t-count value is $2.745 > t\text{-table}$, namely 1.9676; The significance value is $0.006 < 0.05$, and the value and effective contribution value is 14.6568%, which means that service quality has an influence of 14.6568% on loyalty. Thus, in hypothesis 6 it can be concluded that quality service has a positive and significant effect partially amounting to 14.6568% of the loyalty of members of the IAI organization in Tangerang Regency.

H6: Service quality has a partial positive and significant effect of 14.6568% on the loyalty of IAI members in the Tangerang Regency.

4. The regression coefficient for the trust variable (X_3) is 0.157;
5. This means that if the trust variable (X_3) increases by 1 unit and the other variables remain constant or have a value of zero, then member loyalty (Y) will increase by 0.157. A positive coefficient means a positive relationship between trust and member loyalty, where the higher the trust, the more member loyalty will increase. The t-count value is $1.732 < t\text{-table}$, namely 1.9676; The significance value is $0.084 > 0.05$, and the practical contribution value is 8.496%. Thus, in hypothesis 7, it is concluded that trust has an effect of 8.496% but is not partially significant on the loyalty of members of the IAI organization in Tangerang Regency.

H7: Trust has an effect of 8.496% but is not partially significant on the loyalty of IAI members in the Tangerang Regency.

Table 17 Results of Model 2 F Test Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5608,180	3	1869,393	196,824	,000 ^b
Residual	2953,807	311	9,498		
Total	8561,987	314			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Trust, Member Perception, Service Quality

Source: Analyze results from primary data

So, this means that the value (F calculated) is $196.824 > 2.6336$ (F table). So, from these data, it can be concluded that the F-Count is greater than the F-Table. These results indicate that there is a significant simultaneous influence of the independent variable on the dependent variable in the model 2 regression equation.

Table 18 Test Results for the Coefficient of Determination (R2) Model 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809 ^a	,655	,652	3,082

a. Predictors: (Constant), Trust, Member Perception, Service Quality

b. Dependent Variable: Loyalty

Source: Analyze results from primary data

Based on the table above, the R-value is also called the correlation value, which has a value of 0.809, which means there is a strong relationship between all variables. As for the magnitude of R Square, it is 0.655, meaning that the coefficient of determination has an impact and influence of 65.5% on loyalty (Y). In comparison, other factors outside this research determine the remaining 34.5%. Thus, in hypothesis 8, it can be concluded that member perceptions, service quality, and trust simultaneously influence the loyalty of members of the IAI organization in Tangerang Regency.

H8: Perception, Service Quality, and Trust simultaneously have a 65.5% influence on Member Loyalty.

Table 19 Results of Multiple Linear Regression Analysis of Member Perceptions, Service Quality, Trust, and Organizational Image on Member Loyalty (Model 3)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8,137	1,650		4,932	,000		
Member Perception	,616	,078	,521	7,921	,000	,256	3,910
Service Quality	,115	,053	,164	2,159	,032	,193	5,188
Trust	,067	,111	,050	,608	,544	,161	6,220
Organization Image	,118	,084	,118	1,408	,160	,158	6,344

a. Dependent Variable: Loyalty

Source: Analyze results from primary data

The second multiple regression formula model is as follows:

$$Y = 8,137 + 0,616 X_1 + 0,115 X_2 + 0,067 X_3 + 0,118 Z + e$$

Based on the formula model of the multiple linear regression equation, the third model above can be explained as follows:

1. Constant of 8.137; This means that if member perception (X_1), service quality (X_2), trust (X_3), and organizational image (Z) are 0, then the influence of loyalty (Y) is positive, namely 8.137.
2. The regression coefficient for the member perception variable (X_1) is 0.616; This means that if the member perception variable (X_1) increases by 1 unit and other variables remain constant or have a value of zero, then loyalty (Y) will increase by 0.616. A positive coefficient means that there is a positive relationship between member perception and loyalty, where the higher the member's perception, the more member loyalty will increase.
3. The regression coefficient for the service quality variable (X_2) is 0.115; This means that if the service quality variable (X_2) increases by 1 unit and other variables remain constant or have a value of zero, then loyalty (Y) will increase by 0, 0.115. A positive coefficient means that there is a positive relationship between service quality and loyalty, where the higher the service quality, the more member loyalty will increase.
4. The regression coefficient for the trust variable (X_3) is 0.067; This means that if the trust variable (X_3) increases by 1 unit and the other variables remain constant or have a value of zero, then loyalty (Y) will increase by 0.067. A positive coefficient means that there is a positive relationship between trust and loyalty, where the higher the trust, the more member loyalty will increase.
5. The regression coefficient for the organizational image variable (Z) is 0.118; This means that if the organizational image variable (Z) increases by 1 unit and other variables remain constant or have a value of zero, then loyalty (Y) will increase by 0.118. A positive coefficient means that there is a positive relationship between organizational image and loyalty, where the higher the organizational image, the more member loyalty will increase.

Table 20 Model 3 F Test Analysis Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5626,945	4	1406,736	148,580	,000 ^b
	Residual	2935,042	310	9,468		
	Total	8561,987	314			

a. Dependent Variable: Loyalty

b. Predictors: (Constant), Organization Image, Member Perception, Service Quality, Trust

Source: Analyze results from primary data

So, this means that the value (F calculated) is $148.580 > 2.4008$ (F table). So, from these data, it can be concluded that the F-Count is greater than the F-Table. These results indicate that there is a significant simultaneous influence of the independent variable on the dependent variable in the model 3 regression equation.

Table 21 Test Results for the Coefficient of Determination (R²) Model 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,811 ^a	,657	,653	3,077

a. Predictors: (Constant), Organization Image, Member Perception, Service Quality, Trust

b. Dependent Variable: Loyalty

Source: Analyze results from primary data

Path Analysis Results

To determine whether organizational image (Z) influences an intervening variable, a path analysis test can be carried out by knowing the magnitude of each variable's direct or indirect influence on loyalty. For this reason, it is necessary to understand the standardized beta coefficient value of organizational image on loyalty directly.

Table 22 The Influence of Organizational Image on Loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	12,313	1,845		6,674	,000		
Organization Image	,725	,039	,725	18,617	,000	1,000	1,000

a. Dependent Variable: Loyalty

Source: Analyze results from primary data

So, the path analysis test can be described as below:

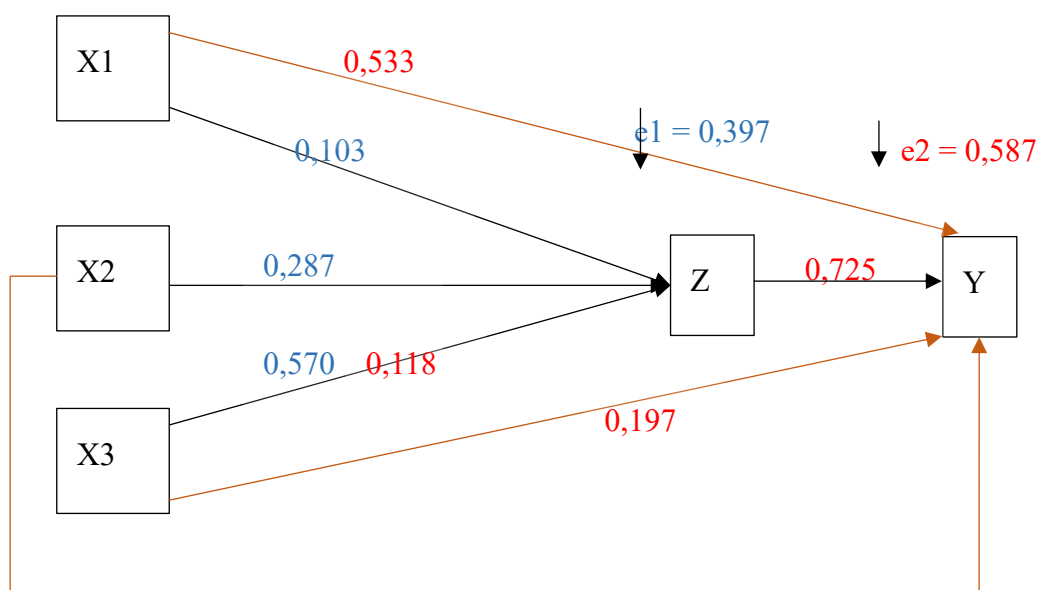


Figure 2. Path Analysis Test Results

Table 23 Results of Multiple Regression Equation Coefficients for Model 1 and Model 2

Description		Standardized Coefficients Beta = (p)	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error
Member perceptions of member loyalty	p1	0,533	0,630	0,077
Service quality to member loyalty		0,197	0,139	0,051
Trust in member loyalty		0,118	0,157	0,091
Member perceptions of the organization's image	p2	0,103	0,122	0,052
Service quality to the organizational image		0,287	0,202	0,034
Trust in the organization's image		0,570	0,761	0,061
Organizational image	p3	0,725	0,725	0,039

Table 24 Sobel Test Results

	t-count	Std. Error	p-value	Conclusion (t-count > t-table 1,9677 ; p-value < 0,05 = Z as intervening)
X ₁	2,324	0,03805	0,02	Z as intervening
X ₂	5,652	0,0259	0,00	Z as intervening
X ₃	10,349	0,0533	0,00	Z as intervening

Source: Analyze results from primary data

Thus, based on the results of the simultaneous multiple regression test model 3, path analysis test, and Sobel test above, it can be concluded that there is a simultaneous influence between member perception, service quality, and trust, on member loyalty through organizational image and it is known that organizational image influences a variable. intervening between member perceptions, service quality, and trust in the loyalty of IAI members in Tangerang Regency.

H9: Member Perception, Service Quality, and Trust simultaneously influence Loyalty through Organizational Image as an Intervener in the IAI Organization in Tangerang Regency.

4.2 Discussion

Member Perceptions Have a Partial Positive and Significant Influence of 8.3327% on the Image of the IAI Organization in Tangerang Regency.

This means that members' perceptions influence 8.3327% on the organization's image. This partial influence on members' perceptions is the smallest influence on the organization's image because the performance of IAI management is deemed not to have been felt directly by

members, and programs and activities are deemed not to meet members' needs.

The results of this research are in line with research conducted by Murniyanti, et. Al (2020) brands are increasingly famous because of consumer perceptions and beliefs about certain products which will create an image for the user.

Service Quality Partially Has a Positive and Significant Influence of 24.6533% on the Image of the IAI Organization in Tangerang Regency.

This means that the quality of IAI's organizational services has an influence of 24.6533% on the organization's image. This value is quite large because members think that the IAI management can provide the information their members need. The better the quality of IAI management's services, the better the organization's image.

The results of this research are in line with research conducted by Dam, S.M, & Dam, T.C (2021) and Afwan & Santosa (2021) which state that there is a positive and significant influence of product quality on the brand image that a company that wants to improve its brand image must focus on improving the quality of good service.

Trust has a partial positive and significant effect of 51.5243% on the image of the IAI organization in Tangerang Regency.

This means that the trust value of 51.5243% is the biggest influence on the organization's image. The results of this research are in line with research conducted by Siringoringo, R., & Kurniawan, P. H (2018) which states that there is an influence of trust on company image.

Member Perceptions, Service Quality, and Trust Simultaneously Have an Influence of 84.2% on the Organization's Image.

This means that member perceptions, service quality, and trust together greatly influence the organization's image, namely 84.2%. The remaining 15.7% is influenced by other variables.

Member Perceptions Have a Partial Positive and Significant Influence of 42.3202% on IAI Member Loyalty in Tangerang Regency.

Member perceptions have the greatest effective contribution to loyalty. This means that members' perceptions of IAI are excellent. The better the members' perception of IAI, the more their members' loyalty will increase.

Service Quality Partially Has a Positive and Significant Influence of 14.6568% on IAI Member Loyalty in Tangerang Regency.

This means that the better the quality of service provided by the management to its members, the greater the loyalty of its members. The service quality of the IAI organization is 14.6568% because the service is carried out through the SIAP (Pharmacist Information System) application which can be accessed anywhere. IAI Tangerang Regency also has a special team to help with problems with the SIAP application faced by its members.

This is in line with research conducted by Kuncio & Soepono (2019); Madyaratri., D.N. (2021); Devi, A.A.D.T & Yasa, N.N.K (2021); Pebrianti, N. K.R, & Asrida, P.D. (2022); Mahdi, M.F., & Wulandari, R. (2023); Dam, S.M, & Dam, T.C (2021) which states that positive or better service quality makes customers more loyal to the company.

Trust influences 8.496% but is not partially significant in the loyalty of IAI members in Tangerang Regency.

In this research, the results showed that trust has an influence on loyalty, but it is not significant/noticeable. This may have occurred because of historical abuse of authority regarding the making of SIPA recommendations by several IAI chairs in several regions, including Tangerang Regency.

Member Perception, Service Quality, and Trust Simultaneously Have an Influence of

65.5% on Member Loyalty.

This means that member perception, service quality, and trust have a joint effect on loyalty of 65.5%. This simultaneous influence is formed due to a combination of member perceptions with service quality and trust.

Member Perception, Service Quality, and Trust Simultaneously Influence Member Loyalty Through Organizational Image as Intervening in the IAI Organization in Tangerang Regency.

This means that member perception, service quality, and trust have a joint effect of 65.7% on member loyalty with the organizational image as intervening.

5. Conclusion

Based on the results of the analysis of the influence of member perception variables (X_1), service quality variables (X_2), and trust variables (X_3) on loyalty variables (Y) through organizational image (Z), several research conclusions can be obtained as follows:

1. Member perceptions have a positive and significant influence on the image of the IAI organization in Tangerang Regency. This means that every increase in members' perceptions of IAI will improve the image of the IAI organization in Tangerang Regency.
2. Service quality has a positive and significant effect on the image of the IAI organization in Tangerang Regency. This means that every improvement in service quality carried out by the IAI management will improve the image of the IAI organization in Tangerang Regency.
3. Trust has a positive and significant effect on the image of the IAI organization in Tangerang Regency. This means that every increase in trust will improve the image of the IAI organization in Tangerang Regency.
4. Member perceptions, service quality, and trust together (simultaneously) positively and significantly affect the organization's image. This means that every increase in member perception, service quality, and trust will simultaneously (simultaneously) improve the image of the IAI organization in Tangerang Regency.
5. Member perceptions have a positive and significant effect on IAI member loyalty in Tangerang Regency. This means that every increase in members' better perceptions of IAI will increase the loyalty of IAI members in the Tangerang Regency.
6. Service quality has a positive and significant effect on the loyalty of IAI members in Tangerang Regency. This means that every improvement in service quality carried out by the IAI management will increase the loyalty of IAI members in Tangerang Regency.
7. Trust does not have a significant effect on the loyalty of IAI members in Tangerang Regency. This means that any increase or decrease in the value of members' trust in IAI in Tangerang Regency does not affect the loyalty of IAI members in Tangerang Regency.
8. Member perception, service quality, and trust together (simultaneously) positively and significantly affect member loyalty. This means that every increase in member perception, service quality and trust together (simultaneously) will increase the loyalty of IAI members in Tangerang Regency.
9. Member perception, service quality, and trust together (simultaneously) have a positive and significant effect on member loyalty due to the intervening influence of the organization's image. This means that the organization's image plays a role in increasing member perceptions, service quality, and trust simultaneously to increase the loyalty of IAI members in Tangerang Regency. This is also proof that IAI, as a pioneer of the IAI organization, influences its image to increase member loyalty.

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